

# Political Studies Association Political Marketing

NEWSLETTER: SEPTEMBER 2022

PMG Website: <https://politicalmarketinggroup.wordpress.com/>  
 PMG Facebook Group: <https://www.facebook.com/groups/135180946622741/>

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## PHD DISSERTATION REPORT

### Political Marketing and Nation Branding by New Zealand and Australian Advocacy Groups to Support Israeli and Palestinian Government Public Diplomacy



Andrew Lim  
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My PhD dissertation examined how advocacy groups can carry out political marketing, nation branding and public diplomacy, with particular attention to both pro-Israel and pro-Palestinian advocacy groups in New Zealand and Australia. Besides developing a new synthesised framework which incorporated elements from advocacy, public diplomacy, nation branding and political marketing, my research found that political marketing can be used outside of domestic party politics and elections by various actors. For this report, I will focus on how my research contributes to political marketing literature, particularly marketing orientations, segmentation and targeting, as well as internal marketing.

My dissertation looked at four case studies: the Palestine Solidarity Network Aotearoa (PSNA); the Israel Institute of New Zealand (IINZ); the Australia/Israel and Jewish Affairs Council (AIJAC); and the Australia Palestine Advocacy Network (APAN). To ensure balance, two Zionist and two Palestinian solidarity groups from Australia and New Zealand were selected. The PSNA and APAN are the national Palestinian advocacy umbrella organisations in New Zealand and Australia respectively. IINZ and AIJAC are pro-Israel think tanks and advocacy organisations that seek to influence political, media and public opinion towards Israel in New Zealand and Australia

respectively. These groups were chosen due to their broad scope of activity, approachability, accessibility and interactions with state actors. In terms of sources, my dissertation drew on the groups' print, online, audio-visual output as well as interviews with activists from three of the four organisations.

First, I analysed my case studies against Lees-Marshment's (2004) "product/sales/market"-oriented charity framework. I found that the Palestinian solidarity groups favoured a product-orientation. They had a clearly defined cause, which consisted of advancing Palestinian rights and self-determination via the Boycott, Divestment and Sanctions (BDS) movement; a core product, which they showed little interest in modifying to accommodate elite and public opinion. By contrast, the pro-Israel groups favoured a sale-orientation, where the groups had a clear product (in this case supporting Israel and combating antisemitism), but used proactive communications output and advocacy activities to market their cause to their audiences. The groups also targeted segments of the public who were sympathetic to their cause and who were in a position to influence public opinion and government policies towards Israel. Despite their differences, both Zionist and Palestinian solidarity groups used their communications output and advocacy activities to promote their cause. They also sought to highlight their victories and achievements. My research suggests that a market-orientation may not work for cause-based groups, since the four groups studied had a clear pre-determined

product that they were unwilling to adapt to suit market demand.

Second, I looked at the groups' segmentation and targeting practices, drawing upon ideas and concepts from Bannon (2004), Ahuvia (2012), as well as Bartle and Griffiths (2004). While the PSNA did not appear to conduct segmentation, it used its communications output and guest speaking engagements to reach people sympathetic to the Palestinian cause. My research also found that IINZ, AIJAC and APAN all segmented their audiences into both sympathetic and hostile segments, and targeting their communications output and advocacy activities to sympathetic segments. My research found that Palestinian solidarity groups had a predominantly left-wing, Arab-Muslim support base, while Zionist groups appealed to an increasingly conservative support base that included Jewish and Christian Zionists. In addition, all four groups sought to frame their cause within the framework of indigenous rights and self-determination. For my upcoming book project, I intend to explore the group's segmentation, targeting and positioning practices in further detail.

Third, I examined the groups' recruitment and internal cohesion policies against Pettitt's (2015) internal marketing models. My research found that all four groups pursued a base strategy, which involved promoting a product that appeals to their most-committed supporters. While a base strategy has limited design flexibility, activist commitment to the group's product will remain strong for as long as the product remains unchanged. While the PSNA and APAN mobilised their supporters by promoting Palestinian rights and self-determination as their core issues, IINZ and

AIJAC mobilised their supporters by promoting Israel and combating anti-Semitism as core issues.

In short, my research found that political marketing can be applied to a wide range of groups and activities outside of political parties and election campaigning. In terms of marketing orientation, cause groups have marketed their cause to the wider public to raise awareness and mobilise support. However, they are reluctant to let the market dictate what their cause should be. In terms of segmentation, groups also seek to identify those who are most sympathetic to their cause for the purposes of recruitment and mobilisation. In terms of internal marketing, cause groups revolve around shared adherence to a set of goals and beliefs. Support for the groups remain intact as long as they adhere to this cause or their cause remains a relevant and active issue. Just as many anti-apartheid groups folded following the end of apartheid in South Africa, the persistence of the Israel-Palestine conflict fuels the existence of many Palestinian solidarity and pro-Israel groups.

#### REFERENECS

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- Lees-Marshment, J. (2004). *The Political Marketing Revolution: Transforming the government of the UK*. Manchester University Press.
- Pettitt, R.T. (2015). Internal part political relationship marketing: Encouraging activism amongst local party members. In J. Lees-Marshment (ed.), *Routledge Handbook of Political Marketing* (pp 137-150). Routledge.

## CALLS

### Routledge Handbook of Applied Political Management Rolling Call for Chapter Proposals: 2022-2023



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The Routledge Handbook of Applied Political Management is an exciting book which Routledge has commissioned to stimulate research in this emerging field. We have contracted many wonderful chapters for this project but there is still space for more!

We will consider new proposals on an ongoing basis - as long as we have space left - up to the deadline for the first draft: 1 April 2023.

Please consider submitting a chapter proposal this year, using [the proposal form](#). We are holding an online workshop during Monday 29 August 2022-Saturday 10 September 2022 so if you can submit by 1 July 2022 there is the potential you could be included as a presenter and meet other authors and get feedback on your ideas. Below is an outline of what we are looking, or get in touch with the editor Jennifer Lees-Marshment on [j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz).

#### HANDBOOK TIMEFRAME 2022-2023

Draft 1	1 April 2023
Draft 2	1 August 2023

#### CHAPTER REQUIREMENTS

Chapters should be up to 7000 words including references/tables and:

- Be on political management, i.e. how politics is managed.
- Include empirical content.
- Include lessons for both practitioners and academics.

#### PEER REVIEW

All chapters will reviewed twice by the advisory board and/or editor to provide quality assurance.

#### WHAT WE ARE LOOKING FOR

Political management is about how to get things done by managing resources and people within political organisations. It applies and adapts concepts from business management to politics including five core areas of political management: Political Planning, Political Organising, Political HR, Political Leadership and Political Reviewing. We want chapters which will showcase what political management is about, how effectively it is currently used, best practice principles, and its' implications and thus lay foundations for research in political management in the years to come. Suggested chapter sections and themes and further details on the scope of political management are on the book project webpage. [The chapter proposal form can be downloaded here.](#)

[Website Link](#)

## Call for PhD Students in Political Marketing University of Münster



Frederik Ferie  
Marketing Management  
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Do you want to get a PhD in political marketing? Come to Münster and work with us!

The Chair of Marketing Management at the University of Münster (IfM) is looking for two new research assistants to join our team. At IfM, we work on a wide selection of marketing topics. Moreover, we are the only marketing chair in Germany with a dedicated research stream in political marketing. My colleagues and I strive to work on cutting-edge research that is meaningful for society. We love applying rigorous methods, such as large-scale RCTs and ML. To ensure relevance and rigour, we cooperate with high-level partners in practice and academia all over the world.

The two positions are fully funded, and the teaching language is English. The University of Münster and our marketing department are among the largest of their kind in Germany. The city of Münster is one of the most livable places in the country and a great environment to learn German.

If you are fascinated by marketing and politics, interested in quantitative empirical research with an interdisciplinary outlook, and consider yourself a dedicated team player, I would be thrilled to work with you.

You can learn more about the position by looking at the official job call below. However, if my description resonates with you, I would love to hear from you directly. Don't hesitate to reach out.

You can find the job call [here](#).



## PUBLICATIONS

## Marketing in a Crisis: Lessons from the “COVID Election” in New Zealand

By Edward Elder, Jennifer Lees-Marshment, and Neil Bendle



**Journal:** European Journal of Marketing

**Published:** 2022

**ISSN:** 0309-0566

[Link](#)

#### ABSTRACT

This paper aims to identify both the traditional and novel forms of marketing behind New Zealand Prime Minister Jacinda Ardern’s landslide victory in the 2020 New Zealand General Election during the COVID-19 pandemic.

This research analysed both qualitative and quantitative data, including over 70 primary sources, the perspectives of practitioners, polling and data from surveys with over 450,000 respondents. The qualitative data was analysed interpretively against established theoretical concepts, whereas the quantitative data was analysed through descriptive statistics.

This research found that COVID-19 drastically changed what the public prioritised, allowing Ardern and Labour to position themselves as guardians of government stability, while camouflaging previous delivery failures. Labour also used a

more emergent market-oriented and “polite” populist political marketing strategy.

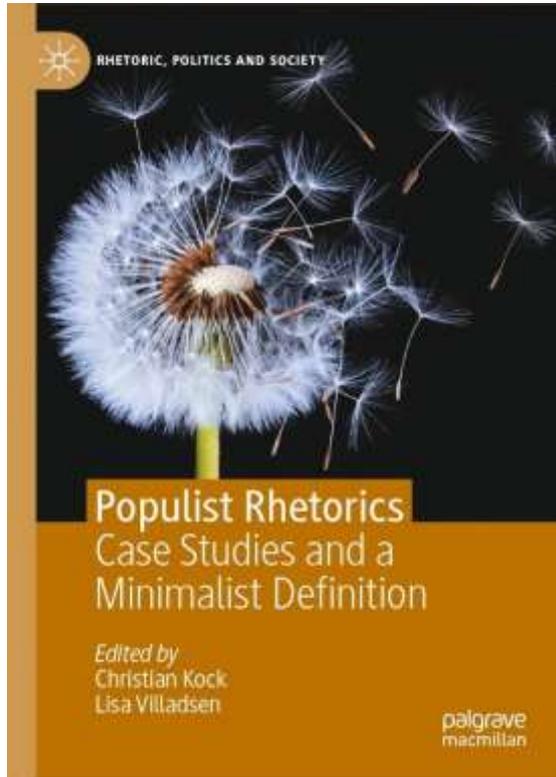
While the survey data used is not a perfect sample of the population, it is the largest public opinion survey in New Zealand and, given its convergence with other sources, provides valuable insights into political marketing during a crisis more broadly.

This research reinforces marketing’s most important aspect; the market should drive action. How decision makers respond to the market should depend on the environment. Thus, up-to-date market research becomes even more important during a crisis, as the environment changes rapidly. This leaves prior assumptions obsolete and implies strategy needs to be adaptive. Additionally, greater public attention provides governing leaders with the opportunity to present a more well-rounded leadership image.

To the best of the authors’ knowledge, this is the first research to look at marketing while in government and election campaigning in the context of successful management of a global pandemic.

## Populist Rhetorics: Case Studies and a Minimalist Definition

Edited by Christian Kock and Lisa Villadsen



**Publisher Name:** Palgrave Macmillan

**Published:** 2022

**eBook ISBN:** 978-3-030-87351-6

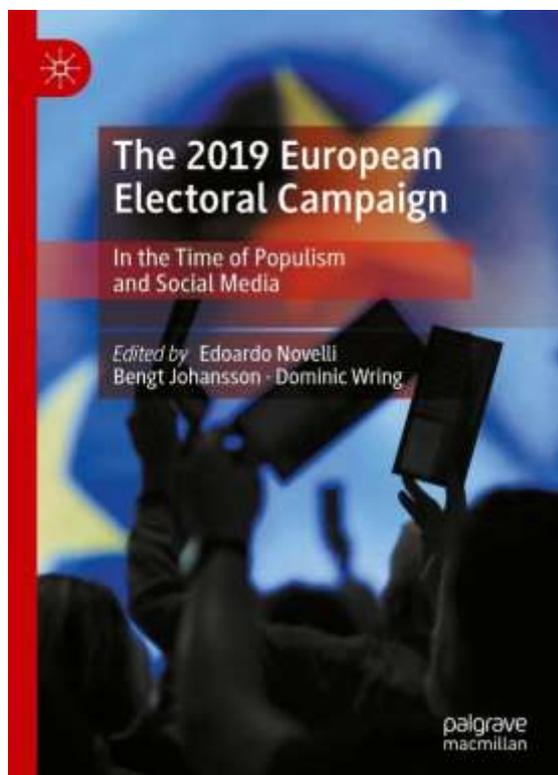
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### ABOUT THE BOOK

This book proposes a unified approach to populism that sees it as a primarily rhetorical concept. Populism is on the rise worldwide with both populist leaders and movements gaining power, and the term “populism” resounds in political debate, journalism, and scholarship. Populism as a phenomenon seems to instantiate perennial issues besetting rhetoric (e.g., the charges of manipulation, exclusive reliance on opinion over knowledge, and abuse of emotional appeals), yet relatively little research on populism has emerged from the discipline of rhetoric. This volume investigates the theory and practice of populism under the heading of rhetoric but as an interdisciplinary effort involving scholars in rhetoric as well as neighbouring disciplines such as political science and sociology. Seven case studies covering Germany, Greece, Hungary, Italy, UK, USA, and Venezuela offer conceptual discussions as well as close analyses applying both historical and theoretical approaches. In the introduction, the editors outline the problem of populism and their project, presenting the book’s wide-spanning case-based explorations. In an afterword they seek to distil a “minimal” rhetorical definition of populism. The claim or pretense to speak for “the people” emerges as the feature that connects the highly diverse instances studied in the book—and populisms in general, the editors hypothesize. They argue that this prevalent rhetorical move, often glossed over as unremarkable and banal, is in principle more debatable and deserving of more vigilant scrutiny than usually assumed.

## The 2019 European Electoral Campaign: In the Time of Populism and Social Media

Edited by Edoardo Novelli, Bengt Johansson, and Dominic Wring



**Publisher Name:** Palgrave Macmillan

**Published:** 2022

**Hardcover ISBN:** 978-3-030-98992-7

**eBook ISBN:** 978-3-030-98993-4

[Link](#)

### ABOUT THE BOOK

*The 2019 European Electoral Campaign: In the Time of Populism and Social Media* examines political advertising during the 2019 elections to the European Parliament, which has become the largest supranational campaign of its kind in the world. Based on a research project funded by the European Parliament, and an archive of more than 11,000 campaign items, the book draws on results from a major content analysis covering every one of the 28 member states involved. The 2019

European Electoral Campaign delivers a unique comparative assessment on the state of political communication within a European Union convulsed by momentous change. This book will be of interest to scholars, researchers and students of political communication, media, political science, history, European (Union) studies as well as a wider readership including politicians, political strategists, and journalists.

### REVIEWS

*“A timely examination of the challenges that the European Union faces through the magnifying lens of the last European Election campaign. The book places populist and right wing sentiments spreading on the Continent, including Brexit, multiculturalism, environmentalism and economic restoration, in the spotlight. Are these old issues of the EU agenda? Perhaps so, but for the first time they are explored from the perspective of the new communication ecosystem. Insightful reading, for both scholars and students!”*

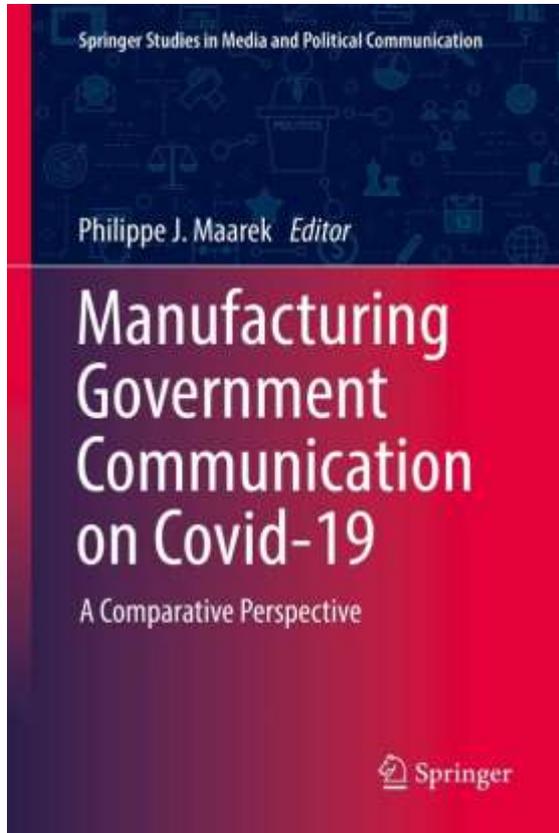
Gianpietro Mazzoleni, Professor of Political Communication, University of Milan, Italy.

*“This volume is ground-breaking in several ways. It offers insights on change over time, showing a growing understanding among voters of the European Union that they can affect with their votes. It is commendably sensitive and informative on variety and character of difference. It reveals clusters of states, parties and voters all on the move. Scholars and lay-readers alike will find insights explaining undercurrents that steer future trends more than the gusts on the surface.”*

Tom Moring, Professor Emeritus in Communication and Journalism, University of Helsinki, Finland.

## Manufacturing Government Communication on Covid-19: A Comparative Perspective

Edited by Philippe J. Maarek



Publisher Name: Palgrave Macmillan

Published: 2022

Hardcover ISBN: 978-3-031-09229-9

eBook ISBN: 978-3-031-09230-5

[Link](#)

### ABOUT THE BOOK

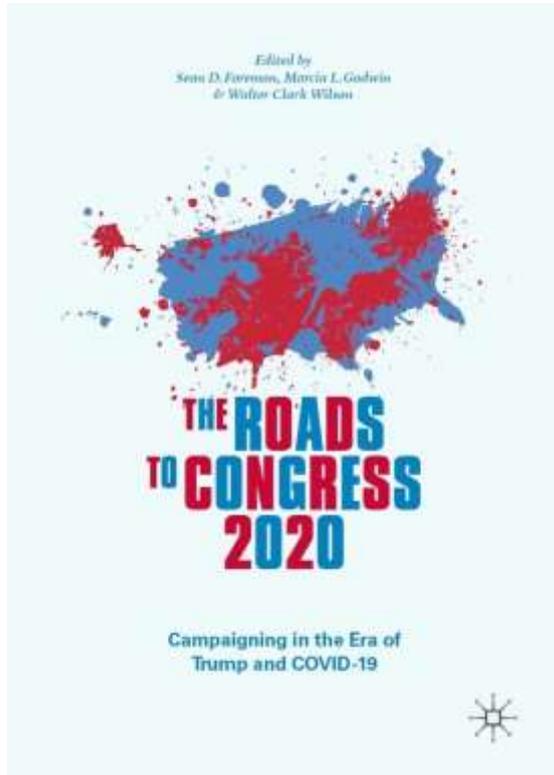
This book presents a comparative perspective on different government communication strategies to COVID-19 around the globe. Scholars from twenty parts of the world specialized in political and government communication analyse initiatives and methods of various governments' communicative responses to the pandemic. In their contributions to this volume, they examine a wide range of distinct attitudes and reactions facing the crisis.

Today's omnidirectional contact allowed by social media, with its load of contradictory rumours and fake news, often obliterates the citizens' ability to comprehend reality. The book frames a broad canvas on how government communication may deal with that and manage similar crises — bound to happen as climate changes and war menaces are generating more and more worries about the future of humanity.

This makes this volume a must-read for scholars and students of political communication, health policies and communication, crisis marketing and communication. It will also be of utmost interest for practitioners and policy-makers from these fields willing to better understand government communication and its answer to global crises.

## The Roads to Congress 2020: Campaigning in the Era of Trump and COVID-19

Edited by Sean D. Foreman, Marcia L. Godwin, and Walter Clark Wilson



Publisher Name: Palgrave Macmillan

Published: 2022

Hardcover ISBN: 978-3-030-82520-1

eBook ISBN: 978-3-030-82521-8

[Link](#)

### ABOUT THE BOOK

This book analyses changes to campaigning and voting in the United States in 2020. The global pandemic caused by COVID-19 upended traditional campaign strategies, posed unprecedented challenges to candidates, and possessed the potential to fundamentally alter how campaigns think about running for office. At the same time, the Trump administration's divisive handling of twin crises stemming from the pandemic and rising racial tensions loomed over congressional races as the most disruptive election cycle in living memory. The ramifications of the 2020 congressional elections for the direction of public policy in America—and perhaps for American democracy itself—cannot be overstated. The Roads to Congress 2020 examines key House and Senate campaigns, candidates, and controversies in the 2020 election to reveal what accounts for the outcomes and point the way to America's political future.

## Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

[www.lees-marshment.org](http://www.lees-marshment.org)

[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 and Management in the 2020 New Zealand General Election.
- Political Marketing in the 2020 U.S. Presidential Election
- The Ethics of Political Marketing

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

- Political Marketing in the 2019 Canadian Election  
*Jamie Gillies, Vincent Raynauld, and Andre Turcotte.*
- Political Marketing Alchemy  
*Andre Turcotte*
- Recruiting and Retaining Party Activists  
*Robin T. Pettitt*
- Market Driven Political Advertising  
*Andrew Hughes*
- Political Marketing and Management in Ghana  
*Kobby Mensah*
- Applying Public Opinion in Governance  
*Scott E. Bennett*
- Marketing Leadership in Government  
*Edward Elder*
- Political Branding Strategies  
*Lorann Downer*

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-m-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/14601>.

#### 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.

#### 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-m-book-series/> for this and updates on the series.

## THE POLITICAL MARKETING GROUP COMMITTEE 2022



### CHAIR

Paula Keaveney

Edge Hill University, Department of Law and Criminology

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Role: Overall coordinator and liaison with the UK PSA



### VICE-CHAIR (INTERNATIONAL)

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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

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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 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

[edward.elder@auckland.ac.nz](mailto:edward.elder@auckland.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

**RESOURCES OFFICER**

Mitra Naeimi  
Universidad de Navarra  
[mnaeimi@alumni.unav.es](mailto:mnaeimi@alumni.unav.es)

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

**PRACTITIONER LIAISONS**

Paul Wilson  
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[paul.wilson@carleton.ca](mailto:paul.wilson@carleton.ca)

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Travis McDonald  
University of Auckland, New Zealand  
[travis.mcdonald88@gmail.com](mailto:travis.mcdonald88@gmail.com)

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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EDITED BY EDWARD ELDER