Permanent campaign

IN CZECH POLITICAL DIMENSION
INTRODUCTION

The permanent campaign and its comparison with the election campaign
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)
Permalink 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 elections
  or
  - Permanent campaign has no end.
VARIABILITY IN USED MEDIA
## Differences in Variability

<table>
<thead>
<tr>
<th>ELECTION CAMPAIGN</th>
<th>PERMANENT CAMPAIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Outdoor (guiders, posters, billboards,..)</td>
<td>• PR</td>
</tr>
<tr>
<td>• Social sites</td>
<td>• Social sites</td>
</tr>
<tr>
<td>• Webs</td>
<td>• Webs</td>
</tr>
<tr>
<td>• Exit and Opinion Polls</td>
<td>• Opinion polls</td>
</tr>
</tbody>
</table>
INTENSITY of CAMPAIGN COMMUNICATION

How often
# Differences in Intensity

<table>
<thead>
<tr>
<th>ELECTION CAMPAIGN</th>
<th>PERMANENT CAMPAIGN</th>
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<tbody>
<tr>
<td>• Higher frequency of communication.</td>
<td>• The dynamic of communication is lower.</td>
</tr>
<tr>
<td>• The communication escalates when the day of elections approaches.</td>
<td>• Most of the time the communication is constant, because of the long duration of election period.</td>
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</tbody>
</table>
• 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
Total amounts of posts on Facebook

<table>
<thead>
<tr>
<th></th>
<th>1. období</th>
<th>2. období</th>
<th>3. období</th>
<th>4. období</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANO 2011</td>
<td>255</td>
<td>177</td>
<td>219</td>
<td>117</td>
</tr>
<tr>
<td>TOP 09</td>
<td>217</td>
<td>16</td>
<td>38</td>
<td>128</td>
</tr>
<tr>
<td>Strana zelených</td>
<td>142</td>
<td>39</td>
<td>59</td>
<td>92</td>
</tr>
</tbody>
</table>

COMMUNICATION ON FACEBOOK

Počet příspěvků

0 50 100 150 200 250 300

1. období 2. období 3. období 4. období

ANO 2011
TOP 09
Strana zelených

Jednotlivá období
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


• http://politicaldictionary.com/words/permanent-campaign/
• https://en.wikipedia.org/wiki/Political_campaign
• https://www.youtube.com/watch?v=W84oobqRdQA
• https://www.amazon.com/Permanent-Campaign-Politics-Digital-Formations/dp/143311593X
THANKS FOR ATTENTION 😊

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