

# Dushyant Chautala's Marketing Balance Sheet



Based on  
Kujnish Vashisht's  
Marketing Balance Sheet Model

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# Introduction



Dushyant Chautala is a leader and founder of Haryana's newly formed Jannayak Janta Party (JJP). He is Chaudhary Devi Lal's Great Grand Son, and is a former M.P of Lok Sabha from Hisar.

This document describes the Marketing Balance Sheet (Mini Version) of Dushyant Chautala, and is based on Kujnish Vashisht's Marketing Balance Sheet Model.

# Defining the Product



Dushyant Chautala, Young Politician belonging to a famous Political family of Haryana, who has recently formed a new Political Party JJP after he was expelled from INLD by his Grand Father Sh Om Parkash Chautala. He is 31 years old, and was Youngest Parliamentarian in the History of Indian Parliament when he was elected to Lok Sabha in 2014.

# Marketing Parameters for Dushyant Chautala



Personality Quotient

Connect Quotient with the Supporters

Connect Quotient with the General Public

Politician's Position in the Party

Politician's Party Position

Differentiation Quotient

Brand Equity

Promotion Quotient

# Weightage of Various Marketing Parameters applicable in this Marketing Balance Sheet



Individual Weightages out of 100

Personality Quotient (10)

Connect Quotient with the Supporters (10)

Connect Quotient with the General Public (15)

Politician's Position in the Party (5)

Politician's Party Position (15)

Differentiation Quotient (25)

Brand Equity (10)

Promotion Quotient (10)

# Personality Quotient Score



Parameters used for measuring Personality Quotient were Dushyant Chautala's communication skills, his activities in Parliament, his performance during Public rallies, his performance during Press Conferences, his Physical appearance and his Public Conduct. He scores a high 7.8 Personality Quotient Score out of 10. This score goes to Asset Side of his Marketing Balance Sheet.



# Connect Quotient with Supporters



Since this is a Mini Balance Sheet, secondary information was used to measure Dushyant Chautala's Connect Quotient with Supporters. This quotient only measures the extent of connect of a Politician with his supporters and is not an indicator of the Volumes. If a Politician scores high on this quotient, he has the Potential to increase the quantum of Supporters in his favour. Based on various sources of secondary information, opinions and his Social media accounts, Dushyant Chautala Scores a 7.1 on this parameter out of 10. This Score goes to the Asset side of his Marketing Balance Sheet.

# Connect Quotient with the General Public



This Parameter measures the Potential of a Politician to become the leader of the masses. Some of the high scoring Politicians on this front in India's Political History are Dushyant's own Great Grandfather Chaudhary Devi Lal, Nehru, Indira Gandhi, Atal Bihari Vajpayee and our PM Narendra Modi. There are various stages of Connect Quotient with General Public in the Life of a Politician which are Introductory, Growth, Maturity and Decline. Dushyant Chautala is still in the Introductory Stage, and scores a basic 7.55 out of 15 on this parameter. He has age on his side, and generally, Connect Quotient gets an immediate uplift when a Politician either assumes the role of Prime Opposition Leader, or gets an important post in Government. Dushyant Chautala has potential to increase this score by assuming the role of Prime Opposition Leader from now till Haryana Assembly Elections 2019. This current score of 7.55 out of 15 goes to Asset Side of his Marketing Balance Sheet.



# Politician's Position in the Party



JJP is a new Political Party, not even one year old, a Regional Party, and yet to make its mark on Haryana's Political Horizon. That's why only a weightage of 5 points has been granted to this Marketing Parameter. Dushyant Chautala is at present the Prime Leader of his Party, and gets a high 4.5 out of 5 on this Parameter. This goes to Asset side of his Marketing Balance Sheet

# Politician's Party Position



JJP is a new Party, but has a history of Pre-existence because most of its support base comes from INLD. Positioning Strategy of the party is still not clear and supporters are yet to make a distinct image of this party in their mind. The positive here is the association with Arvind Kejriwal's AAP. However, even AAP is a newcomer in Haryana, and thus doesn't score high on this marketing parameter. Even the parent party INLD is on the decline curve, and traditionally has its support base in Semi-urban and rural areas. Considering all the Marketing Sub-parameters, division in the support base and related Political equations (considering Modi Phenomenon also), JJP, Dushyant Chautala's party scores only 5 out of 15 on this front. Thus. Party consolidation is the key to improving Dushyant Chautala's Marketing Balance Sheet Score. This score of 5 on 15 is less than par, and thus goes to Liabilities side of Marketing Balance Sheet.

# Differentiation Quotient



This Marketing Parameter enjoys the highest weightage of 25. Be it a Political Party or Be it a Business Enterprise, key to success in this modern day Social and Business Environment lies in identifying and adopting meaningful differentiators. Importance of meaningful differentiators gains more importance in case of new Politicians and new Political Parties. An important clarification here is that Differentiation is a dynamic term in the sense that what is different today becomes a non-differentiator when it fails to impact your Target Segment in the same manner, or when others also start adopting the same differentiators. After analysing the secondary information pertaining to all the Marketing Parameters of Dushyant Chautala and JJP, the score is 10 out of 25. This means that if Dushyant Chautala intends to create a distinctive Position in Haryana Politics, he has to work on identifying and adopting meaningful differentiators. This score of 10 goes towards Liabilities section of Marketing Balance Sheet.

# Brand Equity



Parameters used to measure Dushyant Chautala's Brand Equity were Brand Awareness, Brand Preference, Financial Metrics, Output Metrics, Voter's Perception, and Competitive Metrics. Secondary information available from Urban, Rural and Semi-Urban areas was used to measure his Brand Equity. It should be noted that Brand Equity of a Politician is also closely linked with Brand Equity of his Political Party. Considering all the above factors, the overall Brand Equity score of Dushyant Chautala is 4.1 out of 10. This goes to liabilities side of his Marketing Balance Sheet.

# Promotion Quotient



Parameters to measure a Politician's Promotion Quotient are the level of his presence in Television and Print Media, his presence on Social Media, and the level of impact paid promotions create in a particular time period. Overall score of Dushyant Chautala on this parameter is 4.2, which goes to Liabilities side of his Marketing Balance Sheet.



# Adjustment of Liabilities score



According to Kujnish Vashisht's Marketing Balance Sheet model, since Liabilities score is a negative score, it should be subtracted from the par score (50% of maximum score of that Marketing Parameter) to get the adjusted Liabilities score. After making this adjustment, the total adjusted Liabilities score of Dushyant Chautala is 6.7



# Overall Marketing Balance Sheet Score for Dushyant Chautala



**Asset Score of Dushyant Chautala is 26.95 and his adjusted Liabilities Score is 6.7. Net Marketing Balance Sheet Score for Dushyant Chautala is 20.25 out of 100.**

Note: Since this is a Mini version of Marketing Balance Sheet, results may vary when the comprehensive version of this Balance Sheet is constructed. In comprehensive version, Marketing Parameters, their weightage, and the scores on Marketing Parameters are all based on comprehensive Market Research. It should also be noted that this is not a standard format for constructing Marketing Balance Sheets for all Politicians. As stated clearly in Kujnish Vashisht's Marketing Balance Sheet model. Marketing Parameters are dynamic in nature and may vary from case to case basis.

# Analysis of Dushyant Chautala's Marketing Balance Sheet



Overall score of 20.25 out of 100 is not a good score, but since most of the liabilities resulted from external factors, decent gains can be made in a short span. When a party and politician both are new, differentiation is the key to success. Arvind Kejriwal and his AAP are a perfect example of how to use differentiators to make rapid gains in Politics. A word of caution here is that in case of Dushyant Chautala, these differentiators should be Haryana Specific. Also, a major factor of Poor Balance Sheet score is the total non-presence in Urban areas. With rapid inroads by digital space in rural and semi-urban areas, texture of population is tilting towards Urban phenomenon. Thus Dushyant Chautala needs to bring some out of the box ideas to make an impact on Urban population. Identifying the right kind of differentiators, and then making them a part of the Marketing Strategy will have a ripple impact on Dushyant Chautala's Brand Equity, Position of his Political Party, his connect with the masses, and his Promotion Quotient

# Recommendations for Dushyant Chautala



We recommend the following to Dushyant Chautala:

- 1) Complete Marketing Audit of all the Marketing Activities of his Political Party
- 2) A Strategic Marketing Plan which Identifies and introduces meaningful differentiators in JJP's Political Strategy. This Strategic Marketing Plan should also suggest some out of the box strategies to create rapid inroads into Urban areas
- 3) Effective implementation of Strategic Marketing Plan with complete involvement of Party cadres and booth level workers

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