Marketing Image Analysis, a Prerequisite for Winning Elections: Lessons from the 2024 ASUP Bali Governing Council Representative Election Experience

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Abstract:

A clear-cut win in elections could bring the much needed peace and justice in Africa to support her achievement of the sustainable development agenda. Therefore, this study examined the role of marketing image analysis in enhancing the ability of candidates to win elections in Taraba State, Nigeria. It was carried out specifically to identify the strategy adopted by candidates vying for ASUP Bali chapter union election; and to identify the marketing implications of the outcome of the audience analysis of voters in the 2024 ASUP Federal polytechnic Bali Experience. Qualitative case study design was adopted for the study. Purposive sampling technique was applied to select 60 respondents in Bali Taraba State for primary data collection via a semi-structured interview method. The qualitative data obtained from the interview survey were transcribed manually and analysed using reflexive thematic analysis method, while quantitative data obtained via a questionnaire were analysed using familiarity and favourability scales. The analysis of the interviews unveiled that factors such as gaining a competitive edge through strategic advantages, enabling data-informed decision-making, engaging in personalized voter interactions and communications, and learning from market trends played a pivotal role in candidates' decisions to conduct marketing image analyses prior to the election. Furthermore, the interviews underscored that candidates reaped significant benefits from the marketing image analysis, including heightened campaign efficacy, strategic decision-making based on data, and prudent management of strategic resources. Moreover, the familiarity and favourability analysis revealed that two out of the four candidates who garnered positive impressions from the audience analysis were ultimately successful in securing office. Consequently, the study recommended that political aspirants and parties prioritize the establishment and maintenance of a favourable public image for candidates to shape public perception positively and enhance their electoral prospects. In this endeavour, it is imperative for campaign strategies to emphasize effective image management to bolster their chances of success, emphasizing clear communication, consistent messaging, and a robust grassroots presence to sway public opinion favourably. This, in turn, could pave the way for electoral triumph devoid of malpractice, fostering a peaceful environment conducive to realizing the sustainable development goals.

Keywords:

Marketing image analysis, audience analysis, campaign strategies, elections.