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Political Marketing in the United States, edited By Jennifer Lees-Marshment, Brian Conley and Kenneth Cosgrove, Routledge USA, August 2014
Chapter Abstracts

Chapter 1 Marketing US Politics By Jennifer Lees-Marshment, Brian Conley and Kenneth Cosgrove

Political marketing is ubiquitous in US politics: decisions on policy, organization and communication are continually informed by research into stakeholder views and concepts such as branding and positioning. Political marketing is not just about campaigning or voting behaviour; it offers a holistic approach to modern politics by also considering what happens within party organizations as well as after the election in government. The first book dedicated to US Political Marketing, it provides important lessons for political science and marketing scholars and for their students wishing to increase their employability through knowledge and understanding of a significant area of practice.

Chapter 2 The Emergence Of Voter Targeting: Learning To Send The Right Message To The Right Voters By Michael John Burton and Tasha Miracle

Political targeting involves a search for groups of voters willing to hear a campaign's message. In years past, the job of targeting was left to political party organizations, but as changes in the political marketplace forced party officials to rely on outside professionals and volunteers, strategic knowledge proliferated, and expertise, once it has reached the public domain, is difficult to recapture. This chapter adds to the literature on political parties by illuminating ways in which one form of political marketing – efforts to target voters – helped transform the parties and ease some of the traditional distortions in the American political marketplace.

Chapter 3 Database Political Marketing In Campaigning And Governing by Lisa Spiller and Jeff Bergner

The use of sophisticated databases has become ever more important in political campaigns and governing. Customized databases are particularly useful in developing market-oriented approaches to voters/citizens which allow for feedback into campaign promises and government policy. The Obama 2008 presidential campaign made excellent use of its interactive database, but President Obama's first term was not marked by a market-oriented approach to governing. It is critical for every political scientist to understand the revolutionary impact database marketing is having and will increasingly have on political campaigning and governing.

Chapter 4 Boutique Populism: The Emergence of the Tea Party Movement in the Age of Digital Politics by André Turcotte and Vincent Reynauld

We argue that the Tea Party movement represents a new permutation of populism which is "boutique" in nature. Specifically, we suggest that the Web 2.0-intensive political communication, mobilization, and marketing practices linked to this movement are modifying the impact of market intelligence on party strategy, are altering the product design and the development of a party's communication and organizing plan, and are redefining the relationship between party elite, their members, and the public at large. In order to illustrate our argument, we offer an analysis of the Tea Party movement's presence in the Twitterverse during the 2010 U.S. Midterm elections.

Chapter 5 Primary Elections and US Political Marketing by Neil Bendle and Mihaela-Alina Nastasoiu

Primaries challenge the application of marketing principles to politics. Firstly, given voters consider electability and viability what is a voter's preference to be served: The voter's ideal or what is achievable given other voters' preferences? Secondly we highlight market focus challenges; how can candidates serve both primary and general election voters? We advise that, ideally, candidates place greater emphasis on the general election, while demonstrating that strategies, the markets candidates focus on, depend upon their likelihood of being nominated, their viability and their electability. Finally we discuss significant challenges such as repositioning after the primary and party versus candidate tensions.

Chapter 6 Branding the Tea Party: Political Marketing and an American Social Movement by William J. Miller

While literature on the use of branding by political parties and politicians has increased over recent election cycles, there is still a dearth of research related to social movements across the globe. With the emergence of the Tea Party movement in the United States over the past three years, there is an opportunity to examine how it has chosen to brand and market itself to potential supporters and politically similar candidates. What emerges from this chapter is an examination of how social movements are largely similar, yet different in important ways from political parties when considering branding and marketing strategies.

Chapter 7 Access Hollywood: Celebrity endorsements in American politics by Alex Marland and Mireille Lalancett

This chapter distinguishes between the pop culture celebrities in the 2012 U.S. Presidential election who generated publicity for candidates and the ones who fundraised. It raises questions for contemporary American politics about the democratic implications of celebrities' involvement in elections. Students of political science are advised to pay special attention to the influence of the Hollywood 'A listers' who raise money for candidates. Many celebrities benefit from the media attention that accompanies getting involved in a campaign, but the hottest celebrities expect access to the President and anticipate that a political cause will be advanced in return for their endorsement.

Chapter 8 Personal Political Branding at state level by Ken Cosgrove

This chapter explores the use of personal branding in politics at the state level by examining a series of Republicans who won the Governorship of a strongly Democratic Massachusetts. Their victories show that personal branding can help a party with a market or house brand problem; can personalize the party or a movement and lead to electoral victory; and contribute towards a stronger relationship with voters. In the era of information overload and hyper-partisanship in government, personal branding is a tool that will likely take on more currency in the years to come.

Chapter 9 Brand Management and Relationship Marketing in online environments by Darren G. Lilleker and Nigel Jackson

Relationship marketing has been applied to party-dominant election campaigns, we apply the paradigm to candidate-centred campaigns arguing the interactive element of hypermedia campaigning has the potential to engender loyalty and activism. We argue, through analysing the Presidential candidate's online campaigns 2008-12, Obama created a hybrid model between candidate-centred transactional marketing, and party-centred relational marketing indicating contemporary politicians may be able to attract and mobilise a supportive movement. We not only expose a division in American online political marketing but offer

insights into new routes for citizens into political participation and activism fostered through the strategic use of online interactive tools.

Chapter 10 Relationship Marketing in Social Media Practice: Perspectives, Limitations and Potential by Christine B. Williams and Girish J. “Jeff” Gulati

Using a marketing perspective, we investigate candidates’ adoption and use of Facebook in the 2012 U.S. Congressional elections through 91 interviews with campaign staff about factors underlying their social media decisions. Campaigns espoused a more positive assessment of its value than in 2010. Most do not target particular groups (market segmentation), but when they do, their focus remains young voters, and in 2012, supporters also. Finally, the large majority use social media to communicate their positions (product orientation), not mobilize or engage voters (sales and market orientations). Still, social media have potential for changing campaign dynamics and the candidate-voter relationship.

Chapter 11 Mama Grizzlies: Republican female candidates and the political marketing dilemma by Robert Busby

The emergence of a new Mama Grizzly brand in 2010 and 2012 created debate about the effectiveness of sub-brands in American political marketing. The product advanced a gender based social conservative remit. The brand created heated debate about whether the Mama Grizzly candidates were feminist and conservative or feminine and conservative. The problems encountered when advancing a new brand into political discourse stress the challenges facing female Republican candidates in particular, and the difficulties faced when establishing new political identities in contemporary American politics. While gender politics is evidently important, mobilizing key target groups remains a challenging problem.

Chapter 12 The Market Research, Testing and Targeting behind American Political Advertising by Travis Ridout

Political consultants employ advanced techniques from the field of market research in order to design and develop messages for political advertising. Moreover, they use sophisticated tools to target their ads to specific voter populations. Yet, surprisingly, discussion of this story has rarely appeared in the literature on political marketing. In this chapter, I make up for that lack of attention by focusing specifically on how techniques from marketing are used in both 1) the design of political ads and their messages and 2) the targeting of these ads. To illustrate these ideas, I use examples from the 2012 presidential campaigns.

Chapter 13 Crisis-management, marketing, and money in U.S. campaigns by R. Sam Garrett

Despite being important elements of campaigns, the connections between political marketing, political money and crisis-management have received little scholarly attention. This chapter explores how changes in campaign finance policy created new opportunities for understanding campaign crises. The 2010 Supreme Court decision in *Citizens United v. FEC* dramatically reshaped which entities could spend money calling for election or defeat of candidates and created more potential for campaign crises through heavily funded broadcast advertising. Understanding modern campaigning requires an appreciation of these important developments. Selected events in the 2012 U.S. presidential campaign illustrate key concepts.

Chapter 14 Communicating contemporary leadership in government: Barack Obama by Edward Elder

Using a new framework, this chapter highlights how US President Obama has used communication in an attempt to show that he is a strong, yet open minded, governing leader. It suggests that contemporary governing leaders' communication is slowly moving away from the traditional norm of simply highlighting positives while disregarding criticism. However, it also suggests that this evolution is ongoing, with detrimental signs of the traditional norms still remaining. The findings of this chapter provide new understanding of political leadership, political communication, and political marketing in government.

Chapter 15 Does Obama Care?: Assessing the Delivery of Health Reform in the United States by Brian M. Conley

Following its passage in March 2010, health reform emerged as one of Obama's signature achievements, but also as one of his chief liabilities. Despite having enacted legislation, public support for the reforms declined in the lead-up to the 2010 mid-term election. Public opinion had shifted, but so had the way the President talked about health care, from an emphasis on cost-savings to expanded coverage. The goal of this chapter is to analyze how Obama sought to deliver health reform and the extent to which declining support followed from changes in how he communicated the reforms to the public.

Chapter 16 US Political Marketing trends and implications by Jennifer Lees-Marshment, Brian Conley and Kenneth Cosgrove

This chapter summarises how the book demonstrates the far-reaching permeation of politics and government by marketing methods such as branding, market-oriented strategy, research, targeting, relationship marketing and delivery management by government, parties and candidates at federal, congressional and state level. Political marketing offers politicians and political organisations tools to better understand, respond to, organise and communicate with their public both in order to win power and implement policy once in office. This chapter discusses the positive and negative implications of political marketing for democracy in the US and suggestions avenues for future research.