

Indian Elections

Four marketing lessons

It's later than you think

Modi ran a Presidential campaign, but he started running it years ago.

Rahul Gandhi stepped forward as a figurehead too late.

Messages take time to cut-through.

Start your campaigns early.

It's already later than you think.



Strategic discipline

Modi's strategy was 'time for a change'

He presented himself as the bringer of economic change

His opponents tried to draw him on his record and lack of national experience, yet he only spoke of change

Remind you of anyone?



Go to your audience

India has an estimated 800 million voters

Modi's team used 'hub and spoke' networks of WhatsApp groups reaching 'islands of voters'

3D hologram rallies were broadcast simultaneously in 150 locations

Modi's campaign is expected to have directly reached 200 million of them.

Astounding.



Be authentic

Modi revelled in his hard man image

When people attacked him for not being consensual, he turned it to his advantage - he gets things done

Forget the tea seller story, his authenticity came from packaging his traits in order to present him as a 'doer', a deliverer of change.



Evolving Influence

Karan Chadda

@kchadda

evolvinginfluence.co.uk