

# Political Campaigning

Targeting resources for maximum benefit

## Context

Activities which in any other context would be described as 'direct marketing' lie at the heart of modern party political campaigning. Indeed, in many Western countries, these activities play a pivotal role in election planning and also day-to-day management of the campaign.

Election campaigning typically involves three core activities:

- Briefing and management of national and regional news media.
- Articulation of political messages through the mass media, such as poster sites, TV and similar.
- Targeting individual electors at their home address.

In order to make contact with your target segment of the electorate it is important to **understand the type of people who will vote for you** and also to recognise those who will vote for your opponents.

This is where demographic profiling comes into play.

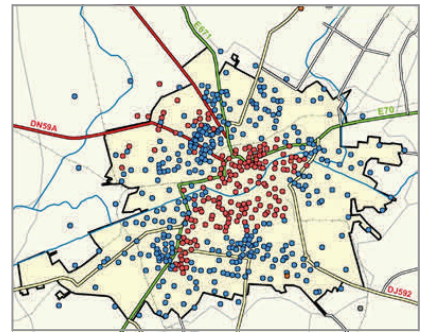
## Profiling

Mosaic Romania® was developed as a consumer classification tool to assist organisations and marketers to decide where to locate their stores and who to target. They also use it to evaluate who are their best and worst customers.

This approach is already being widely used in Romania to select sites for shopping centres and then to choose the tenant mix - the retail outlets - matched to the demographic profile of the catchment area.

This is directly analogous to what is required for effective electioneering. Who are your (potential) 'customers' - or voters - and where do they live?

Having identified the type of people who live in specific neighbourhoods it is then possible to deliberately target some, and to avoid others - to target your best 'customers' and avoid your worst 'customers'.



## Where do you put your effort?

The fundamental principle of electioneering is to target your precious resources for maximum benefit.

The table divides the electorate into 9 key groups:

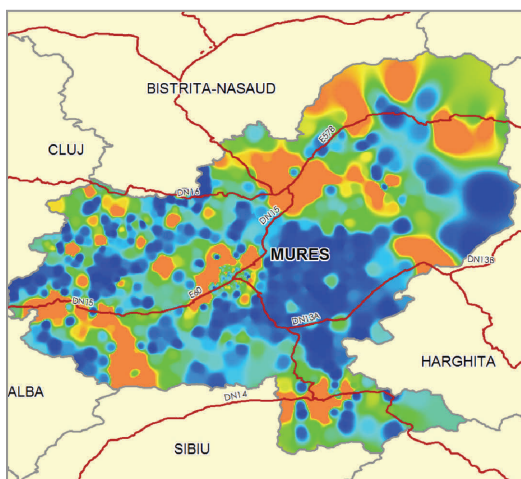
Group 9 are loyal to your Party and are likely to vote: so don't waste too much time on them . . . just enough to maintain their loyalty.

Group 3 are very important. If they vote, they will vote for you but because of age, distance to travel or other concerns they may not vote on the day. These need targeting with maximum effort.

Groups 1 & 4 are the dangerous ones! If they vote, they will vote against you. So you should not go near them as, if you do so, you may just annoy them enough to cause them to go out and vote: it is better that they stay at home!

Groups 2, 5 & 8 are potential converts and should receive all attention possible. Also, Group 6 should be encouraged to go an vote.

## Where do they live?



Do you know who fits into which Group and where they live?

### **We do!**

Mosaic divides the population of Romania into approximately 40,000 sub-divisions and contains extensive demographic, socio-cultural, lifestyle, economic and preference information on each separate group. This means that, with Mosaic, it is possible to locate and target voters with great precision.

## Contact us

For more information, please contact us on:

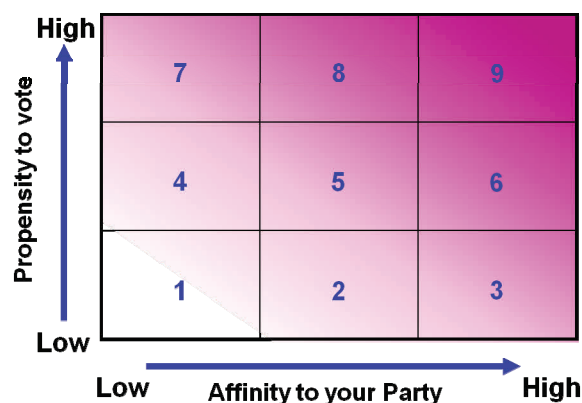
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Even further, you can change your approach and messages for specific segments of the voting community. Clearly, this is precisely what is done by those candidates that are already more aware of the interests of their local electorate but, using Mosaic, you can help those candidates who are, perhaps, not quite so aware of the importance of local interests and targeted messages.

## National vs local targeting

Mobilising one's own supporters to vote has always been at the heart of local campaigning. By contrast, winning the hearts and minds of 'floating' voters is more effectively addressed by national advertising and the management of media content.

Mosaic Romania helps with both national and local targeting.

## Using Mosaic

Mosaic is used by all the main political parties in the UK and the USA for planning and managing their electoral campaigns.

In the UK, both the Conservative Party and the Labour Party recognise that their electoral support is strongly aligned to the different Mosaic categories.

So, knowing where the various Mosaic Groups or categories are located at a postcode level (60 households in Bucharest and ~ 300 in the rural areas) means that electioneers can target their efforts very precisely indeed.

***Your success will not arrive by chance.***

***It can be planned!***