How Archetypes Influence Political Brands during Elections – the Case of Parliamentary Elections in Georgia 2012

Kakhaber DJAKELI*

Abstract

In this article author tried to combine different branding tools and famous archetype methodology of Karl Gustav Jung. The main purpose of this article is to find Political Branding approaches and methods which should be used by parties for a long period political resistance on political market. To have such objectives author of the article undertakes focus group research – interviewing citizens and opinion makers on political market of Georgia. As a case of problem why brands fail or how political brands behave themselves during final stage of elections, if they lose their image during the change of their archetype, authors used Georgian 2012 parliamentary elections.

Keywords: political marketing, branding, archetype

1. What sources say about this election?

There is different literature about Georgian elections 2012. "With the triumph of the "Georgian Dream" alliance, led by the billionaire Bidzina Ivanishvili, over Mikheil Saakashvili's United National Movement in the Georgian parliamentary elections — and a crucial, civil acknowledgment of this defeat by President Saakashvili — democracy in Georgia has made one giant leap forward. And this is a good deal for pretty much everyone." (Henning, & Japaridze, 2012)

One of the "Rose Revolution" ideologues, an expert Levan Ramishvili explains why the president Saakashvili's party has lost in Georgian parliamentary elections: - "I think that the previous government made many mistakes. Exactly this led to such a result. This election was the reflection of a protest. This was a referendum and not a choice of one policy rather than another. (Interview with Levan Ramishvili, 2012)

Georgia is a small but fast developing country having high GDP (8%) growing rate and encouraging economic indicators suddenly turned into political crisis, having high costs for governing "National Movement" bringing them to failure on elections and discouraging their voters and their supporters. What happened? Why "National Movement" lost elections against fresh made "Georgian Dream" headed by billionaire and citizen of France Bidzina Ivanishvili? These crucial questions should be answered by Political Marketing and Political Branding.

2. How to measure brands on political markets?

Kevin Lane Keller defines the brand equity and says: "All definitions typically either implicitly or explicitly rely on brand knowledge structures in the minds of consumers – individuals or organizations – as the source or foundation of brand equity. In other words, the real power of a brand is in the thoughts, feelings, images, beliefs, attitudes, experiences and so on that exist in the minds of consumers. This brand knowledge affects how consumers respond to products, prices, communications, channels and other marketing activity – increasing or decreasing brand value in the process. Along these lines, formally, cus-

tomer-based brand equity has been defined as the differential effect that consumer brand knowledge has on their response to brand marketing activity. (Keller, 2003)

Brand knowledge is not the facts about the brand – it is all the thoughts, feelings, perceptions, images, experiences, and so on that becomes linked to the brand in the minds of consumers.

As we know some "mental maps" can portray well people's knowledge to brands. Two particularly important components of brand knowledge are brand awareness and brand image.

Brand image is defined as consumers associations to brand. Some qualitative methods can be used to guess how people imagine brands. In this article as a research method we used approach of Free Associations to archetypes. Using this method we ask people directly what they think about brand. Answers can help marketers to clarify the range of possible "associations to assemble brand profile." (Boivin, 1986)

In the survey I asked focus group members direct main questions and some follow-up questions about what kind of uniqueness they found in the Political brand. What do you like best about the brand? What are its positive aspects? What do you dislike? What are its disadvantages? How important it can be for the future of brand? What archetype looks this political brand like? How well you see the similarity? The follow up questions inquire about the answer to the main question. It helps to get details and tries to expand answers. Really such questions encourage people to speak more and describe more.

3. The Archetypes of Karl Gustav Jung and the explanation of Georgian Political Brands in the phase of elections
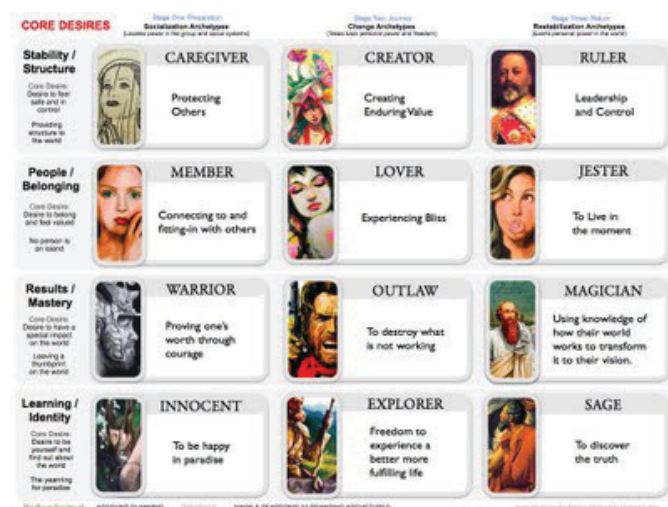
In the article the process of Georgian parliamentary elections of 2012 are analyzed according to the theory of archetypes provided by the psychologist Carl Gustav Jung.

Marketing professionals know that Archetypes are very powerful tool for building a personal brand or brand for political market. The psychologist Carl Jung believed that all people

* Assoc.Prof., Faculty of Business Management, International Black Sea University
E-mail: kdjakeli@ibsu.edu.ge

have a universal shared unconscious out of which archetypes emerge as forms or images that everyone recognizes (Table 1: Archetypes, (Jung, 1990)).

Just after October 2012 parliamentary elections in Georgia author of this article started focus group research in Tbilisi, to analyze Archetype development of main Rivals in elections Saakashvili and Ivanishvili. 5 focus groups were gathered and more than hundred people were invited in it. For these focus groups people were selected according geographic principle of their settlement in districts of Georgian capital Tbilisi. Each distinguished district of Tbilisi had its member in a focus group. Beside them people were chosen according their passion to share their own opinion, that means that these people were quit active part of electorate. The research methodology was simple and effective. To the focus group members, cards of different archetypes have been given. A moderator of focus group, psychologist, were explaining traits of all archetypes and after that allowing to focus group members to describe political carrier development of Saakashvili by archetype, putting archetype pictures on the desk, or painting signs of archetypes on the black board. Accordingly, we received two logical flows of political developments: Saakashvili - ruling leader and president of Georgia and his rival- Billionaire and businessman, fresh made politician –Bidzina Ivanishvili.

Table 1: Archetypes, (Jung, 1990)

During the election period two very strong brands (Majority party – National Movement on the one hand and Georgian Dream - Coalition of Bidzina Ivnaishvili on the other) attempted to blame each other with a negative archetype and this archetype was Outlaw.

The Outlaw is a maverick who rebels and breaks the rules. He or she disrupts the status quo. Examples of Outlaw brands in art or entertainment include The Rolling Stones, Madonna and Jack Nicholson. But what is good for entertainment Brands cannot be the same for political ones. Entrepreneurs often evoke the Outlaw. They break with convention in order to start something new. The Motto of outlaw archetype represents - "Rules are meant to be broken".

4. Mikheil Saakashvili's Archetypes against Bidzina Ivanishvili's Archetypes based on focus group research analysis.

The archetype development of Saakashvili was described by focus group members in this logical flow:
- 2003 - Hero
- 2004-2006 - Care Giver
- 2006-2010 - Jester and Ruler
- 2010 – 2012 - Creator and Outlaw in

The archetype development of Bidzina Ivanishvili was described by focus group members according the following logical flow:
- Before 2003 - Care giver
- During 2003 to 2011 - Hero
- 2012 - Care Giver and Hero and Innocent

In case of current president of Georgia Mikheil Saakashvili we can assume, that in the beginning of his presidential career in 2003 Saakashvili possessed an image of Hero.The Hero acts courageously to improve a situation. He is attracted to chaos because it provides an opportunity for heroism. Please recall the situation with Jeanne d'Arc. Like France in 14th century Georgia in 2003 needed some person with archetype of Hero who could save this country. Heroes stand up for what they believe in.

Brand as a Hero - Motivation is mastery, their desire is to have a special impact on the world; they help people to act courageously.

Brand as a Ruler - The Ruler takes control, creating order out of chaos. Rulers have to organize things. By Saakashvili, defeating of bribery and establishing the non – corruption society and rule it was big advantage. But high costs of society management increased taxes, tariffs and especially Penalties. About high financial penalties and their disadvantages for political branding we can find some ideas in Ramishvili's article. When he says that "The social base of the previous government (meant the party of Saakashvili – National Movoment) was the rural part and the urban middle class of the population" (Interview with Levan Ramishvili, 2012) which was much poorer, we can understand how bad is Archetype of Ruler for political brand intended to save to protect such social groups of population.

In the crucial moment of electoral period, (just several days before elections when the multiple videos of revolting prisoner abuse surfaced late in the campaign) Saakashvili and his party in the opinion of its main customers was transformed into the image of Outlaw in the public eye, and exactly at that time Bidzina Ivanishvili was able to gain an image of Caregiver and Hero in the public eye.

5. Bidzina Ivanishvili's political brand development described by Archetype theory

Brand mantra of Bidzina Ivanishvili's brand is Care Giver before elections. Even in long way before elections this billionaire spent huge money for charity, without showing his face to citizens of Georgia. According to different sources this political actor spent more than 2.6 Billion American dollars for charity in Georgian society not describing his demand to politics. This character links him to archetype of Caregiver, Hero and Innocent, even magician.

The Caregiver - The Caregiver archetype is altruistic –

motivated by a desire to help others and protect them from harm. Examples include Mother Teresa. Brand as a caregiver is - Motivation is stability and control, desire to feel safe and in control, care for other and the Motto represents - Love your neighbors as yourself".

Another archetype – Hero, combined with interesting archetype of Innocent person, combined in Ivanishvili's brand.

6. How top Political Brands should retain positive image to avoid failure on the final phase of elections

All political bands have weaknesses. To understand how to avoid failures we should analyze position of political brand in the matrix of brand awareness and positive image MBAPI established by Djakeli and Tshumburidze in 2011. (Djakeli, 2012, pp. 31-35)

Matrix of Brand Awareness as a Success Factor in Political Market
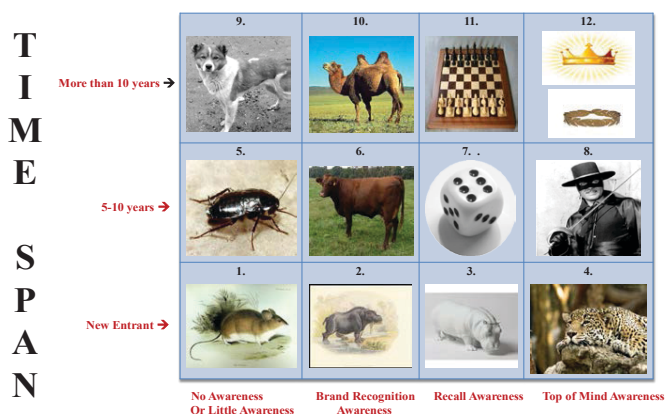
In 2008 Saakashvili lost dramatic war against Russia, people and some experts claim him in failure to retain peace with Russia in that time. Saakashvili's brand with archetype of a ruler after 2008 becomes heavier. Having tried to improve his archetype, Saakashvili's political brand tries to turn into Creator. City Batumi and its center, roads and schools and some other things were rebuilt.

Another archetype – Ruler, becomes more boring and failing in the mind of political market customers.

Top political brands should ask themselves – what kind of social group they utilize as a ground? In Saakashvili's case, this is middle class of society and rural citizens. Accordingly they are poor and they need care. For such situation Archetype of Caregiver is needed.

But history manages the way of political brands itself, they sometimes losing control on their archetypes. Prison scandal of Georgia started 3 weeks before elections. Prison scandal, linked to violations is always very influential thing in orthodox Christian country like Georgia. in the Forbes article The Prison Rape Scandal in Georgia and the Danger of a 'Morality-Based' Foreign Policy, journalist Mark Adomains writes "Georgia, already consumed by a fiercely partisan and bitterly contested parliamentary election, has been thrown into a state of near-chaos by the release of a series of graphic videos showing guards in the ex-Soviet nation brutally beating prisoners and raping them with truncheons and broom handles. For those with a strong stomach, Charles Fairbanks' article at the Atlantic has a few links to the footage. Georgians are, quite understandably, positively irate about the videos, and have already staged large anti-government rallies calling for the resignation of gov-

ernment ministers." (Adomains, 2012)

Accordingly history and current situation of Georgian political life shows how it can be dangerous for successful political Brands to lose their previously successfully utilized archetypes especially at the end phase of elections, when nobody has big time to analyze and research the cause what had brought big changes.

Political brands, especially if they have top brand awareness, being placed in the Matrix of MBAPI (Matrix of Brand Awareness and Positive Image – established by Djakeli and Tshumburidze in 2011) should resist to any kind of changes of their archetypes, because their success is based on already known images and archetypes.

Policy recommendations

In this article author tried to use famous concept of Carl Gustav Jung – people's archetypes, to analyze demise of Mr. Saakashvili and his party against Mr. Ivanishvili and his political alliance. On the ground of research done by authors of this article and theoretical incentives the following recommendations can be made:

1. Archetypes of Carl Gustav Jung can be interesting positioning tools in political Branding.

2. Matrix of Brand Awareness and Positive Image in combination with archetypes of Carl Gustav Jung will help practitioners of political marketing and a PR to plan well brand development process using brand awareness types and Brand development life cycle.

3. Political Brands with top mind brand awareness should sustainable retain their image in the form of archetype "Hero" or "Care giver" to retain their status.

4. Especially at the end phase of elections when it is already no time for some kind of explanations Political Brands are very sensible for any kind of attacks destroying their image and previously formed archetype.

5. Political brands should control all possible weaknesses or probable treats previously to find any external or internal treat for their main Brand to find major perils and try to eliminate possibility of image change or archetype change.

References

Adomains, M. (2012). *The Prison Rape Scandal in Georgia and the Danger of a 'Morality-Based' Foreign Policy.* Retrieved from: http://www.forbes.com/sites/markadomanis/2012/09/25/the-prison-rape-scandal-in-georgia-and-the-danger-of-a-morality-based-foreign-policy/

Boivin, Y. (1986). A Free Response Approach to the Measurement of Brand Perceptions. *International Journal of Research in Marketing*, 3, 11-17.

Djakeli, K. (2012). Matrix of Brand Awareness and a Positive Image as a Success Factor in Political PR. *Scientific Journal in Humanities IBSU*, vol. 1, 31-35. Retrieved from: http://journal.ibsu.edu.ge/index.php/sjh/article/view/300/276

Henning, J. C., & Japaridze, N. (2012). Georgian Democracy on March, *New York Times*. Retrieved from: http://www.nytimes.com/2012/10/05/opinion/georgian-democracy-on-the-

march.html?pagewanted=all&_r=0

Information Agency Pirveli Interview with Levan Ramish-vili, (2012). Retrieved from: http://webcache.googleusercontent.com/search?q=cache:4Ei-zP8_DzgJ:pirweli.com.ge/%3F menuid%3D16&hl=en&tbo=d&gl=ge&strip=0

Jung, C.G. (1990). *The Archetypes and the Unconscious, The Collected Works*. 2nd ed. Trans. RFC Hull. London: Routledge

Keller, K. L. (2003). Understanding Brands, Branding and Brand Equity. *Interactive Marketing*, 5 (1), 7-20