



BJP's Marketing Balance Sheet (National Politics)

(Based on Kujnish Vashisht's
Marketing Balance Sheet Model)
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Introduction



Bharatiya Janata Party (BJP) is not only India's, but also World's largest Political Party. This document describes Marketing Balance Sheet of BJP (Mini Version, National Politics), and is based on Kujnish Vashisht's Marketing Balance Sheet Model.

Highest weightage among Key Marketing Parameters has been allocated to Differentiation Quotient. BJP is into 6th year of Power (Lok Sabha), and the key to fighting anti-incumbency for next elections lies in introducing fresh and meaningful differentiators in its marketing plan. This has been explained later in this document.

Defining the Product



BJP ,a Political Party is one of the two major Political Parties of India, and is the party in Power since May 2014. In Marketing Terms, it's a proven Product with high Brand Preference, Loyal Voters, Intensive distribution network (strong party cadres), effective promotion strategy, unique differentiators and well defined Positioning Strategy. People managing the party have credible management/leadership skills. BJP has Positioned itself as “the Right Wing Party with a Strong and Charismatic Leader who has improved India's image Worldwide, and there is no alternative to that Leader (at present) in India” .

Key Marketing Parameters for Evaluating BJP



- ∞ Clarity of the Product in People's mind as well as to the Party itself
- ∞ Brand Equity of the Supreme Leader
- ∞ Relevance of Product Parameters in Voter's mind
- ∞ Position of the supreme leader within the Party
- ∞ Differentiation Quotient

Weightage of Various Marketing Parameters applicable in this Marketing Balance Sheet



Individual Weightages out of 100

- ❖ Clarity of the Product in People's mind as well as to the Party itself (10)
- ❖ Brand Equity of the Supreme Leader (20)
- ❖ Relevance of Product Parameters in Voter's mind (20)
- ❖ Position of the supreme leader within the Party (10)
- ❖ Differentiation Quotient (40)

Score on “Clarity of Product in People’s mind and to the Party’s itself”



As stated earlier in this document, BJP has positioned itself as “the Right Wing Party with a Strong and Charismatic Leader who has improved India’s image Worldwide, and there is no alternative to that Leader (at present) in India”. BJP scores a **high 9 out of 10** on this parameter and it goes to the assets side of Marketing Balance Sheet.

There are two aspects in the above mentioned statement. First is “Right Wing”. Present day BJP is absolutely clear about its ideology and its Marketing strategy incorporates this ideology with absolute certainty and direction. This assures its Vote Bank and creates a strong Position in their mind. Thus, both people and party are on the same page when it comes to clarity of product. This leaves negligible chance for Positioning error. ... Contd...

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BJP has learnt well from its mistakes on this parameter. Previous leadership of BJP tried experimenting with “Right Wing” ideology and paid a price for that. Party Patriarch Sh. L.K Advani tried to reposition his image in 2005 when he visited Jinnah’s Mausoleum in Karachi, and made a few statements which didn’t gel with the Right wing Ideology. This left the vote bank of BJP Confused and in Marketing terms, we call it Positioning Error. Current day leadership of BJP is absolutely clear on the “Right Wing” ideology, and practices this ideology by remaining within the realms of Constitution of India. Contd..

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The second aspect in BJP's Product Definition/Positioning Strategy is "a Strong and Charismatic Leader who has improved India's image Worldwide, and there is no alternative to that Leader (at present) in India". In Mr Modi, BJP has a leader who the Country loves. Even his detractors speak highly of this capabilities, though they oppose him in public because of Political compulsions. If we keep aside Mr Modi from BJP's positioning strategy, this score of 9 out of 10 may drop to near 5. BJP knows this well, and that's why they fight even the State Elections under Mr Modi's banner. There are many negatives of this when it comes to State Elections, and when I present BJP's State specific Marketing Balance Sheets, I'll evaluate these negatives.

Score on “Brand Equity of the Supreme Leader”



Following parameters were used to measure Mr Narendra Modi's Brand Equity:

- a) Brand Awareness
- b) Preference Metrics
- c) Conversion Metrics
- d) Competition Metrics
- e) Future Potential Metrics

Brand Equity was allocated a total weightage of 20 out of 100, and 4 points each were allocated to the above 5 parameters. BJP scores a high 19.05 on this Marketing Parameter, and this score goes towards Assets side of the Marketing Balance Sheet. It has been explained in next few slides.... Contd...

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- a) Brand Awareness: In-depth scanning of Secondary Data (Newspapers, Electronic media reports ...) suggests that Brand Modi enjoys high levels of awareness in almost every nook and corner of the Country (with a few negligible exceptions). Brand Modi gets a high 3.95 out of 4 on this parameter.
- b) Preference Metrics: Main parameters considered for evaluation were the extent to which voters feel impacted by Mr Modi's Personality /Speeches/ Actions, extent and degree of reaction of People on Social Media (for or against) related to Mr Modi, Ability of Mr Modi to evoke People's response and action through his Statements/Appeals. Brand Modi gets 3.8 out of 4 on this parameter ... Contd,,,

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c) Conversion Metrics: This parameter deals with how the feelings about Brand Modi are converted into Votes. This includes Votes both for and against BJP. This also includes how strong feelings against Modi prompt BJP's voters to go out and vote for him. Brand Modi gets 3.5 out of 4 on this. Deduction of 0.5 is on account of reduced Conversion Metrics in State Elections as compared to National Elections.

d) Competition Metrics: This parameter deals with comparative aspects of Brand Equity of supreme leader of BJP with Supreme Leaders of other major Political Parties. Brand Modi scores a perfect 4 on this aspect. At present, Brand Modi is beyond comparison on this aspect.... Contd...

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e) Future Potential Metrics: This deals with future projections of Brand Equity of Brand Modi (Next 5 years). We are living in an era where even a single day or event can tumble Brand Equities of Strongest of Leaders. If we leave this aspect aside, Brand Modi scores 3.8 on future Potential Metrics (Considering his present day personality, his hold over his party, his popularity among his followers, his communication skills, his leadership skills and his age).

Thus, overall, BJP Scores **19.05 out of 20** on this parameter, and it goes towards the Assets side of Marketing Balance Sheet

Score on “Relevance of Product Parameters in Voter’s mind”



Main Product Parameters of BJP are Hindu Pride, Nationalism and Development. They have been allocated individual scores of 4, 8 and 8 based on relevance of these parameters in People’s minds. Following are the details:

a) Hindu Pride: BJP Scores 3.5 out of 4 on this. This score was allocated after considering BJP’s perceived performance on Ram Mandir, various other issues related to Hinduism, stand of opposition parties on Hinduism. When it comes to Hindu Pride, no other party is seen as an alternative. Half point was cut on account of the amount/percentage of its Voters who otherwise support BJP’s stand on other parameters, but don’t agree with its stand on Hindu Pride.
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b) Nationalism: Surgical/ Air Strikes on Pakistan, Abolition of article 370 are some of BJP's achievements on this front. Nationalism is an extremely important parameter for Indians, and that's why out of a total score of 20, 8 has been allocated to this. BJP scores 7.8 on this parameter.

c) Development: This again is an extremely important parameter, and out of total 20, 8 has been allocated to this parameter. India's falling GDP, stress in Banking System as well as stress in Business Environment are some of the areas where BJP needs to improve. Performance on infrastructure development is commendable. Overall, BJP scores 6 out of 8 on this parameter

Thus, the overall score on this Marketing Parameter is **17.3 out of 20**, which is on the Assets side of Marketing Balance Sheet.

Score on “Position of the supreme leader within the Party”



P.M Narendra Modi is the Supreme Leader of BJP at present. Considering his mass appeal, his equation with RSS, his equation with second in line Amit Shah, he is the undisputable leader of the party in current circumstances, and this is also the projection till next Lok Sabha Elections. This is assuring for BJP's voters as many have started voting for BJP because of Mr Modi. Thus, BJP gets **9.5 out of 10** on this parameter, which goes towards the Assets Side.

Score on “Differentiation Quotient”



Differentiation Quotient has direct link with Anti-incumbency, and that's why it gets maximum weight (40%) in the Marketing Balance Sheet. Two main reasons for Anti-incumbency are

- ❖ Anger against Party in Power. Defeat of Akali Dal in Punjab in 2017 elections is an example. Another example is defeat of UPA in 2014 Lok Sabha Elections.
- ❖ Policies of Party in Power don't have something more exciting to offer.

If we prepare projections for next Lok Sabha based on the current trends, Anti-incumbency against BJP (if any) is likely to be because of the second reason. Getting bored of the general routine is human nature. If BJP doesn't have anything new to offer in 2024 Lok Sabha Elections, some percentage of its current supporters may not feel motivated enough to go out and vote. Contd...

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Differentiation Quotient can be defined as the capacity of an Organization to keep rolling meaningful differentiators in a persistent manner. Meaningful differentiators mean differentiators in terms of those parameters which are perceived higher in relevance hierarchy by the voters (*Relevance parameters were discussed earlier in this balance sheet*). Three relevance parameters discussed earlier were Hindu Pride, Nationalism and Development. 20%, 40% and 40% were the respective weights. Differentiation Quotient was also bifurcated in the same proportion (out of the total 40 marks)..... Contd

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- a) Hindu Pride: BJP needs to re-define the parameters of Hindu Pride. Cow Vigilantism (and the Lynching), and Pseudoscience (based on non-scientific religious myths, Supported by a few Big mouthed leaders) should be replaced/ reinforced with finding new scientific applications from ancient Vedic Texts and Hindu Traditions. On differentiation quotient, BJP currently Scores 4.5 out of 8 on this parameter.
- b) Nationalism: Article 370 is gone, Ram Mandir is now a reality. What Next? (*Have put Ram Mandir also under Nationalism because India is a Hindu Majority Country and BJP was able to successfully make Ram Mandir an issue of National Pride*) Though the current performance on Nationalism is commendable, BJP can't go into 2024 elections with these issues. Remember, these issues may not create same level of reverberations in 2024 and Voters may expect a next level on Nationalism. Going by the current inputs, BJP scores 9 out of 16 on differentiation quotient for this parameter...
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c) Development: Some of the numbers which create a general perception on Government's performance are GDP Growth, Purchasing Power of people, Visible Infrastructure Projects (Like Highways, Institutions, Hospitals), Levels of Stock Market, Health of Financial Institutions and Employment/Underemployment Levels. Out of the above, the last parameter gets maximum weight since it concerns the individuals directly. Government's main argument for generating Self-Employment is Mudra Loans/ Start-up Loans/ Start-up Schemes. Its important to understand for the Government that only Loans don't guarantee Self-Employment. In this era of increasing competition, the most difficult thing to do is to create a new successful enterprise. Thus, along with the Loans, Government needs to create/strengthen mechanisms to ensure success of new enterprises. Also, in reality, it is almost impossible to get a Start-up Loan from a Bank without any collateral.

Overall, after studying all the current policies of BJP and Government on all the above parameters, BJP gets 9.5 out of 16 on Differentiation Quotient for Development.

Thus the overall score on Differentiation Quotient is 22.5, which goes towards the assets side of Marketing Balance Sheet

Overall Score of BJP's Marketing Balance Sheet

BJP Scores 77.85 out of 100. Meaning and interpretation of this score has been done in the next few slides.

Summary of Findings and Conclusions

- ❧ BJP Scores high 77.85 out of 100 and this is a commendable score. However, this doesn't necessarily mean that BJP is completely safe in 2024. Marginal worry is because of a lower score on Differentiation Quotient. In wave elections, the Differentiation Quotient of the winner is extremely high. This was the case with BJP in 2014. Till early 2019, BJP's score on Differentiation Quotient was low. However, Air Strikes on Pakistan resulted in an immediate uplift. BJP was successful in establishing Nationalism as the most important parameter in people's mind. Opposition was caught off-guard and their statements on Air Strikes also worked in BJP's favour. If BJP is able to create a similar sort of differentiator nearing 2024, it has a clear chance of repeating its earlier performances.
- ❧ Marketing Balance Sheet of Opposition parties is still low. If this score doesn't improve by 2024, 77.85 seems to be an invincible score. Contd..

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- ❧ The biggest Strength of BJP comes from Mr Modi. If in future there are any signs of dilution in his Personal Brand Equity, this score of 77.85 may fall below 50.
- ❧ Mr Modi is the supreme leader of the party at present. In case of emergence any parallel power centre within the party, there may be a considerable fall in the Balance Sheet Score.
- ❧ Development has an overall weight of 24 in this Balance Sheet (8 under Relevance of Parameters and 16 under Differentiation Quotient). BJP's score is 15.5. **That's not a bad score considering the overall economic environment World Wide.** But what if BJP is not able to improve its score on Development, and Opposition is able to make Development as the most relevant parameter in next elections? As mentioned earlier, BJP/ Government should create/improve mechanisms to ensure higher success rate for new small enterprises. This will lead to successful generation of Self-Employment.

Future Assignments



I am in the process of preparing Marketing Balance Sheets of Interesting Public Personalities, Politicians, Political Parties. Any Organisation/Individuals interested in their Customized Marketing Balance Sheets can contact me at 91-9878904347, expedient33@gmail.com.

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Thanks and Regards

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