

# Campaign Ads for the 2017 Federal Election (2017)

## Abstract

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These election commercials from the four largest parties were launched ahead of the 2017 general election. The SPD ad, with its emphasis on justice, is a direct response to the CDU blueprint for the future, presented by Chancellor Angela Merkel. The FDP election advertisement, on the other hand, focuses entirely on the new party leader, Christian Lindner, and tries to appeal to young voters with topics such as digitalization. The humorous Bündnis 90/Die Grünen election ad reminds voters that although Germany is economically strong, it still has many challenges to overcome in the areas of climate protection, equal opportunities and migration.

## Source

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Source: Television campaign ads, 2017. CDU, SPD, FDP, Bündnis 90/Die Grünen.

Recommended Citation: Campaign Ads for the 2017 Federal Election (2017), published in: German History in Documents and Images,  
<<https://germanhistorydocs.org/en/a-new-germany-1990-2023/ghdi:video-5114>> [May 11, 2024].