

Managing Political Candidates as Brands

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Motivation

- Political candidates often incorporate marketing strategies in their campaigns for office.
- What is the most effective way to do so from a marketing perspective?
- How do candidates form a relationship with voters?

Research Question

Which aspects of brand identity and branding are the most influential in forming a relationship with a voter for political candidates?

Application:

Candidates or campaign strategists can use research to optimize effectiveness of campaign and build relationship.

Methodology

Step one:

- 1) Analysis of past marketing research
- 2) Create framework of influences in making a relationship with voters

Step two:

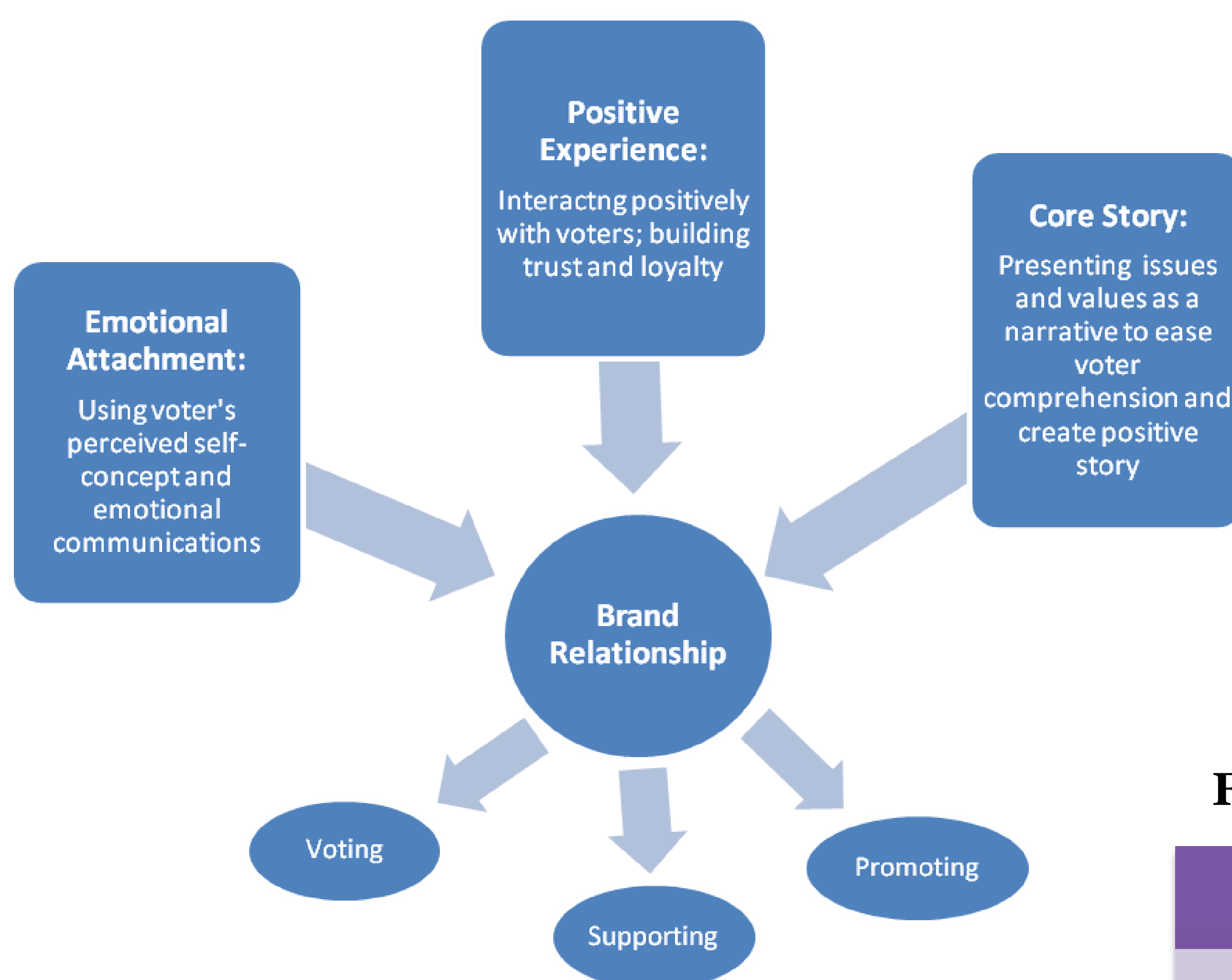
- 1) Draw implications from step one
- 2) Create a plan for political candidates to maximize voter-candidate relationship

Analysis of Marketing Research (Step one)

3 main themes most important to creating a brand relationship with voters:

- 1) Consumers (voters) create stories around the products; tend to look at the “whole-picture story” versus individual attributes; process information in stories
- 2) Consumers (voters) can create emotional attachments, which results in brand relationships by perceiving the brand as having the same values as their perceived self-concept or through associating emotions elicited in communication
- 3) Consumers need to have satisfaction and brand trust to have brand loyalty; can be created through positive brand experiences and having both functional and hedonic needs met or exceeded

Figure 1: Framework for creating relationships



Plan to build relationships

- 1) Candidates need to first create a brand identity by choosing core values. These need to be aligned with voter's self-identity to create emotional attachments. This needs to be conveyed through a core story.
- 2) To create value must satisfy both functional (basic) needs of voter AND hedonic (experience) needs to create emotional attachments.
- 3) Brand loyalty is built by regular communication and positive brand experiences and is built from the first two steps in process (identity and value).

Key Terms:

- Brand Loyalty:** The extent to which the consumer repeatedly purchases brand within the same product category.
- Brand Relationship:** Long-term committed and/or trusting relationship with consumers
- Brand Identity:** the common element sending a single message amid the wide variety of its products, actions, and communications

Figure 2: Steps to create brand relationship

