

SECOND EDITION

Political marketing and British political parties



Jennifer Lees-Marshment

Political Marketing And British Political Parties

Darren Lilleker, Nigel Jackson



Political Marketing And British Political Parties:

Political Marketing and British Political Parties Jennifer Lees-Marshment, 2001 Demonstrates how British political parties have begun to use comprehensive political marketing in order to gain electoral success They conduct focus groups and opinion polls in an attempt to elicit what voters want from them and then try to adjust their behaviors accordingly Global Political Marketing Jennifer Lees-Marshment, Chris Rudd, Jesper Stromback, 2009-10-16 There is increasing awareness of growing similarities in political marketing practices around the world Global political marketing is a comprehensive analysis of why how and with what affect parties use political marketing in a range of political systems presidential parliamentary two and multi party and established and emerging democracies Written by a team of 25 international expert authors the volume explores the impact of systemic features such as the party and electoral system analysing how parties use marketing through 14 detailed country studies The book explores the notion that political marketing is used by parties to both sell and design political products is by no means confined to the opposition and that many opinions besides those of the voters are considered in product design including ideological anchors expert opinion and party members input The authors also explore how other factors impact on political marketing effectiveness such as the ability of governments to communicate delivery stay in touch the role of the media and party unity and culture Finally the work discusses the democratic implications of market oriented parties highlighting the need for debate about the relationship between citizens and governments and the prospects for democracy in the 21st century Including a practitioner perspective as well as rigorous academic analysis this collection provides the first global comprehensive overview of how political parties market themselves it will be of great interest to all scholars of political marketing parties and elections and comparative politics **Political Marketing** Darren G. Lilleker, Jennifer Lees-Marshment, 2005-08-06 Political marketing has become a global phenomenon as parties try to copy the market oriented approach employed by Tony Blair to win power for New Labour in 1997 It raises fresh perspectives on the more established political marketing practices in the UK and US such as how to incorporate political leadership within the market oriented framework and the democratic implications when faced with the actual business of governing This book also highlights how the market oriented party approach has spread around the world including Europe and the new democracies of Brazil and Peru The collection also introduces the debate on whether such practices enhance or undermine democracy raising important questions on the future of political marketing The Political Marketing Revolution Jennifer Lees-Marshment, 2004-10 This book shows how British politics is being transformed from a leadership run system to one dictated by public needs and demands No longer confined to party politics organizations including the monarchy the BBC universities local councils charities and the Scottish Parliament are adopting the tools of market intelligence to understand their market needs and demands The political marketing revolution raises many questions such as whether the student or patient really does know best and can decide his own education and health care The book calls for a debate about the

movement of the British political system towards a market orientation and a re negotiation of the relationship between leaders and the market While recognizing the need for political leaders to listen this debate places some responsibilities on the political consumer looking to create a new relationship that might work more effectively for both sides

Political Marketing Jennifer Lees-Marshment, 2009-09-10 Political Marketing is the first comprehensive textbook to focus on political marketing and introduces students to how candidates parties elected officials and governments around the world utilise marketing concepts and tools win elections and remain in office analyses the implications of political marketing for democracy are we happy to be citizen consumers Drawing on the latest theoretical work and providing the broadest collation of international political marketing research available this text examines a wide range of political marketing topics including the rise of the political consumer market intelligence and segmentation opposition research e marketing direct mail market orientation and strategy internal marketing product re development branding local political marketing marketing in government delivery and global knowledge transfer features over 40 case studies written by international specialists in over 20 countries and practitioner perspectives from those currently engaged in political marketing illustrates theories with clear examples integrated with topical discussion points and provides essay and applied assessment suggestions in each chapter Presented in clear and engaging style this textbook offers sophisticated understanding of this exciting new area Written by a leading expert in the field it is essential reading for all students of political marketing parties and elections and comparative politics

Political Marketing and the 2015 UK General Election Darren G. Lilleker, Mark Pack, 2016-05-11 This book brings together leading scholars to analyze political marketing in the context of the UK 2015 General Election Election campaigns represent a time of intense marketing including the communication of party party leader and candidate brands the design and dissemination of key messages and policy proposals identification of target voters setting out strategies for the campaign and translating strategies into specific communication tactics Each chapter of this book has been specifically commissioned to focus on one of these aspects of the campaign targeted campaigning branding core messages advertising media management online campaigning and the campaign in the marginal seats The collection offers insights into the most interesting and innovative aspects of the 2015 election campaign determining how levels parties with differing resource approach elections and with what impacts as well as what we can learn more broadly about marketing at general elections The chapters are developed to make the topic accessible to non scholars and to have real world relevance

Political Marketing in Canada Alex Marland, Thierry Giasson, Jennifer Lees-Marshment, 2012-02-15 Political parties worldwide are using marketing tools such as targeting and segmentation to win elections Are these strategies making politicians and governments more responsive to voters needs or do they pose a threat to democracy Political Marketing in Canada the first book to ask this question of Canada considers the consequences of political marketing in the realms of public policy leadership and the government citizen relationship Through dynamic case studies that range from the resurrection of the

Conservative Party to media accounts of political marketing to Tim Hortons as a political brand the authors trace how political marketing is transforming the old system of brokerage politics into a new distinctly Canadian model Citizens are now viewed as consumers and platforms and promises have been repackaged as products Whether this trend is positive or negative the authors argue depends on how politicians and governments carry out political marketing and its promises in practice

Political Marketing in the United States Jennifer Lees-Marshment, Brian Conley, Kenneth Cosgrove, 2014-08-28 Political Marketing in the United States explores how politicians and parties utilize marketing concepts and tools providing an up to date and broad overview of how marketing permeates U S politics The volume focuses on current and recent elections and leaders and covers a range of topics including market research marketing parties and volunteers strategy and branding communications delivery and marketing in government The main themes and objectives of the book are to cover New and emerging trends in political marketing practice Analysis of a broad range of political marketing aspects Empirical examples as well as useful theoretical frameworks Discussion of state local level as well as presidential politics This is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing It is a must read for students and scholars of political parties political communication applied politics and elections

The Political Marketing Game J. Lees-Marshment, 2011-03-29 The Political Marketing Game identifies what works in political marketing drawing on 100 interviews with practitioners It also shows that authenticity values and vision are as much a part of a winning strategy as market savvy pragmatism

Relational Political Marketing in Party-Centred Democracies Helene P.M. Johansen, 2016-04-08 This book offers a critical re thinking of the way in which traditional market logic derived from mainstream economics and managerial marketing has for decades commonly been applied in the theoretical understanding of democratic politics within influential quarters of political science and in later years also the relatively new but rapidly expanding field of political marketing Such approaches are founded on the assumption that all markets are driven exclusively by exchange dynamics and this has in turn rendered the most basic workings of co production and participation oriented party centred political systems theoretically invisible The author starts by providing a thorough and wide ranging critical assessment of the theoretical underpinnings of the contemporary political marketing literature and its market based political science antecedents Using a relationship marketing perspective the author goes on to offer a re conceptualisation of these political spheres in terms of markets which addresses the theoretical inadequacies of prior research She closes by examining some of the most important practical implications that this alternative approach to party centred politics may have for the marketing efforts of contemporary membership parties This book is essential reading to all those interested in party centred politics and political marketing as well as democratic theorists and students of political theory in general

Routledge Handbook of Political Marketing Jennifer Lees-Marshment, 2012-03-12 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 Routledge Handbook of Political Marketing contains cutting edge contributions written by academic experts and informed practitioners but will also have 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 that will be of great interest to scholars and practitioners alike

Winning Elections with Political Marketing Philip Davies, 2012-11-12 Find out the real impact political marketing has on the democratic process Winning Elections with Political Marketing is a unique look at the election process on both sides of the Atlantic providing rare insight into how modern political communication and marketing strategies are used in the United States and the United Kingdom The leading political researchers present a cross section of their latest findings augmented with easy to read tables charts and figures and reinforced with extensive references and bibliographies The book addresses the key issues that define the interplay between political marketing and the electorate in both countries including advertising research methods and cross cultural research results political choice behavior imagery management the integration of business and social science theory and the impact of political marketing on democracy While the national election cycles of the two countries may be fundamentally different their election processes share one thing in common a trend toward permanent campaigning through embedded marketing tactics that s becoming standard practice in the United States and the United Kingdom Winning Elections with Political Marketing examines the theoretical underpinnings of policy development the characteristics of a successful political candidate political marketing from the perspective of the voters campaign finance regulations and the effects of technological changes on political communication Winning Elections with Political Marketing looks at The Political Triangle determining market intelligence class rhetoric and candidate portrayal voter perceptions the role of President as party leader lobbying constituent communication voter behavior grass roots campaigns political consulting the Internet and e newsletters the advantages of public funding and a study of the United States presidential primaries from 1976 to 2004 Winning Elections with Political Marketing is an essential resource for political practitioners researchers and scholars candidates seeking political office lobbyists political action groups public relations professionals journalists fundraisers advertising specialists and anyone with an interest in the

political process **Political Marketing and Management in the 2017 New Zealand Election** Jennifer Lees-Marshment, 2018-07-19 This book reveals the market research strategy branding and communication behind the unpredictable 2017 New Zealand election result which saw Jacinda Ardern elected Labour leader just 8 weeks before the election to become Prime Minister Utilising rich data sources that include a 250 000 Vote Compass survey and interviews with key political advisors it explores the alignment of the policy of National Labour the Greens and NZ First with party supporters demographic segments and undecided voters It also analyses the leadership communication and branding of the leaders Bill English Jacinda Ardern and Andrew Little as well as the advertising by minor parties ACT the Greens United Future and the Maori Party The book provides advice for practitioners such as focus on being responsive communicate delivery competence differentiate in policy and advertising build an energetic and charismatic leader brand and be flexible when planning *Current Issues in Political Marketing* Jennifer Lees-Marshment, Walter W Wymer, Jr, 2006-05-12 Explore the increased need for marketing within the political arena Current Issues in Political Marketing presents up to date theory and research findings from academics working in political science advertising and management and guidance from successful practitioners who know what it takes to make a nonprofit organization stand out i The Idea of Political Marketing Nicholas O. O'Shaughnessy, Stephan C.M. Henneberg, 2002-06-30 O Shaughnessy Henneberg and their contributors examine how the theory and practice of marketing has been and can be applied to politics Particular attention was paid to the theory of political marketing with conceptual definitions developed to better facilitate communication between marketing professionals and political science researchers Political marketing is about the making and unmaking of governments in a democracy Despite its growing importance the marketing academic profession has shown very little interest in the political ramifications of their discipline while political scientists often come to political marketing with the view that it is cosmetic if not trivial O Shaughnessy Henneberg and their contributors examine how the theory and practice of marketing has been and can be applied to politics As they show elections are a persuasion task writ large most especially with the demise of inherited class loyalties Following elections governments can employ marketing techniques to build support for their actions while opposition parties can press the government and its supporters through similar marketing approaches Of particular interest to scholars researchers and policy makers involved with politics political communication and the making of public policy Political Parties and the Concept of Power D. Rye, 2014-09-23 An original investigation of the nature of the forces that make members and representatives both loyal and beneficial to a contemporary political party this book combines theoretical reflection with interview and archive material to provide a unique perspective on power arguing that it is more complex and nuanced than is frequently assumed **Political Parties and Electoral Change** Peter Mair, Wolfgang C Müller, Fritz Plasser, 2004-05-19 How have Europe's mainstream political parties responded to the long term decline in voter loyalties What are the consequences of this change in the electoral markets in which parties now

operate Popular disengagement disaffection and withdrawal on the one hand and increasing popular support for protest parties on the other have become the hallmarks of modern European politics This book provides an excellent account of how political parties in Western Europe are perceiving and are responding to these contemporary challenges of electoral dealignment Each chapter employs a common format to present and compare the changing strategies of established parties and party systems in Britain France Germany Italy Austria Belgium Denmark and Ireland The result is an invaluable portrait of the changing electoral environment and how parties are interacting with each another and voters today Political Parties and Electoral Change is essential reading for anybody seeking a deeper understanding of contemporary electoral politics and of the challenges facing west European party systems Peter Mair is Professor of Comparative Politics at Leiden University Wolfgang C M ller is Professor of Political Science at the University of Mannheim and previously taught at the University of Vienna Fritz Plasser is Professor of Political Science at the University of Innsbruck

Political Reputation Management
Christian Schnee, 2014-12-17 It is widely assumed that a competitive political environment of public distrust and critical media forces political parties to manage communications and reputations strategically but is this really true Comprehensive control of communications in a fast moving political and media setting is often upset by events outside the communicator's control taking over the news agenda and changing the political narrative Based on interviews with leading communicators and journalists this book explores the tensions between a planned strategic communications approach and a reactive tactical one The interviewees who over the past 15 years have been instrumental in presenting and shaping the public persona of party leaders and Prime Ministers include amongst others William Hague Ian Duncan Smith Michael Howard David Cameron Tony Blair and Gordon Brown It draws a unique picture of how political reputations are managed and ultimately confirms the discrepancy between what political communications management is thought to be and how communications practitioners actually operate This book empirically reviews political communications practice in order to analyse to what degree reality matches the concepts of strategic communications management This will be essential reading for researchers educators and advanced students in public relations communications studies and marketing

Political Campaigning, Elections and the Internet
Darren Lilleker, Nigel Jackson, 2013-03-01 The Internet first played a minor role in the 1992 U S Presidential election and has gradually increased in importance so that it is central to election campaign strategy However election campaigners have until very recently focused on Web 1.0 websites and email Political Campaigning Elections and the Internet contextualises the US Presidential campaign of 2008 within three other contests France 2007 Germany 2009 and the UK 2010 In offering a comparative history of the use of the Internet as an election tool the authors are able to test the optimistic view that the Internet is transforming elections while also mapping the role the Internet plays and performs for parties and candidates Lilleker and Jackson offer in depth analysis demonstrating how interactive Web 2.0 online tools including weblogs social networking sites and file sharing sites are utilised and evaluate the role of these tools in the marketing and branding of

parties and candidates Examining the interactivity between candidate party and voter this important book will be of strong interest to students and scholars of political science elections international relations and political communication It will be of value to those within public relations marketing and related communication and media programmes

The International Encyclopedia of Political Communication, 3 Volume Set Gianpietro Mazzoleni, Kevin G. Barnhurst, Ken'ichi Ikeda, Rousiley C. M. Maia, Hartmut Wessler, 2015-12-14 The International Encyclopedia of Political Communication is the definitive single source reference work on the subject with state of the art and in depth scholarly reflection on the key issues within political communication from leading international experts It is available both online and in print Explores pertinent salient topics within political science sociology psychology communication and many other disciplines Theory empirical research and academic as well as professional debate are widely covered in this truly international and comparative work Provides clear definitions and explanations which are both cross national and cross disciplinary by nature Offers an unprecedented level of authority accuracy and balance with contributions from leading international experts in their associated fields Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library www.wileyicaencyclopedia.com Named Outstanding Academic Title of 2016 by Choice Magazine a publication of the American Library Association

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