

# Managing the Message

The Mechanics of (Political) Marketing

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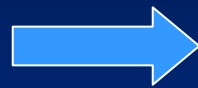
May 26, 2005



# Intro

## Product Marketing – Words That Drive Action

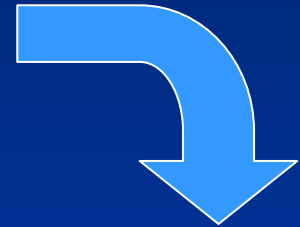
Opportunity  
Identification



Market  
Sizing



Message  
Evaluation



Message Creation  
&  
Management

Message  
Adjustment



Message Delivery



# Agenda

- Who Owns Your Mind?
- Marketing 101: Key Tools For Staking a Claim
- Cadence And The KMD



# Your Mind: A Few Quick Questions

**Mainframes**

**IBM**

**Safe Automobiles**

**Volvo**

**Soft Drinks**

**Coca-Cola**

**Amusement Parks**

**Disneyland**

**Hamburgers**

**McDonalds**

**Network Routers**

**Cisco**



# Your Mind: A Few Quick Answers

Crest fights...

Cavities

Dominos Pizza...

Delivers

FedEx Delivers...

Overnight

Prego Spaghetti Sauce – It's...

Thicker

Burger King – Have It...

Your Way



# Your Mind: One Last Example..

## Name That Man



# Your Mind – The *Point* Please...

1. You Are Bombarded Daily With Messages
2. Successful Messages Are Structured So Your Mind Will Absorb Them...Easily & Quickly
3. These Messages Are Repeated Until Recognition Occurs...Automatically
4. Good Marketing Teams Do This Work – And Measure Those Results – Every Day...

**And So Do Good Republicans**



# The Good News

**All of This Is Skills Based  
It Can Be Learned & Mastered**



# Marketing 101

## What is (Political) Marketing?

One-To-Many Communication Designed To Generate...

- ✓ Awareness – Have you *heard of* it?
- ✓ Consideration – Do you *know about* it?
- ✓ Choice – Would you *choose* it?



# Marketing 101: The Challenge

## With Diverse Media & Teams, Sing the Same Song



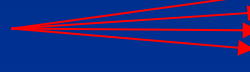
Direct Mail



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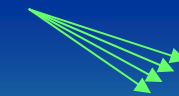
Signage



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Radio/TV



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# Marketing 101

## The Key Messaging Document (KMD) – Your Songsheet

- **The KMD is The Foundation of All Marketing Efforts**
- **The KMD Is Reference Filter For All Outbound Messages**
- **It Defines What You Will – And Won't – Talk About**
- **It Allows A Messaging Organization To Scale**



# Marketing 101

## Building The Key Messaging Document (KMD)

- **Define Your Key Messages**
  - Community
  - Safety
  - Justice
- **Describe The Features Behind Those Messages**
  - Support For Well Financed Public Schools
  - Support For Strong Police, Fire & Healthcare
  - Support For Those Who Cannot Care for Themselves
- **Describe The Benefits Those Features Deliver**
  - An Educated, Profitable Populace
  - A Healthy and Protected Community
  - Fulfilling Our Collective Judeo-Christian Commitments



# Marketing 101

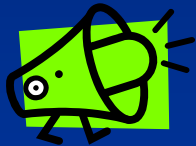
## Some KMD Samples..

- **A Resume**
- **The Declaration of Independence**
- **The Koran & The Bible**
- **The Democratic Platform**



# Marketing 101

## Leveraging the KMD



Direct Mail



Signage



Radio/TV



# Building a Cadence

## Mindshare Builds Over Several Months

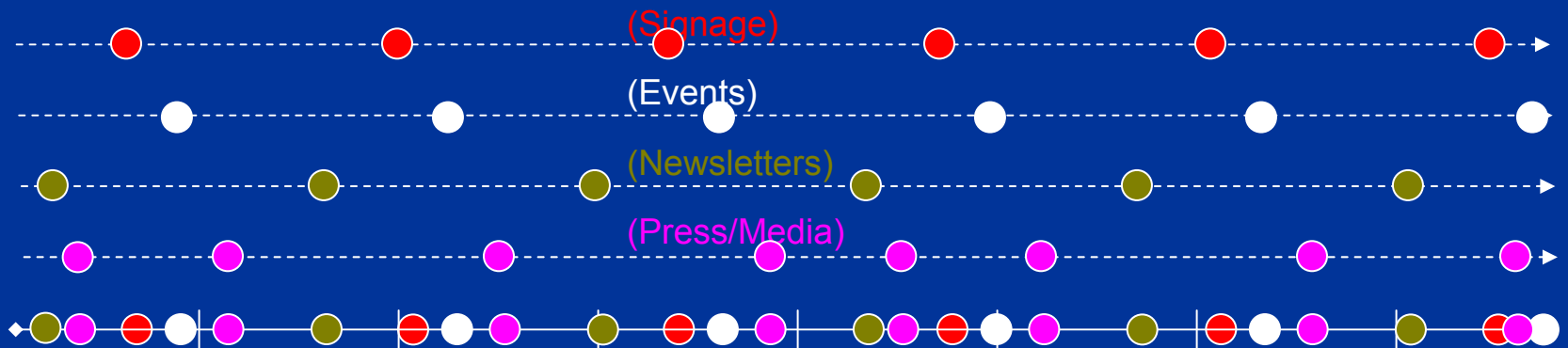
- **Awareness**
  - Does Not Have to Take BOTH a Lot of Time & Money
  - Does Require Consistency, Repetition & Visibility
- **Consideration**
  - Education That Follows Awareness
  - Proof Points & Detail – Factual Preferred...
- **Choice**
  - A “Compelling Event”
  - Risk Of Change Must Offset Existing Liability



# Building a Cadence

## How Does The Market Experience It?

### Calendar of A Good Cadence



### Calendar of A Bad Cadence



# Building a Cadence

## Use The KMD In Building Awareness, Drive to Choice

- **Determine Your Future Outcomes**
  - Establish Goals Based On Awareness – For Each Key Message
  - Think In Terms of Your Target Audience
- **Plan The “Arc Of Your Story”**
  - The KMD Pieces Will Play Out Over Months
  - Use The KMD As The Building Blocks In That Story
- **Leverage Resource Around Those Timeframes**
  - Integrated Marketing Campaigns



# Summary & Final Thoughts

## Or...”Ok, So Now What?”

- Do Your Demographics Homework
- Define Your Frame
- Define Your Key Messages
- Deliver Those Messages – Repeatedly & Consistently
- LISTEN, Learn & Refine Those Messages

