



# INTRODUCTION

The permanent campaign and its comparison with the election campaign

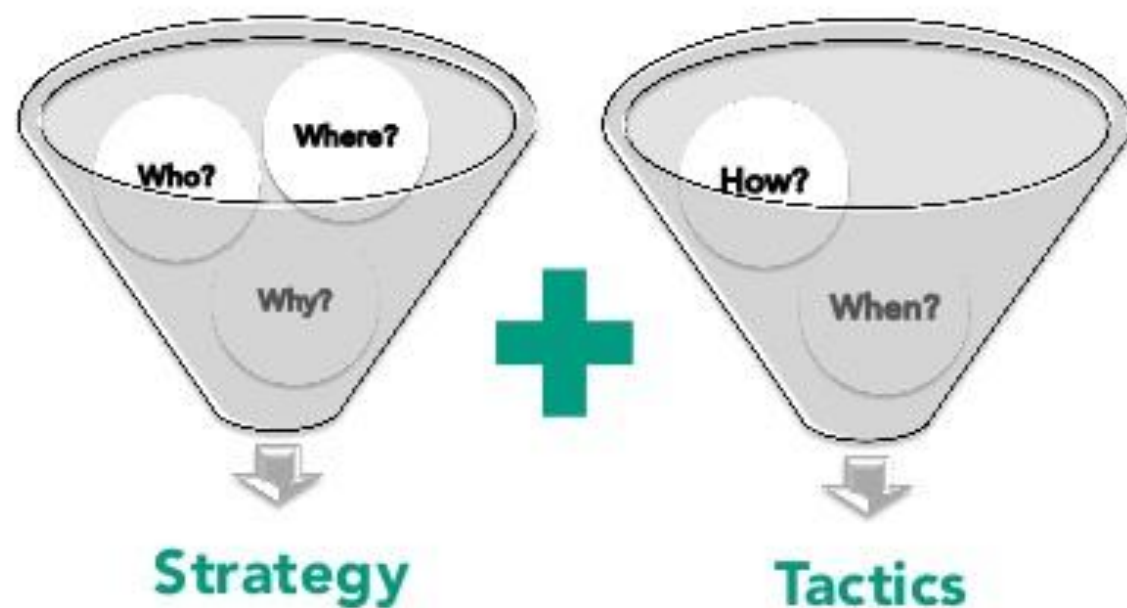
# OUTLINE

1. **Definition of the permanent campaign**
2. **Differences between permanent and electoral campaigns**
  - a. AIM
  - b. TYPE OF STRATEGY
  - c. PLANNING & TIMELINE
  - d. VARIABILITY OF THE CAMPAIGN COMMUNICATION
  - e. INTENSITY OF THE COMMUNICATION
3. **Case study** (ANO 2011, Green party, TOP 09)

# PERMANENT CAMPAIGN

**“Governing with public approval requires the continuing political campaign.” (Caddell 1976)**

# PERMANENT CAMPAIGN



*Permanent campaign means long-term cooperation with target groups and themes that resonate within these groups. It's a repeating winning over and confirmation of voters with desirable functional and emotional benefits. The aim is to strengthen the candidate brand and in that way to gain a communication and campaign advantage over competitors.*

# PERMANENT CAMPAIGN

- was found in USA in 70s.
- Its influence started escalating with the beginning of digital era – Internet.
- Is focused on the influencing of the public opinion.
- is like a continuous communication of parties or candidates.
- is mostly connected with the parties which creates the government.
- does not have one official definition.
- uses marketing techniques like opinion polls, Public relations, and communicates usually through social sites (Facebook, Twitter), web sites, blogs.

# AIM of campaigns

REASONS why political candidates/parties organize campaigns

# DIFFERENCES IN CAMPAIGN AIMS

## ELECTION CAMPAIGN

- Election campaign is organized to win elections.

## PERMANENT CAMPAIGN

- Permanent campaign maintains the high level of popularity of the ruling party after elections.



# **TYPES OF STRATEGY**

**METHODS** how parties reach their aims

# DIFFERENCES IN CAMPAIGN STRATEGIES

## ELECTION CAMPAIGN

- Election campaign uses the product strategy.
- Product includes:
  - Political program
  - Long-term vision
  - Image of the candidate

## PERMANENT CAMPAIGN

- Permanent campaign is leaded by branding strategy.
- Branding is long-term process which supports a good awareness about parties or politicians.

# PLANNING & TIMELINE

Time periods of campaigns

# DIFFERENCES IN PLANNING & TIMELINE

## ELECTION CAMPAIGN

- Short-term realisation
- Detailed plan on days to hours before the day of elections.
- Election campaign starts with the declaration of new elections and ends the day of elections.

## PERMANENT CAMPAIGN

- Long-term realisation
- Plan with less details; usually on months.
- Permanent campaign starts the day after elections and ends
  - The day before the declaration of new electionsor
  - Permanent campaign has no end.

# VARIABILITY IN USED MEDIA

# DIFFERENCES IN VARIABILITY

## ELECTION CAMPAIGN

- Outdoor (guiders, posters, billboards,..)
- Social sites
- Webs
- Exit and Opinion Polls

## PERMANENT CAMPAIGN

- PR
- Social sites
- Webs
- Opinion polls

# **INTENSITY of CAMPAIGN COMMUNICATION**

**How often**

# DIFFERENCES IN INTENSITY

## ELECTION CAMPAIGN

- Higher frequency of communication.
- The communication escalates when the day of elections approaches.

## PERMANENT CAMPAIGN

- The dynamic of communication is lower.
- Most of the time the communication is constant, because of the long duration of election period.

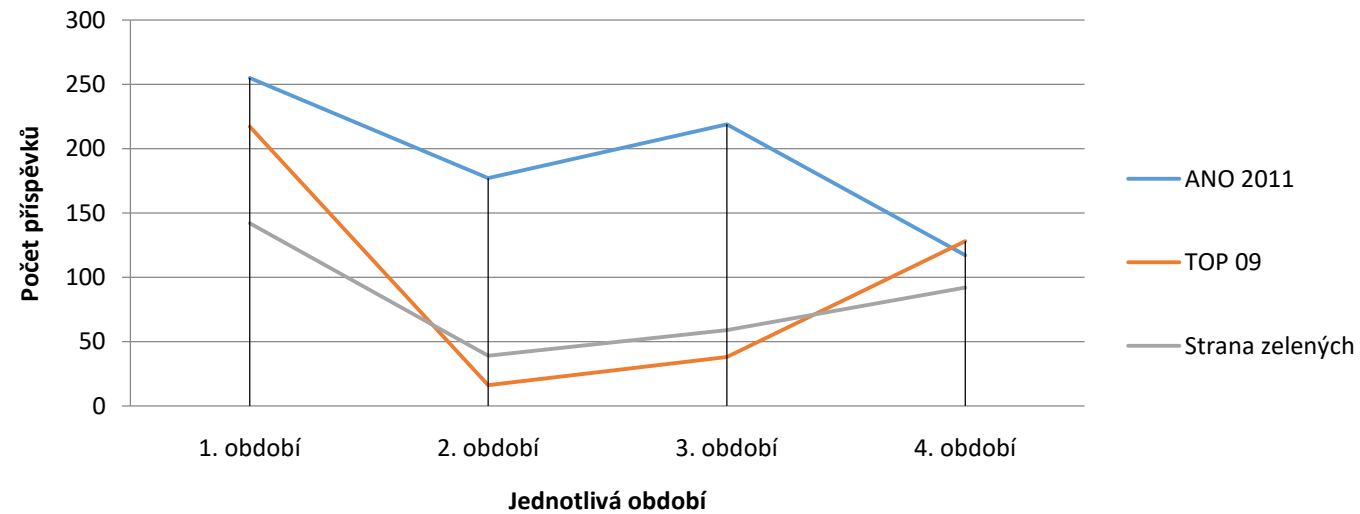
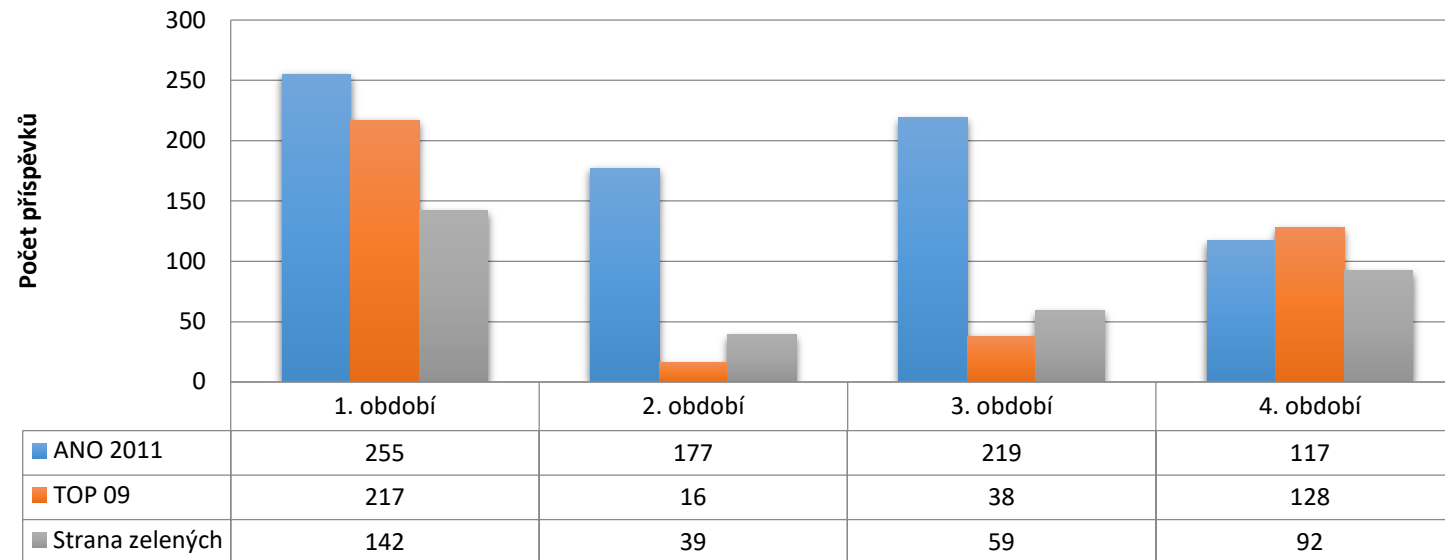


# FACEBOOK

- The design of my research is quantitative.
- The method is the content analysis and is used on Facebook.
- I examined the communication of the left-right oriented movement ANO, which creates now a government, the communication of the conservative party TOP 09, which is in the opposition, and the last one is Green party, which did not get to over 5% threshold in the election so is not member of the parliament.
- I made analysis in 4 seasons:
  - One month before parliament elections in 2013
  - One month after parliament elections in 2013
  - 1 year after parliament elections in 2014
  - 2 years after parliament elections in 2015

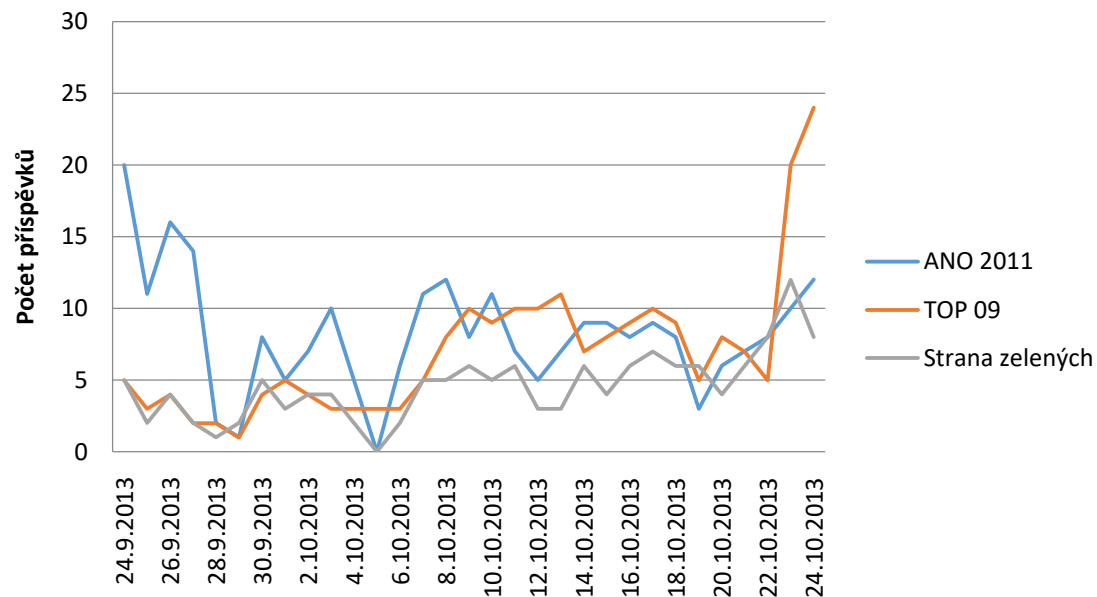
# COMMUNICATION ON FACEBOOK

Total amounts of posts on Facebook



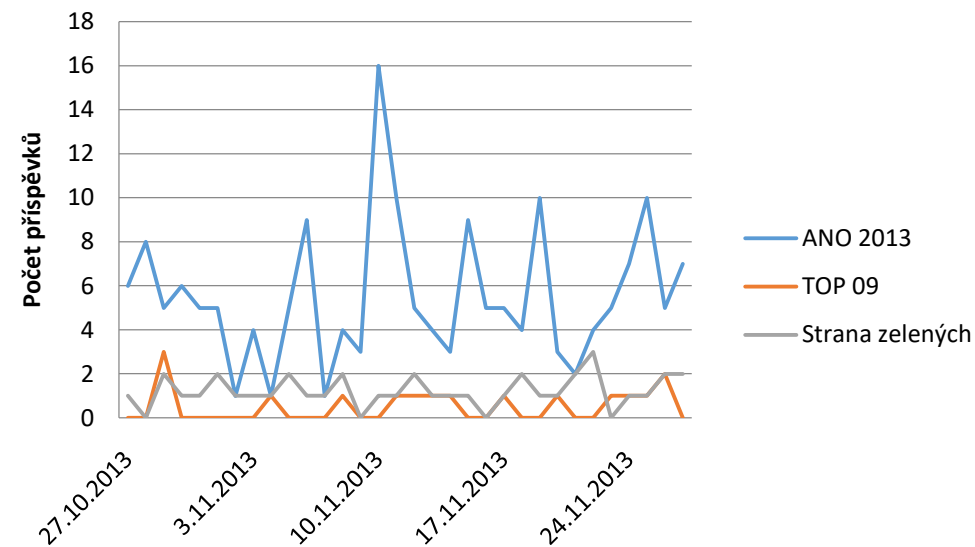
## Intensity of communication before elections

### 1st season



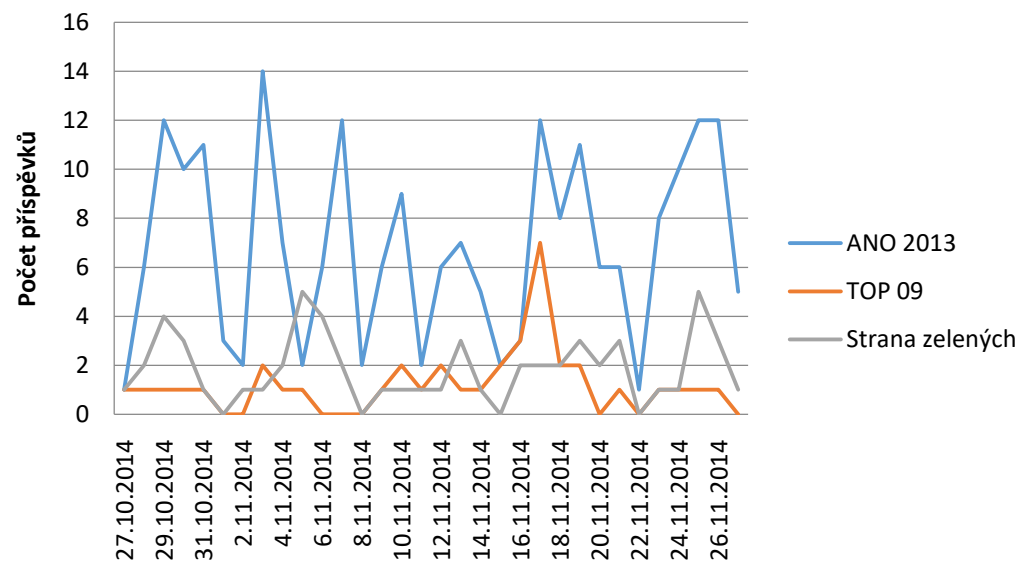
## Intensity of communication after elections

### 2nd season



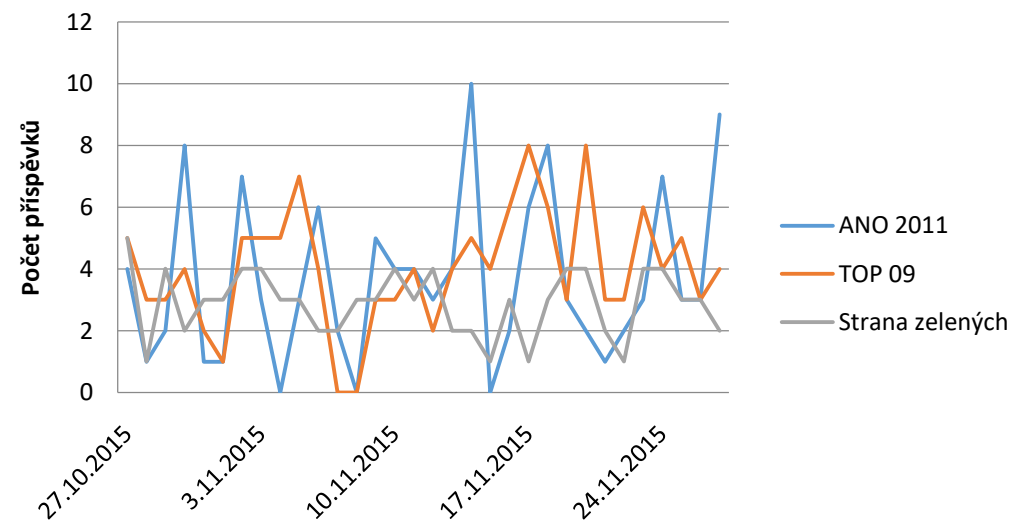
## Intensity of communication one year after elections

### 3rd season



## Intensity of communication two years after elections

### 4th season



# Summary

- The permanent campaign usually starts the day after elections. But the day when it ends is not defined.
- Permanent and electoral campaign are not the same concepts. There are differences between them – in aims, types of strategy and planning, variabilities in used communication channels and marketing techniques and in the intensity of their communication.
- The permanent campaign is very important feature of the american politics but in the Czech Republic we can not say that political parties organize permanent campaigns. Or not yet. 😊

# Sources

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**THANKS FOR ATTENTION 😊**

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