



Branding in Politics

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 University of Applied Sciences Neu-Ulm, language: English,
 abstract: Experts agree that Obama's election victory is largely
 due to a unique and innovative election campaign which
 managed to convince voters. The huge efforts to raise funds to
 cover the costs and the extensive and comprehensive use of
 social media are considered the main innovations Obama
 introduced into his campaign. (Qualman, 2009, p. 64; Waters &
 Lester, 2010, p. 241; Harfoush, 2009, pp. VIII) They agree on the
 fact, that Obama can be considered a powerful brand: Brand
 Obama is a real marketing phenomenon. He's not only making
 politics cool, he's outpacing Google and iPhone, the icon brands
 of this century, states David Jones, CEO of one of the world's
 biggest advertising agencies. (Euro RSCG Brand Momentum
 Study, 2008) The target of this paper is to analyze from a
 marketing point of view the mechanisms which helped Barack
 Obama turn the...



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