



Dynamic Democracy

Your client is a local successful businessman who is active socially with NGOs. He wants to stand as an independent candidate in the Shakarupur constituency. Advise the client on this political endeavor.

CASE TYPE
Unconventional

COMPANY NAME
Nation With Namo

DIFFICULTY LEVEL


Dynamic Democracy

Businessman Ventures into Independent Candidacy

Case Type

Unconventional Case

Company Name

Nation With Namu

Round

Partner

Difficulty Level

■ ■ ■ ■ ■

Problem Statement

Your client is a local successful businessman who is active socially with NGOs. He wants to stand as an independent candidate in the Shakarupur constituency. Advise the client on this political endeavor.

I would assume the targetable segment to be high income, middle-aged people within the age bracket of 15-60 years, because this age group is more aware about technological developments and smart products in general.

Interesting. Why did you consider these factors?

These factors are crucial for devising an effective campaign strategy. Understanding the demographic makeup helps in tailoring the candidate's message and outreach efforts to resonate with the voters in that particular constituency.

Can you elaborate on how you can gather this information?

We can look into past election results to identify patterns and the dominating parties in the constituency. This historical context provides insights into the political landscape and helps in anticipating voter behaviour. Additionally, we can research the activities of other political parties, their stances, and manifestos to position our client effectively.

That's comprehensive. Moving on, you mentioned considering income levels. How does that factor into the campaign strategy?

Income levels are essential for identifying the target audience. While my client is a businessman, I emphasized that targeting the entire population of Shakurupur, rather than just one segment, would be more effective. The goal is to appeal to a broad range of voters and not limit the campaign to a specific income group.

Interesting approach. Can you elaborate on the type of campaigning you envision for the client

Certainly. Given the diversity in the constituency, a multi-faceted campaign is crucial. This involves a mix of traditional methods, such as door-to-door campaigning and town hall meetings, alongside a strong online presence to reach the younger demographic.

Great. Are there any specific considerations or precautions that the client should be aware of?

It is very important to address sensitive topics cautiously, like caste issues, carefully tailoring the tone and messaging to connect with voters on a personal level.

Excellent. It seems like you covered a lot in your approach. Any final thoughts or points you'd like to share?

I would emphasize the ongoing nature of the campaign. Continuous monitoring and adaptation of strategies based on real-time feedback are essential. Building a robust ground team, utilizing data analytics, and maintaining transparency with the constituents is crucial for long-term success in this political endeavor.

Great. We can end the case here.



HERE'S A TIP!

One tip employed by the candidate is to target the entire population of the constituency rather than focusing solely on a specific income group. This inclusive approach aims to appeal to a broad range of voters and demonstrates a commitment to representing all constituents, regardless of their socioeconomic status.

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CASE FLOW

CASE FACTS

- 1 Client is a **local successful businessman** who is **active socially** with NGOs
- 2 Understanding the **demographic makeup** helps in tailoring the **candidate's message** to resonate with the voters in that constituency.
- 3 **Income levels** are essential for identifying the target audience.
- 4 It is important to **address sensitive topics** cautiously, like caste issues to connect with voters on a personal level.

