

Memo: Obama Uses Campaign Tools to Govern  
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For: Colleagues and peers of Louis Perron  
People interested in winning elections  
From: Dr. des. Louis Perron

**Perron Campaigns Election Update:  
Obama Uses Campaign Tools to Govern**

The \$700 billion Obama stimulus package was passed in both houses of Congress. What many people don't know is how President Obama used strategic public opinion research to "sell" his plan to the public, the media and Congressmen. Under this link, you will find an interesting article about how President Obama used scientific public opinion research, both surveys and focus group discussions:

[www.bloomberg.com/apps/news?pid=20601070&sid=aHNaiptix3lk&refer=home](http://www.bloomberg.com/apps/news?pid=20601070&sid=aHNaiptix3lk&refer=home)

In my experience, when politicians look at a survey, they usually want to know two things: their awareness and the vote intention. Yet, there is much more one can get out of a survey. Skilled politicians use it to define a coherent and compelling message, test campaign material, explore strengths and weaknesses, get an objective mapping of the political players and to understand the needs and opinions of the people. The article shows how Obama uses it to sell his economic stimulus plan to the public, the media and to lawmakers.

What's noteworthy is that Obama continues to use scientific research after the election. He knows very well that even for a charismatic and successful leader like him, it is much easier to sell his plan if it connects with what voters think, feel and expect. Therefore, he uses objective tools to listen and converse with voters.

Further, he used the results of the survey and the focus groups to discipline his own team, democratic Congressmen and even to convince Republican Congressmen. As we now know, the effort has paid off!

The days are gone where voters vote and then trust their leaders to govern. Nowadays, with the media omnipresent, a politician needs to win his support on a daily basis. After the election is before the election. Incumbents usually don't lose re-

election during a campaign, they lose during their term. Successful challengers, on the other hand, don't fall from heaven during 90 days. They build up the momentum months if not years before the election. The best Philippine example for this point is former President Estrada, whose 1998 Presidential campaign de facto started the first day in office as Vice President.

Just recently, I chanced upon a Metro Manila Mayor who told me that in his opinion, „the campaign is now“. That's exactly what I mean.

The last update, my analysis on the Obama win, was published in the USA, Japan, Germany and the Czech Republic. I would also like to take this opportunity to congratulate Reto Nause, a client of ours and the new Mayor of Switzerland's capital, Berne.

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Regards,

Dr. des. Louis Perron