



Branding in Politics

By Lucie Scholz

GRIN Verlag GmbH Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 210x147x12 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Neu-Ulm, language: English, abstract: Experts agree that Obama's election victory is largely due to a unique and innovative election campaign which managed to convince voters. The huge efforts to raise funds to cover the costs and the extensive and comprehensive use of social media are considered the main innovations Obama introduced into his campaign. (Qualman, 2009, p. 64; Waters & Lester, 2010, p. 241; Harfoush, 2009, pp. VIII) They agree on the fact, that Obama can be considered a powerful brand: Brand Obama is a real marketing phenomenon. He's not only making politics cool, he's outpacing Google and iPhone, the icon brands of this century, states David Jones, CEO of one of the world's biggest advertising agencies. (Euro RSCG Brand Momentum Study, 2008) The target of this paper is to analyze from a marketing point of view the mechanisms which helped Barack Obama turn the...



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