

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

Dee Madigan



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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 **Advertising and Selling** ,1920 **Broadcasting Yearbook** ,1941 **Zillions** ,1995 **Editor & Publisher** ,1925 The fourth estate Advertising & Selling ,1920 **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 **New Statesman** ,1996-11 **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 Advertising & Selling

,1936-11 Dark Genius Kerwin Swint,2012-02-07 Roger Ailes former Republican political consultant and current president of Fox News Channel is a dominant media figure of our age His made for TV imagery and mastery of style over substance has overtaken earlier methods of reporting the news and radically refashioned our political and communications landscapes Yet no book has ever been published on this Oz like figure Dark Genius is the definitive study of Ailes and his controversial career The 1960 television encounter between Richard Nixon and John F Kennedy was the moment when slick television imagery began to take over politics Ailes a young TV producer absorbed the lessons of the new video age and put them into practice While a director on The Mike Douglas Show he met Richard Nixon who soon hired Ailes to help him conquer the fledgling medium Riding the wave of that triumph Ailes went on to aid other key Republican figures like Ronald Reagan George H W Bush and Rudy Giuliani In the 1990s Ailes was hired to run CNBC the first cable financial network bringing a talk radio sensibility to the small screen Then Rupert Murdoch hired him to implement the media mogul s vision for a different kind of cable news network Now with Murdoch whose News Corp has recently acquired the Wall Street Journal Ailes is launching the FOX News business channel in 2007 Over the span of several decades Ailes has played a key role in the growing reach of conservatism first in politics then in mass media Part history part media criticism part current events Dark Genius tracks the rise dominance and relevance of political television and how it has been used and abused by its master

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 Advertising & Selling and the Advertising Agency ,1932 **Broadcasting: Yearbook-marketbook Issue** ,1941 *How and what to Sell* ,1923

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