

# KATHLEEN WYNNE ELECTION CAMPAIGN 2012



## Description of Case Study

On January 26, 2013, Kathleen Wynne was elected as Premier of Ontario. Her journey began months earlier when she made the decision to incorporate a digital strategy in her election campaign. She adopted a range of social media platforms to reach her end users- the voters. Her website, WynneNow.ca is hosted on the popular blogging platform, tumblr. By following in the footsteps of Obama's 2008 campaign which is hailed as the most successful digital campaign, she was able to design a customized political campaign and message. On her team, she had digital strategists Geoff Sharpe and Taylor Scollon who had played a part in Obama's presidential elections.

## Discussions on Connections

The Kathleen Wynne election campaign utilized emerging technologies and the influence of crowds. She used a bottom-up approach, with crowds as a foundation to create and share material. The infographic on the left represents the various levels of her advertising campaign. She began with the goal of promoting herself and increasing traffic to her website, through the use of emotive design. The campaign used multiple communication channels such as community networks to relay information. Wynne's website became a hub to display her online presence in one space.

The technological innovation of her campaign lies in the tools used for analysis of the Big Data available about voter demographics and psychographic segmentation. Many analytical platforms that were developed for Obama's 2008 campaign are now easily affordable for the masses. Constituent information management systems have become commonplace in the political game. Tools such as Nation Builder, Optimizely, Organizer, Amicus, and more start at prices as low as \$19 a month. Nation Builder is a Community Organizing System that helps campaigners build websites, gather profiles of people, manage finances such as donations, and develop an online social media presence. With the wealth of data, they can understand what issues are of the highest concern in order to effectively tailor their messages to their users- voters. Politicians can also adopt GPS and cloud-based apps such as "CanvassNow" to help visualize voter data by location, have real-time updates of where their party's canvassers are, receive directions when visiting door-to-door in neighbourhoods and instantly record voter data from questionnaires and personalized interviews.

The transition into pull advertising as a prominent method of engagement is now emerging in the political landscape alongside consumer product advertisement, specifically seen in the case of Wynne's election campaign. Co-creation through photos, videos, endorsements, and other content on her website is similar to consumer companies engaging their audience using these activities.

These new digital platforms are able to merge modern marketing and consumer-research techniques with politics. Voters are like consumers, they require customization, interaction and dialogue with the brands they like. By incorporating a traditional grassroots approach with new digital tools, campaigners can increase the effectiveness of their campaigns.

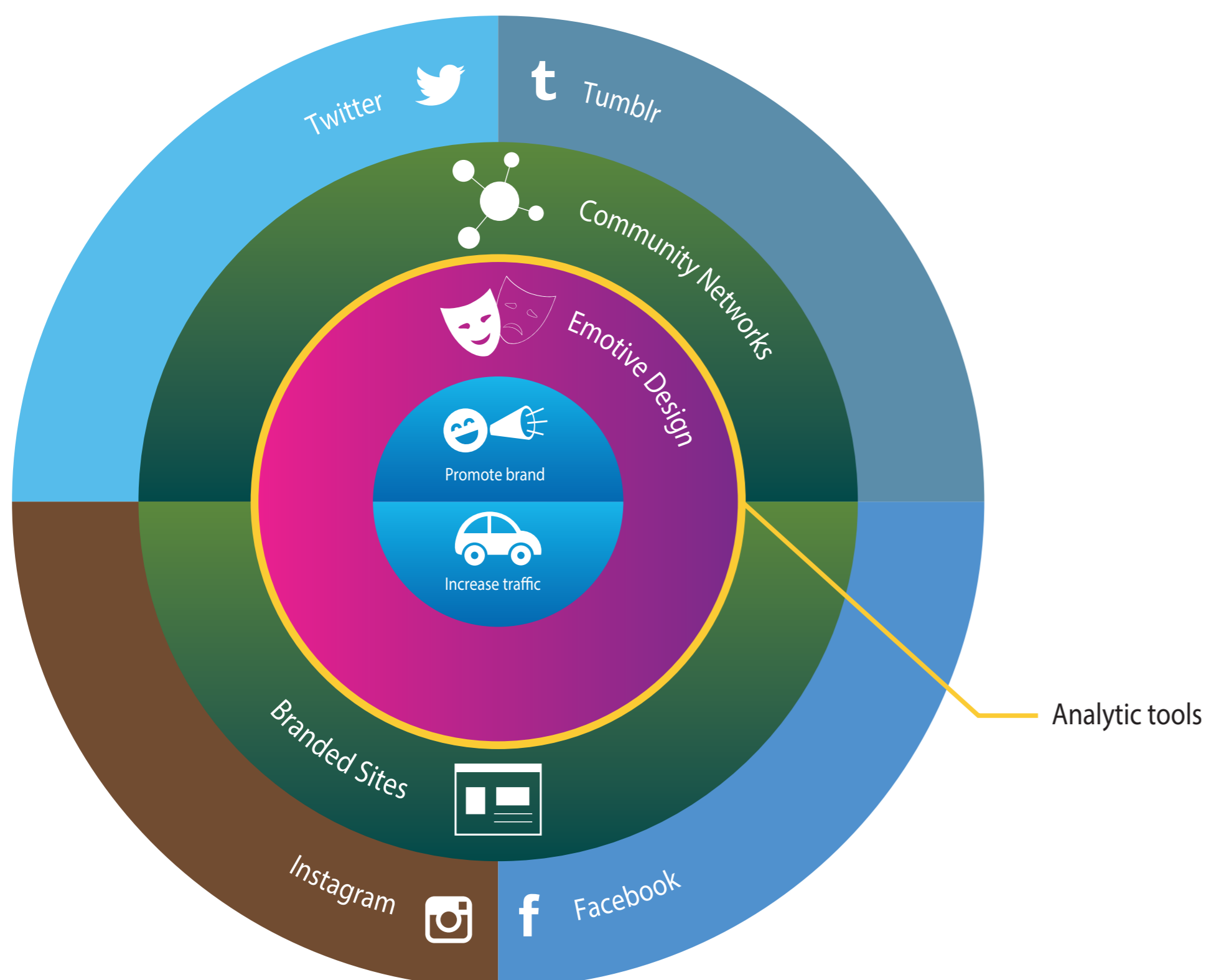
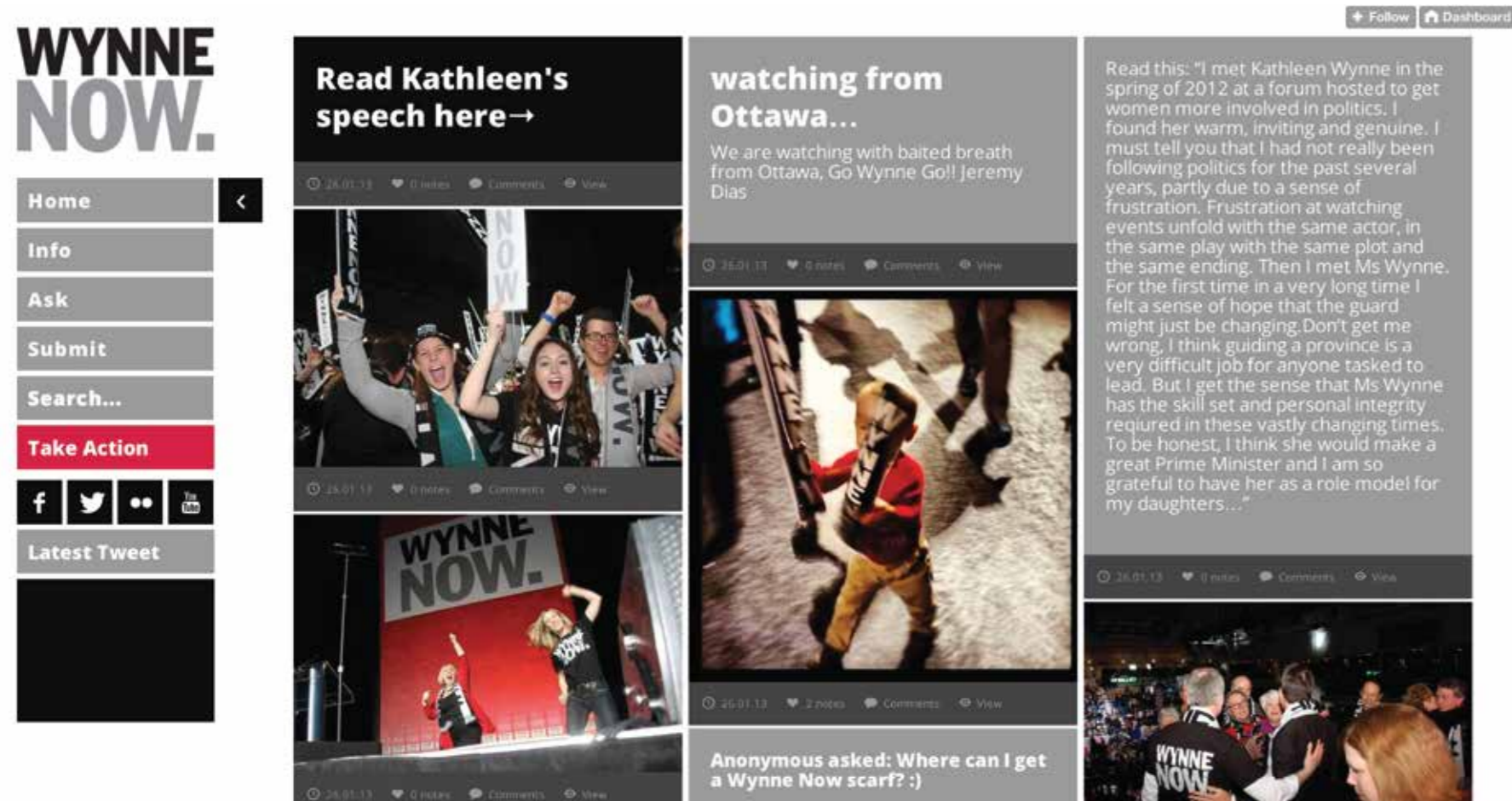
## Local and Global Impact

This case study can be easily applied to other contexts within a variety of scopes. It has already been proven in consumer business marketing strategies globally, utilizing a variety of platforms.

The campaign has been very innovative for Canada, as it is one of the first successful political campaigns to use social media as a main component of the campaign. The emergence of these tools for political applications may work at a very local municipal level to a federal one.

The tools tie very closely with businesses that look to gather consumer insights as well as for technological start-ups who want to get a better understanding of their consumers. With extreme ease to use, tools such as social media platforms enable businesses of all sizes / locations to reach global masses and also communicate better with their target audience.

Another audience for these tools can be independent authors who are looking for the right readers. With the increase in Internet connectivity, this model can be easily applied in many other countries.



### References:

- <http://www.canadianbusiness.com/technology-news/transform-politics-with-big-data/>
- <http://www.wynnenow.ca/>
- <http://nationbuilder.com/>