

Political Studies Association Political Marketing

Newsletter – March 2018

PMG Website: <https://politicalmarketinggroup.wordpress.com/>

PMG Facebook Group: <https://www.facebook.com/groups/135180946622741/>

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The Political Marketing Group Committee 2018



Chair

Darren G. Lilleker
Bournemouth University, The Media School
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Role: Overall coordinator and liaison with the UK PSA



Vice-Chair (International)

Vincent Raynauld
Emerson College, Department of Communication Studies
vincent_raynauld@emerson.edu

Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives e.g. global election watch events e.g. facebook live event

Vice-Chair UK

Anthony Ridge-Newman
University of Roehampton, Media and Communications
anthony.ridge-newman@roehampton.ac.uk

Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives in the UK



Secretary

Jenny Lloyd
University of the West of England, Bristol Business School
jenny.lloyd@uwe.ac.uk

Role: Boost membership, support for activities



Treasurer

Robert Busby
Liverpool Hope University, Politics
busbyr@hope.ac.uk

Role: Maintain and report on PMG accounts and liase with UK PSA



Communications Officer

Jennifer Lees-Marshment
University of Auckland, Politics and International Relations
j.lees-marshment@auckland.ac.nz

Role: Maintain and website
<https://politicalmarketinggroup.wordpress.com/> and google group membership list; and distribute PMG related information via the website, Facebook, membership emails



Newsletter Editor

Edward Elder
University of Auckland
eeld001@aucklanduni.ac.nz

Role: Encourage and edit contributions to the newsletter and send it out three times a year



Twitter Manager

Kenneth Cosgrove
Suffolk University, Department of Government
kcosgrove@suffolk.edu

Role: Runs the account @ukpmgpsa; aim to enhance the profile of political marketing

Practitioner Liasons

Paul Wilson

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Anna Shavit

Charles University, Faculty of Social Sciences

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Travis McDonald

University of Auckland, New Zealand

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Role: Build and develop the academic-practitioner interface to help identify speakers for events, distribute academic research to practice, integrate practitioner perspectives and on the ground experiences and realities by for example interviewing practitioners for features for the newsletter/website/Facebook/twitter.



Resources Officer

Mitra Naeimi

Universidad de Navarra

mnaeimi@alumni.unav.es

Role: expand resources on

<https://politicalmarketinggroup.wordpress.com/> e.g. adding video interviews with academics and their views/latest research on a particular area.



Event Coordinator

Peter Reeves

University of Salford, Salford Business School

P.Reeves@salford.ac.uk

Role: to organise, and facilitate others organising, an event each year.

Call for Committee members and wider involvement in The Political Marketing Group

The PMG was founded in 2005 and has held several events, workshops at other conferences, supported publications through a regular newsletter enabling calls for papers and chapters, and most recently stimulates discussion through a Facebook page.

But to carry on succeeding, and to develop further, we need to strengthen our organisation. We need to develop over the long-term to be an association of political marketing academics and practitioners that can support, for example, the creation of new journals.

We therefore put out a call for new committee members, and are delighted to announce we had a wonderful response: see revised list below.

There is still room for more – see ideas for other possibilities at the end of the list - so if you have any ideas, for short or long term projects or positions, do please get in touch with Darren Lilleker dlilleker@bournemouth.ac.uk and Jennifer Lees-Marshment j.lees-marshment@auckland.ac.nz

Remaining possibilities

Experts list/database: Another initiative might be to compile an online list of political marketing experts from the membership list. You would need to design a simple, well-functioning and ethical way to collect data from members and display it to the public. This could help with getting media visibility.

Publications feature editor: someone to look out for and encourage suggestions of new publications in political marketing including journal articles, book chapters, and books, with a brief blurb (e.g. abstract size). Suggested as an idea by Alex Marland, listing publications would help us stay on top of new scholarship. It would also help authors promote their research among an informed audience.

Also

If you can't commit for a few years but could for a few months, another idea would be to suggest and lead a mini development projects e.g. 'Project officer – expert lists'; 'Project officer – video interviews with academics' or 'Project officer – organising the 2018 mini-conference'. Again, please get in touch.

Country Coordinators

Country	Name	Institution	Contact
Bangladesh	Hasan Mahmud		h.mahmud.mkt@gmail.com
Canada	Thierry Giasson	Université Laval	thierry.giasson@pol.ulaval.ca
Czech Republic	Anna Matsukova	MU	amatuskova@gmail.com
Denmark	Sigge Winther Nielsen		sigge_winther@yahoo.dk
Egypt	Dr Niveen Ezzat	Cairo University	niveenezzat2003@yahoo.com
France	Vincent Rodriguez		rochebrun.associates@gmail.com
Georgia	Professor Kakhaber Djackeli		k.jakeli@rocketmail.com
Ghana	Kobby Mensah		kobby_mensah@yahoo.com
Greece	Iordanis Kotzaivazoglou		ikotza@jour.auth.gr
India	Chandra Sekhar	Indian Institute of Management	sekharj4u@gmail.com
Indonesia	FirmanzahFiz	University of Indonensia	fizfirmanzah@yahoo.com
Iran	Mitra Naeimi	University of Navarra.	mnaeimi@alumni.unav.es
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USA	Ken Cosgrove	Suffolk University	kcosgrov@suffolk.edu

Note:

If anyone would like to get involved and go on the committee, please let our Communications Officer Jennifer Lees-Marshment know (j.lees-marshment@auckland.ac.nz). We are always looking for people!

Trends in Political Marketing

Rethinking Political Marketing: An African Perspective



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In the world divided into two, the western world and non-western world, liberal democracies allow the winner to take it all in elections.

Political marketing scholars continue to do more studies in the United Kingdom and the United States of America, among other countries. But in the scholarship, there remains a bias in filling the knowledge gap from the non-western world, where there is limited in research.

Rethinking the discipline, critically global scholars need to revisit the scope of political marketing perspective and embrace diversity for the discipline to enrich the consumers and broaden the knowledge base.

In this regard, the fact that globally rated scholars have done ground-breaking work in the field is significant, but it is still narrow in scope and insignificant in terms of geographical representation. More needs to be done in terms of human and non-human resources.

To be precise and specific, Africa is still in its infancy in the development of political marketing study. The undertaking of

enhanced collaborative researches with western world universities and others in China and broader Asia would create an avenue to satisfy the pool of consumers that are thirsty with divergences in this discipline.

Whereas Africa is in solitary odyssey at the moment, it is the duty of the scholarship in both Africa and the western world to explore the richness of this topic. From my literature review and thoughts, there is a gap that needs to be filled in order to resolve the dilemma, and the way to overcome it is to develop the baby at infancy and be made to crawl.

To address this, African scholarship in political marketing should not be viewed as a pale shadow of western political marketing theory; to endorse western thoughts literally in the advancement of marketing and political knowledge. Other provoking thought needs to be considered by scholars when viewing Africa, not from the perspective of working on conditionality. African scholars are in reconnaissance and delight to explore the genre and contribute to global political and marketing consumers.

From the perspective of Africa, with issues such as a disfranchised voter population, the African context provides a unique and interesting take on marketing techniques that are standard in western world, but they do not wholesomely represent the position in the political set up in the African context, where focus is not always about policies and what people believe in.

African politics is bedevilled with ethical considerations, with different orientations of culture, and with loyalty enshrined in the minds of the tribal kingpins. Political consumers are affiliated to clans and what the party stands for, and parties are meant to be vessels to ascend a politician to the legislature or executive.

A case in point can be seen in Kenya, Uganda, and Tanzania, where witchcraft, violence, and bribery are rife towards the electioneering period. Though the vices are condemned by law, the majority of politicians use the techniques to influence the micro targeted voters in their regions. In other localities, the culture of marketing rebellion means candidates, on occasion, face the wrath of the government in power in advancing the development agenda.

Reviewing the acts as executed by the politicians on the conditionality to voters, the fact remains that the new approaches in political marketing that embrace marketing analytics, artificial intelligence, social media, and machine learning need to be applicable in the same measures with the traditional approaches that rarely feature as tools of marketing communication.

Traditional marketing techniques such as holding feasting festival for potential voters and to integrate with them in funerals are indeed effective ethnographical marketing techniques that win African politicians slots to be the representatives of people in parliament, senate, and county assemblies - particular in Kenya. Harambee or communal fund-raising ventures too are some of the tools that are not captured in political marketing before and during the election period. Donations by aspirants for maternity, weddings, church constructions, and school fees are some of the generous contributions that anchors in voters' minds to be a yardstick earmarked for potential political leader.

Critics would point out why Africans can't bring this knowledge to the fore. Is it because they are in their comfort waiting to be pushed to act? The answer is Africa is in the face of "developing", but not "underdeveloped". It has strength in terms of human capital, but with inadequacy of research funding policies, it lacks goodwill from their governments to set the ship in motion, the impetus would come through partnership and collaborations so that the rich knowledge available in the continent can be shared to the world.

For African scholars, I reflect and decide to bring up their voice not to reinvent the wheel, but to communicate to the western world to broaden the scope and work towards the actualisation of the dream of having more African research based political marketing studies undertaken in the 21st century to bridge the gap. Africa has a gold mine and plenty of wealth in political marketing that is yet to be tapped.

During economy and social transformation only ex-football players or media stars have big chances in Georgia: political marketing research done in Tbilisi

Kakhaber Djakeli

Professor at Caucasus International University

Salome Togonidze

Doctorate student at Caucasus International University

Giorgi Khaburzania

Doctorate student at Caucasus International University

Marketing research done in Tbilisi, before and after city major elections in one of the oldest city of the world – holds opportunities for ex-sportsmen, especially ex-football players. In a very tough competition for city major office, ex-footballer of Italian Milan and the Georgian national football team, Kakha Kaladze, won the competition against professional politicians.

Kaladze won on 737 districts, with 51.6%, against public leader Aleko Elisashvili, who got 17.76%, and Zaal Udumashvili, who got 16.53%. Other politicians were far behind these three. So, what happened?

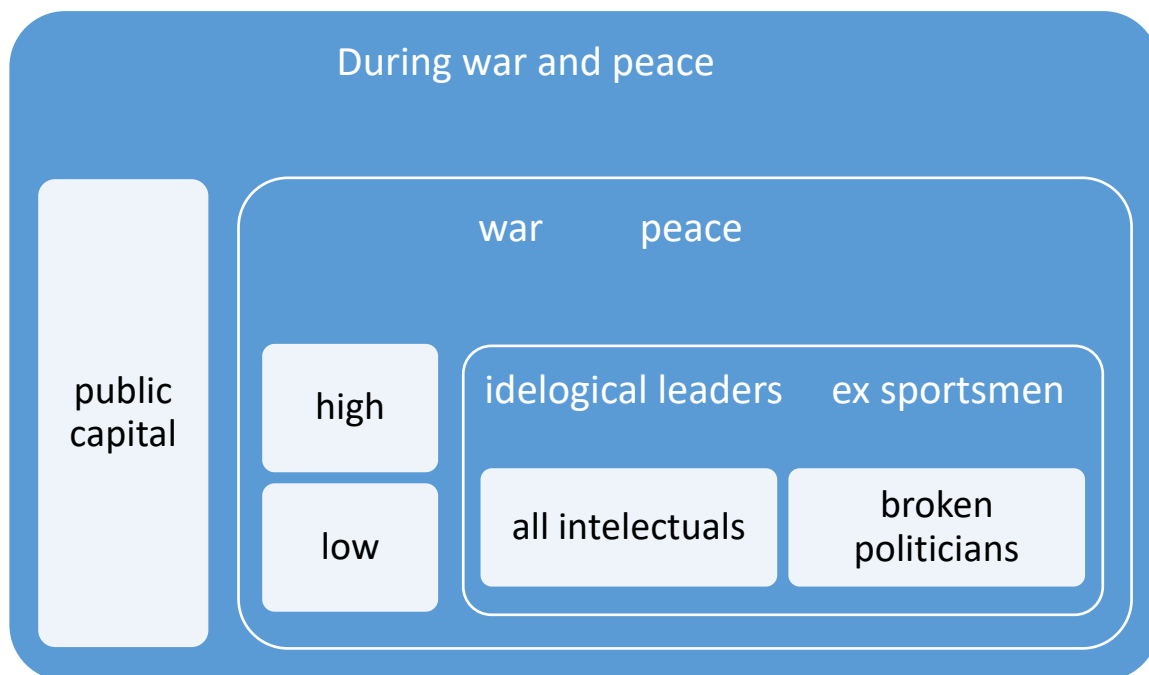
We started political marketing research before the election, asking questions to 677 street respondents; this was our convenient sample. After that we selected more principal answerers and invited them to three focus groups.

As we identified, when people are disappointed and distracted from politics they try to escape from professional politicians. This is like revenge from their side. People with “career politician” brands are punished for being perceived to make nothing or change anything.

Focus groups helped us to find the principle reason for political customers behaviour in this situation, when politicians are weak and their political parties cannot perform well. In such a situation, star sportspeople, especially from sport like football and basketball – with great social influence on the mass market - can be competitive, and successful, against politicians.

During our studies we identified the following matrix of customer motivation towards famous ex-sportsmen. See Picture 1: Customer motivation matrix to non-professional politicians picture one, on the following page.

Picture 1: Customer motivation matrix to non-professional politicians picture one



- Situation one: When public capital is low we can have two variants of political behavior - during war or after war, all intellectuals have no voice on the political market. If we have sustainable peace, broken politicians, have once failed is not worthy for the people.
- The situation two: Who has high public capital? In the period of conflicts ideological leaders have a great voice. During peace we see that only ex-sportsmen and ex-media stars have wonderful opportunity to speak with people.

But when do politicians come to the scene of politics? When does that transformation end? The sustainability of politics is growing. So what is equal to growing number of information exchanged between political brands? The information during more sustainable economy needs more brains and great knowledge. This need for more information and more rapid exchange brings brand political personalities back – this is our hypotheses what we want to study in future.

Conferences and Events

Academy of Marketing Conference 2018
University of Stirling, Scotland, UK.
2-5 July 2018

Political Marketing Track Chairs

Dr. Mona Moufahim
University of Durham

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Dr. Peter Reeves
University of Salford

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The Academy of Marketing is holding its 51st conference at the University of Stirling in early July 2018 and the Political Marketing track chairs invite you to submit your competitive or working papers for peer review in the Political Marketing track. Dr. Reeves and Dr. Moufahim wish to encourage paper submissions from within the broad areas of political marketing and/or campaigning from established and new scholars from around the World.

Main Conference Fee

(Does not include Accommodation)

- £495 for Early Bird Registrations (booked before 4 May 2018)
- £545 for Registrations booked after 4 May 2018
- £300 day rate

Key Registration Links

Conference page:

<https://www.academyofmarketing.org/conference/conference-2018/>

Registration and accommodation information page:

<https://www.academyofmarketing.org/conference/conference-2018/am2018-registration/>

Registration page:

<https://shop.stir.ac.uk/conferences-and-events/commercial-services/commercial-services/academy-of-marketing-2018>

Political Marketing Group 2017 Meeting



Dr. Peter Reeves
University of Salford
p.reeves@salford.ac.uk

Earlier in the year the Political Studies Association Political Marketing group set about expanding its committee. As part of this I agreed to take on the role of events coordinator. It was decided that the first event would be at my own institution; the University of Salford on the 20th October 2017.

We decided that we would invite abstracts around a chosen theme of 'The Role of Political Marketing and the Future of the Labour Party in the UK'. Dr. Peter Reeves (University of Salford) gave a presentation around the conference theme. Professor Dominic Wring (University of Loughborough) spoke on 'The Politics of Marketing the Labour Party Revisited', Dr

Harry Pitts (University of Bristol) and Matt Bolton addressed the event on 'Corbynism, personalised critique and the ambivalence of left populism'. Dr. Darren Lilleker gave a presentation entitled 'Building Momentum: Labour, relationship marketing and the Corbynista movement. Paula Keaveney (Edge Hill University) addressed the event on the topic of 'Setting out its stall - how did Labour use its 2017 party conference to build its brand?'. Nathan Appleby considered 'Did external social media activity have an impact on the Labour Party's 2017 General Election campaign?' Participants also engaged in round table discussions. The attendees at the event included a good balance of academics and postgraduate and undergraduate students.

We have decided that the event was such a success that we hope to run a 2nd political marketing group meeting in 2018.

Books

Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

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The *Palgrave Studies in Political Marketing and Management new book series* is looking for more book proposals to add to its' exciting collection so far.

The series publishes high quality and ground-breaking academic research in Palgrave Pivot form (25-50,000 words, 12 week publishing time frame upon receipt of final manuscript) and have a practice/practitioner element.

At its core, Political Marketing and Management is about how politicians, governments, political staff, parties and campaigns use marketing and management tools and concepts to design and achieve their goals. Scholarship is drawn from a range of disciplines and fields, and covers how political organisations and actors strategise, lead, organise and market, as well as intersections between these aspects such as the organisation of political marketing research in government department; the importance of leadership in changing how

a party is organised; the organisational structure of volunteers within an NGO; strategic communication in political movements; resource management in political offices; and the strategic organisation of fundraising in campaigns. There are already an exciting and diverse range of books in the series. Books published or in press include:

- *Political Branding Strategies: Campaigning and Governing in Australian Politics* By Lorann Downer
- *Political Marketing and the 2015 UK General Election* edited by Darren G. Lilleker and Mark Pack
- *Marketing Leadership in Government: communicating responsiveness, leadership and credibility* by Edward Elder

We would welcome new ideas for potential books – please get in touch. We would particularly welcome books on recent/forthcoming elections such as US 2016; Australia 2016; Canada 2015 and so on, but are also very keen on exploring new areas, and of course want to support books on political management (organisation, leadership, political HRM, planning, and reviewing or monitoring) not just political marketing.

The series is contracted for both politics and management lists. For further details about the series see <https://leesmarshment.wordpress.com/pm-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/1460> 1.

Submitting a proposal

Proposals can be submitted to the series editor on

j.lees-marshment@auckland.ac.nz

at any time. We recommend you read the full guidelines for the series, and get in touch with the series editor in advance of completing the proposal to discuss ideas first.

All books must:

- be between 25,000 and 50,000 words.
- be empirical not just theoretical.
- have recommendations for practice derived from the academic research.

And we encourage books to:

- include other practitioner elements such as those noted in the section on format.
- include international material or relate work to international trends.

Please use the Palgrave Studies in Political Marketing and Management Book Series proposal form – see <https://leesmarshment.wordpress.com/pm-book-series/> for this and updates on the series.

Call for New Items for Upcoming PMG Newsletters

We want to facilitate information transfer between all members, including political marketing scholars, practitioners and experts. Member's active participation is essential to making this newsletter successful. The PMG newsletter provides you with the opportunity to communicate with political marketing scholars, practitioners and experts. If you have anything you would like included in a PMG newsletter (being released in May, July, and October) please send it to Edward Elder at eeld001@aucklanduni.ac.nz. Items that may be included may be, but not exclusive to, recently released or upcoming books, upcoming events and conferences, career or scholarship opportunities, or any articles about recent elections, trends and academic findings. **The next deadline for submissions is 15 June 2018.**

Edited by Edward Elder