



Routledge Handbook of Political Marketing

Edited by Jennifer Lees-Marshment

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Routledge Handbook of Political Marketing

With the Obama campaign universally acknowledged as the most successfully marketed presidential campaign of all time, the future of political marketing is fiercely contested, provoking a wealth of high-quality scholarship from across the globe. This work provides an accessible introduction to the field, international in both content and authorship, which will set the direction of future research.

The *Routledge Handbook of Political Marketing* contains cutting-edge contributions written by academic experts and informed practitioners but also has a cohesive structure, containing emerging areas and authors alongside established ones. The *Handbook* addresses the practicalities as well as the broader impact of political marketing on politics including its role in the changing relationship between political leaders, parties and voters. With each chapter providing a comparative and carefully structured discussion of a key topic, the *Handbook* examines issues within the following broad themes:

- Understanding the market, gathering ideas and debate
- Product development, branding and strategy
- Internal marketing
- Communicating and connecting with the public
- Government marketing – delivery, policy and leadership

With each chapter written to a common template presenting new research and contemporary case studies, the *Handbook* combines a succinct presentation of the latest research with an accessible and systematic format, which will be of great interest to scholars and practitioners alike.

Jennifer Lees-Marshment (University of Auckland, New Zealand) is an international expert in political marketing and author/editor of 10 books, including *Political Marketing: principles and applications* (2009) and *Global Political Marketing* (2010).

This book is dedicated to my daughter Hazel Anna Greenaway

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Contents

<i>List of figures</i>	xī
<i>List of tables</i>	xīīī
<i>List of contributors</i>	xv
1 Introduction: political marketing in the 21st century <i>Jennifer Lees-Marshment</i>	1
PART I	
Understanding the market, gathering ideas and debate	5
2 The role of opinion research in setting campaign strategy <i>Alexander Braun</i>	7
3 Political marketing and segmentation in aging democracies <i>Scott Davidson and Robert H. Binstock</i>	20
4 Strategic voter selection <i>Michael John Burton</i>	34
5 Government public opinion research and consultation: experiences in deliberative marketing <i>Mathias König and Wolfgang König</i>	48
6 Co-creating the future <i>Roy Langmaid</i>	61
PART II	
Product development, branding and strategy	77
7 Political party market orientation in a global perspective <i>Jesper Strömbäck, Jennifer Lees-Marshment and Chris Rudd</i>	79

- 8 Niche marketing the Greens in Canada and Scotland 93
Susan Harada and Helen M. Morris
- 9 Political branding in the modern age: effective strategies, tools
and techniques 107
Kenneth M. Cosgrove
- 10 The politics of hope: the Democratic Party and the institutionalisation
of the Obama brand in the 2010 mid-term elections 124
Brian M. Conley

PART III

Internal marketing 135

- 11 Internal party political relationship marketing: encouraging activism
amongst local party members 137
Robin T. Pettitt
- 12 Party members as part-time marketers: using relationship marketing
to demonstrate the importance of rank-and-file party members in
election campaigns 151
Peter Van Aelst, Joop van Holsteyn and Ruud Koole
- 13 Yes we can (fundraise): the ethics of marketing in political
fundraising 164
Alex Marland
- 14 Political parties and direct marketing: connecting voters and candidates
more effectively 177
Peter N. Ubertaccio
- 15 The party official as political marketer: the Australian
experience 190
Stephen Mills

PART IV

Communicating and connecting with the public 203

- 16 Campaigning in the 21st century: change and continuity in American
political marketing 205
Dennis W. Johnson

17	Selling Sarah Palin: political marketing and the 'Walmart Mom' <i>Robert Busby</i>	218
18	Populism as political marketing technique <i>Georg Winder and Jens Tenscher</i>	230
19	Something old, something new?: modelling political communication in the 2010 UK general election <i>Jenny Lloyd</i>	243
20	Interacting leaders <i>Claire Robinson</i>	257
21	Underused campaigning tools: political public relations <i>Nigel A. Jackson</i>	271
22	Political marketing in an online election environment: short-term sales or long-term relationships? <i>Nigel A. Jackson, Darren G. Lilleker and Eva Johanna Schweitzer</i>	286

PART V

Government marketing – delivery, policy and leadership **301**

23	Delivering in government and getting results in minorities and coalitions <i>Anna Esselment</i>	303
24	Advocacy coalitions strategies: tensions about legitimacy in environmental causes <i>Émilie Foster, Raymond Hudon and Stéphanie Yates</i>	316
25	Branding public policy <i>David Marsh and Paul Fawcett</i>	329
26	The use of public opinion research by government: insights from American and Canadian research <i>Lisa Birch and François Pétry</i>	342
27	Making space for leadership: the scope for politicians to choose how they respond to market research <i>Jennifer Lees-Marshment</i>	354

Contents

28 Conclusion: new directions in political marketing practice, political marketing and democracy, and future trends <i>Jennifer Lees-Marshment</i>	366
<i>Index</i>	387

Figures

1.1 Topics in the <i>Routledge Handbook of Political Marketing</i>	2
2.1 Positioning of Czech Social Democrats in 2008 gubernatorial elections	10
2.2 Example of basic voter division (unlikely voters already filtered out)	12
2.3 Example of voter segmentation	14
3.1 Percent voting for Republican US presidential candidates, by age groups, 1972–2008	22
4.1 Notional electorate – unsegmented	36
4.2 Notional electorate – segmented	37
4.3 Efficiency <i>versus</i> coverage	38
5.1 Changes in ratings of statements concerning reforms in the course of the planning procedure (<i>Planungszelle</i>) (N=140)	52
5.2 Governance focused market-oriented party (MOP+G)	54
6.1 The four primary levels of relationships	64
6.2 Creative techniques	65
6.3 Creating relationships	70
6.4 Co-creation articles in Google Scholar 1991–2009	74
7.1 Product-, sales- and market-oriented parties along a continuum	87
8.1 Indicators of niche market-oriented political behaviour	95
8.2 Indicators of GPC and SGP niche market-oriented political behaviour	102
9.1 A typical brand hierarchy	108
9.2 Benefits ladder	109
9.3 Democrat brand hierarchy	112
9.4 Republican brand hierarchy	112
9.5 Obama benefits ladder	113
9.6 Benefits ladder – American Reinvestment and Recovery Act	117
9.7 Benefits ladder – healthcare	118
9.8 Benefits ladder – cap and trade	119
9.9 Benefits ladder – Congressional Democrats	120
10.1 Candidate messaging by issue: US Senate election, 2010	130
11.1 Multiple market model for political parties	139
11.2 Stages of campaigning with relationships between stakeholders	141
18.1 Model of marketed populism (populism-specific elements are in italic)	232
19.1 Shannon and Weaver's (1949) model of communication	244
19.2 The Westley and MacLean (1957) model of mass communication	244
19.3 The UK general election in 2005: a model of political communication	246

Figures

19.4	The 2010 model of political marketing communications	252
21.1	Political PR hierarchy	281
22.1	Ferber <i>et al.</i> , six-part model of cyber-interactivity	290
22.2	Use of transactional or relationship marketing 2007–10	295
27.1	Leaders' options for how to use market research in politics	356