

Branding In Politics

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seminar paper from the year 2011 in the subject business economics offline marketing and online marketing grade 10 university of applied sciences neu ulm language english abstract experts agree that obama s election victory is largely due to a unique and innovative election campaign which managed to convince voters the huge efforts to raise funds to cover the costs and the extensive and comprehensive use of social media are considered the main innovations obama introduced into his campaign qualman 2009 p 64 waters lester 2010 p 241 harfoush

2009 pp viii they agree on the fact that obama can be considered a powerful brand brand obama is a real marketing phe nomenon he s not only making politics cool he s outpacing google and iphone the icon brands of this century states david jones ceo of one of the world s biggest advertising agencies euro rscg brand momentum study 2008 the target of this paper is to analyze from a marketing point of view the mechanisms which helped barack obama turn the game around against initial odds for this purpose we will first of all deal with the theoretical bases of brand management we will examine in detail the characteristic features of a brand in order to answer the question as to what extent the comparison of president obama to a brand is justified the subse quent analysis of the functions of a brand has the purpose to explain in what way brands are capable of increasing a product s or person s perceived value to the customer or voter

this book demonstrates the progress that has been made on political branding research across international contexts it focuses on the critical application of new concepts and frameworks generating a deeper understanding of unexplored settings and positioning research from multiple perspectives it is important to consider different typologies of international political brands particularly as we have witnessed huge changes across political landscapes from brexit the rise of president trump the surge in populism and the development of sustainable climate change movements given that there are many potential typologies and non traditional political brands this volume investigates different typologies and alternative political brands with the support of new and under developed theoretical lens from multiple perspectives and contexts these include canada iceland india indonesia and the united states of america this book provides areas of reflection and explicit calls for further research which in turn will advance insight into political brands and enhance our understanding of political marketing in action this is a must read guide for setting out the implications of theory and practice for multiple stakeholders including political marketers political scientists politicians political party organizers brand managers and scholars across a wide range of social science disciplines the chapters in this book were originally published as a special issue of the journal of political marketing

this book examines how cities suffering from poor government made a transition to brand politics to break a cycle of inertia

substantially revised throughout political marketing second edition continues to offer students the most comprehensive introduction to this rapidly growing field it provides an accessible but in depth guide to what political marketing is and how it is used in practice and encourages reflection on how it should be used in the future features and benefits of the second edition new chapters on political branding and delivery marketing expanded discussion of political public relations crisis management marketing in the lower levels of government and volunteer friendly organizations examination of the new research on emerging practices in the field such as interactive and responsive leadership

communication mobile marketing co creation market research experimental and analytic marketing celebrity marketing and integrated marketing communications and extensive pedagogical features including 21 detailed case studies from around the world practitioner profiles best practice guides class discussion points an online resource site and both applied and traditional assessment questions written by a leading expert in the field this textbook is essential reading for all students of political marketing parties and elections and comparative politics this book is supported by an online resource site political marketing org which is annually updated with new academic literature audiovisual links and websites that provide further reading and links to clips for use in teaching political marketing

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a comprehensive resource that explores the global and contemporary practices of political marketing offering insights from diverse regions and addressing the latest trends and challenges

political branding strategies tells the story of branding by the australian labor party across seven years and three brands kevin07 the real julia and that of the party employing a new framework to understand and evaluate branding the book offers lessons for practitioners researchers and citizens in democracies everywhere

this timely text from political marketing experts brings together a plethora of up and coming and established authors to explore the most

pertinent questions in political marketing today ethics brand branding for political movements the role influencers play are all covered read this fascinating book to understand more paul baines professor of political marketing university of leicester uk this is a must read for anyone interested in understanding the connection between politics and branding bruce i newman professor of marketing depaul university usa if you want the best research and thinking on international political branding then buy this book the work is cutting edge up to date has quality thinking and has truly global reach with cases from america asia and europe phil harris professor emeritus of marketing public affairs university of chester uk political uncertainty and instability characterise many regions around the world and increasingly can be observed in more established democracies the covid 19 pandemic national and international tensions and the proliferation of autocratic chauvinist and at the most extreme fascist forces around the world all contribute to turbulent political times such environments constitute tremendous challenges but also opportunities for scholars to contribute to an understanding of processes in the political market using the lens of political branding theories authors from various disciplinary backgrounds including social psychology marketing and media and communications provide commentaries and analyses of branding processes in different national contexts all characterised by tensions and challenges the topical and provocative content of the chapters all focusing on recent political events and phenomena in the political arena should appeal to researchers branding practitioners politicians and members of the public seeking to deepen their understanding of current events and political branding concepts dr mona moufahim is senior lecturer at the stirling management school at the university of stirling in scotland uk she is the current chair of the political marketing special interest group of the academy of marketing her research focuses on identity extreme right politics and political marketing and consumption

branding as a phenomenon has effected many a change in the contemporary world there is hardly any aspect of modern society which is untouched by it the varied manifestations of branding have found resonance in most aspects of day to day life politics is one such arena which has come under the influence of branding in a democracy elections necessitate making informed choices with regard to the political parties and leaders in this regard the branding angle associated with a political outfit or leader can make a difference as to who gets our nod and who does not this paper makes an attempt towards exploring the impact of branding in politics and how politics and branding go together in collectively influencing the choices made by the electorate in selecting a particular party or leader over others

political marketing in the united states explores how politicians and parties utilize marketing concepts and tools providing an up to date and broad overview of how marketing permeates us politics the volume focuses on current and recent elections and leaders and covers a range of topics including market research marketing parties and volunteers strategy and branding communications delivery and marketing in

government the main themes and objectives of the book are to cover new and emerging trends in political marketing practice analysis of a broad range of political marketing aspects empirical examples as well as useful theoretical frameworks discussion of state local level as well as presidential politics this is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing it is a must read for students and scholars of political parties political communication applied politics and elections

diploma thesis from the year 2003 in the subject communications public relations advertising marketing social media grade 75 university of leeds trinity all saints college course media dissertation language english abstract for better or for worse we live in what has been called a brandscape a branded world today we are at a time in history when brands go beyond being business platforms to becoming symbols of our times an increasing proportion of our lives is mediated by brands like mcdonald s sony and budweiser which often reflect the changing values of our society brands are more than just advertising they are part of our culture think of andy warhol and campbell s soup and norman rockwell and coca cola think of the digital brandscape with google facebook and youtube brands knowing more about who we are what we look like who our friends are and what our dreams and wishes are than any other brand organisation or company ever knew before products people countries britain for example tried to become a brand with its cool britannia slogan and companies are all racing to turn themselves into brands to make their image more likeable and understandable furthermore brands dominate our working lives and corporate logos are now in every civic space from schools universities and playgrounds to hospitals and art galleries and this brandscape can be considered to be global walk down a street in any city in the world and there will be enough brands to make you feel at home at the same time brands and branding culture represents among other things an issue of culture and politics in some cases brands have rightly or wrongly become a political battleground most recently in 2007 demonstrating left wing youths in copenhagen smashed outlets of global food and entertainment chains over a conflict with the city government that sold their youth centre ungdomshuset to a christian sect which tore it down thus to discuss the role and future of international and global brands in society has become even more important the following text examines whether brands as we know them are dead and makes recommendations to brand owners over and beyond corporate social responsibility csr

political branding strategies tells the story of branding by the australian labor party across seven years this is an account of three brands the kevin07 brand crafted for kevin rudd the real julia brand of his successor julia gillard and that of the party drawing on insider insight and a new framework to understand and evaluate political branding labor s strategies are considered in two case studies they tell of skilful use of comprehensive branding strategies and costly disregard of basic branding principles of stunning success and shattering reversal this is a story with lessons for practitioners researchers and citizens in democracies everywhere

comprehensive and clearly organized this is the first integrated theory to practice text on marketing s role in the political process it incorporates insights and concepts drawn from the disciplines of marketing psychology and political science and covers every aspect of marketing s infiltration into politics including campaign strategy market segmentation and media strategy using examples and models drawn from countries around the globe the authors elucidate the importance of political marketing techniques for the stability of democratic institutions they also note the potential threats to democracy especially the use of marketing techniques to manipulate voters at the subconscious level they conclude with a set of normative do s and dont s for political marketing practice that strengthens civic education and democratic governance

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