

“The thieves talking about attacking and ending corruption... I forgot that José Antonio Meade and the PRI are campaigning.”

Findings

Cartoonists use caricatures to visually represent the public's dissatisfaction with individual candidates, political posturing, sound-bites, and political party failures to fulfill campaign promises. These illustrations provide an untapped resource and effective engagement tool for political campaigns. Political cartoons, memes, and animated Graphics Interchange Formats (GIFs), disseminated across Mexican social media platforms, amplify negative public sentiment regarding candidates, parties, and key campaign topics. They create an opportunity for campaigns to broadcast on multiple frequencies, using powerful visual cues to reinforce their campaign strategies.

- Social media posts embedded with cartoons, memes, and GIFs have a higher penetration (93%) with the general public compared to those that don't have visual aids (75%)
- Cartoons have the highest negative sentiment at (93%), compared to memes with (83%), and followed by GIFs at (67%)
- Cartoons, memes, and GIFs create a raw / visceral response beyond traditional text-only social media posts, while dramatically expanding and accelerating online discussions

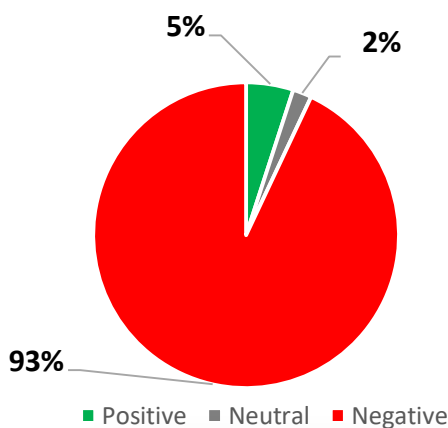


“#Lula in #prisión for 1 million? #México politicians steal that in 1 day, they steal 30 billion dollars a year” #Elecciones #Corrupción #Meade #Anaya #AMLO #LópezObrador

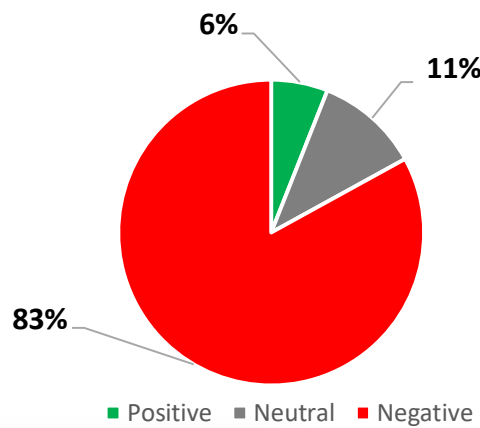
Data Analytics

- 11,250 Cartoons, 720 Memes, 60 GIFs, 23 WhatsApp screenshots from Twitter, Facebook, and Instagram

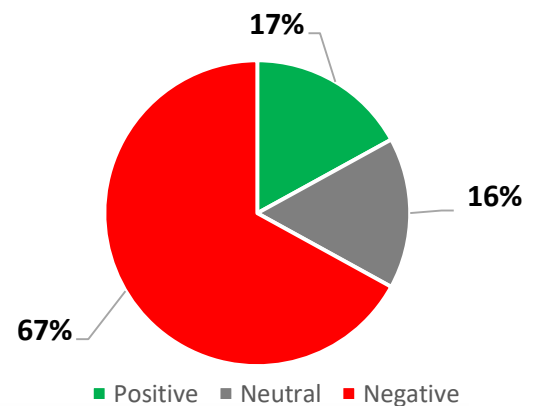
Sentiment on Cartoons



Sentiment on Memes



Sentiment on GIFs



Recommendations

- Mexico's political campaigns need to “listen,” interpret, connect with, and respond to the public's sophisticated use of illustrations to address grievances embedded in cartoons, memes, and GIFs
- Campaign digital marketing teams must develop and integrate a “visual strategy” (e.g., graphics, charts, and illustrations) to clearly communicate and reinforce their candidates' strategy, theme, and narrative