

THE HARD SELL



The Tricks of
Political Advertising

DEE MADIGAN

"Top-secret focus group polling says this book is a cracker"
ANNABEL CRABB

The Hard Sell The Tricks Of Political Advertising

Lauren Gardner



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HARD SELL DEE. MADIGAN, 2015 **Hard Sell** Dee Madigan, 2014-08-01 In *The Hard Sell* creative director Dee Madigan uses her trademark humour and down to earth approach to unveil the world of political advertising Drawing on real life stories from her own recent Federal and State campaigns she gives us fascinating industry insight into How political ads are designed to work Who are they designed to work on How we pay for them Why we make so many negative ads How personal is too personal How spin works particularly in an election campaigns How to make messages cut through the cynicism How politicians use journos who use politicians who use journos The gendered nature of it all And finally what happens when it all turns to sh t Dee is candid about the tricks of the trade and the lessons that can be learnt **The Hard Sell** Dee Madigan, 2014-08-27 In *The Hard Sell* creative director Dee Madigan uses her trademark humour and down to earth approach to unveil the world of political advertising Drawing on real life stories she gives us fascinating industry insight into such issues as The peculiar challenges of election and government spin How important messages are conveyed when voters are so cynical about politics The techniques that are used get you to listen The gendered nature of it all During the election process what happens when your team loses control When things get personal When things get sneaky The reality of having to ditch a perfect ad because of a change in the political landscape The need to think on your feet And what happens when you out of money Ad spend versus media spend How politicians use journalists And vice versa Including revealing stories from some of Dee s recent campaigns such as the 2013 Federal election and the 2012 Queensland election Dee is candid about the tricks of the trade and the lessons that can be learnt Australian Social Attitudes IV Clive Bean, Shaun Ratcliff, Bruce Tranter, Katrine Beauregard, Ian McAllister, Toni Makkai, Anja Eder, Murray Goot, Luke Mansillo, Ann Evans, Edith Gray, 2018-07-02 Around the world democracies have seen a decline in social and political trust *Australian Social Attitudes IV* The Age of Insecurity is an in depth look at the economic and geopolitical uncertainty that pervades Australian public discourse In the decade following the Howard administration Australian politics has been defined by growing uncertainty instability and the emergence of popular disaffection with the political class similar to what has been seen in the United States and Britain Featuring contributions from Australia s leading social scientists this book explores the connection between insecurities and disaffection and the ways in which they have manifested in populist voting patterns suspicions about climate science and hostilities to immigration A fascinating insight into what Australians think about contemporary political and social issues this book is designed to present the public media and policymakers with up to date analysis of public opinion about important topics confronting Australian politics and society Double Disillusion Anika Gauja, Peter Chen, Jennifer Curtin, Juliet Pietsch, 2018-04-11 This book provides a comprehensive analysis of the 2016 Australian federal election Won by the Liberal National Coalition by the slimmest of margins the result created a climate of political uncertainty that threatened the government s lower house majority While the campaign might have lacked the theatre of previous

elections it provides significant insights into the contemporary political and policy challenges facing Australian democracy and society today In this the 16th edited collection of Australian election studies 41 contributors from a range of disciplines bring an unprecedented depth of expertise to the 2016 contest The book covers the context key battles and issues in the campaign and reports and analyses the results in detail It provides an evaluation of the role of political actors such as the parties independents the media interest groups and GetUp and examines election debate in the online space Experts from a range of policy fields provide an analysis of election issues ranging from the economy and industrial relations to social policy the environment and gender and sexuality Each of the chapters is written on the basis of in depth and original research providing new insights into this important political event

The Hard Sell Dee Madigan,2014 What is unique about political advertising Is it really all that effective in changing votes Why does it have to be so annoying In *The Hard Sell* creative director Dee Madigan uses her trademark humor and down to earth approach to unveil the world of political advertising Drawing on real life stories from her own recent federal and state campaigns in Australia she gives fascinating industry insight into how political ads are designed to work who they are meant to influence how they are paid for why so many negative ads are made how personal is too personal how spin works particularly in an election campaigns how to make messages cut through cynicism how politicians use journalists and the gendered nature of it all The author is candid about the tricks of the trade and the lessons that can be learned

Zillions ,1995 **Editor & Publisher** ,1927 The fourth estate **Digital Storytelling** Carolyn Handler Miller,2014-06-27 Digital Storytelling shows you how to create immersive interactive narratives across a multitude of platforms devices and media From age old storytelling techniques to cutting edge development processes this book covers creating stories for all forms of New Media including transmedia storytelling video games mobile apps and second screen experiences The way a story is told a message is delivered or a narrative is navigated has changed dramatically over the last few years Stories are told through video games interactive books and social media Stories are told on all sorts of different platforms and through all sorts of different devices They re immersive letting the user interact with the story and letting the user enter the story and shape it themselves This book features case studies that cover a great spectrum of platforms and different story genres It also shows you how to plan processes for developing interactive narratives for all forms of entertainment and non fiction purposes education training information and promotion Digital Storytelling features interviews with some of the industry s biggest names showing you how they build and tell their stories

Counterattack ,1972 **Selling Ronald Reagan** Gerard DeGroot,2015-09-23 Before 1966 the idea of Reagan in politics provoked widespread scorn To most people he seemed a has been actor a right wing extremist and a dunce Journalists therefore ridiculed his aspirations to be governor of California No one however doubted his incredible ability to communicate with a crowd In order to succeed in his campaign Reagan had to be packaged as an outsider an antidote to politics as usual A highly sophisticated team of marketers and ad men turned the scary right winger into a harmless moderate who could attract

supporters from across the political spectrum Researchers meanwhile provided the coaching that allowed Reagan to seem well informed all of which led to Reagan winning the California governorship by a landslide Gerard DeGroot here explores how in the decade of consumerism Reagan was marketed as a product While there is no doubting his natural abilities as a campaigner Reagan won in 1966 because his team of advisers understood how to sell their candidate and he wisely allowed himself to be sold Selling Ronald Reagan tells the story of Reagan s first election when the nature of campaigning was forever altered and a titan of modern American history emerged

Digital Storytelling 4e Carolyn Handler Miller, 2019-11-04 This fourth edition of Digital Storytelling A creator s guide to interactive entertainment dives deeply into the world of interactive storytelling a form of storytelling made possible by digital media Carolyn Handler Miller covers both the basics character development structure and the use of interactivity and the more advanced topics such as AI Artificial Intelligence narratives using AR and VR and Social Media storytelling The fourth edition also includes a greatly expanded section on immersive media with chapters on the exciting new world of the world of XR AR VR and mixed reality plus immersion via large screens escape rooms and new kinds of theme park experiences This edition covers all viable forms of New Media from video games to interactive documentaries With numerous case studies that delve into the processes and challenges of developing works of interactive narrative this new edition illustrates the creative possibilities of digital storytelling The book goes beyond using digital media for entertainment and covers its employment for education training information and promotion featuring interviews with some of the industry s biggest names Key Features A large new section covering various forms of immersive media including VR AR and Mixed Reality Breakthroughs in interactive TV and Cinema The use of VR AR and mixed reality in gaming New forms of voice enabled storytelling and gaming Stories told via mobile apps and social media Developing Digital Storytelling for different types of audiences

Encyclopedia of Bilingualism and Bilingual Education Colin Baker, Sylvia Prys Jones, 1998 This encyclopedia is divided into three sections individual bilingualism bilingualism in society and bilingual education It includes many pictures graphs maps and diagrams The book concludes with a comprehensive bibliography on bilingualism

Marketing the Blue and Gray Lawrence A. Kreiser, Jr., 2019-06-12 Lawrence A Kreiser Jr s Marketing the Blue and Gray analyzes newspaper advertising during the American Civil War Newspapers circulated widely between 1861 and 1865 and merchants took full advantage of this readership They marketed everything from war bonds to biographies of military and political leaders from patent medicines that promised to cure almost any battlefield wound to secession cloaks and Fort Sumter cockades Union and Confederate advertisers pitched shopping as its own form of patriotism one of the more enduring legacies of the nation s largest and bloodiest war However unlike important sounding headlines and editorials advertisements have received only passing notice from historians As the first full length analysis of Union and Confederate newspaper advertising Kreiser s study sheds light on this often overlooked aspect of Civil War media Kreiser argues that the marketing strategies of the time show how commercialization and

patriotism became increasingly intertwined as Union and Confederate war aims evolved Yankees and Rebels believed that buying decisions were an important expression of their civic pride from Union forever groceries to States Rights sewing machines He suggests that the notices helped to expand American democracy by allowing their diverse readership to participate in almost every aspect of the Civil War As potential customers free blacks and white women perused announcements for war themed biographies images and other material wares that helped to define the meaning of the fighting Advertisements also helped readers to become more savvy consumers and ultimately citizens by offering them choices White men and in the Union after 1863 black men might volunteer for military service after reading a recruitment notice or they might instead respond to the kind of notice for draft insurance that flooded newspapers after the Union and Confederate governments resorted to conscription to help fill the ranks Marketing the Blue and Gray demonstrates how through their sometimes messy choices advertising pages offered readers the opportunity to participate or not in the war effort

Political Campaigns in the United States Richard K. Scher, 2016-02-19 A Choice Highly Recommended Title January 2017 This book is an interpretive analysis of political campaigns in America instead of focusing on how campaigns are designed and run it investigates the role campaigns play in our American politics and the close symbiosis between campaigns and those politics The text examines how campaigns are an important manifestation of how we do politics in this country Hallmarks of this text include showing how campaigns can undermine our democracy and asking how democratic they and by extension our politics really are demonstrating that the ability of the media to accurately fairly and deeply report on campaigns has been severely compromised both because of the growing distance between campaigns and media outlets and because of the structure of Big Media corporate ownership and its tight relationship to Big Money It asks important questions about the media including How do the media reporters in particular cover campaigns What pressures and forces shape what and how they present campaigns What is the impact of the ever increasing chasm separating campaigns and the media How does the close tie between corporate mainstream media and Super PAC money affect campaign coverage How does the ability of campaigns and media to segment voters into ever smaller slices influence how campaigns are covered tracking the continuing growth of unregulated private unaccountable dark money in campaigns as a threat to our democratic elections and politics Democracy rests fundamentally on transparency and accountability sunlight and our campaign laws and norms now allow and encourage exactly the opposite largely because of decisions by the United States Supreme Court

The Progressive William Theodore Evjue, 1959 Vol 2 no 49 called Memorial edition Belle Case La Follette *Central Station*, 1919 *The Unmanageable Consumer* Yiannis Gabriel, Tim Lang, 2006-04-07 This book was radically challenging when it was first published and is only more so today as the concept of consumer collapses under the weight of its many meanings Madeleine Bunting Columnist The Guardian Western style consumerism appears unstoppable Yet it is has failed to deliver greater happiness and is now facing major environmental population and political challenges This book examines the

key Western traditions of thinking about and being a consumer Each chapter posits a consumer model with examples from the international community Readers are invited to enter an exciting and radical analysis of contemporary consumerism which suggests that consumerism is fragile and consumers unpredictable Updated with new material this Second Edition looks at the impact of new technologies on consumerism and the consolidation of consumerism and consumer language in spheres like education and health The authors discuss the spread of consumerism to developing countries like India and the effect of demographic change and migration The fallout from 9 11 and United States military hegemony is examined as is the influence on consumerism of Islamic fundamentalism the anti globalization movement environmental concerns and depleting natural resources This book is of interest to advanced undergraduate postgraduate and MBA students taking courses on behaviour buyer behaviour customer behaviour consumers and society and retailing Any one interested in better understanding consumerism will also find this book a fascinating read **Political Reform and the American**

Experiment William J. Crotty, 1977 **The Politics of Kim Campbell** Murray Dobbin, 1993-01-01 This book looks at Canada's first woman Prime Minister what she believed how she operated in the back rooms and why the Progressive Conservative party chose her Murray Dobbin researched Kim Campbell's record as a municipal provincial and federal politician discovering how she handled a variety of controversial issues from school funding cutbacks to the behind the scenes negotiations on gun control He examined her performance in the federal cabinet of Prime Minister Brian Mulroney noting particularly the policies and decisions on which she succeeded in marking with her personal stamp The Politics of Kim Campbell is a critical look at the career of a remarkable Canadian public figure and at the obstacles she encountered in her political ascent

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