

POLITICAL ADVERTISING

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Abstract:

Advertising plays an important role in a product's success. It conveys the information about the product, and leaves an impact on the minds of target audience. The decision of people gets influenced by the ad campaigns. Political parties also make use of advertisements, to influence the decision of people, by making them aware about their achievements and election candidates. Political advertising is very crucial in elections because it have significant impact on the results. Recently lok sabha election results were declared and the winning party was BJP but it was very expected on the basis of the ad campaign of BJP. The ad campaign of BJP was so effective as compared to campaign of congress that it was expected that BJP will win.

KEYWORDS:

Political advertising , achievements and election candidates , Advertising plays .

INTRODUCTION

Advertising

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

In terms of overall advertising expenditures, media advertising is still dominated by Press and television, which are of comparable size (by value of 'sales'). Posters and radio follow some way behind, with cinema representing a very specialist medium.

TYPES OF ADVERTISING MEDIA

Newspapers

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It has a wide reach and it enables the advertiser to communicate with a large number of people, of different social classes. Newspapers carry advertisements, for low cost product and luxuries also.

Magazines and journals

Periodicals are a powerful and popular media of advertising. Several types of magazines are in circulation. They vary in language, frequency of publication, etc.

Radio Advertising

Radio has become a popular medium of advertising as more and more people own radio sets. Radio commercials have adopted new techniques of advertising by broadcasting music, songs and other entertainment programmes.

Television Advertising

Television has become the fastest growing medium due to rapid expansion of cable network. Both short commercials and sponsored programmes are shown on television. Electronics media delivers a great deal of information rapidly whereas print media deliver one topic and one thought at a time.

Cinema/Film Advertising

Cinema is another popular medium of advertising. Business firms get cinema slides and short films prepared. These are shown in cinema houses before the start of regular shows and during intermission.

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Direct mail Advertising

Under this medium a mailing list of potential buyers is prepared. Post cards, letters, folders, brochures, catalog, leaflets booklets are sent directly to them through mail.

Outdoor and Vehicular Media

Outdoor media consists of posters, banners, hoarding, wall painting, neon signs and sky writing. This is the oldest medium and continues to be popular in spite of development of new media.

Internet

Through internet people do shopping and retailers do e retailing. On line transactions are increasing day by day as more and more people are gaining access to internet.

Mobile Advertising

It is a new and emerging media of advertising. Personal mobile phones have become an attractive advertising media to network operators, but are relatively unproven and remain in media buyers' sidelines.

Political advertising: Concept

Advertising which focuses on the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote. Political advertising include a mass communication used for the purpose of appealing, directly or indirectly, for votes or for financial or other support or opposition in any election campaign.

Political advertising does not include letters to the editor, news or feature articles, editorial comment or replies thereto in a regularly published newspaper, periodical, or on a radio or television broadcast where payment for the space or time is not normally required.

Political advertising is different from commercial advertising in two ways. First, the product is a

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person or a philosophy rather than goods and services and second, the advertising objectives must be met within a specific timeframe. Political advertising carries a moral implication, because the results of advertising have potentially far-reaching effects on the population at large. Political advertising raises many controversial social questions concerning the funding of political campaigns, the truth or reality of political claims, and the likelihood of defamatory claims made by political candidates. Political advertising involves the use of advertising by politicians to bring their messages to the masses.

Politicians promote their parties to grab the attention of the electorate. Unlike commercial advertising where products are promoted, political advertising promotes individual. Political parties' view election strategically. Not only this, they feel that the strategies involved in marketing of products and services by the companies may also boost prospects in the election contests. The history of politics is as old as the history of mankind itself. Politicians have always marketed themselves with an aim to win over their rivals by grabbing more votes during the election season. Their primary aim behind advertising themselves and / or their party is to win over the voters. It is a fact that a lot of hard work goes into advertising. Many factors have to be considered even before actually laying out the final plan. The aim is to identify the best strategy that will usher in success. Unlike marketing of a product or service which can be extended over the life of the product, political campaigning is for 'short term' prior to the election and with the election.

There are two types of advertising in the context of political advertising- positive and negative advertising. If a party tries to project a positive image of it by highlighting its achievements when it was in power, it is referred as positive advertising. While in case of negative advertising; one party smears another's image by criticizing it. Both positive and negative advertising are the most common types of political advertising. Negative advertising is more frequently employed to tarnish the image of the target party or any particular candidate. In the process of tarnishing the rival party, the sponsoring party/ individual tries to create a positive image of itself / him. Negative advertising is usually employed to invoke a negative feeling among the voters about the targeted candidate. These tactics generally shift the focus from what is really important to what is negligible. It is believed that negative ads have a greater impact on the minds of the voters than the positive ones. There are various strategies that parties employ in negative campaigning. These include: attacking the opponents, personality, record, running ads that degrade the opposition party's reputation, leaking out the prejudicial information about the opponent or his party, etc. For instance, prior to the 15th Lok Sabha election, the opposition party tried to tarnish the image of the ruling party by highlighting the 26/11 Mumbai terror attacks. Though very often negative advertising gives desired results, one must remember that it can also boomerang if the message is not conveyed well.

POPULAR AD CAMPAIGNS

1. Jai Jawan, Jai Kisan

In 1965 Former Prime Minister Lal Bahdur Shastri gave the slogan to enthuse the soldiers to defend the country and simultaneously cheer farmers to do their best to increase the production of food grains and reduce dependence on import. The campaign saw Congress return to power in 1967.

2. Jai Jawan, Jai Kisan, Jai Vigyan

In 1998 it was Coined by Atal Bihari Vajpayee after Pokhran tests to underline the importance of knowledge in India's progress.

3. Garibi Hatao

In 1971 the slogan coined by Indira Gandhi resonated with the nation and secured a landslide victory for the Congress Party.

4. Indira Hatao Desh Bachao

In 1977 it was coined by Jayaprakash Narayan for the general polls. It blew away the Emergency tainted Congress, and ushered in the Janata Party rule.

5. Ek Sherni, Sau Langur, Chikmagalur, Chikmagalur

In 1978, Coined by Devraj Urs for Indira Gandhi's by-election from Chikmagalur. Her victory in the bypoll set the stage for her eventual comeback in 1980.

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6.. Jab Tak Suraj Chand Rahega, Indira Tera Naam Rahega

In 1984 Coined for the 1984 elections after Indira Gandhi's assassination. The campaign helped create a sympathy wave that swept the Congress to a landslide victory.

7. Bari Bari Sabki Bari, Abki Bari Atal Bihari

When: 1996 BJP's slogan at a Lucknow election rally saw the BJP come to power for the first time for a 13-day rule. Vajpayee's corruption-free image made him an ideal PM candidate.

8. Jancha, Parkha, Khara

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9. Congress Ka Haath, Aam Aadmi ke Saath

In 2004, Played spoiler for BJP's India Shining and brought the Congress back to power in 2004.

10. India Shining

India Shining is often dubbed as one of the biggest reasons for the NDA government's failure to return to power at the Centre.

Success of campaign of BJP

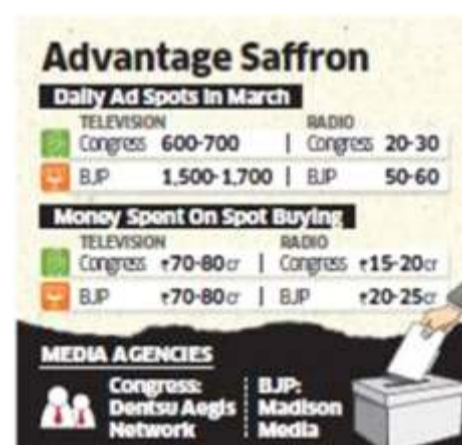
BJP: clear winner, in the contest of electoral advertising according to Economic Times before elections

The BJP, led by its prime ministerial candidate [Narendra Modi](#), won the Lok Sabha elections, with 282 seats on its own. The alliance it leads—National Democratic Alliance (NDA)—has 336 seats in the lower house of the Parliament.

This is the highest number of seats won by any party on its own since the 1984 Lok Sabha elections, when the Congress, led by then prime minister [Rajiv Gandhi](#) won a landslide victory.

Before the starting of elections BJP was a clear winner, in the contest of electoral advertising, according to The Economic Times. The ET asked about ad campaigns of both the parties BJP and Congress party. Madison Media was handling Bhartiya Janata Party's media planning, and and Dentsu Aegis, which was the media agency on record (AOR) for the Congress party. Their senior executives told ET that BJP's ad volumes across all platforms bar outdoor are 50% higher than Congress'.

BJP's massive lead in poll advertising was all the more striking because Congress advertising started in January. BJP's serious campaign efforts started only in March. Congress started its campaign with outdoor advertising and then moved on to print, radio and television.



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BJP started with radio and outdoor simultaneously, and moved on to print and television. BJP was a late-starter however, they launched a blitz that seems to have negated Congress' early mover advantage. According to Economics Times, In March, BJP ran approximately 1,500 spots a day across all television channels. Congress ran around 600-700 spots, less than half of BJP's figures. Overall, the TV spots for BJP in March were in the 22,000-25,000 band. Congress came a poor second — 11,000-12,000 TV spots in March.

BJP also seems to be using its money in smarter ways. Its spots were of shorter duration, so for the same budget it can get many more ads placed on TV. "Both BJP and Congress spent Rs 70-80 crore on television. But Congress' ad volumes are lower than BJP. Because BJP had shorter television commercials," said a senior media planner. Industry professionals told ET that BJP's TV spots were on an average 23 seconds long while Congress' were around 43 seconds. The BJP party had negotiated "reasonable" ad rates and could therefore spend money "more effectively".

Industry professionals told ET that BJP's TV spots were on an average 23 seconds long while Congress' were around 43 seconds. The BJP leader quoted earlier also said his party had negotiated "reasonable" ad rates and could therefore spend money "more effectively". The media planner quoted earlier said, "For BJP, cricket formed the backbone of the television strategy while Congress' efforts looked a little haphazard."

On radio, while BJP was running 50 spots a day across 200 radio channels in India, Congress was running 20-30 spots daily. Industry professionals said BJP has so far spent Rs 20-25 crore on radio spots compared with Congress' Rs 15-20 crore.

It was only in outdoor advertising that Congress has so far outspent BJP, spending Rs 50 crore, almost double BJP's Rs 20-30 crore spend. But

Election Commission rules mean all political parties ended their national campaigns on April 5, 48 hours prior to Monday, the first phase of the nine phase polling. That means radio, TV and online advertising has stopped till clearance comes for such campaigns for later phases of polling. "The real battle on print will start now. From April 5, BJP has started one print insertion every single day in all national and local dailies in India," says a top executive in Madison. Both parties are expected to resume national advertising from April 12.

Even before the counting of votes began for the national election this morning, the Congress admitted that their campaign had been weak. Mr Maken accepted responsibility for the failure of the Congress media strategy.

The Congress is widely predicted to be bracing for its worst-ever showing in this election.

The planning around cricket was like any other brand and was very specific. Cricket is very popular in India, and therefore it has a wide reach. For BJP, cricket formed the backbone of the television strategy while Congress' efforts looked a little haphazard."

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How BJP borrowed the corporate look, feel & touch of its ads from top advertisers

The advertising campaign in support of its PM candidate Narendra Modi, and the Bharatiya Janata Party (BJP) has had many firsts, advertising industry executives and brand experts say. Quite apart from its ubiquity, the campaign is also unique — at least as far as political advertising is concerned — in its use of textbook corporate story-telling techniques, with initial ads pitching a big theme followed by shorter edited versions taking the story forward.

The corporate analogy goes further. The party has also used the so-called roadblocks — in which one 75 second BJP ad ran on nine Star Plus shows between 6 and 11 PM on April 14. For good measure, the party, which is closely linked to the RSS, has carried out brand integration activities on TV Channel [V]. Channel [V] is a youth channel with sometimes edgy content which competes with MTV. Four shows of channel [V], The Buddy Project, Dil Dosti Dance, Confession and Sadda Haq has seen brand integration exercise by the BJP, probably a first for an Indian political party. Brand integration refers to the product brand being part of the show's content.



Besides a team from Channel [V] created 4 youth oriented television commercials for BJP which the party has played across channels in India catering to the youth. It has also been bold in its use of new media. In March, for instance, the BJP launched a two and - a - half -minute-long music video with the punchline "Achhey Din Aane Wale Hain" (Good Days are about to come) on Youtube which has now been extended to traditional media. The party is now taking the "Achhey Din" story forward on TV and has launched three 20-second TV commercials around it. Both the music video and the ads are made by Soho Square which is handling BJP's poll campaign this year.

It is needless to say the "Achhey Din" is on account of the imminent arrival of Modi (Modiji to aane wale hain). While Congress has also launched shorter edits of its main advertising campaign, it lacks the width and depth of BJP's poll campaign, say leading brand analysts in the country. "I don't think any other political party has seen or approached advertising the way BJP did this year", says Santosh Desai, MD & CEO at Futurebrands. "They first identified their target groups and then designed different ad campaigns in a language which they would understand." For instance, BJP launched a TV commercial targeting the youth which said, "We continuously update our status on Facebook. It is also important to update our country."

The latest Congress ads emphasize themes such as team work and harmony in contrast to the allegedly divisive Modi agenda. BJP's move to create a "solus" or exclusive ad break on Star Plus also appears to be a first for any political party. Vodafone had done something similar in 2007 when it changed its name from Hutch. While Vodafone had created a roadblock on all Star TV channels for 24 hours, on April 14, BJP identified 9 shows on Star Plus between 6 and 11pm which had one exclusive BJP ad break.

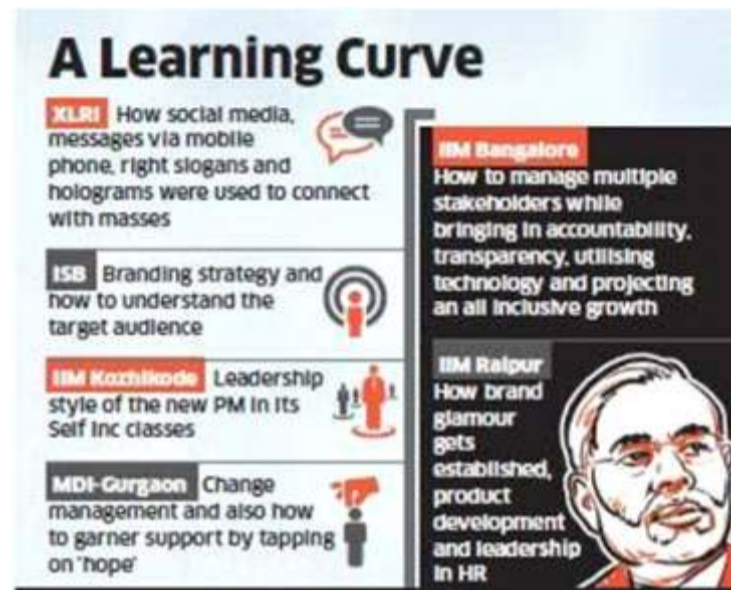
The party's poll campaign, be it the creative aspects or media planning, appears to be drawing from the playbook of leading brand campaigns in the country. For example, the party ran a series of tailor-made graphic ads around cricket during the India-Pakistan match of the Twenty20 world cup. A corporate analogy would be that of Vodafone, which launched its famous animated ZooZoo ads, which were specifically made for the IPL. "I don't think there is any other political party in the country that used cricket the way BJP did.

While other political parties are focused on packaging "issues", BJP has "Packaged an individual. The BJP's campaign is an indication that the productisation of the political personality is now complete. The campaign positions BJP like any other corporate and Modi as a product of this corporation or company. And one should appreciate this initiative because it looks like a good, solid campaign.

Top B-schools to offer lessons from Narendra Modi's electoral success

The Economic Times reported that Top B-schools in the country, including many IIMs, [XLRI](#), Indian School of Business (ISB), and MDI-Gurgaon, will introduce lessons gleaned from Narendra Modi's electoral success into their curriculum for the coming academic year. Case studies on the BJP's marketing techniques, use of social media and technology, single point authority and media management will now be taught in the new batch of management students (class of 2016) and to those in their second year (2015).

One B-school will use Modi's campaign to teach, [product positioning](#), brand strategy and understanding target audiences in its New Product Development and Marketing Management classes this year. Last academic year, it used differences and similarities between branding methods of Aam Aadmi Party and BJP in the same.



The batch of 2015 at XLRI will learn how Modi and his team connected with voters using social media, messages via mobile phone and holograms. The seamless use of technology, style of addressing the masses and how the party's slogans were drafted to touch the right cords will be taught to the students in their course. Till recently, [IIM Raipur](#) used Barack Obama's rise to power as a case study to explain core marketing, brand management and integrated marketing concepts. But now the new prime minister will be cited to show how brand glamour gets established and strategies are used to evolve a product, said Anagha Shukre, associate professor for Marketing and Communication. Modi's management style will also be taught in an elective like Leadership in HR.

IIM Bangalore will teach how Modi managed multiple stakeholders while bringing in accountability and transparency and utilized technology at its executive education program. Senior leadership in corporates wants to learn how to use technology and manage all customers and bring in social inclusion.

MDI, Gurgaon will use the case study of Modi to show how a leader can create a positive image strong enough to rally supporters. Professor Ajay K Jain, in his organisation design and change management classes, plans to discuss how successors can garner support by focusing on 'hope'. "If we compare [India](#) to a company and Modi as a successor, then one can explain change management to the class," said Jain.

EY to do audit BJP's ad campaign expenses; party to submit report to EC

The party has appointed Ernst & Young (EY) to audit spending by advertising, media planning and buying and other communication agencies that crafted and rolled out its [marketing](#) and advertising campaign for the 2014 [Lok Sabha](#) elections.

[EY](#) has also been asked to come up with a credible independent estimate of the amount spent by the then [Opposition party](#) in its path-breaking publicity campaign, which is widely seen to have contributed to its historic victory.

The firm was appointed in the first week of May.

The audit process that is now underway started at the end of the May. The [BJP](#) has conducted similar audits in the past, but these were carried out in-house.

"This year from the very beginning we had decided to appointed third party auditors to carry out a professional review of our expenses. So we ran three rounds of audit. One was an internal audit. Second, we appointed Proof of Performance (PoP), an agency which monitors out-of-home campaigns, to continuously monitor our outdoor campaigns and they came on-board immediately after we broke the campaign. And now we have Ernst & Young to ensure that all the expenditure has been correctly accounted for," said a member of the publicity committee of BJP who spoke on the condition of anonymity. The objective of this audit is to document expenses and submit it to the [Election Commission](#) (EC). Since they worked with a series of agencies, it is important to check if there was any bungling as far as money is concerned or if they have been overcharged on some of the campaigns, said the BJP official. Because of its ubiquity and scale,

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when compared to the ad campaign of the Congress, there has been intense speculation on the size of the BJP's advertising budget. Some media reports have speculated that the party may have spent as much as Rs 5,000 crore. The official in the BJP's publicity committee described such numbers as way off the mark. According to the BJP officials, for this election they have bought media worth Rs 300-400 crore. Even if they add their creative expenses to this and the money that they spent on the onground activities, it won't add up to this obscene amount and that's why it was important for them to appoint an external agency. [Sam Balsara](#), CMD, Madison World, the media-buying agency of BJP said the purpose of the exercise is to record and document the BJP's strategy. E&Y has been appointed to record and document the entire strategy, the execution and to come up with an overall paper on how the campaign was created, planned, executed. Probably, this is the first time an audit of this type is being done by a political party.

Failure of campaign of congress

Bharatiya Janata Party celebrated its massive victory in the Lok Sabha election, but the mood at the Congress office was understandably sombre. With the 128-year-old party facing virtual decimation, stunned Congressmen were struggling to explain its worst-ever electoral performance.

Predictably, Congress President Sonia Gandhi and party Vice-President Rahul Gandhi put in a brief appearance at the party headquarters to take responsibility for the humiliating defeat.

Rahul Gandhi took the full charge of the election campaign. But he failed to involve senior, experienced leaders in this exercise and instead depended on a small group of non-political players with Priyanka Gandhi Vadra playing a key role in these strategy sessions and building of what was supposed to be Brand Rahul.

Jairam Ramesh, a well known party leader, who had successfully handled the party's election campaign in the 2004 and 2009 Lok Sabha elections, was marginalised midway during the election.

Failure of Brand Rahul. He has not displayed the requisite qualities to lead the party or connect with the electorate. His communication skills remain below par. Although he has been in politics for 10 years, he has proved to be a poor learner. This was amply demonstrated in his maiden full-length interview to Times Now when he failed to give convincing answers, coming through essentially as an immature leader. If this interview were successful then it could be a good medium to convey public, the target audience about the brand Rahul. But it conveyed negative promotion of brand Rahul.

In other words, he failed to inspire confidence among Congress workers and the public at large. Undoubtedly, Rahul Gandhi has strong views on democratising party structures and involving workers in the party's decision-making process, but these are, at best, long-term strategies.

The Congress ran a flawed election campaign. In contrast to the BJP's simple slogan 'Ab ki Baar, Modi Sarkar' that resonated immediately with the public, the Congress message 'Har haath shakti, Har haath tarakki' failed to make an impact.

It is important to highlight the achievements of the ruling party, for campaigning. Congress had many achievements during its period for example, implementation of rights-based laws enacted during the period including MNREGA, Food Security Act, Right to Education Act, and lokpal bill.

The campaign did not focus sufficiently on the United Progressive Alliance government's achievements while Sonia Gandhi was missing from the posters.

Congress strategists had a tough time zeroing in on a slogan. The party had a popular slogan in the 2004 Lok Sabha election, "Congress ka hath aam aadmi ke saath". But now the party could not repeat it as the Arvind Kejriwal-led Aam Aadmi party had successfully hijacked it. The new slogans of the party failed to make any impact.

It was constrained to talk about change as this was a central theme of the BJP's prime ministerial candidate Narendra Modi's campaign. The Congress blundered on several fronts, chief among these was lack of clarity on how it should counter Modi. Congress strategists were unable to decide whether they should pin down Modi on his communal agenda or his much-touted Gujrat model of development. At one point it was felt the Congress should not rake up the 2002 communal riots in Gujarat as it would prove counter-productive, resulting in a Hindu consolidation. On the flip side, its attempts to punch holes in Modi's claims on development found few takers particularly since the Congress party's own credibility had hit an all-time low. As the campaign progressed, the Congress changed tack and started attacking Modi for his divisive agenda and communal leanings. But it was too late as Modi had successfully projected himself as a strong and decisive leader who alone had the capability to pull the country out of the current mess. With Modi converting this election into a presidential contest, the Congress failed miserably in its attempt to make it a battle of contrasting ideologies as it had hoped to do. While Modi succeeded in reaching out to all sections of society even in states where the BJP had no presence, the Congress had to contend with a shrinking support base. Weak state leadership also proved to be the Congress party's undoing. Riven by

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internal dissensions, the party organisation is in a mess in most states while its leaders enjoy little or no autonomy.

For instance, a Congress chief minister does not have any freedom to make changes in his cabinet. He has to first get a clearance from the party leadership in Delhi. It would appear that the Congress paid the price for not encouraging and building strong state leaders. On the other hand, BJP has powerful state leaders who are given sufficient freedom in running their respective states.

Madhya Pradesh Chief Minister Shivraj Singh Chouhan and Chhattisgarh Chief Minister Raman Singh and Rajasthan Chief Minister Vasundhara Raje delivered blockbuster victories in their states, propelling the BJP to power at the Centre. Narendra Modi is the most telling example of how the BJP has encouraged and nurtured its state leadership. In Congress party, it is impossible to imagine the emergence of a Congress chief minister on the national stage on his own accord. The Congress paid the price for the failures of UPA government. While there is no doubt that the Congress ran a confused campaign, led by an uninspiring leader Rahul Gandhi, it is also true that the corruption scandals, which surfaced during the UPA regime and the government's inability to control inflation in economy and tackle the economic slowdown, contributed in a large measure in discrediting the Congress.

CONCLUSION:

The Bharatiya Janata Party (BJP) established a simple majority on its own in the Lok Sabha, according to election results on Friday that gave the main opposition party more than five times as many seats as the ruling Congress. The campaign of BJP was smartly done. They made use of resources efficiently. They connected their party with youth through online promotion tv programmes and cricket matches. But other factors for the victory of BJP were also there, like success of Gujrat model, stronger image of Narendra Modi as compared to Rahul Gandhi etc. The failure of government to control inflation, corruption, value of rupee etc., were also the factor, for perceiving it as an incompetent government by the public.

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