



Branding in Politics

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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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