**MODI 2014 ELECTION COMPAIGN:**

**BJP** modi election campaign in 2014(LAK SABHA) was the great example of how to prepare and successfully implements a marketing and branding campaign, Modi and his companion come up with the best strategy and tactics in order to himself a brand, A brand which overshadowed all the other brand even that of his own BJP. For the sake of attention and remains in the trending, Modi coined a slogan “SABKA SATH SABKA VIKAS” (Together with all, development for all, the trust for all) that mantra shows the path of development for all region of India. This tactic assures that government will leave no stone unturned to fulfill your dream and expectations.