



# Donald trump's campaign claims Harvard Case Solution & Analysis

**Overview**

- Campaign Tactics (Marketing tactics)
- Twitter
- Electoral College

Mr. Don't talk about politics always says politicians  
 Come on, EDUCATE THE MASSSES



**Trump Campaign**

- Donald Trump announced June 16, 2015 his bid for President at Trump Tower in New York City, New York.
- Trump didn't run a conventional campaign. His campaign resembles more of an advertisement pitch.
- Used multiple marketing tactics: Subliminal Messaging (Melania Trump), Marketing Vehicle (Twitter), and Target Market (Electoral College).

**Subliminal Marketing**

- Subliminal Marketing- Is a form of advertising that employs certain messages that we don't consciously pick up on but subconsciously process the message. The stimuli is below our absolute threshold.
- Trump used this type of marketing throughout his campaign.

**Melania Trump Speeches National Conventions Speeches**

- Melania Trump delivered a speech at the RNC. Quality grabbed the attention of most. Everyone is astonished to see Melania Trump with 2016 DNC. "Fighting" for our "masculine" for you!



**Approval Rating Before and After the RNC Speech**

- Before the RNC a Gallup poll found that American voters already disapproved of Melania Trump as First Lady.
- November 2016: 40%
- After the RNC, a poll conducted by The Hill showed that American adults changed a perception change.
- Favorable 45%

**Reactions to the Speech**

- Minutes after Melania Trump gave the speech, people called the speech "astonishing" and "amazing".
- For that people who expected to hear something to hear Melania and her husband.
- When she subconsciously mentioned "fight" when she subconsciously mentioned "fight".
- The public's reaction to her speech and Melania's speech was very surprising and amazing.



**Tweets**


- Donald Trump used Twitter as a marketing vehicle. Looked better to reach the marketing public.
- Trump's initial success: The public didn't realize he was using a marketing vehicle.
- Trump was always available to Twitter. The reach of his tweets in the individual politician.

**Electoral College**

- The Electoral College is the process by which the President and Vice President of the United States are elected. It is a process that is not directly elected by the people, but rather by electors who are chosen by the states and the District of Columbia.

**The End**

Thank you for listening any questions?



**Work Cited**

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- National Archives and Records Administration. National Archives and Records Administration. n.d. Web. 10 Apr. 2017.
- Ryden, Bradley. "Melania Trump's Approval Rating Down Since Republican National Convention Speech (Opinion)." The Inquirer. The Inquirer, 21 Feb. 2017. Web. 10 Apr. 2017.

## Overview

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- Campaign Tactics (Marketing tactics)
- Twitter
- Electoral College

Me: Don't talk about politics it always starts arguments

Other me: EDUCATE THE MASSES



## Trump

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- Donald Trump  
June 16, 2015  
President-elect  
in New York.
- Trump at  
convention  
His campaign  
more of a  
pitch.
- Used multiple  
tactics: Social  
Messaging  
Trump), Market  
(Twitter), and  
Market (E)

## *Trump Campaign*

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- Trump use marketing campaign.

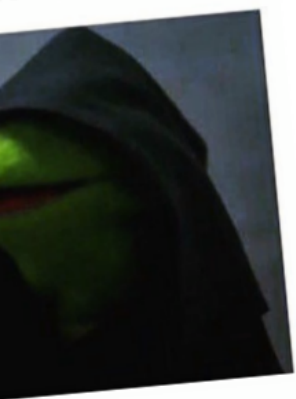
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## *Subliminal Marketing*

- Subliminal Marketing- Is a form of advertising that employs certain messages that we don't consciously pick up on but subconsciously process the message. The stimuli is below our absolute threshold.
- Trump used this type of marketing throughout his campaign.

**Melania Trump Republican Speech**

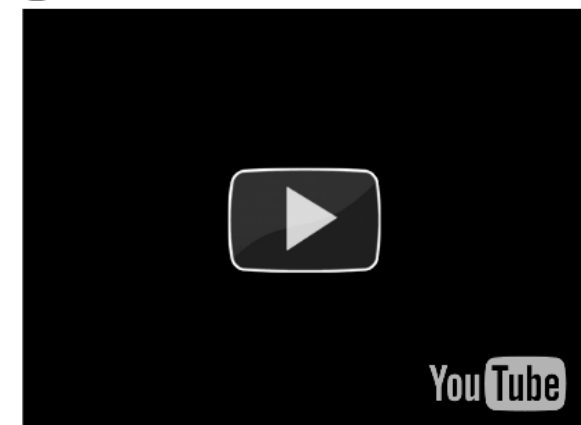
- Melania Trump at the RNC. Quality of attention of speculation Michelle Obama 2008 DNC marketing
- Decide for

**Approval Rating**

- Before that A disapproval Lady
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# Melania Trump Republican National Convention Speech

- Melania Trump delivered a speech at the RNC. Quickly grabbed the attention of most, because of speculation it was plagiarized from Michelle Obama's speech at the 2008 DNC. Plagiarizing? Or smart marketing?
- Decide for yourself:



## Approval Ratings Before and After the RNC Speech

- Before the RNC a Gallup poll found that American adults strongly disapprove of Melania Trump as First Lady:
  - Favorable: 28%
  - Unfavorable 32%
  - Not heard/No Opinion: 40%
- After the RNC a poll conducted by The Hill claimed that American adults showed a perception change:
  - Favorable: 42%

## Reaction to the Speech

- Minutes after Melania Trump gave the speech, people noticed the strong similarities between her speech and Michelle Obama's.
- For days the public was exposed to headlines comparing Michelle Obama and Melania Trump. Were we subconsciously processing Melania as the First Lady?
- The numbers prove that is what happened.
  - Headlines constantly compared Michelle and Melania with pictures and words such as 'First Lady'.

