

# Political Studies Association Political Marketing

## Newsletter – July 2020

PMG Website: <https://politicalmarketinggroup.wordpress.com/>

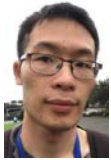
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## Trends in Political Marketing

### Palestinian Solidarity Groups in New Zealand and Australia: How Interest Groups can Incorporate Political Marketing into their Advocacy Work - Part 1



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This article is part of a two-part series on the political marketing strategies of both Palestinian solidarity and pro-Israel groups in New Zealand and Australia, based on findings from my PhD research. For this series, I am using Lees-Marshment's "product, sales, and market-oriented" framework, which looks at the strategies and tactics underpinning their platforms, communications output, advocacy work, and public events. While political parties use political marketing to win elections and public office, advocacy groups use political marketing to generate publicity, lobby governments and stakeholders, and forge networks.<sup>1</sup> The first volume looks at two Palestinian solidarity groups: the Palestine Solidarity Network Aotearoa (PSNA; formerly the NZ Palestine Solidarity Network) and the Australia Palestine Advocacy Network (APAN). The next volume in September will look at two pro-Israel groups: the Australia and Israel/Jewish Affairs Council (AIJAC) and the Israel Institute of New Zealand (IINZ).

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<sup>1</sup> Jennifer Lees-Marshment, *The Political Marketing Revolution: Transforming the government of the UK* (Manchester: Manchester University Press, 2004), 97-98; Jennifer Lees-Marshment, *Political Marketing: Principles and Applications*, 2<sup>nd</sup> edition (Oxford: Routledge, 2014), 27-33.

#### Product Oriented Groups

Based on a content analysis of their literature and media supplemented by interviews with the PSNA's National Chair John Minto and APAN's Executive Officer Jessica Morrison, I have classified the PSNA and APAN as examples of product-oriented groups. The PSNA emerged in 2013 as the NZ Palestine Solidarity Network before assuming its current name in June 2019 while APAN was founded on 17 May 2011. Both are umbrella organisations that seek to promote cooperation among Palestinian solidarity groups and activists within their countries and coordinate activism and advocacy work at the national level. Key goals and policies including advancing Palestinian rights and self-determination, ending the Israeli military occupation, settlement expansion, and Gaza blockade, and supporting the "Boycott, Divestments and Sanctions" (BDS) campaign.<sup>2</sup> The table below illustrates how both groups follow the four stages of product-oriented political marketing:

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<sup>2</sup> PSNA homepage, Palestine Solidarity Network Aotearoa (PSNA), last accessed 19 May 2020, <https://www.psna.nz/>; "About," Australia Palestine Advocacy Network (APAN), last accessed 19 May 2020, <https://apan.org.au/about/>.

Table 1: Product-oriented organisations

Stages	PSNA	APAN
1. Product design	Advancing Palestinian rights and self-determination through the global BDS movement. Supports a one-state solution to the Israel-Palestine conflict. <sup>3</sup>	Advancing Palestinian rights and self-determination; seeks to end the Israeli military occupation, settlement expansion and Gaza Blockade, and supports the BDS Movement. <sup>4</sup>
2. Communication	Website, Facebook, email newsletters, pamphlets, posters, and public events, op-ed columns, letters, and press releases. <sup>5</sup>	Website, media release, public gatherings, and Facebook, Twitter, Vimeo, and Instagram social media platforms, op-ed columns, letters, and press releases. <sup>6</sup>
3. Campaigning	Organising various public activities including demonstrations, pickets, speaking events, and tours to promote their cause and attract supporters. <sup>7</sup> Lobbying the NZ Government and Wellington City Council concerning UN Resolution 2334 and the IHRA's definition of anti-Semitism. <sup>8</sup>	Working with individuals and groups that share its commitment to Palestinian human rights and self-determination. <sup>9</sup> Has also lobbied the individuals, government, media, civil society groups, and businesses.
4. Delivery	Using its website, Facebook account, and email newsletters to inform supporters and the public about its activities and achievements.	Uses its website, social media accounts, and email newsletters to inform supporters and the public about its activities and achievements.

<sup>3</sup> PSNA homepage, Palestine Solidarity Network Aotearoa (PSNA), last accessed 19 May 2020, <https://www.psna.nz/>.

<sup>4</sup> "About," APAN, last accessed 22 September 2019, <https://apan.org.au/about/>; "Media Release: Launch of Australia Palestine Advocacy Network," APAN, last updated 24 May 2011, <https://apanaustralia.files.wordpress.com/2011/10/media-release-110524.pdf>.

<sup>5</sup> John Minto, personal interview, 28 February 2020.

<sup>6</sup> Jessica Morrison, personal interview, 7 April 2020.

<sup>7</sup> "BDS Action - Auckland New, Zealand 23 April 2011," YouTube video, 4:12, posted by "palestinehumanrights," 28 April 2011, <https://www.youtube.com/watch?v=N6k7DaW4xmA>; "Superfund leaflet front," NZPSN, last accessed 15 May 2018, [http://www.palestinesolidaritynz.net/img/res\\_pdf/Superfund%20leaflet%20front.pdf](http://www.palestinesolidaritynz.net/img/res_pdf/Superfund%20leaflet%20front.pdf);

<sup>8</sup> John Minto, personal interview, 28 February 2020.

<sup>9</sup> Jessica Morrison, personal interview, 7 April 2020.

As product-oriented groups, the PSNA and APAN use a wider range of communications and advocacy activities to promote Palestinian rights and statehood by influencing public opinion; lobbying with a range of political, media and civil society actors, and to forge networks with sympathetic groups and individuals. Both groups have clearly identifiable products: advancing Palestinian rights, justice, and self-determination. Their product-oriented approach reflects both their ideological commitment to set of goals as well as the current state of public opinion in Australasia where Israel is viewed as the aggressor and the Palestinians as the underdog. The pro-Palestinian “David versus Goliath” narrative that Israel is oppressing the Palestinians has gained traction among both Muslim-Arab and left-

wing circles, which is reinforced by the asymmetry in power between the two parties and the ideological alignment between the right-wing Netanyahu and Trump governments in Israel and the United States. Key obstacles to peace between Israel and the Palestinians have included overlapping territorial claims rooted in religion and ethnicity; Israel’s military occupation, settlement expansion, and security barrier; Palestinian terrorism and violence, and the uncompromising attitudes of both the Israeli and Palestinian political leaderships. Reflecting the situation, product-oriented marketing may work better when public opinion and media coverage is favourable to one’s cause. Using the language of human rights, justice, and self-determination would appeal to a wide audience.

## Call for Items

### Call for Participants for Political Marketing Online Seminar Series (PMOSS)



Frederik Ferie  
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School of Management and  
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There are many reasons for travelling to research conferences: Conferences provide inspiration, conferences provide feedback, and conferences provide the opportunity to establish and nurture relationships with other political marketing scholars. This year there are almost no conferences, because of the current situation. Therefore, we want to help the political marketing community with inspiration, feedback, and relationships using an alternative way: by meeting in a regular online seminar series.

The political marketing online seminar series (PMOSS) will start in September. The seminars will take place every two weeks at a fixed time slot via Zoom. Each seminar will last 60 minutes, in which a political marketing researcher presents an ongoing or recently completed research project (30 minutes), followed by moderated, constructive Q&A on her or his project (30 minutes). Afterwards, everyone is welcome to stay online a little longer to continue the discussion and socialise. Participation is, of course, free.

If you are interested in attending the seminars, please fill out the form you can find on <https://bit.ly/pmoss20>

The exact time frame for the seminars will be determined based on the location of the participants who fill out the form. We are striving to accommodate interested political marketing researchers from a wide variety of time zones. We hope that PMOSS will enable exciting insights into what is currently going on in political marketing scholarship all around the world.

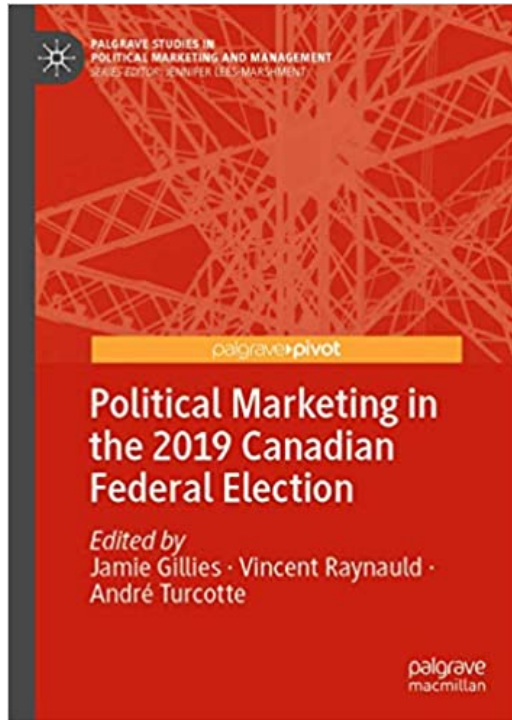
We already have the commitments of several political marketing scholars from all levels of seniority, who will present one of their ongoing or recent research projects at PMOSS. Several presentation slots are still open, and we are very interested in more contributors. Therefore, please indicate in the form if you would like to give a presentation at one of the seminars. We are explicitly asking early career researchers and PhD students to present their research projects, so they will be able to get helpful feedback and meet political marketing scholars from all around the world, despite the current situation.

If you have any questions or suggestions, please do not hesitate to contact Frederik Ferie ([f.ferie@steinbeis-smi.de](mailto:f.ferie@steinbeis-smi.de)).

Click <https://bit.ly/pmoss20> to register and receive all necessary information to participate.

## Books

### Political Marketing in the 2019 Canadian Federal Election



**Editors:** Jamie Gillies, Vincent Raynauld and André Turcotte

**Series:** Palgrave Studies in Political Marketing and Management

**Copyright:** 2020

**Release Date:** 5 October 2020

**Publisher:** Palgrave

**ISBN:** 978-3-030-50280-5

**eBook ISBN:** 978-3-030-50281-2

**Link:**

<https://www.palgrave.com/gp/book/9783030502805>

Political Marketing in the 2019 Canadian Federal Election is the first book to examine a Canadian election exclusively through a political marketing framework. Justin Trudeau's leadership appeal coupled with the differentiation of Canadian politics from American politics over recent elections has contributed to a spike in interest for politics in the Canadian context. This book provides in-depth quantitative and qualitative research of different aspects of this election, including the attempted re-branding of the Conservative Party under Andrew Scheer, the marketing of the NDP with the selection of the first visible minority party leader in Canadian history, the political marketing of the Bloc Québécois, Green Party, and People's Party and, foremost perhaps, the brand maintenance of Trudeau and the Liberal Party of Canada. It also looks at campaign marketing, and considers how the parties in this election utilized market intelligence, consumer data and vote targeting, and wedge issues during the campaign.

### About the Editors

**Jamie Gillies** is Associate Professor of Communications and Public Policy and Executive Director of the Frank McKenna Centre for Communications and Public Policy at St. Thomas University in Fredericton, New Brunswick.

**Vincent Raynauld** is Assistant Professor in the Department of Communication Studies at Emerson College in Boston, Massachusetts, Research Associate in the Groupe de recherche en communication politique (GRCP) at Université Laval in Québec, Québec, and an Affiliate Professor in the Département de Lettres et Communication Sociale at Université du Québec à Trois-Rivières in Trois-Rivières, Québec.

**André Turcotte** is Associate Professor in the School of Journalism and Communication and in the Riddell Program in Political Management at Carleton University in Ottawa, Ontario.

### Review

*“The study of elections has moved beyond rehashing events and studying voter behaviour. To truly understand campaigns, we need to unpack the strategic thinking behind market positioning, messaging, policy choices, branding and wedge politics. This book is a welcome addition to the political marketing literature.”*

Alex Marland, Professor of Political Science, Memorial University of Newfoundland, Canada

*“The 2019 Canadian Federal Election contained fascinating issues in a close-run election to determine the future of the country. The team assembled by Gillies, Raynauld, and Turcotte have provided an indispensable guide to these issues in respect of political marketing. Anyone wanting to know how Canada got itself a minority government would do well to read this book. Readers will learn about how the liberals rebranded, now having to run on a record in government, the Conservatives failed to recapture the glory days of the Harper years, the NDP struggled with financial limitations to merely gain a reprieve, Quebec went its own way, while populists in the rest of Canada failed to make much of an impact. Readers will also gain a better understanding of wedge issues in Canada, the application of market intelligence, and much more. You will find this book invaluable.”*

Neil Bendle, Associate Professor of Marketing, University of Georgia, USA

## The New NDP: Moderation, Modernization, and Political Marketing



*The New NDP* is the definitive account of the evolution of the New Democratic Party's political marketing strategy in the early twenty-first century. In 2011, the federal NDP achieved its greatest electoral success – becoming the official opposition under Jack Layton's leadership. David McGrane argues that the key to the party's electoral success of 2011 lies in the moderation of its ideology and modernization of its campaign structures. Those changes brought the party closer to governing than ever before but ultimately not into power. McGrane then poses a difficult question: Was remaking the NDP message and revitalizing its campaign model the right choice after all, considering it fell to its perennial third-party spot in 2015? *The New NDP* examines Canada's NDP at a pivotal time in its history and provides lessons for progressive parties on how to win elections in the age of the internet, big data, and social media.

Author: David McGrane

Copyright: 2019

Release Date: October 2019

Publisher: Combined Academic Publishers

ISBN: 9780774860468

Link:

<https://www.combinedacademic.co.uk/9780774860468/the-new-ndp/>

### About the Author

**David McGrane** is an associate professor of political studies at St. Thomas More College and the University of Saskatchewan. He is the author of *New Directions in Saskatchewan Public Policy* (2011) and *Remaining Loyal: Social Democracy in Quebec and Saskatchewan* (2014). He is a past president of the Prairie Political Science Association, chair of the Political Action Committee of the Saskatoon and District Labour Council, and past president of the Saskatchewan NDP.



### Reviews

“A new book about the New Democratic party offers exceptional insights into the party’s evolution from an undisciplined ideological group to a political marketing powerhouse. Current leader Jagmeet Singh and his strategists should pick up a copy, and quick. The New NDP: Moderation, Modernization, and Political Marketing is a rare inside look at how a Canadian political party expands and retracts. It is a thorough examination of how the NDP operated under leader Alexa McDonough and transformed... Ultimately the reader-friendly manner in which he presents an astounding array of data should make The New NDP required reading for NDP strategists. Judging by public opinion polls, it would be in their best interest to consult it sooner rather than later.”

Alex Marland, The Hill Times

*“[The author], an NDP insider, describes the party’s slow but steady climb back under Jack Layton and Tom Mulcair until, after 2011, it was the Official Opposition and a government in waiting. Then in 2015, everything fell apart. The book is like a forensic accountant’s analysis of a startup’s path from concept to riches to bankruptcy.”*

Crawford Kilian, The Tyee

### Reviews

- Introduction
- 1 Ferment in the Party: The Federal NDP, 2000–03
- 2 The Rise of Party Headquarters: Internal Party Organization
- 3 Imposing Discipline and Order: The NDP inside the House of Commons
- 4 Dare to Dream: Campaign Strategies, 2000–15
- 5 Continuity and Change: The Ideology and Policies of the NDP
- 6 Stealing Market Share: Electoral Market Segmentation and the NDP, 2000–11
- 7 Heartbreak: Voter Behaviour and the 2015 Federal Election
- 8 Which Way Now?
- Appendix A: List of Semi-Structured Interviews
- Appendix B: Canadian Election Studies, 2000–11 and Ipsos-Reid Exit Polls, 2006–11
- Appendix C: 2015 Canadian Federal Election Panel Survey on Social Democracy
- Notes; References; Index

## Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

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[j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz)

The Palgrave Studies in Political Marketing and Management book series is now firmly established but always looking for more book proposals to add to its' exciting collection.

The series publishes high quality and ground-breaking academic research in Palgrave Pivot form (25-50,000 words, 12 week publishing time frame upon receipt of final manuscript) and have a practice/practitioner element.

Contracted books in progress include:

- *Political Marketing in the 2019 Canadian Election*
- *Recruiting and Retaining Party Activists: Political Management at the Grassroots*
- *Political Marketing Alchemy: The State of Opinion Research*
- *The Ethics of Political Marketing*

There are an exciting and diverse range of books in the series. Books published include:

- *Political Branding Strategies* By Lorann Downer
- *Political Marketing and the 2015 UK General Election* edited by Darren G. Lilleker and Mark Pack
- *Marketing Leadership in Government* by Edward Elder
- *Applying Public Opinion in Governance* by Scott Bennett
- *Political Marketing in the 2016 U.S. Presidential Election* edited by Jamie Gillies
- *Political Marketing and Management in Ghana* edited by Kobby Mensah
- *Market Driven Political Advertising* by Andrew Hughes
- *Political Marketing and Management in the 2017 New Zealand Election* edited by Jennifer Lees-Marshment

We would welcome new ideas for potential books – please get in touch.

We would particularly welcome books on forthcoming elections, new areas, and books on political management (strategic planning, organisation, leadership, political HR) not just political marketing.

The series is contracted for both politics and management lists. For further details about the series see <https://leesmarshment.wordpress.com/pm-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/1460> 1.

### Submitting a proposal

Proposals can be submitted to the series editor on

[j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz)

at any time. We recommend you read the full guidelines for the series, and get in touch with the series editor in advance of completing the proposal to discuss ideas first.

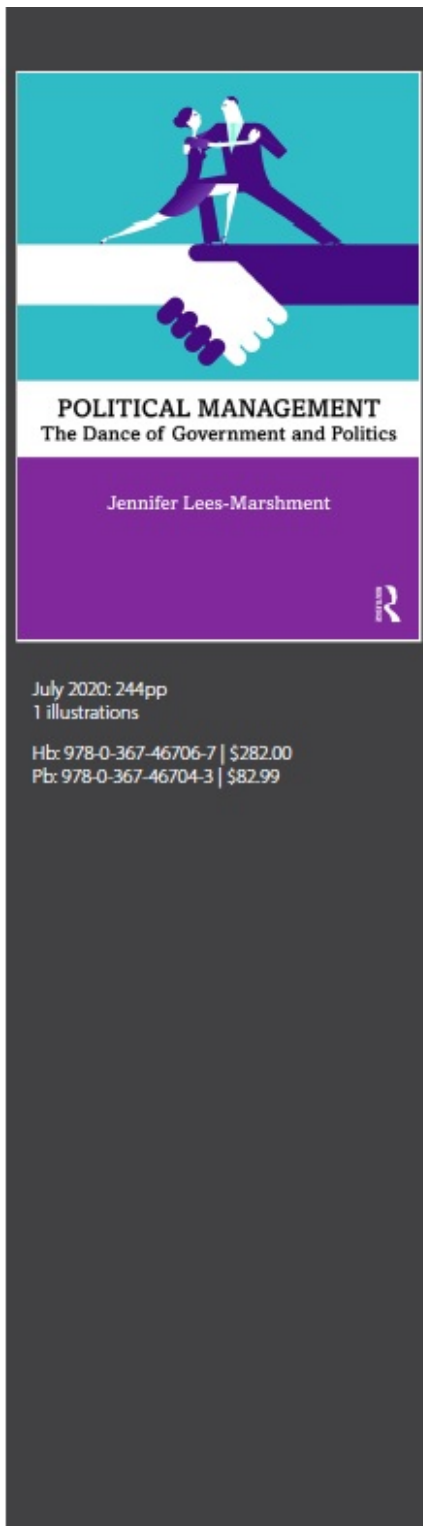
### All books must:

- be between 25,000 and 50,000 words.
- be empirical not just theoretical.
- have recommendations for practice derived from the academic research.

### And we encourage books to:

- include other practitioner elements such as those noted in the section on format.
- include international material or relate work to international trends.

Please use the Palgrave Studies in Political Marketing and Management Book Series proposal form – see <https://leesmarshment.wordpress.com/pm-book-series/> for this and updates on the series.



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## Political Management

The Dance of Government and Politics

**Jennifer Lees-Marshment**, University Of Auckland, New Zealand

*Political Management* lays out the core tools to manage government, campaigns and parties. The first book to combine management concepts with politics and government, it provides core theories for what Political Planning, Political HR, Political Organising, Political Leadership and Political Reviewing involve.

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## The Political Marketing Group Committee 2020



### **Chair**

Paula Keaveney  
Edge Hill University, Department of Law and Criminology  
[paula.keaveney@edgehill.ac.uk](mailto:paula.keaveney@edgehill.ac.uk)

Role: Overall coordinator and liaison with the UK PSA



### **Vice-Chair (International)**

Vincent Raynauld  
Emerson College, Department of Communication Studies  
[vincent\\_raynauld@emerson.edu](mailto:vincent_raynauld@emerson.edu)

Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives e.g. global election watch events e.g. facebook live event



### **Treasurer**

Robert Busby  
Liverpool Hope University, Politics  
[busbyr@hope.ac.uk](mailto:busbyr@hope.ac.uk)

Role: Maintain and report on PMG accounts and liase with UK PSA



### **Communications Officer**

Jennifer Lees-Marshment  
University of Auckland, Politics and International Relations  
[j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz)

Role: Maintain and website <https://politicalmarketinggroup.wordpress.com/> and google group membership list; and distribute PMG related information via the website, Facebook, membership emails



**Newsletter Editor**

Edward Elder  
University of Auckland  
[eeld001@aucklanduni.ac.nz](mailto:eeld001@aucklanduni.ac.nz)

Role: Encourage and edit contributions to the newsletter and send it out three times a year



**Twitter Manager**

Kenneth Cosgrove  
Suffolk University, Department of Government  
[kcosgrove@suffolk.edu](mailto:kcosgrove@suffolk.edu)

Role: Runs the account @ukpmgpsa; aim to enhance the profile of political marketing



**Event Coordinator**

Peter Reeves  
University of Salford, Salford Business School  
[P.Reeves@salford.ac.uk](mailto:P.Reeves@salford.ac.uk)

Role: to organise, and facilitate others organising, an event each year.



**Resources Officer**

Mitra Naeimi  
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Role: expand resources on <https://politicalmarketinggroup.wordpress.com/> e.g. adding video interviews with academics and their views/latest research on a particular area.

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Travis McDonald

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Role: Build and develop the academic-practitioner interface to help identify speakers for events, distribute academic research to practice, integrate practitioner perspectives and on the ground experiences and realities by for example interviewing practitioners for features for the newsletter/website/Facebook/twitter.

Country Coordinators

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## Call for New Items for Upcoming PMG Newsletters

We want to facilitate information transfer between all members, including political marketing scholars, practitioners and experts. Member's active participation is essential to making this newsletter successful. The PMG newsletter provides you with the opportunity to communicate with political marketing scholars, practitioners and experts. If you have anything you would like included in a PMG newsletter (being released in May, July, and October) please send it to Edward Elder at [eeld001@aucklanduni.ac.nz](mailto:eeld001@aucklanduni.ac.nz). Items that may be included may be, but not exclusive to, recently released or upcoming books, upcoming events and conferences, career or scholarship opportunities, or any articles about recent elections, trends and academic findings. **The next deadline for submissions is 15 October 2020.**