



Political Marketing As A Gateway To Successful Marketing

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Tippecanoe & Marketing Too



Learning From
Politics Can Turbo
Charge Your Brand
and Bottom Line

Steve Cone

What is Branding All About Anyway...?

HUMAN NATURE

ME ME ME ME ME MINE ME ME ME

ME OURS ME ME ME ME MINE ME

ME ME & Bobby McGee ME MINE ME

OURS ME ME MINE ME

ME ME

Major Challenges

**Pick A BIG Number ...
No BIGGER**

40 BILLION

6/60

Think Like You are Running a Political Campaign...

Five Campaign Essentials

- Engaging Personality
- A Powerline
- Visual/Sound Excitement
- Real News
- Reason To Take Action

Huge Bloomberg Mistake

Your Taglines (Brand Promise) Stink.

COKE ??????????????????????????????

AMEX ??????????????????????????????

FEDEX ??????????????????????????????

CITI ??????????????????????????????

GE ??????????????????????????????

Fact:

**In Every Presidential Campaign The
Strongest Slogan Carried The Day**

Fact:

**When Both Slogans Are *Blahsville*,
It's Always A Close Election.**

Fact:

**A Company Can Be Successful Without A
Powerful Tagline...**

It's Just A LOT Harder.

A LOT.

Most Powerful Device Ever Invented To Build Brand Awareness

You Must Have A Clear and Concise Unique Selling Proposition

Slogans

Best

Remembered

**1840:
Harrison
VS
Van Buren**

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E. C. Booze

1844:

Polk

vs

Clay

54 40

Or

Fight

The **Three** Dumbest Slogans

**Who
Is
James
Polk?**

For President of the People

The Experienced Candidate

The Nastiest

**Blaine, Blaine,
James G. Blaine.
The Continental Liar
From the
State of Maine**

Ma, Ma Where's My Pa?

OOPs

He Kept Us Out of War

Cox & Cocktails

**In Your
Heart You
Know He's
Right**

**All Winning
Candidates and
All Winning
Companies...**

Personality

ATTITUDE

Keep Cool With Coolidge

Happy Days Are Here Again ...



It's Morning Again In America

Since Reagan ...



Blah
Blah
Blah
Until...

TRUMP

So, Have A Personality and Attitude

Marketing Success = Your **ENA**, not DNA

- **E**xcitement
- **N**ews
- **A**ction (call to)



Question

**What's the single biggest
mistake most marketers make?**

ANSWER

- **Type way too** small
- **Words – way too many**
- **Void of real people**
- **No deadline**