

Brand Awareness Matrix in Political Marketing Area

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Abstract

The article aims to support political theorists and practitioners to bring new or encourage already existed political figures to the top political arena. With the help of this matrix, they will have a possibility to plan their future according to the type of awareness they have already built. The time they spent in political or other markets influencing society and politics, should be taken into consideration as well. The concept of Brand awareness should be well employed by Political Marketing Management. To improve marketing approaches into political market and employ awareness as a success factor for political competition, we suggest the following Matrix, invented by political marketing researchers: Pr.Dr. Kakhaber Djakeli and Tea Tshumburidze in 2011.

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Introduction

Building brand awareness in political market is essential for building brand equity. It includes use of various renowned channels of promotion such as advertising, word of mouth publicity, social media like blogs, sponsorships, launching events, etc. To create brand awareness in political market, it is important to create reliable brand image, slogans and taglines. In order to communicate a brand message it should also be consistent. Strong brand awareness leads to high sales and high market share. Brand awareness can be regarded as a means through which consumers become acquainted and familiar with a brand and recognize that brand. The concept of Brand awareness should be well employed by Political Marketing Management. To improve marketing approaches into political market and employ awareness as a success factor for political competition, we suggest the following Matrix, invented by political marketing researchers: Pr.Dr. Kakhaber Djakeli and Tea Tshumburidze in 2011.

The article aims to support political theorists and practitioners to bring new or encourage already existed political figures to the top political arena and make them, using this matrix, to plan their future according to the type of awareness they already built and the time they spent in political markets or other markets influencing society and politics.

1. Building Brand Awareness

The concept of Brand awareness is not new in Marketing. This means the concept measuring consumer's knowledge of a brand's existence.

Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the

brand with the specific product. It is measured as a ratio of niche market that has former knowledge of brand. Brand awareness includes both brand recognition as well as brand recall. Brand recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard. While brand recall is the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned. It is generally easier to recognize a brand rather than recall it from the memory. (Keller, 2001: 14-19)

Brand awareness is improved to the extent to which brand names are selected that is simple and easy to pronounce or spell; known and expressive; and unique as well as distinct. For instance - Coca Cola has come to be known as Coke.

According to our political marketing study made in Post Soviet country – Georgia, in the capital Tbilisi, during 2010-2011 years, people were interviewed by independent interviewers and distinguished following types of awareness to political figures playing some roles in different Georgian political parties and unions:

1. Little awareness or no awareness to political figure.
2. **Brand recognition awareness** - this means that on mentioning the category, the customers recognize some brand from the lists of brands shown.
3. **Brand recall awareness** – meaning that people having category need, for example needing encouragement from political figure already recalling one or two political brands.

4. Top of mind awareness (Immediate brand recall) - This means that on mentioning the category, the first brand that customer recalls from his mind is top brand with great political chances.(Percy, 2008)

The relative importance of brand recall and recognition will rely on the degree whether consumers make election-related decisions with the brand present or not. For instance - in a store, brand recognition is more crucial as the brand will be physically present. In a scenario where brands are not physically present, brand recall is more significant (as in case of services and online brands). (Kotler, 2006)

Building political brand awareness is essential for building brand equity. It includes use of various renowned channels of promotion such as advertising, word of mouth publicity, social media like blogs, sponsorships, launching events, etc. To create brand awareness, it is important to create reliable brand image, slogans and taglines. The brand message to be communicated should also be consistent. Strong brand awareness leads to high market share in politics. Brand awareness can be regarded as a means through which consumers become acquainted and familiar with a brand and recognize that brand. (Keller, 1987: 316 – 333)

How the concept of Brand awareness should be employed by Political Marketing Management?

Having carried out above mentioned survey and shared the knowledge and advice of marketing experts, scientists, professors, and opinion of those people who have a great knowledge and experience in the political marketing issues, we created the following matrix of success in political market and are pleased to suggest it to you.

2. Matrix of Brand Awareness

According the time spent by political figures in politics or in other markets affecting political decisions and awareness they built to society, we divided them in 12 different types and titled them by different names. This matrix allows us to make some suggestions to its nice players.

- **Mouse**– A new entrant of the matrix is a beginner, which is on career path to somewhere. It should show distinguished characteristics. The political figures which are united under the image of “Mouse” need to work hard, and to show some market aggressiveness. They need to have purpose and mission. They should create themselves with their own method, use of marketing technologies is also important, and finally they must fight for gaining the place under the sun.

- **Black Hippopotamus** – This is a new figure in the political market, which already has a brand recognition awareness. Its appearance is really noticeable. The politicians which belong to the image of “Black Hippopotamus” have a good chances for going forward.

- **White Hippopotamus** – Another political figure in our matrix is distinguished because of success in its previous business, sport, or art and this political figure achieved certain popularity in the eyes of the public. White Hippopotamuses are unprofessional politicians, but noticeable persons. The Society monitors (observes) them and they really are able to achieve a great success if they set missions and purposes, and also the will to possess the whole political arena. Otherwise, they will be remained as a

Matrix of Brand Awareness as a Success Factor in Political Market

T I M E S P A N	More than 10 years →	9. 	10. 	11. 	12. 
	5-10 years →	5. 	6. 	7. 	8. 
	New Entrant →	1. 	2. 	3. 	4. 
		No Awareness Or Little Awareness	Brand Recognition Awareness	Recall Awareness	Top of Mind Awareness

peaceful white hippopotamuses.

- **Drowsy Tiger** – Sometimes we call it newly waking up tiger. On Georgian example, such kind of personality can be well-known businessman and public figure Bidzina Ivanishvili which achieved the greatest recognition because of his charitable activities. After setting or outlining their political program, such “drowsy tigers”, achieve great success in the political market, however, they have a need to overcome a resistance, due to those active politicians which see a great danger in them and they will do everything possible for neutralizing this danger. (These opposing active politicians are likely to forget previous battles and unite to fight against him). Drowsy Tiger should understand the requirements of political market which exists in front of this figure (Tiger) and must be able to conduct a sophisticated battle against its opponents. This figure should not be deceived, because according to history, such kind of drowsy tigers don’t achieve their goals in terms of wrong political management and wrong political marketing.

- **Beetle** - Is a political figure with experience from 5 to 10 years. Despite its time spent in the political market, politicians under the image of “beetle” possess no awareness or little awareness. They are often associated with “beetle”, because when this resident of the city appears, everyone is scared, but after disappearance everyone forgets about it. People carefully caulk cracks in order it (beetle) not to appear anymore. We would like to advice beetles to take aggressive policy on the market in order to increase self-awareness and gain public sympathy for a certainty.

- **Cow** – Being in the political market for 5-10 years, this political figure possesses brand recognition. “Cow” has an opportunity to make its viewers surprise, on the one hand with its political experience and on the other hand with its feebleness. These political figures are not able to attract public attention and can’t maintain this attention for a long period of time. All the time they are avoiding shows, media, and press. Often the public is unclear what they are doing. We would like to advice these political figures to take into consideration and understand that the public has tired from waiting, and they must make at least one heroic and clever job.

- **Dice** – Possessing an excellent recall awareness, “dice” is in the political market for 5-10 years. When people need to get a category need, they remind about such kind of political figures. The same happens when the society needs a centrist politician with public administration and it immediately flares up their minds. You may be wondering why we called such kind of political figures the “dice”. We call it because, very often, they are betting their political awareness into the failure of the government or

the opposition. And such betting (in both cases) from their turn, socially damages the state and they look as gamblers in the eyes of the public. The society remembers them but they don’t look at them seriously. We would advice such leaders to go away from this gambler position and use their political capital for real political purposes.

- **Zorro** – This noticeable political figure is in the political market from 5 to 10 years. Everyone thinks about him and hope that he will save them; therefore, he has the image of Zorro and Robin Hood. The society expects a lot from him and over time he must show his goals to the public, identify his mission and objectives; the key is to find support, to act with maximum energy in order to achieve his goal, otherwise, on his next stage, competitors will make him the second-class brand.

- **Stray Dog** – Despite more than 10 years of political experience, its awareness is very low. Such political figure feels that it has lost a lot of time, nothing was discovered and provided in the market by this figure, and accordingly it is wandering like a stray dog. Their future is vague.

- **Camel** – Political figures which are united under the image of “camel” are prominent only in case if people find them with some formulated political leader or in a political group. They have a great energy and political experience, but are not able and don’t have skills to use this experience wisely. That’s why it is necessary to use them under strict supervision and management in order to strengthen a political team.

- **Chess-player** – Chess-player in our matrix, is an experienced figure in political market, possesses recall awareness, but doesn’t have carriage. Despite this chess player is distinguished with its clever ability to play chess. Political figures under “chess-player” image are deep-minded and possess variety of initiatives. In the free political market this figure has less chance of becoming president, but has an opportunity to become influential expert on political issues.

- **CROWN**- At the Top of the Matrix is located Crown, which is submitted in two forms.

- 1) **Laurel Crown**- a political figure which is united under the image of “Laurel Crown” is the most recognized politician in his political segment, among right-wing politicians, left-wing politicians, or among centrists. He has ability to have great influence on the country’s social, economical, or political life. Laurel crown can turn into Golden Crown.

- 2) **Golden Crown** – a political figure under the image of - Golden Crown – is a Top political governor of the country, supreme leader.

As an advice to the Golden Crown, it can be said, that such leaders should finish their work with dignity, in order to turn again into “laurel crown”, and to become the most esteemed political figures.

As for Laurel Crown, the figure under this image, if it has not been a top leader yet, it must once again remind its voters, about its missions and goals, organize its supporters, start fundraising very strongly, to find the money, to develop strategy using political marketing, and in case of compelling enough resources, it should have desire to turn into a Golden Crown.

Currently, in Georgian political market has appeared a notable figure, well known businessman and oligarch Bidzina Ivanishvili. As he stated he is going to establish a political party and run as a presidential candidate in Georgian presidential elections. Discussing the image of Mr. Ivanishvili according to our matrix, we can say that, at the first time he was used to be in the position of “Drowsy Tiger”. We predicted that he would be able to achieve the higher position in our matrix, and this assumption really was fulfilled; nowadays he has achieved the step 8 of the matrix and appears in the image of “Zorro”. He became noticeable political figure in the political market about whom thinks everyone and hope that he will save them; The society expects a lot from him and he promises that over time he will show his goals to the public, identify his mission and objectives; the key is to find support, to act with maximum energy in order to achieve his goal, otherwise, on his next stage, competitors will make him the second-class brand.

Assessing his strength, we can easily say that Mr. Ivanishvili has a very high chances to hold, gain the highest award of our matrix (Golden Crown).

However, the current “Golden Crown” needs to take into consideration that the most important thing he should be able to do is to become the “Laurel Crown” - the most esteemed political figure in the political market.

Conclusion

As a conclusion part of our article, we would like to say that the newly created matrix will be very effective for the start-up politicians, or experienced but struggling political figures who must plan their own political brand development, in order to go through all the steps that will pull them to the political arena and help them to reach a higher position according our matrix.

If this start-up politician tries his best and his quest will be productive political activity, which is not limited to his career, he will receive the most esteemed Honorary Award – Laurel Crown.

We assume that the matrix will be very effective and helpful for politicians for brand planning.

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