

Political Branding workshop

10th May 2019

Court Room, Cottrell Building (9: 30 to 16: 00)

Academics and practitioners are invited to the University of Stirling Management School for a one-day workshop on political branding. During the campaigning of the 2015 general election, a piece in the Guardian stated “Marketing experts are pointing to a brand crisis in the political sphere”; Donald Trump’s victory? It is to be attributed to his superior branding strategy according to a number of commentators. Beyond sensationalist headlines, this workshop will delve deeper into the topic of political branding theory and practice. Important and timely developments have been made in political branding research, but this sub-discipline remains under-developed, with key issues related to, for example, ethics, identity, and brand communication needing further engagement. British experts will present their latest empirical and theoretical research on political branding across a varied range of contexts, including the Brexit referendum and the Scottish independence referendum.

Provisional programme

The event will take place in the Court Room (4th floor of the Cottrell building- nr 6 on the map: <https://blog.stir.ac.uk/files/2018/09/Campus-map-key-building.pdf>). Each session will consist of a 30 minutes presentation and 15 minutes Q&A. We will aim to end the workshop at 16:00.

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| 8:45- 9:30 | Registration & refreshments (tea, coffee, light bite) courtesy of the <i>Academy of Marketing Political Marketing Special Interest Group</i> |
| 9:30-9: 45 | Welcome remarks and Introduction |
| 9:45- 10:30 | Dr Christopher Pich and Dr Guja Armannsdottir
(Nottingham Business School)
Investigating the Creation, Development and Management of Personal Political Brand Identities from a dual perspective |
| 10:30- 11:15 | Dr Jenny Lloyd (School of Economics, Finance and Management, University of Bristol) Has Brexit Broken British Political Brands? |

11:15- 11:30	Tea/Coffee break
11:30-12:15	Professor Iain Black (Stirling Management School) Grassroots Political Branding: Co-creation of brand identity, consumer identity and brand community identity
12:15-13:00	Buffet lunch/Networking
13:00- 13:45	Professor Paul Baines (University of Leicester School of Business) Branding in the 2016 UK-EU referendum campaigns: Praxis and Theoretical Implications
13:45-14:00	Tea/Coffee break
14:00-14:45	Dr Darren Lilleker (Faculty of Media & Communication, Bournemouth University) Ethics and political branding: a discussion
14:45-15:00	Tea/Coffee break
15:00-15:45	Panel discussion
15:45- 16:00	Closing remarks

The workshop is free of charge, thanks to the generosity of **Marketing the Brave Legacy Funding** (Marketing & Retail Division- Stirling Management School). Lunch and refreshments will be provided.

As places will be limited, could you please book your places before May 3rd 2019 by sending an email to mona.moufahim@stir.ac.uk

Speakers' biography

Jenny Lloyd is Director of Undergraduate Studies and Senior Teaching Fellow in the newly formed School of Management at the University of Bristol. She is a Fellow of the Bristol Institute for Teaching and Learning (BILT) and Director of the Faculty's Research Group in Education and Pedagogy. She is also a Fellow of the Chartered Institute of Marketing (CIM). An academic of 20 years standing, Dr Lloyd has been a long-standing member of both the PSA Special Interest Group in Political Marketing and Academy of Marketing Special Interest Group. Her research focuses predominantly on the subject of political communication and voter engagement with political brands and she has published and presented nationally and internationally on the subject. She is a co-author of the textbook *Marketing Communications* (Routledge, 2014) which is currently being revised in preparation for its second edition and is working on a new text entitled 'The Teaching Academic' which is due for publication in early 2020.

Christopher Pich is a senior lecturer in Marketing at Nottingham Business School, Nottingham Trent University. In 2012, he completed his PhD research on political branding of the UK Conservative Party from an internal and external perspective. Christopher is an active researcher currently focusing on political co-branding, brand identity, brand image and brand reputation. He has also published several studies on the elicitation capabilities of qualitative projective techniques in political marketing. Further, Christopher has published in a range of academic journals such as the Journal of Business Research, Journal of Marketing Management, Journal of Qualitative Market Research, Qualitative Market Research: An International Journal, Journal of Political Marketing, Journal of Indian Business Research and the Spanish Journal of Marketing. He is currently the Editor for Europe for the Journal of Political Marketing [January 2016 – to present] and will be publishing a special issue on 'alternative political brands' in the Journal of Political Marketing in September 2019. Christopher continues to collaborate on research projects across national and international institutions such as University of Stirling, University of Nottingham, Sheffield Hallam University, Università degli Studi di Salerno, Fisciano, Italy and the Mudra Institute of Communications, Ahmedabad [MICA], India.

Darren G. Lilleker is Associate Professor in Political Communication in The Faculty of Media & Communication, Bournemouth University and is Head of the Corporate and Marketing Communication Academic Department. He is Convenor of the Centre for Politics & Media Research and teaches across the BA Politics, MA International Political Communication and MA Political Psychology programmes; and visiting professor at the University of Zagreb, Croatia. Dr Lilleker's expertise is in the intersecting areas of political campaigning and public engagement in politics, and in particular how public engagement can be potentiated and facilitated using innovations facilitated by digital technological developments. He has worked with the UK House of Lords as well as local communication agencies, political parties and pressure groups. Dr Lilleker has published widely on the professionalisation and marketisation of political communication and its societal impacts including *Political Communication and Cognition* (Palgrave, 2014).

Guja Armannsdottir is a senior lecture in marketing. Prior to working at Nottingham Business School Guja worked at the University of Hull while studying on her PhD. Her industry experience comes from several years of working in media buying for small and medium sized organisations in Iceland. Guja's research area includes political brand identity, political brand image and personal political branding. More specifically, Guja is currently working on an exploratory study [with co-researchers] on personal political brand identities in international contexts. She has published articles in a range of journals such as Journal of Qualitative Market Research, Qualitative Market Research: An International Journal, Journal of Politics and Policy, Journal of Marketing Communications.

Iain Black is a Professor of Sustainable Consumption in the Marketing and Retail department, University of Stirling. His research and teaching focusses on sustainable marketing, understanding the barriers to sustainable consumption and how to use marketing techniques to influence and persuade consumers to modify their actions over the long term. Recently he has studied the Scottish independence movement, including the 2014 referendum and has a number of publications examining the grassroots activities and groups that emerged during that campaign. This includes work in the Journal of Business Research on Working Consumers and the co-creation of brand identity. His work has been published in other high-quality management journals such as European Journal of Marketing, Marketing Letters, Sustainable Development, Psychology and Marketing and the Journal of Marketing Management. Importantly, this work has provided the basis for supporting a range of social and commercial organisations and has influenced government policy through policy papers such as how to 'de-consumerise' society. He is a director of the Common Weal think tank, sits on the board of Friends of the Earth Scotland was until recently the Sustainable Consumption theme leader at the International Sustainable Development Research Society.

Paul Baines is Professor in Political Marketing, Associate Dean (External Relations) at the University of Leicester School of Business (ULSB), Visiting Professor at Cranfield School of Management, and Associate Fellow at King's College London Centre for Strategic Communication. He is author/co-author of more than a hundred published articles, book chapters and books on marketing issues. He has been a regular commentator in both the press and broadcast media on political marketing topics during British general and extraordinary elections. Current research work includes grant funding to evaluate the effectiveness of police social marketing/counter-terrorism communications and a project to explore the effectiveness of guilt-elicitation in marketing communications. Paul's commercial marketing research/strategy consultancy includes experience working with small, medium and large private enterprises including for 3M, Saint Gobain Glassolutions, and Fulham Football Club among many others. Paul has also worked for the UK Foreign and Commonwealth Office, Home Office, Ministry of Defence and UK Law Enforcement on communication research projects as well as on IBM executive development programmes for London Business School and as a coach and mentor for marketing directors/CEOs of mainly medium and large companies. Paul is a Non-Executive Director of the Business Continuity Institute, a Councillor on Charnwood Borough Council in the East Midlands, and operates his own strategic marketing/ research consultancy, Baines Associates Limited.