

Electoral Campaign

How to plan and prepare campaign?

November 21, 2019 Session 8, Anna Shavit



FAKULTA SOCIÁLNÍCH VĚD

Univerzita Karlova v Praze

Session structure

- Electoral Campaigns - theoretically
- What types of campaigns we have
- Practically oriented part - workshop - message
- Questions, discussion



Electoral Campaign



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By definition

- Campaign is organised attempt to inform, persuade and mobilise voters (Pippa Norris)
- Organised support of candidates with aim to persuade individuals to support them





She's
with
us

Join the Campaign.

anna@campaigns.cz

ZIP code

NEXT

Then Donate.

\$5 \$15 \$25 \$100

NEXT



TRUMP
MAKE AMERICA GREAT AGAIN!

POSITIONS STATES GET INVOLVED MEDIA SHOP **DONATE**



★★★★★
**MAKE
AMERICA
GREAT AGAIN!**



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<http://www.labour.org.uk>



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What does RealCHANGE mean to you?

Type what change means to you (e.g. 'jobs' or 'environment')...

Go



INVEST NOW IN OUR FUTURE



HELP THE MIDDLE-CLASS



OPEN, HONEST GOVERNMENT



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Danke!
Einzug in den Landtag
Baden-Württemberg!

Prof. Dr. Jörg Meuthen

Für unser Land – für unsere Werte!

Alternative für Deutschland

SPENDEN

FRAGEN & ANTWORTEN

MITWIRKEN



What else can define campaign?



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Aims, features and campaign functions

- To create new market with new products
- Increase knowledge about the label
- To improve image
- To maintain support from supporters
- To offer specific feature of the product



- Denver - Hands
- to inform voters
- to persuade voters
- to reinforce existing support
- to mobilize voters



Campaign classification

- historical approach (Pippa Norris and others)
- PREMODERN
- MODERN
- POSTMODERN



- LABOUR VS. CAPITAL INTENSIVE
- D. FARREL



- G. A. Mauser combines various factors -
from the point of organising campaign
 - professional
 - unprofesional
- from the communication point
 - personal contact
 - contact through media



- marketing oriented campaign
- mass media oriented campaign
- professionally organised campaign
- party machina campaign



Political Marketing



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what is political marketing



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Definitions

- difficult to define
- 1959 Stanley Kelley used the term for the first time
- a new way how to look at political process
- economical processes in politics



Dominic Wring

- ➔ *Political Party or Candidate use public opinion research and environmental analysis to create, propose and promote competitive offer, which will offer their organisational goals and will support electorate in exchange for their electoral support*



Functions of Political Marketing

- Product Definitions
- Choosing of distribution channel
- Price setting
- Communication
- News Management
- Source allocation
- Management of parallel campaigns
- Management of inner cohesion (S. C. Henneberg)



Marketing	Political Marketing
PRODUCT	public figures, politicians, political parties, ideology, ideas
PRICE	voting, voters support
PROMOTION	promotion, media
DISTRIBUTION	electoral campaign



how to start

?



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Plan!



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Successful campaign is
a planned campaign



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Research



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Quantitative, qualitative



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Benchmark poll

- main research (national level)
- comparative
- the main source of information in the campaign



- various types of research and surveys for various types of campaigns
- difference! local and national research
- mutual using of information



Focus group interview

- moderated interview (90-150 minutes)
- 5-12 members
- topic, themes testing (focus on candidate) or visual communication



- difficult to create SAMPLE
- difficult to get participants
- data interpretation
- process
- further data analysis
- expensive



Precinct Analysis

- possible electoral scenario
- First step / electoral law analysis
- Second step/ primary and secondary data analysis
- Electoral lists
- Geographic regional analysis (electoral maps)



Strategic analysis

- Analysis of our position on the electoral market
- SWOT
- Opp research (political parties, candidates)
- Summary



Professionally organized electoral campaign

- Public Opinion Surveys
- SWOT analysis
- Strategy (vision - strategy - tactics)
- Message
- Communication Plan
- Schedule, volunteers, campaign organization



What types of campaigns we have

- Candidate oriented
- Party Oriented
- Image Building Oriented
- Single Issue Oriented

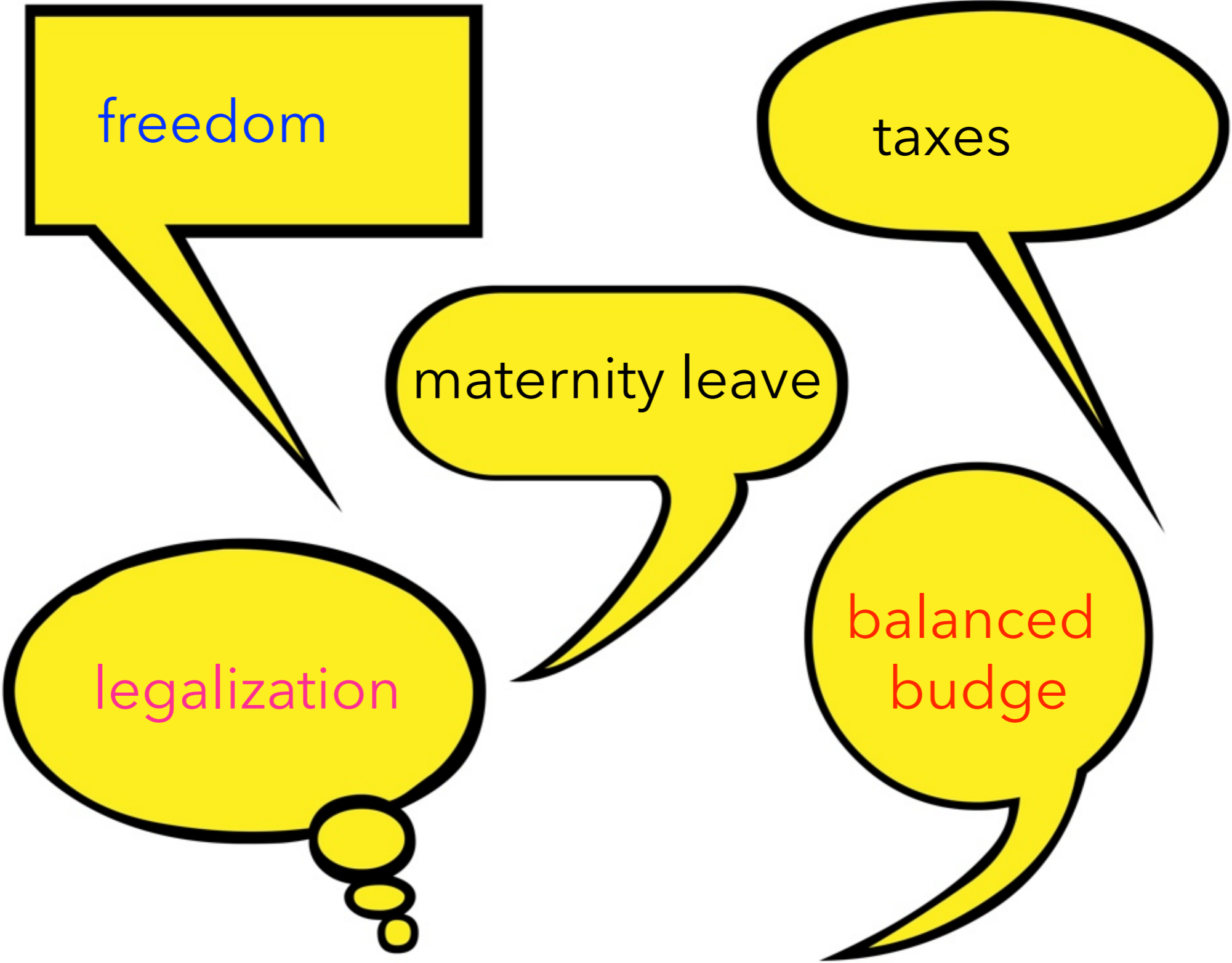




Message



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freedom

taxes

maternity leave

legalization

balanced
budge

- How to create a message
- What is the main campaign message



Message - main political information

- central idea / from campaign to voter
- connects candidate with voters and their problems and interests
- differentiate candidate/party from others and from competition
- it should answer the question: "Why this man of woman should be elected?"



Good message is...

- clear
- concise
- connecting
- compelling
- contrasting
- credible
- consistent
- easy to communicate





Mr. Candidate = ?

Why he runs, why to vote for him?

Is he different from others and how?

What topic are the most important to him?

Message Box

what we say about our candidate

what we say about our opposition

what they say about themselves

what is our opposition going to say about us



How to create message / 6 basics rules



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1. Electoral Precinct Analysis

2. What are the main question we want to answer, what the main issues in our campaign

3. Analysis of strengths and weaknesses of our candidate and main opponents

4. Strategy definition (how we will differ)

5. "Message" creation

6. Testing "message" HOW?



Strong and good message is not the message politician and his advisers like.
Strong message is not the one answering all the campaign questions.



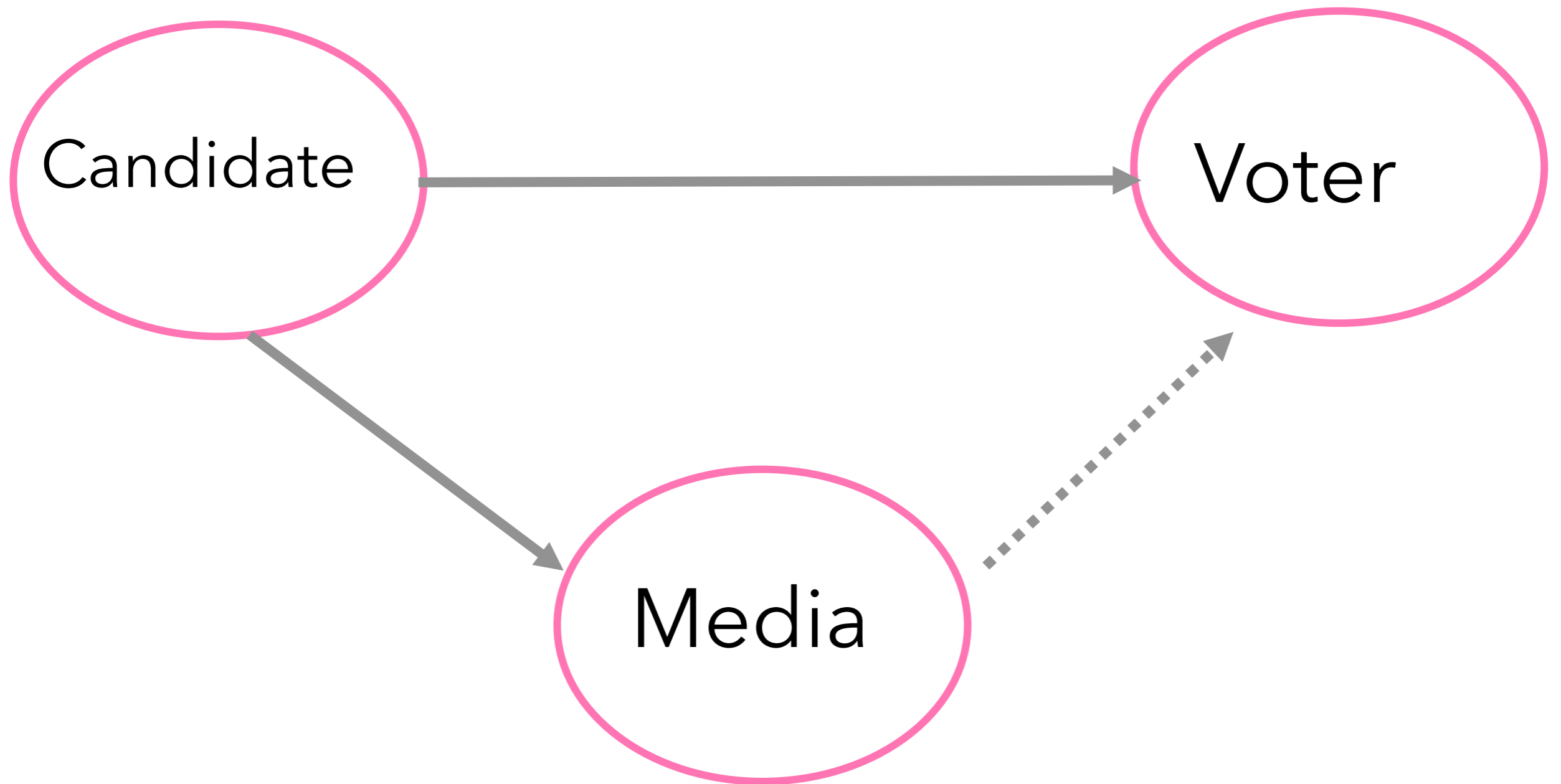
Good message is the one, with
EMOTIONAL CONTENT (it attacks on
our feelings positively or negatively). It
makes voters to vote for us



Message types

- positive
- negative (USA - campaigns, very popular tool)
- funny
- GOTV
- electoral slogan







Team



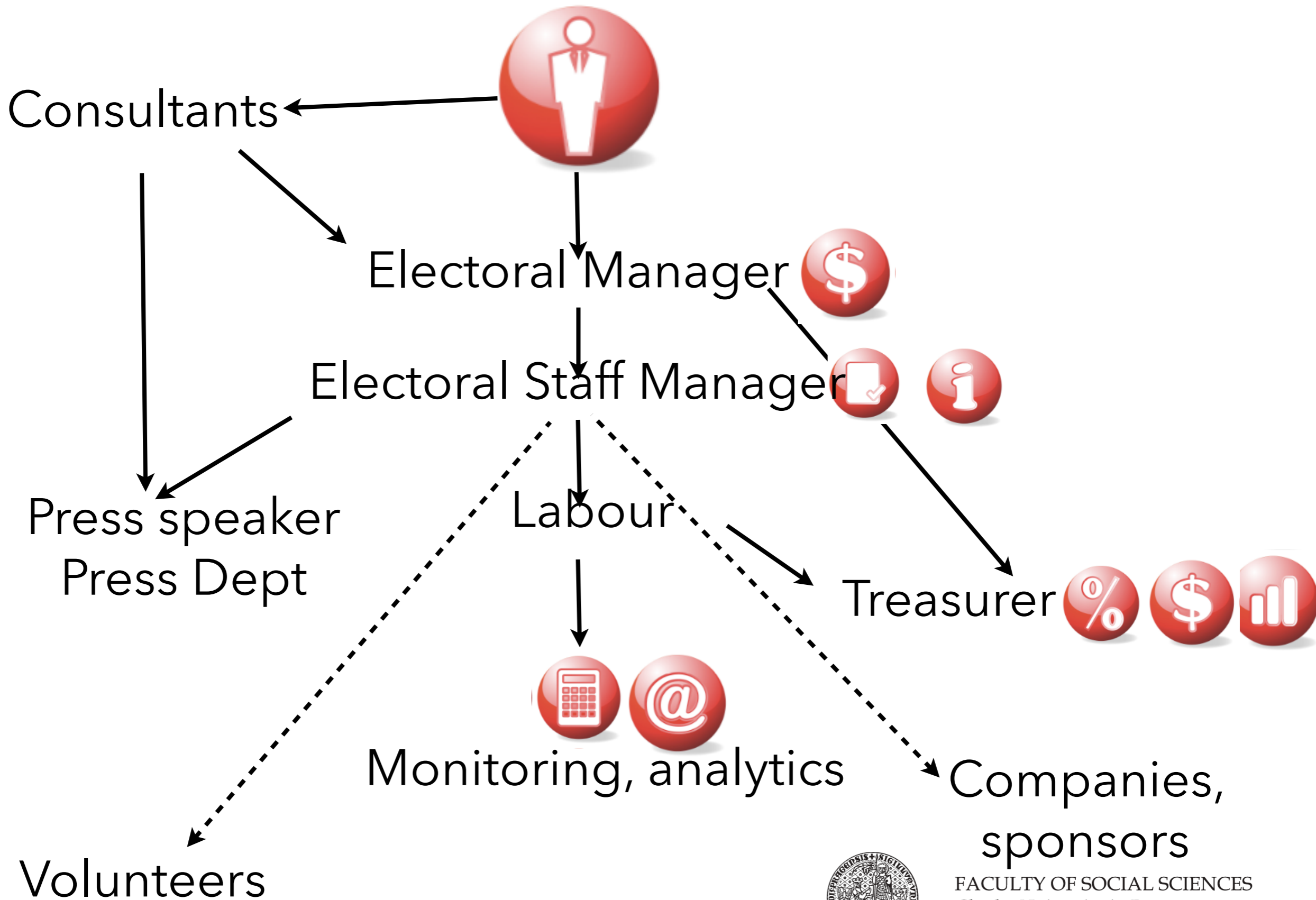
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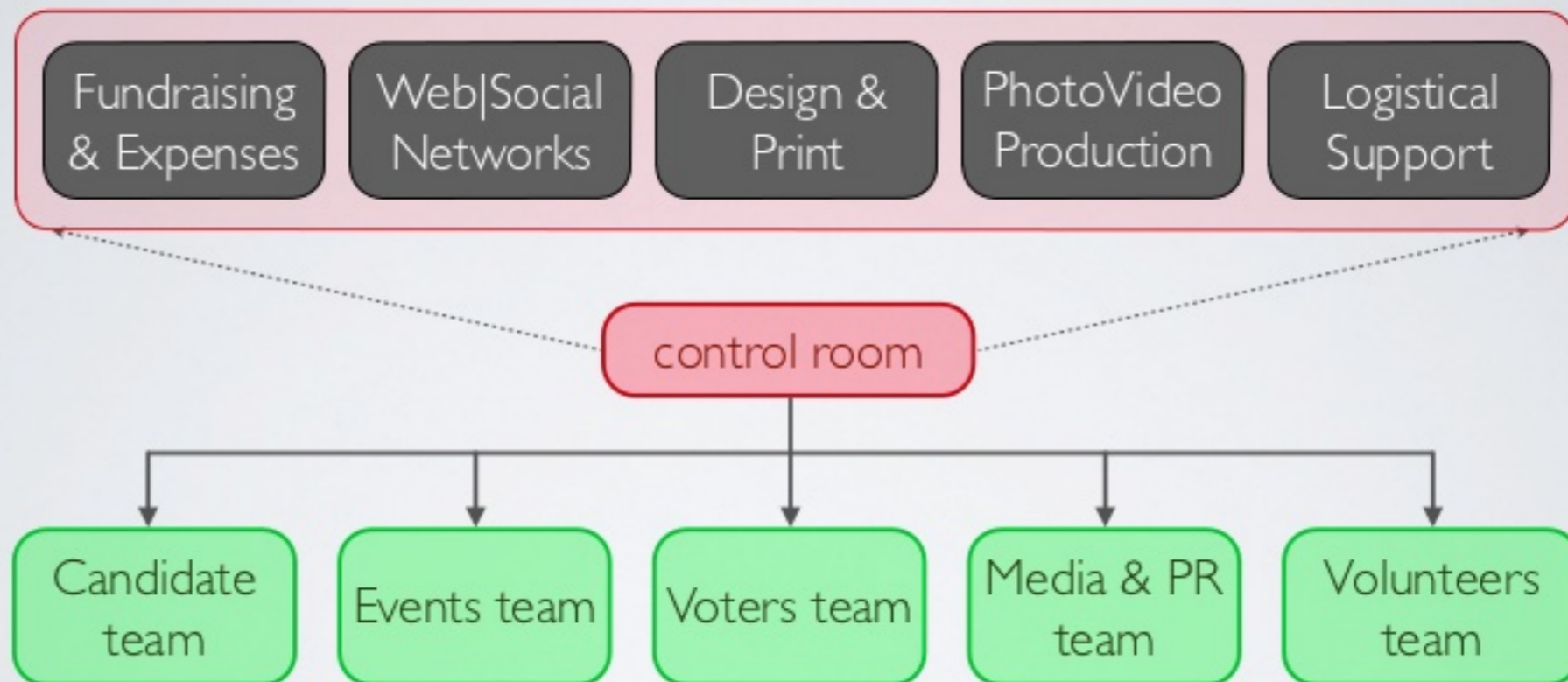
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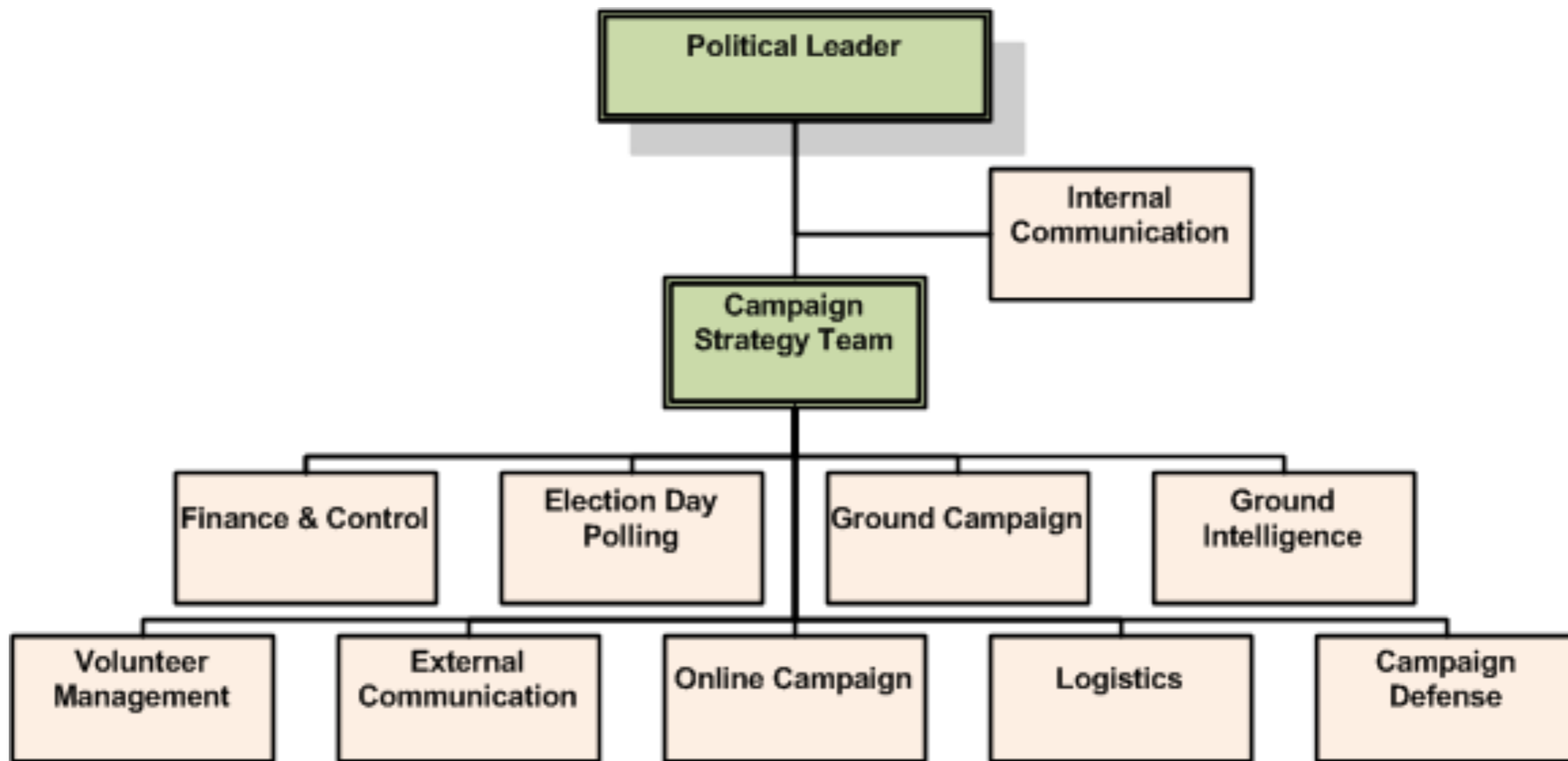


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CAMPAIGN STRUCTURE





- national vs. regional
- centralised vs. decentralised
- horizontal vs. vertical



Electoral Manager

- second most important person in the campaign
- chosen by candidate or close consultants
- financially responsible
- controls the whole team and the campaign flow
- 24/7
- very difficult job, hard job



Treasurer

- fund raising, sponsoring
- financing of campaigns is very complex and complicated
- financial strategy (different methods how to deal with money)
- admissions, commission, invoice



Electoral Staff Manager

- it could be done by electoral manager
- control logistics of whole campaign
- administration
- fast decisions
- information flow



Press speaker

- very demanding job
- always supporting candidate
- very often expose to media and various pressure
- crisis management
- professionalism



Workers, volunteers

- led by the boss of electoral team
- different activities
- coordination



Consultants, analytics



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Time Schedule

- timing
- define your goal
- general frame
- monthly planning
- weekly planning
- daily planning
- hour by hour planning





Basic Rules



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Goal - Plan - Strategy -Implementation



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Electoral Strategy

- Electoral Strategy is a compilation of methods, techniques and decision making procedures. Their purpose is to maximise electoral result at certain time and location. The main goal is to be able to use the strategy and realise political program and goals. Electoral strategy employs tactical and operational instructions along with personal, organisational and programmatic. (Skrzypiński 2005: 96).



Electoral strategy

Personal Strategy

Financial Strategy

Communication Strategy

Mutual Party Relations Strategy

Electoral Program

Advertising Strategy

Public Relation Strategy

Source: (Skrzypiński 2005: 97).



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10 rules of successful campaign

- be respectful to your team
- stay on the message
- money are your saviour
- do not lie
- focus on the souls you can save
- do not waste donor money
- avoid adultery
- start on time
- be ready for anything
- be sure who you are





Thanks for your attention