



Politička kampanja



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- Strategija
- Istraživanje tržišta
- Segmentacija tržišta
- Brendiranje
- Pozicioniranje

Brendiranje

- Brend je **naziv, termin, dizajn, simbol ili bilo koje drugo obilježje** koje identifikuje uslugu jednog prodavača robe/**kandidata** ili usluge od drugih prodavača/**kandidata**.
- **Cilj političke kampanje** je da se **utiče na proces donošenja odluka**
- Političke kampanje **su ključne u određivanju uspjeha kandidata** ili stranke na izborima. Oni pomažu u **prenošenju poruke, politike i ličnosti kandidata**, omogućavajući **biračima da donesu odluke**.
- Dobre kampanje **mogu mobilizovati podršku i povećati izlaznost birača**, što može napraviti **razliku u ishodu izbora**.
- Kome se obraćamo, ko je TG
- Logo, boje, fontovi, advertising
- Poruka
- Kanali komunikacije ATL/BTL (TV, print, radio, ooh, DM-video, blog, audio)



Započnite stvaranjem osnovnog logotipa, jednostavna paleta boja, font

- Logo
- Paleta boja
- Tipografija
- Fotografija
- Ilustracija
- Vizualizacija podataka
- KNIGA STANDARDA

stvaranjem jednostavne palete boja za korišćenje u vašem sadržaju i oglašavanju i dizajniranjem tipografskog vodiča osiguraćete dosljednu vizualnu paletu u cijeloj kampanji



Blue

BLUE



+ Trust | Loyalty | Dependability
Logic | Serenity | Security

- Coldness | Emotionlessness
Unfriendliness | Unappetising


PERSONALITY

LOYAL	RESPECTFUL	SOCIAL
SHADES	TINTS	TONES

Source: Iconic Fox - <https://iconicfox.com.au/colour-in-branding-infographic/>

Blue is the world's favorite color, with 57% of men and 35% of women ranking it as their top choice. And brands feel the same way: This calming tone is the most popular logo color, with 33% of top brands featuring it in their logo.

RED



+ Power | Passion | Energy
Fearlessness | Excitement

- Anger | Danger | Warning
Defiance | Aggression | Pain

PERSONALITY

BOLD	ADVENTUROUS	ENERGETIC
SHADES	TINTS	TONES

Source: Iconic Fox - <https://iconicfox.com.au/colour-in-branding-infographic/>

<https://blog.hubspot.com/the-hustle/psychology-of-color>

Fontovi

“Tipografija je poput mode ili namještaja. Uz rijetke funkcionalne iznimke, svijet ne treba novi dizajn odjeće ili namještaja, **ali ljudi žele izgledati drugačije ili izazvati određeni osjećaj ili pristajati uz određeni izgled, a postoje trendovi i stilovi.**” - Thomas Phinney, bivši izvršni direktor FontLaba.

tipografija može privući pozornost, usaditi emocije i ojačati poruku

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Slogan + logo

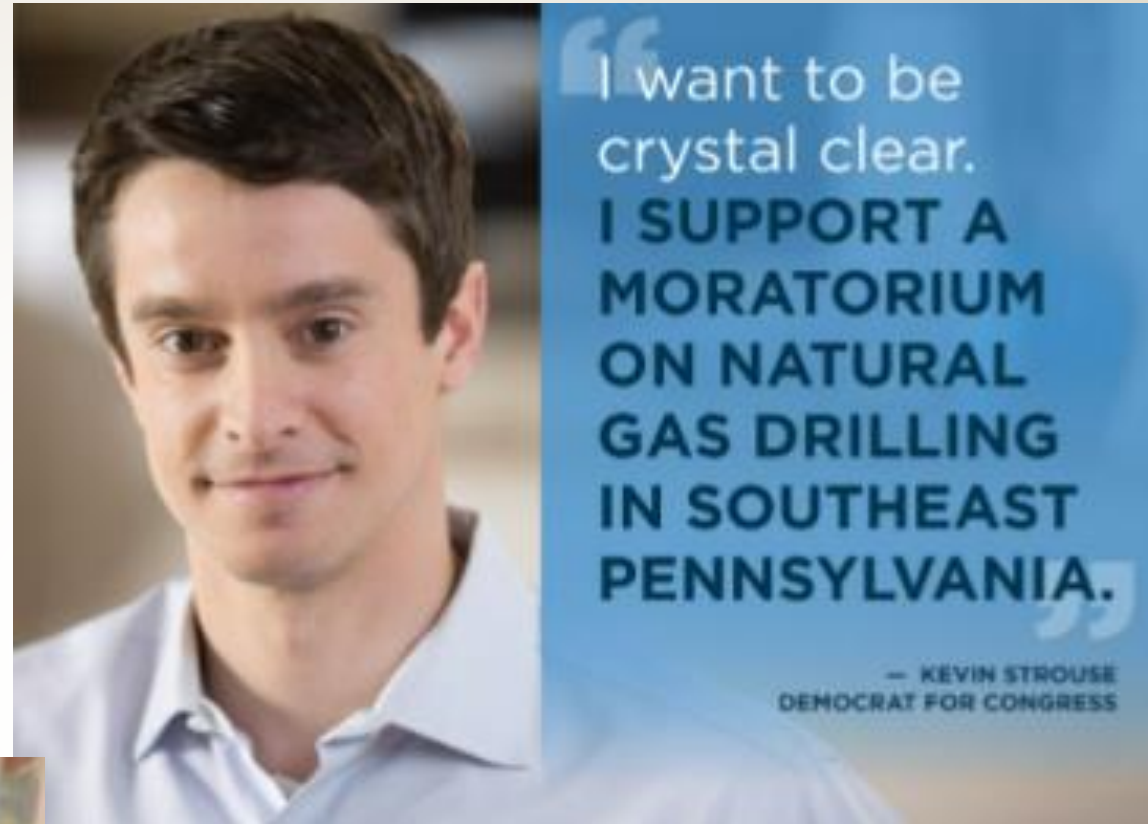
- Responsibility comes first
- Serving you is my priority.
- A Proven Record Of Excellence
- Experience Matters
- Community, Integrity, Commitment
- Courage. Character. Community
- Safer Streets, Safer Community
- Your opinion, my voice
- Justice for YOU
- Experience We Need
- Valuing your dreams
- Happy days are here again
- CHOOSE DON'T LOSE!
- Workers of the world unite.
- Vote for me. I am a smart cookie
- I don't speak the change; I make the change.
- There isn't no such thing as a free lunch
- In your heart, you know I am right
- Things will only get better
- New leader, new vision
- Call for action.
- Time for some action.
- He kept us out of war.
- Let's make our upcoming years peaceful and worthy
- Peaceful lives
- Return to normalcy.
- Keep calm and work for the betterment
- Keep calm and work for society.
- We will fight together.
- Promises made, promises kept
- Building opportunity together
- Our best days lie ahead
- Working people first
- We rise

Logos of Ruling Political Parties in Europe 5y ago.



European People's Party (EPP)			Group of the European People's Party (EPP Group)
Party of European Socialists (PES)			Group of the Progressive Alliance of Socialists and Democrats in the European Parliament (S&D)
Alliance of Liberals and Democrats for Europe Party (ALDE)			Renew Europe Group (RE)
European Democratic Party (EDP)			
Identity and Democracy Party (ID)			Identity and Democracy Group (ID Group)
European Green Party (EGP)			Group of the Greens/European Free Alliance (Greens/EFA)
European Free Alliance (EFA)			
European Conservatives and Reformists Party (ECR)			European Conservatives and Reformists Group (ECR Group)
European Christian Political Movement (ECPM)			
Party of the European Left (PEL)			Confederal Group of the European United Left - Nordic Green Left (GUE/NGL)

Pozadina







European elections 2019: Love and hate in EU after economic rescues - BBC News



Germany After Angela Merkel: A Conversation About the Election ...

Visit >



Fight fake news by tracking political parties' social media, says ...

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WE CAN
DO IT.



—
WE CAN
VOTE
FOR A
BETTER
LIFE.

Our country needs us.

MAY 9, 2022

VOTING PRECINCT

8 AM to 5 PM



No man is
an island.

No country
by itself.

Say you're in if you're in.
This one's important:
If the UK leaves Europe
it'll send a strong
message of support
to haters of European
values. It's not about
'same old' but about
pulling through together.

Vote Remain

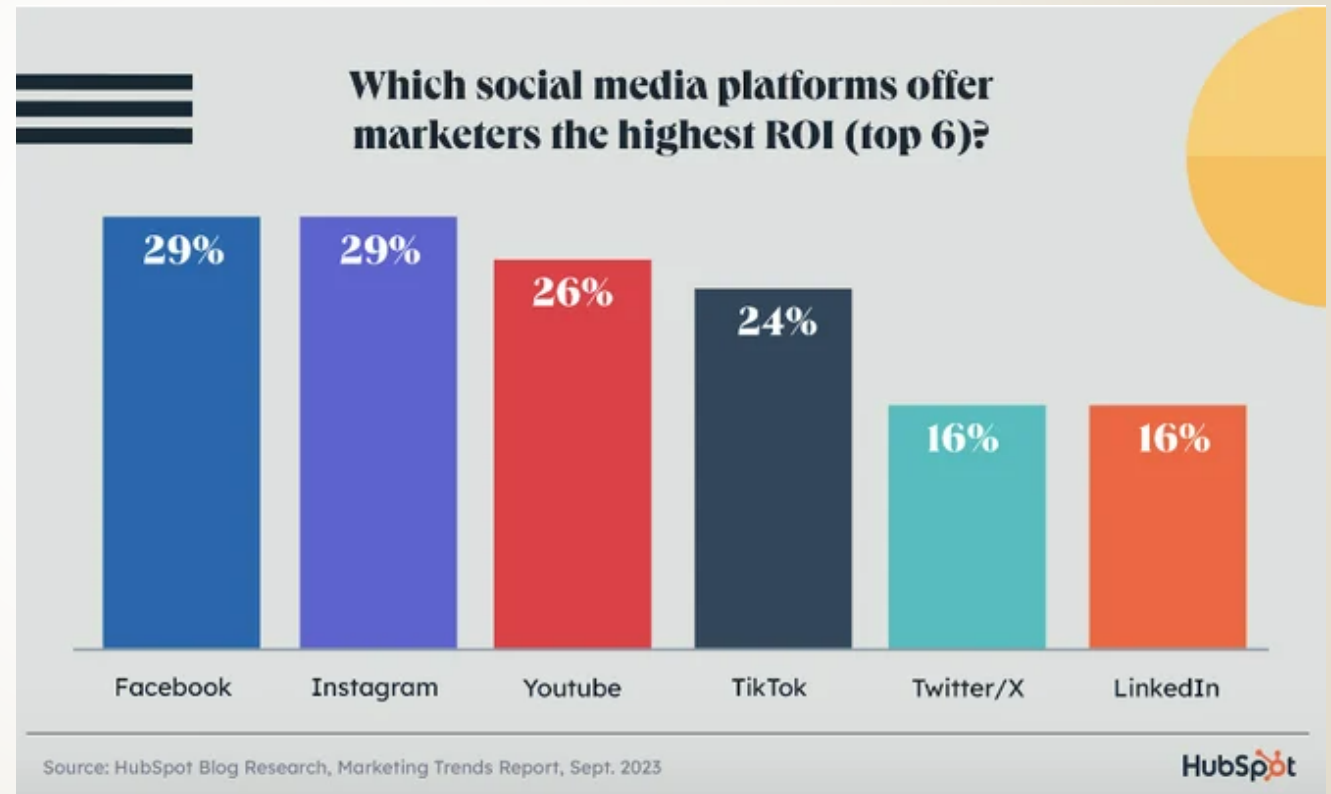
A TIME FOR GREATNESS



KENNEDY
FOR
PRESIDENT

Promocija

TV
Video
Sms/viber
Ooh
Print
Flajeri
Tribine
Emial
Web –
baneri/Google Ads
Door to door
PR
CSR



Ključni elementi dobre političke kampanje.

Pozicioniranje

Jasna i konzistentna poruka

- Efikasno **targetiranje** glasača
- Jaka **organizacija** p. partije
- Jasno, precizno, **optimlano** korišćene **kanala komunikacije**
- Na primjer: jasna poruka pomaže PP da komunicara vrijednosti i ciljeve PP, kao i prednosti
- Kreiranjem **kreativne i efektivne političke kampanje** je važno za prikupljanje **pažnje**, kako **glasača**, tako i **medija**.
- Mora biti „**prijemčiva**” **svim glasačima**, koja **razumije potrebe** glasača, kao i **prilagođena** svim kanalima komunikacija
- (TV, Radio, Print, OOH, Digitalni marketing, javne tribine i sl.)