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## **POLITICAL MARKETING, OR HOW TO WIN ELECTIONS?**

### **Abstract**

The subject of the presented article is the problem of political marketing as a way to electoral victory. Marketing, promotion and advertising are useful instruments for achieving political goals. The ability to apply these means in practice is an expression of growing professionalism in the field of political knowledge. Marketing instruments are useful not only during election campaigns, but also in the everyday activities of political leaders, social institutions, political parties, trade unions and other participants in political life. This may concern the design and practical application of various political strategies, creating the image of a politician of a newly established political organisation, advertising to the public the government's policy of significant importance for the state or promoting the image of a country, city or region. In recent decades, election campaigns have taken on a permanent character, not being limited as before to the closed periods immediately preceding voting. Thus, knowledge of marketing has become more important in the political environments of modern countries. The adaptation of professional marketing techniques to the sphere of political action and the use of the potential of modern media have significantly influenced the way politics is conducted. The goals, methods and strategy of a political campaign are, in a sense, determined by the audience and the media. The American campaign model has become a model for many countries, especially those – like Poland – which have embarked on the path of democratic transformation after 1989.

**Keywords:** political marketing, presidential campaigns, Poland, voters, election

### **Introduction**

The subject of the presented study is the issue of political marketing as a way to electoral victory. The introduction of a democratic system in Poland after decades of authoritarianism and political monopoly has created a field for research into various forms of strategy and tactics of political activities. In subsequent election campaigns: parliamentary,

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local and presidential, it was possible to observe the use of various instruments of political marketing, better knowledge about the mechanisms of political competition and the growing professionalism of the candidates and their election staff.

Marketing, promotion and advertising are useful instruments to achieve political goals. Knowing how to put these measures into practice is an expression of increasing professionalism in the field of political knowledge. Marketing instruments are useful not only during election campaigns, but also in the daily activities of political leaders, social institutions, political parties, trade unions and other participants in political life. This may concern the design and practical application of various political strategies, creating the image of a politician from a newly formed political organization, advertising to the public a government policy of significant importance to the state, or promoting the image of a country, city or region. In recent decades, election campaigns have become permanent, not limited as before to the closed periods immediately preceding voting. Thus, the knowledge of marketing has gained greater importance in the political environments of modern countries.

The adaptation of professional marketing techniques to the sphere of political activities and the use of the potential of contemporary media have significantly influenced the way politics is conducted. In a way, the audience and the media decide about the goals, methods and strategy of a political campaign.

The model of the American campaign has become a model for many countries, especially those – such as Poland – that entered the path of democratic transitions after 1989. There are many factors which contribute to the reception of American techniques. One of the most important factors seems to be the fact that the processes of democratization coincided with the development of new communication technologies such as television, satellite networks, mobile telephony, the Internet and digital technologies.

Experts consider the year 1995 to be the beginning of professional political marketing in Poland. It was then that Aleksander Kwasniewski took a marketing approach in the presidential elections, both from the formal side and from the idea for an election offer, neatly matching the mood and needs of the dominant part of the public.

## **Political Marketing**

Political marketing in the election campaign has long become a fact. Many specialists are engaged in political market survey research, creating the image of candidates or political advertising. Increasingly,

candidates and parties are adopting a market orientation, organizing their activities in such a way as to respond to the expectations and needs of voters.

The use of political marketing is indispensable in the modern election campaign. It also plays a special role in competition in elections. First of all, it enables candidates and political parties to analyze the political market in detail and effectively reach a specific electorate. Thanks to tools such as segmentation and targeting, as well as the use of appropriate communication, it is possible to formulate and present a program that will meet the expectations and needs of voters to a greater extent; building the image of a leader that voters expect; increasing the number of potential audiences for political messages<sup>1</sup>.

The beginnings of political marketing are related to the needs of social and political organizations. One of the goals of this phenomenon has become to communicate and satisfy the needs of voters. In order to understand the essence of political marketing, one must certainly get to know its commercial counterpart. There is no doubt that the translation of the rules of economic marketing into the sphere of politics gives tangible results in the form of voters' votes, creating opportunities for victory in elections, while protecting political entities from marginalization on the free political market. This market is not much different from the market of consumer goods, and the position of political parties differs from the position of economic entities. Therefore, the following concepts were considered to be identical: candidate, party, political program and product; vote and money; and realization of group interests and product usability. This step resulted in the application of economic marketing rules in the promotion of people, ideas and organizations<sup>2</sup>.

G. Ulicka cites the understanding of political marketing after S. Albouy, writing that Political Marketing is a body of theories, methods and social practices aimed at persuading citizens to endorse a politician, party, or political program<sup>3</sup>. Political marketing can also be understood as a form of communication between parties, politicians, political leaders (they are not identical) with potential sponsors and, during the election period, with the electorate, in order to shape the party's image and posi-

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<sup>1</sup> R. Wiszniowski, *Wprowadzenie do teorii marketingu politycznego*, [in:] *Marketing polityczny w teorii i praktyce*, ed. A. W. Jabłoński, L. Sobkowiak, Wrocław 2009, p. 48.

<sup>2</sup> D. Skrzypiński, *Pomiędzy systemem a rynkiem. Rozważania o marketingu polityki i polityczności marketingu*, „*Studia Politologiczne*”, 2012, vol. 24, p. 60.

<sup>3</sup> G. Ulicka, *Wpływ marketingu politycznego na zmiany w życiu publicznym państw demokratycznych*, [in:] *Trudna szkoła polityki. Szanse, ryzyko, błąd*, ed. T. Klementiewicz, Warszawa 1996, p. 59.

tion, as well as a form of promoting its ideas, views and programs<sup>4</sup>. The latter understanding of political marketing leads to the conclusion that it is one of the forms of political communication, understood as a space where various views and positions of various groups of actors are found, given the right to publicly express themselves on political issues<sup>5</sup>.

The definitions of political marketing also apply to the so-called election market. It is then referred to as election marketing. Such marketing is "a set of activities carried out on the election market, aimed at precise definition and promotion of a specific election offer in the conditions of constant competition"<sup>6</sup>.

When observing contemporary political campaigns (especially election campaigns), it is impossible not to notice the enormous role of the mass media in them. Many authors believe that marketing in politics came into existence at a time when politicians noticed the role played by the media in the process of political communication<sup>7</sup>. Political communication can be defined as the exchange of information (such as ideas or knowledge) or the entirety of mutual informational interactions between the subjects of politics linked by relations of power, struggle or cooperation. Various views, ideas and information communicated by politicians, the public and the media interact in this process<sup>8</sup>.

Political marketing first made its appearance in the United States. Along with the growing organizational requirements of conducting political campaigns, new market participants were created so-called consultants. Their main task is to develop a strategy, or a political "game plan", to select socially effective (easy to promote or sell politically) elements of the party's program or candidate, and to harmonise cooperation and use of the media. Of course, advisers cooperated with politicians long before the spread of marketing principles. As a rule, they were affiliated with local party organizations<sup>9</sup>.

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<sup>4</sup> K. Zajdowski, *Marketing produktu politycznego. Analiza porównawcza*, Warszawa 2017, p. 89.

<sup>5</sup> W. Cwalina, A. Falkowski, *Marketing polityczny. Perspektywa psychologiczna*, Gdańsk 2006, p. 22.

<sup>6</sup> R. Wiszniowski, *op.cit.*, p. 49.

<sup>7</sup> T. Wierzbica, *Rola mediów masowych w komunikowaniu politycznym ze szczególnym uwzględnieniem telewizji i Internetu*, [in:] *Współczesne kampanie wyborcze w Polsce: koncepcje, dylematy i praktyka komunikowania politycznego*, ed. M. Kolczyński, Katowice 2013, p. 10.

<sup>8</sup> E.M. Marciniak, *Relacyjna teoria komunikacji a marketing relacji w polityce*, „Studia Politolologiczne”, 2012, Vol. 24, pp. 91-92.

<sup>9</sup> M. Mazur, *Marketing polityczny. Studium porównawcze prezydenckich kampanii wyborczych w USA i w Polsce*, Warszawa 2019, p. 14.

The development of the mass media and the concept of the political use of advertising techniques have created new, almost unlimited possibilities for social influence. Although many forms of persuasive (propaganda) influence were noted in antiquity, their modern form was created in parallel with the emergence of other media - from the emergence of mass press, through the birth of photography and film, radio, to the spread of television, and above all the Internet. Television has revolutionized the methods of political campaigning; it was thanks to it that the dynamic development of political marketing took place.

The literature on the subject points out that television had the greatest impact on changes in the process of political communication and the adaptation of marketing to politics. Its importance comes from the facts of availability, viewership and attractiveness. It provides the recipient with the greatest amount of information and entertainment, compared to other media. Moving picture and sound also have the greatest influence on emotions. In all democratic countries, television is the most important medium of political communication. It is also the primary source of information for voters about the political reality - and shapes this reality to the greatest extent<sup>10</sup>.

Television allows you to present yourself broadly, quickly and effectively. It has become in contemporary political systems the most important - next to the Internet - carrier of information on politics. The development of television techniques allows for the use of more and more diverse graphic, visual, verbal, musical elements, etc. It is also possible to use various types of rhetoric: from discussions and debates, to interviews and talk shows. Importantly, it does not require readers to read or use their imaginations. They are replaced by sounds and images, which provide information in an attractive way that reaches practically every viewer. Such a large potential of television means that specialists are employed only for the purposes of managing a media campaign, e.g. from public relations, who are to create a political message in the media and seek their favour.

The Internet has become another breakthrough in the development of political marketing. A campaign conducted on the Internet gives the possibility of personalization of a message, which allows for the voter to be placed, in line with the philosophy of modern political marketing, in the centre of attention. This allows a shift to occur, from unilaterally directed messages to interaction with the voter<sup>11</sup>.

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<sup>10</sup> K. Gierelo, *Telewizja jako istotny czynnik kształtujący rolę aktorów politycznych oraz widzów* [in:] *Marketing polityczny. W poszukiwaniu strategii wyborczego sukcesu*, ed. M. Jeziński, Toruń 2014, pp. 219 -223.

<sup>11</sup> M. Faracik -Nowak, *Kampanie wyborcze w dobie mediów społecznościowych*, [in:] *Współczesne kampanie...*, p. 19.

Development of political marketing is associated with the evolution of opinion polling techniques. Computers have enabled the collection and analysis of data in political market research. The essence of public opinion research is to learn about the opinions and attitudes of social group. Due to technological advancements, instruments appeared which made it possible to get to know the public almost perfectly, in order to recognize the market. In the process of political communication, and in particular in political marketing, the most important information needed to build a strategy concerns the recipient. As one of the authors writes, "Due to advances in computer technology, political polls have become more sophisticated, accurate, more informative, precise and timely – for much less money."<sup>12</sup>

Thanks to marketing, electoral research tools were introduced into the field of politics. Modern techniques of marketing research allow not only to build a voter model based on demographic characteristics, but also to divide the electorate into segments and define target groups. Public opinion polls or the focus group technique make it possible to learn about voters' preferences, needs and expectations. Political programs and images of candidates and parties will largely depend on this. Computer programs make it possible to collect a large amount of data about voters, process this data and constantly monitor the electorate. Data processing technology is becoming easier to use and cheaper, and its application is more and more sophisticated (in that it can perform more functions). Data processing enables a plethora of information to be captured and processed accordingly, so as to ultimately obtain different strategies, segmentations or overviews of information. A computer can reach people individually (by addressing messages), and various attitudinal variables can be used collectively and individually.

### **The importance of PR in politics**

One of the basic marketing tools is public relations. Its mechanisms include creating a public image of politicians. The image of a politician is determined both by the features of their external appearance, as well as the features of their personality and factors that shaped the personality of the leader – their place of origin, family, profession and education. The image is also influenced by the politician's environment, the group of their closest advisors and the way the space around the politician is organized<sup>13</sup>.

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<sup>12</sup> M. Mazur, *op.cit.*, p. 24.

<sup>13</sup> M. Cichosz, *Wizerunek lidera politycznego*, [in:] *Marketing polityczny. W poszukiwaniu...*, pp. 82-84.

What matters is whether they show themselves or rather in the company of their spouse, people endowed with authority, people who evoke sympathy, and possibly raise their prestige. Ease of access by potential customers to the political leader is also important. Politicians, especially during the election campaign, try to create the impression of an accessible figure (voters shaking hands, etc.). The content of the image is also determined by the image of the politician's maternal relationship and the perception of their "hard" electorate.

The image of a politician consists of the following components: emotional, functional, social, conditional and epistemic. Emotional components are related to the feelings that a political leader evokes in their audience. Their content depends on many factors. The influence in this case is influenced by both the appearance of the politician and the character traits. Among the external features, the political buyer pays attention to age, appearance – such as clothes, hairstyle, height, facial appearance, figure (weight) – and voice. The candidate's attractive appearance may determine the sympathy for them and their credibility (the so-called halo effect). Thanks to the attractive appearance of the sender, the persuasive effectiveness of the spoken messages increases<sup>14</sup>.

Social components indicate the relationship of the political leader with specific social groups and communities. When creating their image, a politician evokes their origin, indicating those with whom they have strong ties to. The significance of these elements results from the fact that the mentioned communities play the role of a symbolic guarantor of the politician's "quality". In this case, for example, their "geographic roots", place of birth and place of residence are important. This makes it possible to show attachment to tradition and basic values such as the family, home, family warmth, values of the local community, and local patriotism<sup>15</sup>.

Functional components are to testify to the competences of a politician, their preparation to perform a specific role on the political scene, e.g. the president of a country or city, mayor, commune head, or councillor. In this case, education, experience in working in a specific position or acquiring a specific skill, e.g. knowledge of foreign languages, may be important<sup>16</sup>.

The program components of the image, i.e. what views and program are associated with the name of the politician, are also important. Alt-

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<sup>14</sup> W. Cwalina, A. Falkowski, *op.cit.*, pp. 150-154.

<sup>15</sup> M. Cichosz, *Wizerunek...*, pp. 85.

<sup>16</sup> K.A. Paszkiewicz, *Public relations w polityce*, [in:] *Marketing polityczny w teorii...*, pp. 170-174.

though the voter is usually not aware of the ideological, doctrinal or program complexities, it is important to convince voters that the politician has a program and that it is a “good program”<sup>17</sup>.

Epistemic components are understood here as the feeling that the candidate is a certain-it is a “novelty” on the political market. They are related to the citizens’ conviction that a politician will bring a new quality, and that they will make some changes.

Sponsoring is also a PR instrument used in creating a favourable image. Its importance has recently been increasing in the sphere of economic marketing, but it is also applicable in the sphere of politics. Sponsorship of people, institutions or events by participants in political life may provide them with benefits in the form of promoting their image and building a favourable reputation in the eyes of society<sup>18</sup>.

Various forms of communication with voters are very important marketing tools. The Internet plays a special role in this respect in modern times. Many politicians operate blogs and post on Twitter.

One tool of marketing is political advertising. It is, like PR, a part of marketing communication, but it covers a narrower and more specialized area of activity. While public relations is undoubtedly a form of two-way communication, advertising is one-way. The main goal of the advertising message is to convince the recipient about the advantages of the promoted product. In addition, advertising fulfils secondary purposes, such as, for example, informing (such as in social advertising) or reminding. The implementation of advertising activities is carried out by advertising agencies and advertising offices. The former “produce” the advertising message, while the latter only “distribute” it. The most common type of political advertising is election advertising<sup>19</sup>.

The most characteristic aspect of modern political campaigns is the ever-expanding use of negative advertising. Its task is to present a competitor in the most unfavourable light. This type of message seeks to create an unattractive and undesirable image of the opponent, laying the foundations for political judgments by making them visible in a message that relates to a specific candidate, even if it has been produced or bought by someone else (e.g. voter organizations or interest groups). There are two types of negative advertising: problem advertising and image advertising. The former is unfavourable to the position taken by

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<sup>17</sup> M. Kolczyński, *Marketing polityczny w kampaniach wyborczych*, [in:] *Marketing polityczny. W poszukiwaniu...*, pp. 67-68.

<sup>18</sup> K.A. Paszkiewicz, *op.cit.*, p. 174.

<sup>19</sup> A. Kasińska-Metryka, *Reklama polityczna*, [in:] *Marketing polityczny. W poszukiwaniu...*, p. 96.



the opponent in relation to specific political problems. This type of advertisement may contain information about the competitor's political achievements, their support for certain laws or their economic program. On the other hand, negative image advertising is unfavourable to the character traits of a political opponent, without raising the question of their political program. This type of advertisement may contain information about the health (or diseases) of the opponent, their personal life, criminal history, attitude to religion and religious practices, sex life, as well as information about their family members or connections with various social groups<sup>20</sup>.

From a practical point of view, the key element that is used to achieve the desired effects of a marketing campaign and an important feature of its purposeful and rational character is the development of a campaign plan, including the determination of: what to do, when to take next steps, who should be responsible for their implementation and what should be the necessary resources and means enabling the full implementation of the envisaged projects. The task of a marketing strategy should be to indicate how to achieve the assumed campaign goals, or, in other words – how to promote a political offer in a given environment (through campaign context). The strategy of each candidate or political party should precisely define the basic goals and the sequence of campaign activities necessary in this context, together with an indication of the optimal way to use the resources and resources at the disposal of the campaign organizers<sup>21</sup>.

The dispersion and differentiation of the voter market in terms of requirements (differentiation of needs), geographic location and electoral preferences (multiple candidates), forces the organizers of the election campaign to use target marketing tools. It is carried out in three stages: dividing the market into segments (segmentation), defining and reaching the target market (targeting)- and defining and locating the election offer (positioning).

Segmentation in political campaigns consists of dividing the electorate into separate blocks of voters and thus creating an appropriate electoral program. The basic types of segmentation are<sup>22</sup>:

- geographical segmentation – when dividing into various geographical units, the specificity of the region, the size of the city or agglomeration, and population density are taken into account;

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<sup>20</sup> W. Cwalina, *Polityczna reklama negatywna*, [in:] *Marketing polityczny. W poszukiwaniu...*, pp. 115-118.

<sup>21</sup> M. Faracik-Nowak, *op.cit.*, pp. 21-22.

<sup>22</sup> D. Skrzypiński, *Segmentacja i targeting jako elementy procesu planowania strategicznego kampanii wyborczej*, [in:] *Segmentacja, targeting, pozycjonowanie na rynku politycznym*, ed. M. Cichosz, D. Skrzypiński, Wrocław 2014, pp. 13-14.

- demographic segmentation – the basic variables of which are: age, gender, number of family members, family life cycle, and income
- segmentation according to psychographic characteristics – such as social class, lifestyle and personality
- and behavioural segmentation – due to the specificity of the political market, the most important variables are for party loyalty along with the history of voting and the position of the voters.

Targeting in terms of policy is understood as the selection of target electoral segments, or in a broader sense: the process of identifying and reaching specific voters whom the campaign wants to reach. You can also define targeting as reaching the right audience with the right message and through the right medium at a given time. Traditionally understood targeting consists of the fact that the basic selection criterion is the voting history, data on voter registration in individual wards and districts, information on support for the party, and the number of undecided voters. The second method is geodemographics – targeting and taking into account many demographic variables. The idea is to select demographically homogeneous small groups consisting of the inhabitants of one area. The key questions asked at the outset about voters are “where” and “who”. A detailed description of demographic characteristics allows you to select the groups that are most likely to respond positively to the campaign’s message. Using such groups, it was possible to identify all areas of a given district.

Positioning in political marketing involves activities to clearly define the position of a party or candidate on the political map. The purpose of these activities is to distinguish themselves from competitors - each participant in political campaigns must have a clear concept of their program and effective ways of presenting it. Thanks to this, it becomes possible to define the image of oneself and of other participants of the campaign on the same level of reception.

Positioning includes the following<sup>23</sup>:

- proper selection of the candidate; the following methods of selecting candidates are distinguished:
- party concept – party leaders select appropriate candidates in accordance with their conviction;
- the concept of a “product” – a party organization finds a candidate who best represents the party outside;
- the concept of “sales” – a shift from campaign activities directed by a party organization to external influences, primarily media influences;

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<sup>23</sup> M. Cichosz, *Pozycjonowanie oferty na rynku politycznym*, [in:] *Segmentacja...*, pp. 137-139.

- the marketing concept – selection of a candidate based on political market research;
- assessment of own strength and weakness – includes the analysis of the program and executive potential (political experience: possible successes or failures, functions performed, age, organizational skills, etc.), in this situation the classic SWOT analysis is a supporting tool;
- evaluation of competition – performed according to the same criteria, allows for a better definition of the strategy in a highly competitive political market;
- evaluation of voters' perception – through which the following should be established: how voters rank candidates, which elements of the program or personality traits they pay special attention to, and which candidates to apply for votes of the same groups of voters.

The result of this process is the creation of the candidate's or party's image, which is one of the main determinants of a marketing strategy.

As already mentioned, the Internet currently plays a huge role in political marketing. Its advantages in the context of political marketing include<sup>24</sup>:

- Popularity – the Internet, as a result of various types of treatments, often supported by states, has become a medium that is widely available;
- Attractiveness – the dynamic development of social networking sites (e.g., Facebook and Twitter) and blogs that attract the attention of Internet users resulted in the fact that mass access to the Internet was concentrated in specific places, which over time turned into a form of opinion-forming centres;
- Efficiency – the Internet offers the possibility of creating your own website, thanks to which it is possible to quickly and conveniently reach potential voters;
- Speed and elimination of barriers – the development of the Internet in various parts of the world has changed the existing concept of boundaries and distances. Currently, a statement made by a politician in Poland can be immediately interpreted and conveyed, for example, by a foreign correspondent not only to their home country, but to the whole world through the agency they work for.

Of course, it is impossible to imagine contemporary political marketing without the use of social media. The presence of political parties, and their leaders or politicians in general, in social media brings many benefits. The first is the acceptability of users to actively participate in socio-political life. Leading participants of the Polish political scene

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<sup>24</sup> T. Wierzbica, *op.cit.*, p. 14.

gather anywhere from several to tens of thousands of followers on their fan pages. Any like can be treated as a potential vote in the election. Voters often expect politicians to have an online dialogue, which makes it possible to win over a group of supporters. Profiles that are constantly updated, either by the politician himself or by their office, gain value and are more competitive<sup>25</sup>.

Participation in social networking sites also confirms the politician's credibility, has a positive influence on the creation of their image and fosters the growth of trust. Trust and credibility are built by a politician using daily entries. By answering questions that may come, they deepens relations with the participants of the dialogue. The main responsibility of the website owner is to update it systematically. It must be remembered that the sporadic nature of messages does not create trust and at some point disappears in the mass of other information<sup>26</sup>.

Another benefit of using social media is that you can create an immediate feedback loop. Despite the virtual environment, both recipients and senders of messages count on direct contact. Thanks to the information obtained, the sender is able to immediately react to messages, provide information, correct mistakes and explain. People who are politically active very often initiate a conversation themselves, indicating specific topics for discussion. This is a great opportunity to comment on and win over voters. The range of influence and possibilities are also important. Using the latest marketing techniques, you can promote a social campaign or a political campaign from almost anywhere in the world. Opportunities created by social networking sites are enormous. It is possible that a single good idea is enough, and the message may be seen by several hundred thousand users. Positioning is also an added value from being on social networking sites. Well-chosen content on the website and optimization for social media causes the number of clicks to increase.

## Conclusion

The struggle on the political scene, conducted with the use of media and shaped thanks to them today, very often boils down to the desire to appear in the media, manifested by some political entities. Thus, participation in the game in the public forum is determined mainly by information messages: it is from them that information about politics is ob-

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<sup>25</sup> M. Faracik-Nowak, *op.cit.*, p. 24.

<sup>26</sup> M. Posyłek, *Rola mediów społecznościowych w komunikowaniu politycznym*, „Polityka i Społeczeństwo”, 2017, no. 1, p. 134.

tained by the majority of society, and it is thanks to them that politicians themselves reproduce patterns of behaviour towards each other, voters and – more importantly – towards the political system as a whole. The need for media existence in a way determines the direction of marketing strategies adopted by individual politicians: their political message is to be primarily media, easy to remember, visually attractive, carnival and ludic in form, but essentially stable and serious in content. These are the elements of the marketing message that are usually positively recognized by the electorate and most sympathetically received, so it is no wonder that politicians use them very often in electoral struggles.

From the point of view of political marketing, the practice of segmentation of the electoral market by politicians, offering the recipient their vision of the desired social order, aims to convey their own definition of truth. The task of the creators of these visions (and the definition of truth) is to lead the voter to adopt the post-stipulated program and its interpretation of the world as their own and – what is equally important – as the only one rationally capable of being implemented in social practice at a given moment in history, and by extensions – the only possible one.

There is no question that election victory or the possibility of filling public elected offices are a tangible measure of the effectiveness of a particular strategy, its usefulness and, importantly, its attractiveness as a potential means of influencing the electorate in the next elections.

Political marketing has become an attractive formula for political communication, and perhaps the most attractive of its forms. It is a colourful form, meeting the expectations of the electorate, broadening the perception of politics, attracting voters, not requiring too much involvement, suggesting proposals for specific solutions and, more importantly, not giving a sense of political commitments.

The main feature of Polish election campaigns is basing them on the mass media. The evolution of Polish election campaigns also confirms the second tendency, which is the huge increase in the importance of professional advisers.

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## Marketing polityczny czyli jak wygrać wybory?

### Streszczenie

Przedmiotem prezentowanego artykułu jest problematyka marketingu politycznego jako drogi do zwycięstwa wyborczego. Marketing, promocja i reklama to przydatne instrumenty do osiągnięcia celów politycznych. Umiejętność stosowania tych środków w praktyce jest wyrazem rosnącego profesjonalizmu w dziedzinie wiedzy politycznej. Instrumenty marketingowe przydają się nie tylko podczas kampanii wyborczych, ale także w codziennej działalności liderów politycznych, instytucji społecznych, partii

politycznych, związków zawodowych i innych uczestników życia politycznego. Może to dotyczyć projektowania i praktycznego stosowania różnych strategii politycznych, kreowania wizerunku polityka nowo powstałej organizacji politycznej, reklamowania opinii publicznej polityki rządu o istotnym znaczeniu dla państwa czy promowania wizerunku kraju, miasta lub regionu. W ostatnich dziesięcioleciach kampanie wyborcze nabrały charakteru permanentnego, nie ograniczając się jak dotychczas do okresów zamkniętych bezpośrednio poprzedzających głosowanie. Tym samym wiedza o marketingu nabrała większego znaczenia w środowiskach politycznych współczesnych krajów. Dostosowanie profesjonalnych technik marketingowych do sfery działań politycznych oraz wykorzystanie potencjału współczesnych mediów w istotny sposób wpłynęło na sposób prowadzenia polityki. O celach, metodach i strategii kampanii politycznej w pewnym sensie decydują publiczność i media. Model kampanii amerykańskiej stał się wzorem dla wielu krajów, zwłaszcza tych - jak Polska - które weszły na drogę przemian demokratycznych po 1989 roku.

**Słowa kluczowe:** marketing polityczny, kampanie prezydenckie, Polska, wyborcy, wybory