Major Research Project on

Brand Modi: The Next Level Marketing

An analysis on BJP's marketing strategies and a study on how it projecting **Brand Narendra Modi** to gain massive success in Indian Politics.

Submitted by

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(2K17/EMBA/516)

Under the Guidance of

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In partial fulfilment of the requirements for the award of the Degree of

Master of Business Administration (Executive)

Delhi School of Management,

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DECLARATION

I, Dishant Nagpal, student of **Executive MBA 2017-19** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the Major Project report **"Brand Modi: The Next Level Marketing"** submitted in partial fulfilment of Degree of Masters of Business Administration (Executive) is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

Place: **Dishant Nagpal**

Date:

Acknowledgement

I would like to express gratitude to my mentor **Chiranjeev Singh Bedi**, Delhi School of Management, Delhi Technological University, Delhi under whose guidance I have completed my 4th Semester Major Project titled **"Brand Modi: The Next Level Marketing"**.

Professor Bedi's guidance and valuable insights helped me to mention out the complete analysis on BJP's Marketing strategies and how it projected **Brand Narendra Modi** to gain massive success in Indian Politics.

I also take this opportunity to convey sincere thanks to all the faculty members for directing and advising me during the course.

- **Dishant Nagpal**

2K17/EMBA/516

Certificate

This is to certify that the project entitled "**Brand Modi: The Next Level Marketing"** has been successfully completed by **Dishant Nagpal (2K17/EMBA/516).**

This is further certified that this project work is a record of bonafide work done by him under my guidance. The matter embodied in this report has not been submitted for award of any degree.

- **Mr. Chiranjeev Singh Bedi**

Delhi School of Management (DSM)

Delhi Technological University

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CHAPTER-I

1.   INTRODUCTION

The Bhartiya Janata Party is the biggest political Party in India with a dynamic nearness with the top to bottom of the country. In the 2014 Lok Sabha decisions, the BJP turned into the main party in three decades to win a dominant part all alone. It is likewise the 1st non-Congress party to accomplish this accomplishment.

Today the BJP is in control in 17 states and is the key opposition party in rest. The National Democratic Alliance (NDA) offers control in Bihar, Maharashtra, Nagaland, Tripura, and Meghalaya with key partners. The NDA remains an extensive and different coalition, speaking to India's assorted variety and lively potential.

On 26th May 2014, **Shri Narendra Modi** was confirmed as the Prime Minister of India. Under his authority, the BJP-driven NDA government has introduced comprehensive and advanced administration, considering the desires of the rancher, women, poor people and youth. To lead a country, the person who drove marvellous accomplishment of Gujarat is absolutely a legitimate pioneer. He should have been somebody who epitomizes the conviction of the country and can be a delegate of the new age India. In an offer to be the pioneer the country admires, he turned into a colossal political human brand.

Narendra Modi *Photo: Reuters*

1.1　NEED OF THE STUDY

Just as in business, politicians are selling a product. That product is themselves. They are selling their image, their views, sometimes even their appearance. They have a public persona that must be marketed to try to obtain the votes they need to achieve public office.

Over the years, the political marketing in India has evolved, and it has become the next big thing. A good Business Marketing strategy can result in increased sale of goods or services, but a good political marketing strategy can bring a party to rule the country. That's the reason; graduates from top universities, countries top marketers are hired by a political party to formulate the best strategy used in campaigning and creating awareness to the people of the country.

The parties, these days, best comprehend the capability of social media and the technology in the political elections. The mystery of the achievement of the NaMo crusade was powerful utilization of Social Media, getting the help of volunteers who were willing to bring about the change and the technology turned into a fundamental piece of the technique to bring donations.

Narendra Modi's campaign was overseen more effectively than different contenders to design, impart and making of the development. In view of these exercises, the BJP and Modi had played out the best web based political promoting in the history in which data innovations and online networking were the fundamental driver to assemble the majority. Digital Marketing, hence, has a big role to play.

1.2　OBJECTIVES, APPLICATION AND LIMITATION OFTHE STUDY

1.2.1　OBJECTIVES OF THE STUDY

There are two main objectives for this research:

- The study first looks at the main marketing strategies being used by BJP to promote the Brand Modi. This includes the study on the following:

    - **Digital Marketing** used
    - Role of **Social Media** campaigns
    - Use of **Broadcasting**
    - **Internet Marketing**
    - **Competition Research**
    - Use of **Influencing slogans** and their importance in persuasion of masses.

- Then, the research also aims to record the responses of various categories of people towards the impact of these marketing strategies in influencing their voting decision.

1.2.2 APPLICATIONS OF THE STUDY

There can be several applications where this research project can be used. Few of them are listed below:

- The result of this study will give a good picture to predict the winning party in the upcoming 2019 Lok Sabha Elections.
- It also will give the opposition parties a fair idea about their position and will also give them the chance to evaluate the competition strategies and then formulate their own to counter them.
- It also can be a research material to adapt to a similar marketing model in politics to gain massive success.

1.2.3 LIMITATIONS OF THE STUDY

- The response given by the respondents in the depth interview may not fully depict their internal opinion.
- The answers were dependent on the attitude, opinion and sharing mentality of the respondents.
- The survey was limited only a geographical area of Ghaziabad and Noida.

LITERATURE REVIEW

CHAPTER-II

1.3   POLITICAL MARKETING

1.3.1   INTRODUCTION

The democracy government is the most widely recognized political framework all around the globe. Free focused decisions are the open doors that residents can pick their rulers and it is the best device to mirror the requirements and inclinations of individuals. Political Marketing gives the possibility to conquer these issues viably.

1.3.2   IMPORTANCE OF POLITICAL MARKETING

Political Marketing gives an abundance of new chances to interface with potential voters and shape general assessment. TV and Radio commercials, hoardings, advertising, on-road campaigning, social Media, emails and so forth are the various new age campaigning sources in political marketing. Voters have a great obscure applicant; Political Marketing encourages popular government. Political Marketing enables Democratic nation to like India.

Elections have dependably been a vital national movement for any nation as the fate of the whole country relies upon them. Distinctive political parties will undoubtedly showcase their candidate in the best way.

The presentation of innovation in decisions had been started by Bhartiya Janta Party's Prime Ministerial contender **Narendra Modi** who effectively utilized inventive administrations of Social Media and 3D gears to convince the youth of India. In the 2014 Lok Sabha elections, the timing of the promoting "Ab ki baar Modi Sarkar" campaign on TV was extremely vital.

Also, the slogan "Ache din aane wale hai", gave the people of the country a dream, which was positive and influencive.

In today's world, as technology and social media are influencing the people so much, the communication channel to connect to the people should also revolve around technology and social media. Google + Hangouts, Facebook, twitter, YouTube are present day social ways to associate with the majority. The political marking procedure confined in an approach to rotate around these cutting-edge mediums would yield greatest advantages for the political parties.

1.3.3   POLITICAL MARKETING FUNCTIONS

Political marketing functions are the foundation for effective political marketing management. Few of such functions are described below:

- **Product Function:** the product marketed is something beyond the candidate, it additionally guarantees progress, great government and achievement.

- **Distribution Function:** conveying the correct message to the correct target people is essential. The influencers must ensure that the message suits the dissemination channel and the intended interest group.

- **Result Function:** As a normal product is marketed to influence customers purchasing the item for a specific amount of cash, the political candidates are promoted to increase positive recognition from the general society, the general population not expecting to pay anything for the promotion got.

- **Information Function:** the political marketing ought to furnish the voters with the required information for their choice. The background of the party and its candidate should be made open to the public.

- **Financial Function:** Political marketing centres around advertising and communicating about the political parties, its candidates, the reforms and policies that would be incorporated in the system if the people choose them. It also focuses on calling people for actions like making donations, volunteering etc.

1.3.4   POLITICAL MARKETING SYSTEM

In a political marketing system, the political parties or the politicians promote their ideas with the public to influence their vote and in return the public without any undue pressure, chooses the best candidate according to what they feel genuinely.
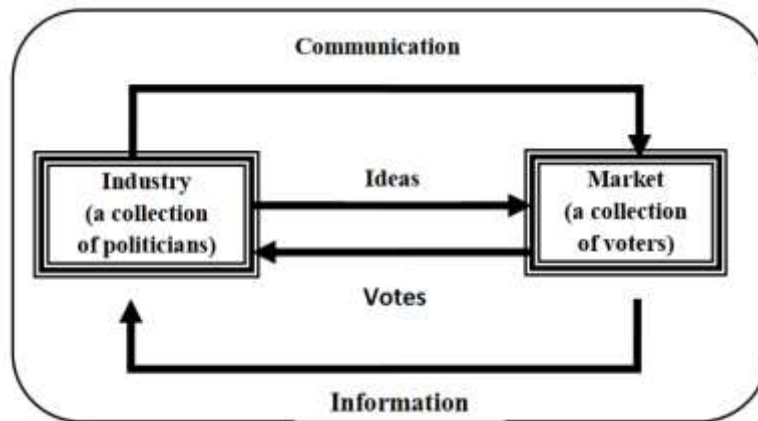
Figure 1: Political Marketing System

Politicians market to build enormous trust, brand loyalty and repeated voters whereas the voters expect better reforms and policies and their implementation for the public welfare and development of the country. This is shown in the below figure:
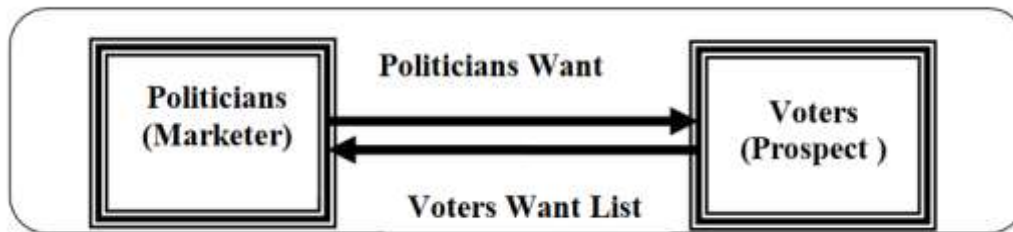

Figure 2: Exchange relationship between Voters (Public) and the politicians

The political campaigns have quite often taken after the lead of commercial marketing. The political parties are always in the hunt of the marketing and campaigning techniques which have shown positive results in the marketplace. Hence, this has given way to political marketing in which the most popular ideas from commercial marketing are being implemented in politics in the hope of effective advertising and campaigning activities.

The similarities between political marketing and commercial marketing are shown in the below table:

Content	Political Marketing	Commercial Marketing
Party Concept/ Pre- industrial marketing	Organization by party leader and centred on the political party	Products are selected by distributors and delivered to consumers generically. When something sells out, more is ordered.
Product Concept	An internally driven organization run by selected candidate.	Sells the quality of the product through the brand. Example: Model T Ford manufactured for quality.
Selling Concept	Political organization is run by the experts and focus on the candidate. Attempts to create favourable impression of the candidate by the voters	Companies like Procter and Gamble create markets for new products on the basis of experiment and survey or they conducting marketing research
Marketing Concept	An externally driven organization run by marketing experts and centered on the voter. Polling determines the message sent to the voter.	Companies first identify consumer needs and then develop products to meet those needs.

Figure 3: Similarities between Commercial Marketing & Political Marketing

1.3.5 POLITICAL MARKETING IS INVOLVED UNDER POLITICAL CAMPAIGNS

Political Campaigns are the main events which involve the Political Marketing. These are the most essential techniques used in campaigning are:

- **Target Market Segmentation:** The campaigning in a market segment is done on the basis of culture, its people, growth expectations and preferences.

- **Competition Research:** There are two ways to have an edge in politics. The first is to showcase you the most superior power and the other is to attack the opposition parties with negative remarks and pointing out their failure. For this to be effective, a complete research on the opposition is required so that the facts such campaigning is also the part of political marketing these days.

- **Internet Marketing:** The political parties can utilize the consistently extending chance of e-promoting to publicize their individual, campaign, party, utilizing traditional email marketing, hoardings and pay-per-click promoting or online networking (Facebook, Twitter), web journals.

- **Direct Marketing:** the great advertising strategies ought to likewise be utilized. The political parties can convey his message through mail, phone, pamphlets, rallies, visits etc.

- **Product Development:** The people of the country are very much interested in knowing more and more about the candidate chosen by the political part. Thus, a productive system around there is making a broad picture of the candidate, starting with his history and life, proceeding with his family and closely-held convictions and inclinations.

- **Branding:** partner the candidate with a visual picture, or a positive social image prompts more extensive mindfulness and acknowledgment of the political party and politician.

- **Marketing Surveys:** The marketing surveys that happen in the form of public opinion polls also give insights to the political parties about people's authorization of the candidate or political sentiment and decision.

1.3.6 SOCIAL MEDIA USE IN POLITICAL MARKETING

The utilization of online social networking in political marketing has developed truly over the most recent 10 years. Facebook, YouTube and Twitter as a stage battles and competitors connect with voters through these platforms. Online networking efforts ought to be utilized as a part of a proficient route through achieving volunteers and expanding their offers on the stages for the multiplier impact.

The campaigns, rallies and addresses made by political parties are effortlessly available to the intended interest group through web-based social networking stages, subsequently, promoting exercises can be made do with voter's response in a more intelligent manner. The volunteers can without much of a stretch speak with different voters in a similar locale through the area based utilization of online networking and the campaigning can be completed in an intuitive way.

1.3.6.1 POPULAR SOCIAL MEDIA PLATFORMS:

- **Facebook:** Facebook has emerged as the biggest platform for advertising any content with over 270 million users in India itself. Hence, it is an easy target to attract more and more number of eyes about any political party and its election campaigning.

- **Instagram:** Instagram has also emerged as the most common social media platform among youth and it is the best way for the political parties to communicate and persuade the younger voters.

- **Twitter:** Twitter is now the biggest platform on which the celebrities, politicians and others can share their point of view on any topic in just 140 characters or less. The users subscribe to others account and get regular notification when they twit. Hence, this has also become the most suited way to market the political parties and their ideas during elections.

- **LinkedIn:** One of the greatest online expert systems on the planet. Set up an expert profile, additionally for the business or association to include "Associations" or "Contacts" for systems administration. It is likewise helpful for quest for new employment and enrolment.

- **YouTube:** Video-sharing site where people can transfer, see, share recordings. It helps a political party to interface, educate, and influence different voters on the social platform.

1.4   CREATION OF "BRAND MODI"

Many marketing influencers have mentioned that brand can be anything, product, a personality, information, an idea, a process, etc. Narendra Modi has become the biggest brand in recent time and out shadowed everyone that came its way. The 2014 Lok Sabha and many Vidhan Sabha elections are the evidence of this wave.

Narendra Damodardas Modi emerged from being a conservative and provincial leader to a conclusive pioneer, who aimed to take the nation forward. The party created a strong Brand of Narendra Modi, hiring the best advertising agencies, the best marketers and also, believed that India is in the era where Digital marketing and social media would play the best role in influencing the voters. Hence, 2014 was the first election where political parties first understood the power of the digital medium.
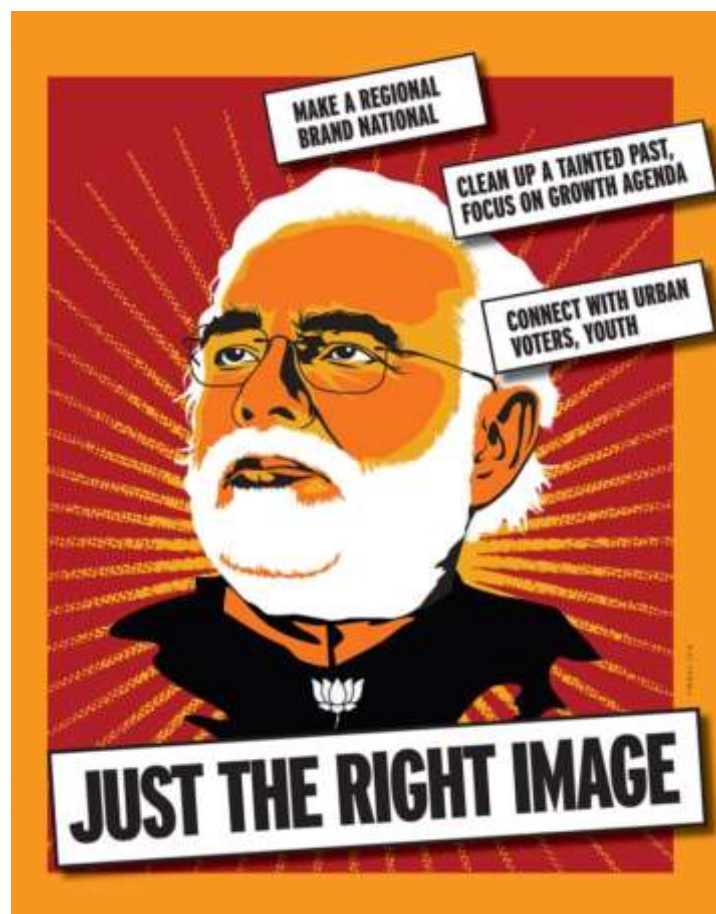
1.4.1   CONNECTING WITH THE YOUTH

On February 6, 2013, over a half year before he was named as the BJP's candidate for Prime Minister's post, Modi addressed the students at Delhi's Shri Ram College of Commerce. He discussed Gujarat's model of improvement. He talked energetically about the requirement for speed in government basic leadership and about the need to enhance abilities of the young to quicken economic development. That discourse won him numerous youthful admirers.

Modi, a magnificent speaker, had conveyed scores of similar addresses from that point forward. He mentioned slower financial growth, high inflation and absence of new employments - issues which quickly resound with youthful and urban voters - while faulting the Congress-drove UPA for the issues. After the announcement of elections, his team barraged voters with print, TV and radio promotions with similar subjects. This message reached voters through SMS and Modi's recorded voice looking for votes in favour of himself. It additionally took advantage of web-based social Media platforms for example, Facebook, YouTube and Twitter - Modi has around four million Twitter supporters - to amplify the effect of the publicizing and marking effort.

The effect of this tireless campaigning has been felt over various age groups, geologies and segments of society. I have even heard youthful youngsters, far expelled from such level-headed discussions, saying the word '**NaMo**', alluding to a sobriquet for Narendra Modi. The deliberately created name likewise claims to the customary Hindus - the BJP's principle vote bank - because its religious association as the Sanskrit word Namo is utilized as a welcome saved for the Hindu divine beings.

Modi's endeavours to associate with the young and urban voters were helped by his expert business persona. Business pioneers from industry, Ratan Tata to tycoon siblings Mukesh and Anil Ambani have applauded Modi and his organization in Gujarat. This has enabled Modi to manufacture his image as a dynamic pioneer who can convey financial outcome. The Congress isn't inadequate in spending money or capacity to get marketing brains to campaigns for it. However, the greatest push for Modi has originated from the obvious push and support of corporate pioneers. It is an adage that marketing can't sell a poor product. Independent of the cash you spend on promoting, if what you are offering neglects to inspire an emotional response in the psyches of a vast segment of the people, all endeavours to advertise Modi would be useless.

1.5 POLITICAL MARKETING STRATEGIES TO PROMOTE BRAND MODI

Political Marketing requires some essential things like the brand image, communication, political purchaser, product, delivery and so forth. Narendra Modi best comprehends the capability of social media and the technology in the political elections. The mystery of the achievement of the NaMo crusade is a powerful utilization of Social Media and Digital Marketing, getting the help of volunteers who were willing to bring about the change and the technology turned into a fundamental piece of the technique to bring donations.

Narendra Modi's campaign was overseen more effectively than different contenders to design, impart and making of the development. In view of these exercises, the BJP and Modi had played out the best web based political promoting in the history in which data innovations and online networking were the fundamental driver to assemble the majority. Modi made youngsters more dynamic than any other time in recent memory. Modi developed not a conventional political base, but rather a greater amount of database which meant many supporters can be associated and connected with by just a couple of clicks on the mouse.

1.5.1 DIGITAL MARKETING STRATEGIES AND TACTIS

In order to understand the various digital marketing strategies of the BJP, it is important to understand the objectives behind those marketing strategies. These are stated below:

1.5.1.1 DIGITAL MARKETING OBJECTIVES OF BJP

- **Construct a Rock-Solid Brand for BJP**

- **Produce sufficient enthusiasm prior to the Actual Voting**

- **Distribute personalized digital content Region wise**

Digital is a brilliant, agile & cost effective channel to reach to large number of people and also a method to communicate with the help of personalized and tailored content. Digital Marketing is likewise determined by the objective to focus on the large number of individuals conceivable at a high recurrence and persuade them by conversing with every one of them with the correct blend of words.

1.5.1.2 DIGITAL MARKETING STRATEGIES OF BHARTIYA JANTA PARTY

Below are the digital marketing strategies followed by BJP across different digital channels:

- **Start Early, Build Momentum & Expedite**

BJP has been very particular in their approach of connecting with the masses, persuading them and then slowly building the momentum to amplify the pace as the elections are near. The biggest fundamental of digital marketing is the time at which it is used, and the sequence it is carried on. BJP has been able to tap the right digital marketing strategy.

The digital marketing plan of BJP is such that every potential voter has to move through various stages which can be acronymic as **AIDA**:

- o **Attention** towards the party's activities,
- o **Interest** in their actions,
- o **Desire** for constructing the right conclusion
- o **Action** of voting their desired candidate.

- **Segmentation and Targeting**

The BJP has been able to rightly segment and target their digital marketing strategies. As a party contesting for seats in the general elections, their target audience primarily includes everyone who is a citizen of India with a voter's ID card. Breaking it down, it includes the entire demography of 18+ including both men and women across all income groups.

If we segment it further, it includes first time voters, repeat voters, thinkers and influencers, observers, the marginal communities to mention a few. The BJP's strategy is to pay special care and cater to the motivations of each of these different groups and segments by delivering different and customized messaging, appropriate to each of them.

As a fact, it has been their timely and early action that has been giving them a sizeable advantage. If we talk about the last elections, Mr. Modi had a clear advantage by being the first mover in the digital space.

- **Highlights the government's achievement**

Political marketing is just not only about criticizing the opposition, it also give a party a strong platform to communicate the party's achievement in the previous term. BJP has very concisely and precisely showcased all the major achievements they have been able to achieve in the 2014-2019 term. This communication has helped BJP to highlight their progressive ideologies. It measures the tangible progress the party has been able to achieve during the last 5 years and also reminds the people what the last government failed to pull off.

- **Visibility, Reach and Retain Power**

Digital marketing is the best way to be visible everywhere at such a low expense. There was no significant channel, which the BJP did not enter. Omni Channel Marketing strategies help to build a strong brand perception and also construct a strong trust and unmatchable brand reputation in the minds of the people.

To get benefited from this, Bhartiya Janata Party is present on all digital marketing channels, be in social media, websites, pages, twitter etc.

- **Digital Media Influences**

BJP tops the chart and spends 20 Crore on political advertisements on digital media platform. When it comes to using social media for politics, no one does it like BJP. The party has emerged as the highest spender on advertisements on Google, Facebook, etc. The use of digital medium in the Lok Sabha 2019 has been unprecedented in many ways.

  o The BJP has spent Rs 4 Crore on Facebook, between February to May 11, which is 200% more than the main opposition party, the Indian National Congress.

  o Across Google platforms, BJP again topped, with expenditure of Rs 17 Cr.

  o "Bharat with Man ki Baat" and "Nation with Namo" were the top spenders with a total budget of Rs 4.5 Crore on Facebook.

- **Omni Channel Marketing Strategies by BJP**

BJP has realised the benefits and advantages of Omni Channel Marketing strategies, and they rely on exposing all the channels of marketing their persona to the citizens of the country. All the online and offline channels are integrated and also are in complete sync to form a strong brand image and perception.

1.5.1.3 THE DIGITAL MARKETING TACTICS OF BJP

- **Informed Citizens:**

Various officials Facebook and other social media pages are developed for providing insights and information on government plan of actions

My Gov India
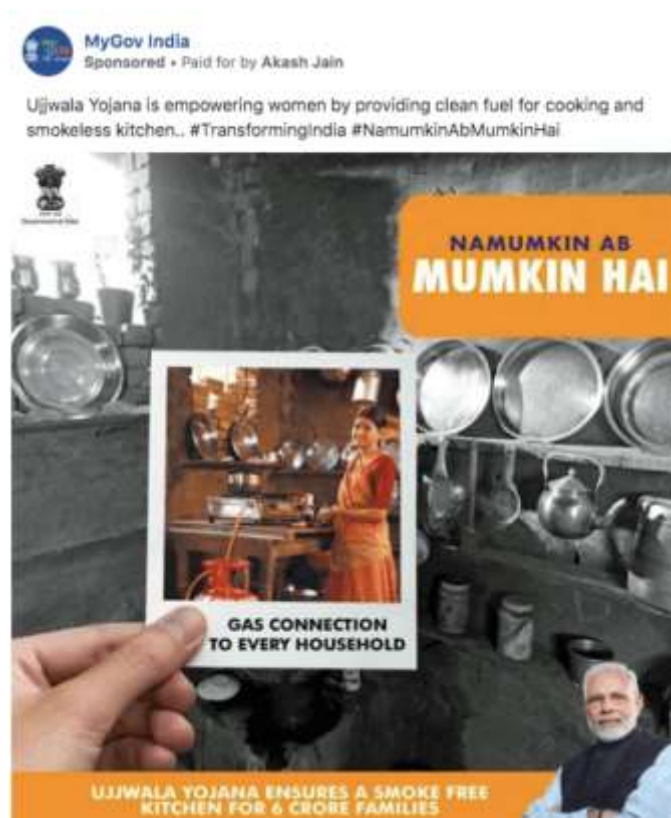
- **Establishment of Multi Language Content digitally.**

While English and Hindi are the two predominantly spoken dialects in India, there are numerous states where local languages are substantially more famous.

- **Creative Content Formats**

The approach in content formats has been extremely committed and aggressive. Investments are done in all kinds of formats like designing posters, filming videos, cartoons, advertisements and graphic designs. Their aim is to deliver message through huge scale branding by using consistent tone of colours.

For example, there is a YouTube Channel of Mr Modi with not less than 2 million followers and 228 million or more views altogether.
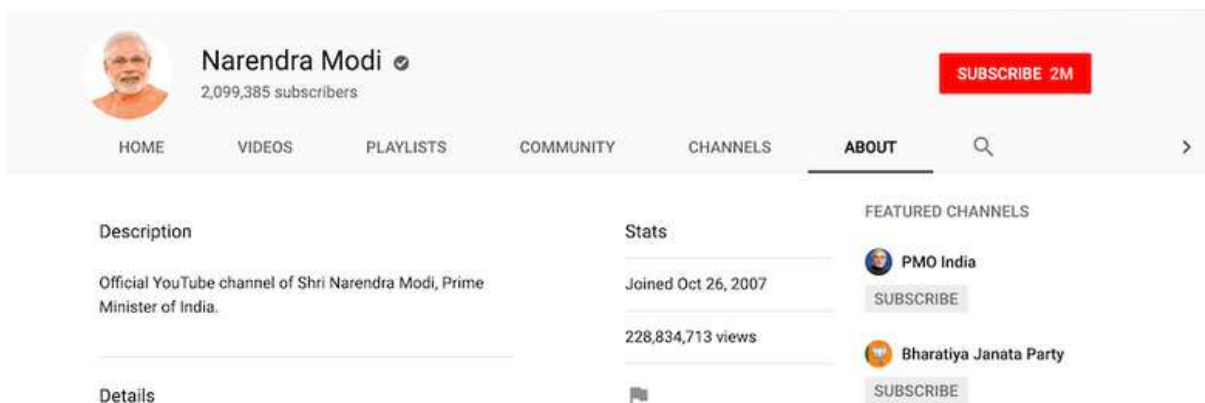
To attract the focus of people they always share the achievements and facts which are in favour of BJP. Also, the approach of storytelling is very significant way to communicate and keep the mood lively.

Not to forget, today's easy access of data environment has been hugely exploited by the Digital marketing team of BJP by putting live videos and clippings on Facebook, Instagram and all the other social media platforms.

The marketing team understands that people expect full transparency and truth from all the political parties while contesting in elections. This is what many survey states, which live videos, are the most transparent formats of communication and advertisement.

Facebook and Instagram have been the most powerful social media platform to share live videos, which PM himself have used very frequently for his interaction with people. Campaigns are live streamed all over India through the internet. Huge number of shares and engagements are also generated by distributing the video content by digital marketing teams.

- **Attracting Youth**

Intelligent deployment of contests has been very nicely executed in the online campaigns of BJP to engage audiences effectively and socially.

- **User Created Content (UCC)**

User created content types has been significantly used in order to engage individuals, generate great interest in people and to make them feel important.

Trusting or associating with individuals from one's own circle is much easier than trusting a political figure. This is very well understood by the marketing team and hence they are working to create BJP's own brand evangelist army through these individuals.

Campaigns like 'Bharat Ke Man Ki Baat' and 'Main Bhi Chowkidar' have worked well in welcoming thoughts and views of individuals which resulted in great user created content and building interest PAN India.

Chowkidar Narendra Modi ✓
@narendramodi

Your Chowkidar is standing firm & serving the nation.

But, I am not alone.

Everyone who is fighting corruption, dirt, social evils is a Chowkidar.

Everyone working hard for the progress of India is a Chowkidar.

Today, every Indian is saying-#MainBhiChowkidar

♡ 161K   9:00 AM - Mar 16, 2019

♡ 87.9K people are talking about this

Under the influence of 'Main Bhi Chowkidar' campaign many party leaders and citizens have updated their names by prefixing 'Chowkidar' to show unending support for Mr. Modi.

Many first-time voters have showcased their support by sharing the voting pictures on social media under My First Vote page for Mr. Modi. This has also been a method of endorsement that how people think they are grateful for the progress of country and tangible results given by BJP.

There are lot of examples of Digital Marketing strategy to generate user created content and all of them are helping in solidifying the party's reputation online as well as offline.

- **Piggybacking on Global & Renowned Personalities**

Sharing photographs of PM Modi with some of world's reputed personalities has also been BJPs intelligent approach in highlighting their credibility, achievements and expansive thought.

My First Vote For Modi
Sponsored · Published by myfirstvoteformodi.com

Hints:

1. The Founder of the largest social networking site said India was a crucial market
2. PM Modi was one of the first Indian leaders to use this technology to reach the younger generation

Identify the international figure with PM Narendra Modi in this picture

BJP Digital marketing teams in one of the contests, put questions asking to identify the popular figure with Mr Modi. All these people ranged from reputed and celebrated political person to entrepreneurs such as Facebook's Marc Zuckerberg, Google's Sundar Pichai and Microsoft's Bill Gates which resulted in increased followers count.

Finally, they have also leveraged the association of very powerful figures with Modi government which is showcased on the page 'Nation with Namo' and 'Modi 11' to appeal audience from PAN India.

- **A Movie on Modi?**

There have been a lot of speculations lately with the biopic "PM Narendra Modi" being released one week prior to the general elections. Many doubt that this is a planned strategy of BJP, but of course the later has denied any association with the release date or movie production.
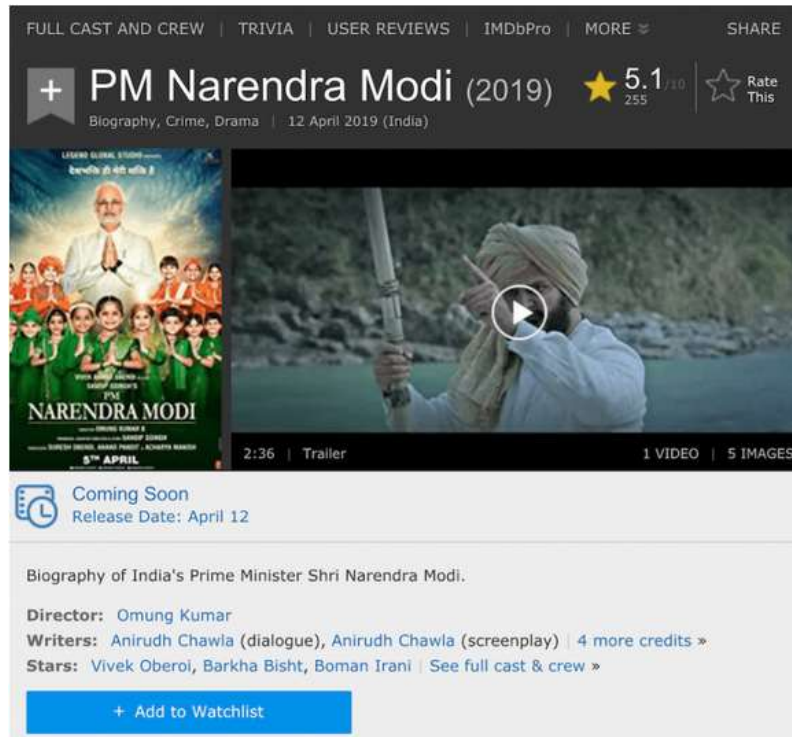
The release of movie at this crucial time might turn in favour of BJP, as many people will go to watch the movie and there are chances they might get influenced by Mr Modi's life and journey. Regardless of who sponsored it, the movie can woo individuals pretty well.

A movie can be a very moving and influencing way to convince the masses to follow Modi and turn them into BJP voters.

- **Winning huge Fan Base**

Finally, it won't be wrong to say that the whole Digital marketing team has made it possible to gain a huge fan base and volunteer network. The execution of marketing Brand Modi has been successful due to the expansive network the party has at ground level.

According to Amit Malviya, who is the party's national IT in-charge, all the credit goes to BJP's 1.2 million volunteers for taking the party branding and advertisement to a totally different level. BJP currently maintains largest volunteer network and skilled digital cadre.

A very noteworthy point is that the advocates are also nurtured by the BJP and they value them in minutest way possible to make them feel important, it an be seen in their cooperation. Recently we saw a picture of PM Modi wearing a scarf, a volunteer remarked appreciating it. Next day, she was gifted by the same scarf.

shilpi tewari ✓
@shilpitewari

I WANT that stole of @narendramodi!!

♡ 497 7:27 PM - Feb 24, 2017

The offline and online efforts by the party has been very well in synchronization. Due to which it is possible to build and own an ideal infrastructure required to be successful in digital marketing branding.

- **Paid Campaign Advertisement**

Now the most important question to ask is, Does BJP, like other political parties invest money in paid advertisements online for boosting their brand marketing?
The answer would be of course, they do.

Facebook has shown in its Ad Library report that out of 50,000+ political advertisement with INR 10 Crore or more spending in just one-month Feb-March, large chunk was invested by BJP and their supporter.

Page name	Disclaimer ⓘ	Amount spent ⓘ	Number of ads in Library ⓘ
Bharat Ke Mann Ki Baat	⚠ These ads ran without a disclaimer.	₹10,827,950	1,229
Bharat Ke Mann Ki Baat	Bharat Ke Mann Ki Baat	₹7,878,464	1,245
Nation with NaMo	⚠ These ads ran without a disclaimer.	₹5,879,655	894
Nation with NaMo	Nation with NaMo	₹3,557,810	1,464
Dailyhunt App	⚠ These ads ran without a disclaimer.	₹3,038,405	17
MyGov India	⚠ These ads ran without a disclaimer.	₹2,900,264	130
MyGov India	Akash Jain	₹1,383,282	19

With not less than 1,200 Ads in the repository the highest spender amongst all is 'Bharat K Man Ki Bat' page with approx. 1 Crore INR per week. They would also be spending on other digital platforms like Google Ads and YouTube.

- **A dedicated TV Channel**

The Digital Marketing team won't settle for less, this was observed when a dedicated TV channel to show the highlights and achievements of BJP was launched names as NaMo TV. They are trying to target every aspect of advertisement and capture people's attention from everywhere possible not just social media.

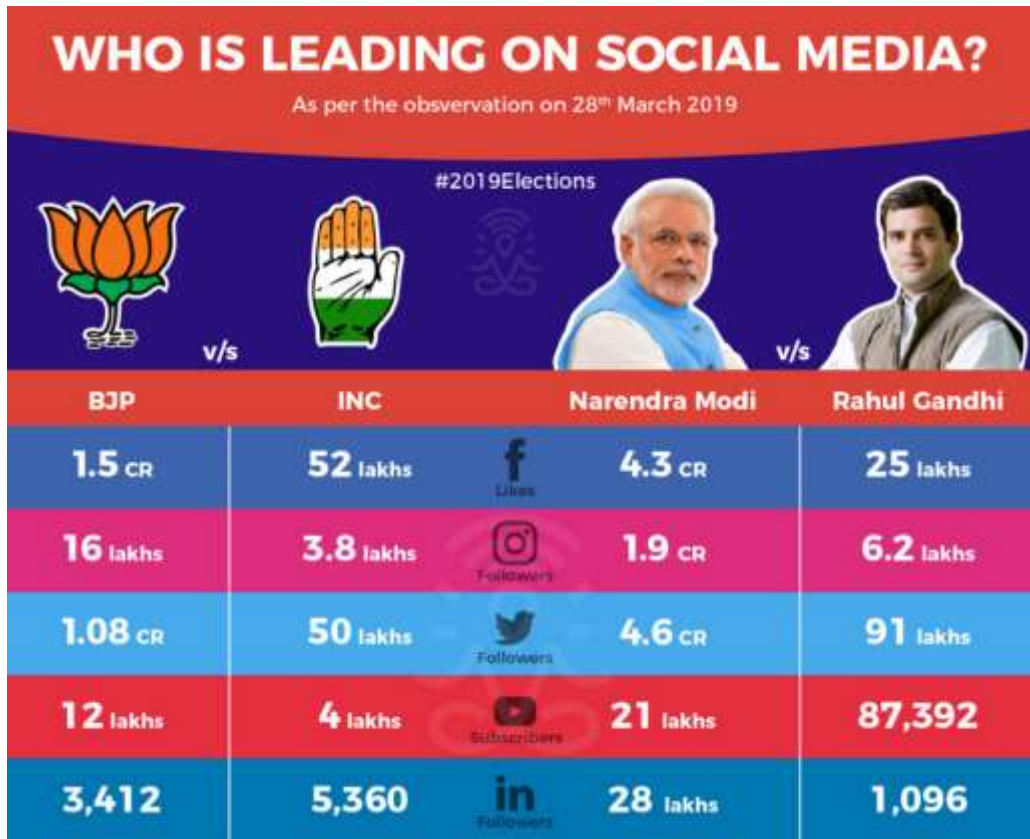## 1.5.1.4   Comparison of Digital Marketing Strategy: (BJP Vs. Congress)

Figure 4: Social Media Presence Stats (Source: NDTV)

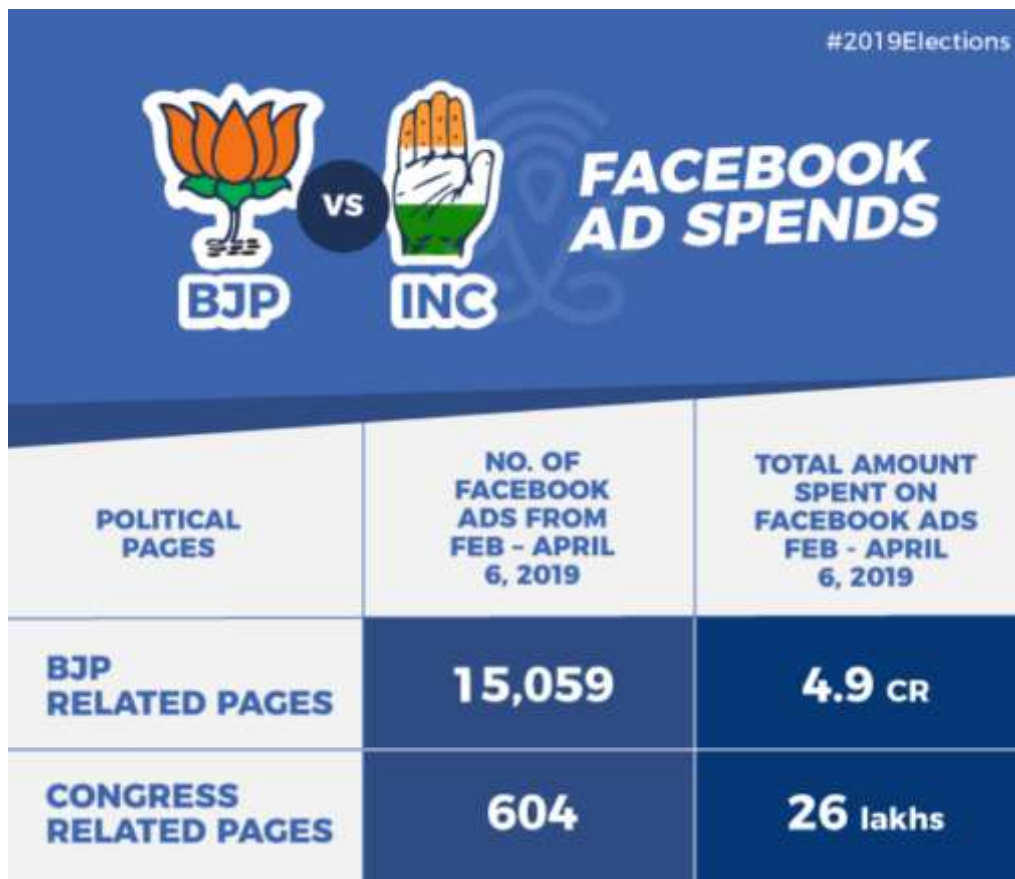*Figure 5: Rallies Stats (Source: NDTV)*

Figure 6: Facebook Ad Spends (Source: NDTV)

1.5.2 OTHER INNOVATIVE STRATEGIES USED BY BJP

This section talks about the inside and out of the political advertising and marketing techniques of the recent NDA government and inspects how the campaigns acted as an apparatus to win votes.

Both the significant parties, Congress and the BJP had employed PR firms to deal with their campaigns.

- **On Ground Promotion Strategy:** BJP sorted out an on-ground marketing strategy called **Chai Pe Charcha** (talk over tea). This effort advancement connected Narendra Modi with the regular voter and the purpose of contact was the Tea Stalls in different towns the country. Reportedly, they focused to connect with 2 Crore voters through this movement.

- **Seamless Connect:** As a fair percentage of Indians own a smartphone, BJP likewise utilized the new and inventive strategies to cover the whole speeches & rallies and the people were given the freedom to tune in on Mr. Modi's addresses progressively from anyplace in India.

- **Persuasion of the youth:** The introduction of technology in elections had been initiated by Narendra Modi who was actively using creative services of Social Media to **persuade the youth of India**. Good Governance and Development of the nation

were the agenda's targeted by Mr. Modi and had helped him to gain attention of the elite class of India.

- **Connect with the Masses:** BJP was the first among Indian political gatherings to utilize Google + Hangouts to interface with the majority. Mr. Modi additionally started a discussion on Technology in Politics at the Google Big Tent Activate Summit 2013.

RESEARCH METHODOLOGY

CHAPTER-III

2.   RESEARCH METHODOLOGY

2.1   RESEARCH DESIGN

This research used elaborative **Exploratory Research** along with the blend of Secondary Data. The secondary data research was used for the content analysis of various political parties during the elections.

Following this, Depth Interviews were carried out to discover the Marketing Strategies that contributed to the birth of a very strong and powerful "Brand Modi", which led to the massive success of BJP/NDA in the 2014 Lok Sabha and subsequent Vidhan Sabha elections.

2.1.1   PART 1 - CONTENT ANALYSIS

For content analysis, various research journals, research papers and statistical analysis done by different credible sources were referred. This data helped to interpret and analyse how BJP and the opposition parties have formulated their strategies in the direction of digital marketing, social media advertising and communication strategies.

2.1.2   PART 2 - DEPTH INTERVIEWS

Considering the factors determined out of the Secondary data, a guide was made for the Depth interviews. The members of the research were separated in view of their age and category. The motive of the depth interviews was to gain an insight into individual motivations and reasoning for popularity of BJP as a political party and Narendra Modi as a leader. The interview was also in line to record the verdict of the interviewed people on who will come into the power in the 2019 Lok Sabha elections and what all reasons, they feel will contribute to it.

Different Marketing, branding and advertising messages were studied and analysed to get a wide outline of the mentalities and reasons of voters and its joined impact on the result of the elections. The response from the respondents also picked out the outstanding strategies and tactics which led to the creation of "Brand Modi".

2.2   SAMPLE SIZE

The overall number of respondents for Depth Interviews is provided below. These were taken across varied age brackets and social categories:

Social Categories	
Category	**No.**
General	20
Scheduled Caste	20
OBC	20
Muslims	20

The research based on age group and categories is important to understand the segmentation, targeting and positioning considered by the political parties.

2.3   SAMPLING TECHNIQUE

Convenience sampling (non-probability) was considered for the research study to pick the respondents from:

- Supertech Icon Society in Indirapuram, Ghaziabad
- Gaur Green Vista Society in Indirapuram, Ghaziabad
- Nokia Networks in Noida.

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

The group was a mixture of male and female respondents from diverse backgrounds and ethnicities. The diverse age groups helped gain different perspectives about the what Political Marketing Strategies were used and had the best impact in projecting the brand Modi during different elections campaigns.

RESULTS AND INTERPRETATION

CHAPTER-IV

3.   RESULTS OF THE DEPTH INTERVIEW

3.1   RESULTS

- **All 60 respondents** concurred that 2014 Lok Sabha elections were diverse by the inventive & ideal utilization of media; particularly the digital marketing utilized by BJP and the admiration of Narendra Modi which was alluded to as a 'Modi Wave'. They also accepted that the "Modi Wave" will also play an important role in 2019 Lok Sabha elections.

- **30 respondents** trusted that the Media – Social Media specifically – is in charge of Modi's achievement in every one of the elections dominated by BJP/NDA.

- **50 respondents** believed that it is the image of **"Brand Modi"** that is responsible for Narendra Modi's success in Indian Politics.

- **20 respondents** mentioned that they are influenced with the digital marketing strategy of BJP and thus it will play a big role in influencing their voting decisions.

- Social Media, TV, Radio, Newspaper, speeches and Rallies were the absolute most powerful medium utilized for conversing the policies.

- **All 60 members** are concurring the purpose behind BJP's prosperity were the campaigning messages like **"Ek baar fir se Modi Sarkar","Modi Hai to Mumkinhai"** and **"Main Bhi Chowkidar".**

- **Only 10 respondents** are aware about the Congress' campaigning message and slogans. It can be translated that the message is lost in the messiness and just individuals who are deliberately looking for the message know about the same.

- **34 respondents** trusted the BJP with the leadership of PM Modi could achieve social, political and financial change in the nation. They accepted BJP's commitment for growth, development and security of the nation.
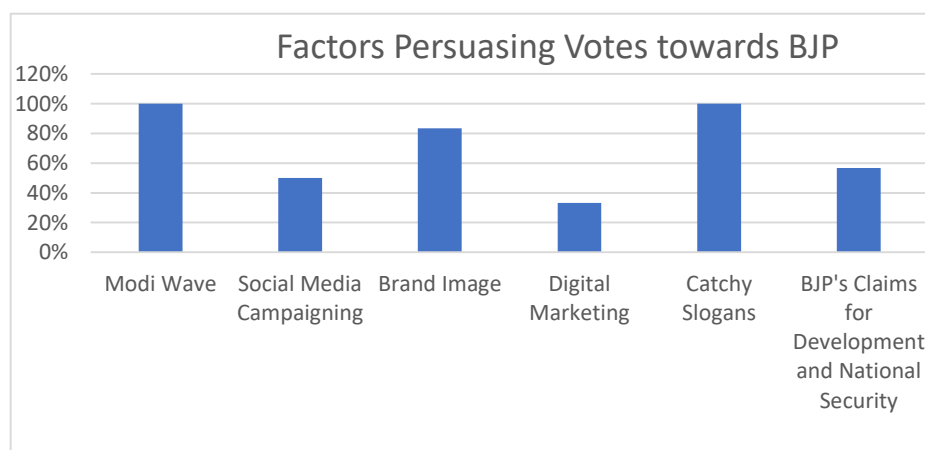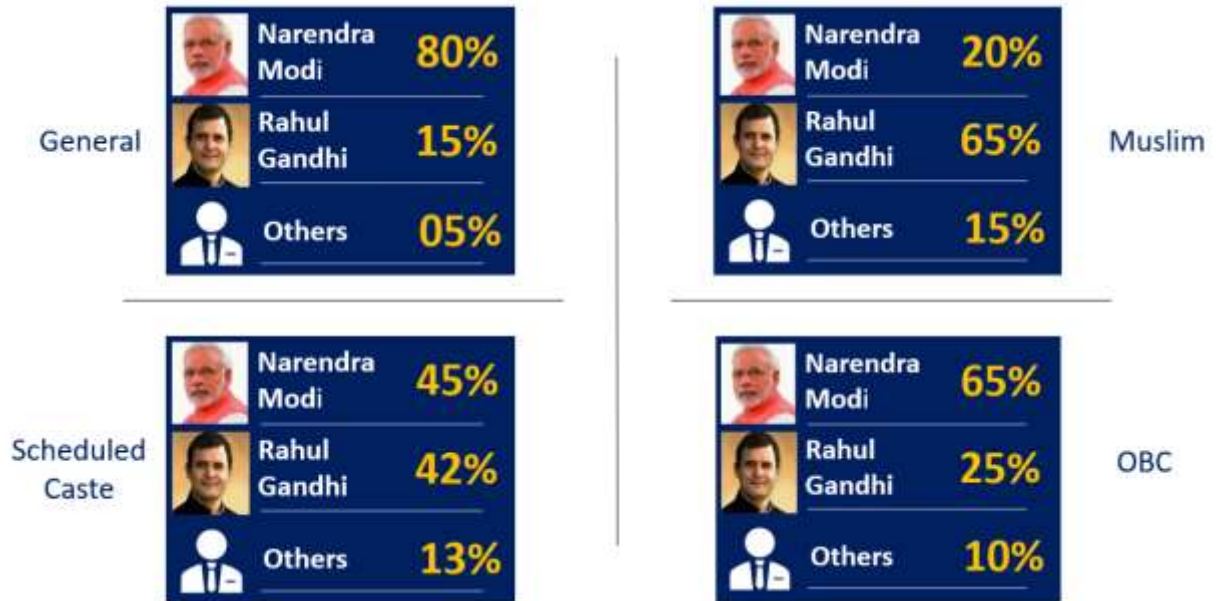

Figure 7: Interview Results on factors responsible for BJP's success in Indian Politics

3.2 PREFERED NEXT PM AS PER THE DEPTH INTERVIEW RESULTS

Results:

	General		Muslim	
Narendra Modi	80%	Narendra Modi	20%
Rahul Gandhi	15%	Rahul Gandhi	65%
Others	05%	Others	15%

	Scheduled Caste		OBC	
Narendra Modi	45%	Narendra Modi	65%
Rahul Gandhi	42%	Rahul Gandhi	25%
Others	13%	Others	10%

FINDINGS & CONCLUSION

CHAPTER-V

4.   FINDINGS & CONCLUSION

The given results prove that the BJP has certain edge over other parties in the upcoming 2019 Lok Sabha elections. There are several marketing strategies that contributed to this.

The below points define the probable reasons:

- The research clearly defines; BJP would certainly have an upper edge in the 2019 Lok Sabha elections.

- PM Modi is a strong personality who truly believes in hard work and dedication, which connects him to the youth of India, which is around 65% of the nation's population.

- The election campaigning and political advertising done by PM Modi and his team is outstanding, unique and innovative, which in turn has helped and will help BJP to gain massive success in all the elections.

- Digital Advertising, effective TV and Radio commercials, well-scripted speeches and addresses helped PM Modi to create an image of a very strong & confident leader.

- PM Modi and his team are very much effective in using the Social Media, which today is the best way to connect with the people of all age groups and in any geography.

- Some initiatives and programs like **"Main bhi Chowkidar", "Chai Pe Charcha", "Man Ki Baat"** etc, connected millions on Indians together which eventually helped the government to influence its ideas on its people.

- Major twist came when the Indian Air force conducted the Balakot Air Strike, which made the image of current BJP government more strong and powerful.

- Efficiently integrating traditional media with new technology was useful in reaching to masses successfully.

- Lack of a strong leader in the opposition also helped PM Modi to gain more support from the people of the country.

- The successful track record of PM Modi in the previous 2014-2019 term and in Gujarat as CM is also influencing the masses to support PM Modi.

5.   RESEARCH SUCCESS ANALYSIS – 24TH MAY, 2019

The research study on analysis of marketing strategies used by BJP in 2019 Lok Sabha Elections was carried out in March-April, well before the general elections results. The following content covers the spot on prediction and evaluation between the research study and what actually happened.

Parameter	Research Study (as done in March-April)	Actual Result analysis and evaluation, post 23rd May	Source of information
Prediction on the winner	BJP got the clear edge based on the responses of the depth interview carried on 80 respondents.	BJP got landslide win with 303 seats and the NDA able to get 353 seats.	https://www.indiatoday.in/elections
Major Reason of the win - **Modi Wave**	The study analyzed that majority of the voters believed that there exists Modi Wave, which certainly will be the reason for BJP's success in the upcoming Lok Sabha Elections	**Economic Times** puts up "Narendra Modi is the only world leader to win so convincingly in a hotly contested, democratic system, which carries a unique equity among the global elite "	https://economictimes.indiatimes.com/news/politics-and-nation/narendra-modi-the-leader-with-largest-popular-mandate-in-the-world/articleshow/69475935.cms
National Defense - Balakot Air Strike	The study also predicted that the National Defense would be big influences in the 2019 Lok Sabha Elections, and Balakot Air Strike would steal the show from the opposition.	**The Hindu writes** "The terror attack in Pulwama in February and India's response to it — which was botched up as it is now clear — was cleverly used to mobilise passions that were visible for anyone who cared to observe and take note of. "Ghar mein ghus ke marenge," became a war cry that worked."	https://www.thehindu.com/elections/lok-sabha-2019/election-results-2019-five-reasons-why-we-will-have-five-more-years-of-modi/article27216892.ece
Work in the previous term	The research also evaluated the development activities done by BJP will be the biggest game changers in the 2019 Lok Sabha Elections.	**The Hindu** also analyzed the developments made in the terms of electricity, last mile connectivity, Jan Dhan Yojna, Awas Yojna, LPG connections, etc benefited BJP in 2019 elections.	https://www.thehindu.com/elections/the-hindu-explains-decoding-the-bjps-victory-in-elections-2019/article27234499.ece

Prediction on the vote share among different social categories	The study predicted the following percentage votes in favor of BJP: Muslim: 32% SC: 45%	According to **Economic Times**, below is the vote share of the reserved and Muslim category Reserved (ST) : 40.10% Muslims: 34% (Cumulative)	https://economictimes.indiatimes.com/news/elections/lok-sabha/india/heres-how-bjp-earned-massive-mandate-explained-in-numbers/articleshow/69529857.cms
Use of slogans	The research also studied various slogans used by BJP and how they marketed it.	**The designtrip mentions** "The #mainbhichowkidar proved as an impetus as it gave rise to other political hashtags and upped the digital quotient of BJP"	https://thedesigntrip.com/2019/05/23/digital-marketing-and-the-lok-sabha-elections/
Digital Marketing Strategies	The study clearly evaluated various digital marketing channels used by BJP. It also analyzed the difference between the marketing approach used by BJP and congress.	**The designtrip quotes** "Social media pages are also proof that once you search for any particular leader of any of the top political parties you would first find the names of BJP and then of the Congress."	https://thedesigntrip.com/2019/05/23/digital-marketing-and-the-lok-sabha-elections/

Q UESTIONAIRE – DEPTH INTERVIEW

CHAPTER-VI

6.   DEPTH INTERVIEW QUESTIONAIRE

Though the depth interview questions are flexible and the respondent is interviewed and his responses are recorded. These responses are more of qualitative and it is an exploratory research method. But the following questions were majorly put up and then the further discussion followed:

Basic Details:

Q1: Name of the respondent

Q2: Age of the respondent

Q3: Social Community of the respondent

Contextual Details:

Q1: Which party according to the respondent has the upper edge in the upcoming 2019 Lok Sabha Elections?

Q2: What the respondent feels about the marketing strategies of the BJP and are those strategies better than the opposition (Congress)?

Q3: What according to the respondents were the reasons for BJP to win the 2014 Lok Sabha Elections and are those reasons still prevalent in the upcoming 2014 Lok Sabha Elections?

Q4: Does the respondent feel that the present BJP government has been able to work in the social welfare of the respondent's social category? If yes, will this be a factor to influence the voting decision in the upcoming 2019 Lok Sabha Elections.

Q5: What are the respondent's views on "Modi Wave"?

Q6: From which source, the respondent is able to gain maximum information about the BJP's promotions.

Q7: What are the respondent's views on the digital marketing strategies used by the political parties?

Q8: Has the work done in the current term of BJP government will influence the voting decision in favour of the BJP in the upcoming 2019 Lok Sabha Elections.

Q9: Do the respondent feel that their favourism towards Narendra Modi is due to the absence of a better leader in the opposition?

Q10: What role does the powerful slogans used by BJP play, in persuasion of the voting decision of the respondent?

Q11: Has the recent Balakot Air Strike persuaded the respondent's voting decision towards BJP?

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CHAPTER-VII

7.   REFERENCES

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