

21st century COVID political marketing

PhDr. Matěj Trávníček

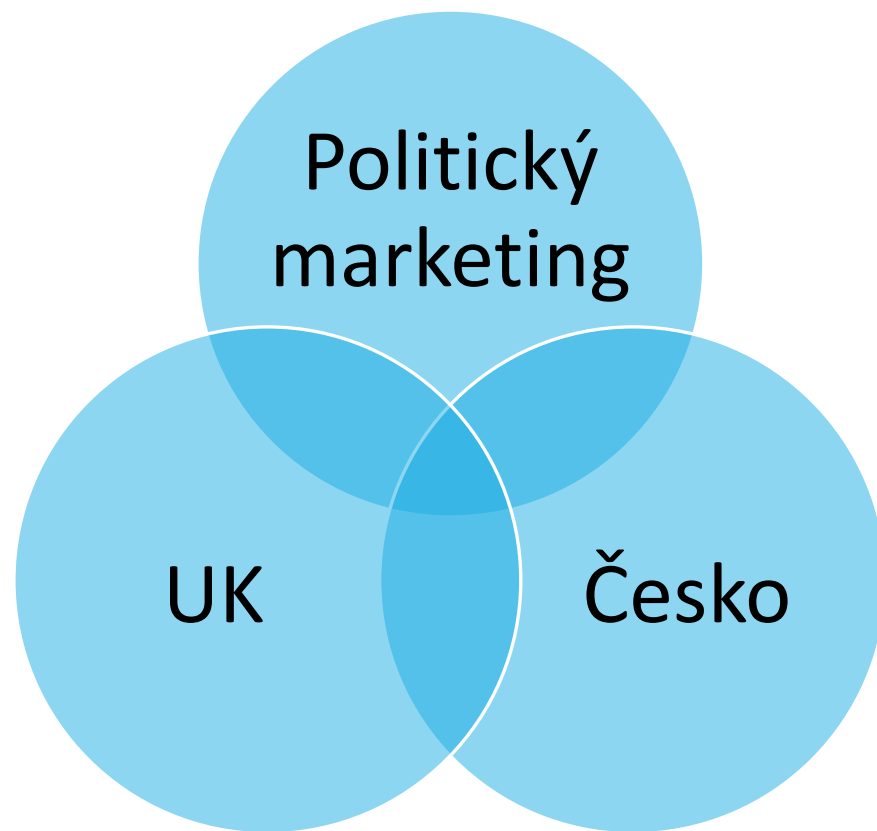
FSV UK, 3/3 2021

Kdo jsem?

- od 2019 – Conservative and Unionist Party, Conservative Campaign Headquarters (CCHQ), Digital team
 - GE 2019
 - Leadership election 2019
 - 2021 místní a regionální volby (London, West Midlands, Manchester, PCC, Tees Valley, Skotsko)
- 2014 – 2019 – Kingmakers s.r.o.
 - Politický marketing
 - Sněmovní volby 2017 – Jan Skopeček, Vojtěch Munzar, Václav Klaus ml.
- 2008 – 2012 – Hlavní kancelář ODS
- Absolvent FSV UK
 - 2013 (PhDr. – komparativní politologie)
 - 2012 (Mgr. – politologie)
 - 2010 (Bc. – politologie a mezinárodní vztahy)



O čem to dneska bude?



Základní rozdíly mezi UK a Českem

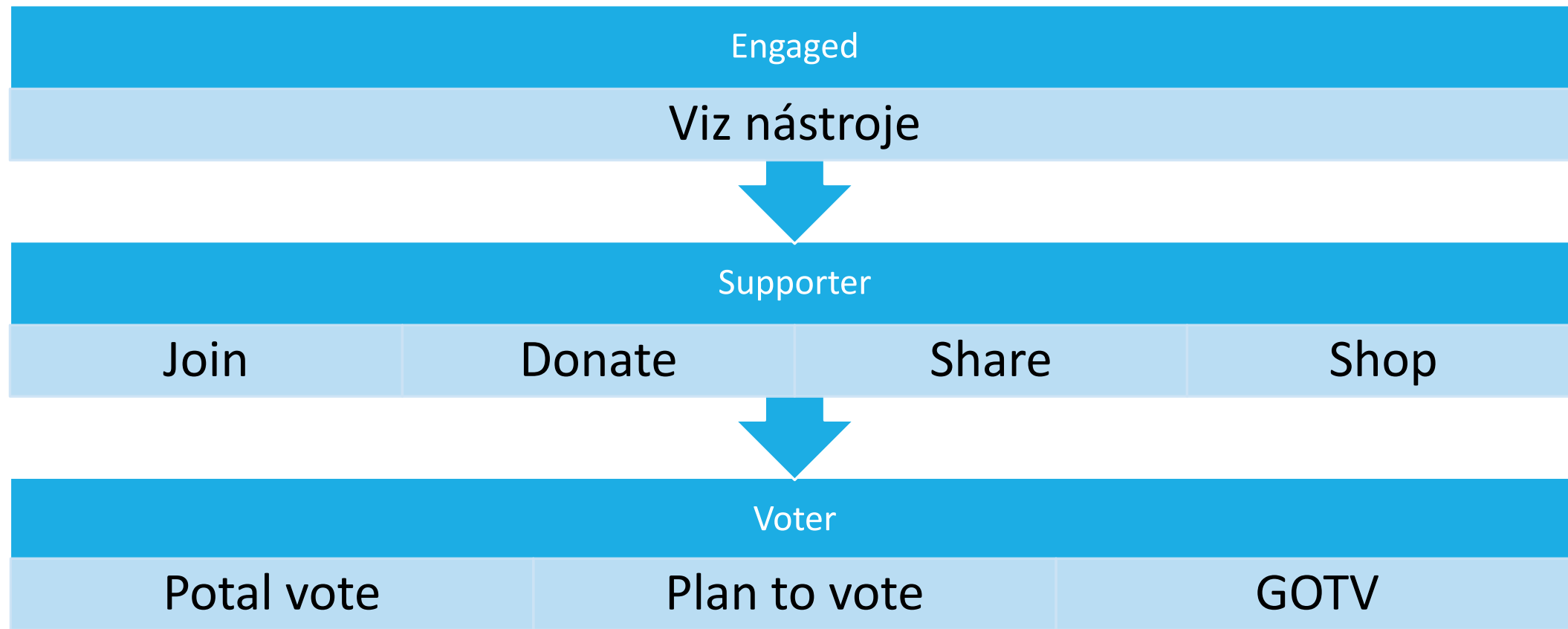
1. Data, data, data – viz electoral register
2. Vyšší míra elektronizace
3. Odlišný charakter členství a struktura stran
4. Nižší byrokracie – viz dary, petice, ÚDHPSH
5. Vyšší ochota podílet se na politickém životě země

Poznámka: Nevím, jestli je vůbec ta britská „best practice“ přenositelná.

Nástroje

- Web
- Social (Facebook, Twitter, Instagram, Youtube + WhatsApp, TikTok a další)
 - Organic
 - Paid
- Email
- Direct mail
- Telefon, SMS
- Canvassing, door-to-door etc.
- Outdoor

Odlišný přístup ke komunikaci



Jak se to projevuje v praxi?

PŘÍKLADY



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A New Leadership

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GET THE LATEST FROM LABOUR

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Postcode

KEEP ME UPDATED

We'll email you about campaigns, events and opportunities to get involved. You can manage your preferences or unsubscribe at any time by contacting enquiries@labour.org.uk. Find out more about [how we use your information](#).

Chip in to power our campaign

£3

£10

Other



Čau lidi, tohle jsem pro vás natočil narychlo ještě před Primou

Andrej Babiš • Follow



Share



ČSSD

Váš email

Odebírat newsletter ČSSD

J. Maláčová: Nová
„izolačka“ – pro lidi v
karanténě na 14 dní 100%
náhrada příjmu



Přehrát video

Tisková konference ČSSD v Lidovém
domě 1. 3. 2021

Tisková konference v Poslanecké
sněmovně 2. 3. 2021



Kalendář akcí



Váš e-mail pro odebrání novinek

ODESLAT



REGISTRACE



ZAPOJTE SE



ARGUMENTÁŘE

TOP 09

MY.TOP09



KAREL SCHWARZENBERG | M. PEKAROVÁ ADAMOVÁ

CZ | ENG



MENU

NEJVYŠŠÍ ČAS

COVID-19

STAŇTE SE ČLEMEM

AKTUALITY

KDO JSME

CO DĚLÁME

PROČ NÁS VOLIT

REGIONY

KONTAKTY




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Souhlasím


Více informací




 Pirátské listy

 E-shop

 Připojte se

 Dary

 Sněmovna



[AKTUALITY](#) / [PROGRAM](#) / [O NÁS](#) / [PARLAMENT](#) / [PŘIPOJ SE](#) / [KONTAKT](#)

Hledaný výraz



ZA PĚT DVANÁCT

Plán cesty ven z koronakrize



STAROSTOVÉ
A NEZÁVISLÍ



Regiony



Naši lidé



Sněmovna



Dary



GLOBAL BRITAIN TRADE SURVEY

TAKE OUR OFFICIAL GLOBAL BRITAIN TRADE SURVEY

"Last year, we proved the
Daysiders wrong."

We left the EU having
signed a free trade
agreement with zero
tariffs and zero quotas.

We took back control of
our laws, borders, money,
and trade.

We agreed trade deals
covering 63 countries
accounting for £985
billion of UK trade.*

1. We secured a trade deal with the EU
which fully delivered on our promise to
take back control of our laws, borders,
money and trade. Do you support this
historic deal?

☐ Yes ☐ No

2. Since we left the EU Britain has
struck trade deals with 64 countries,
plus the EU, worth almost £900bn. Do
you support the job we've done in
securing these agreements? *

☐ Yes ☐ No

3. We've applied to join the CPTPP -- a
dynamic trade partnership of 11 Asia
Pacific nations, including Canada,
Australia and New Zealand, which
accounts for £9 trillion in trade. Do you
support our application? *

☐ Yes ☐ No

4. Which country do you think it's most
important for the UK to strike a trade
deal with?

Country

Now that we have reclaimed our
independence, we're committed to only
do deals which benefit the whole UK.
Do you support this red line?

☐ Yes ☐ No

First Name: *

Last Name: *

Email: *

Postcode: *

Why do we ask for this?

☐ I agree to the Conservative Party
and the wider Conservative Party
using the information I provide to
keep me updated via email about the
Party's campaigns and opportunities
to get involved. There will be an easy
way to opt out of future messages
with each one. For more information
on how we handle your data and
your rights please see our [Privacy
Policy](#).

SUBMIT SURVEY

Conservative Party. Promoted by Alan Marshall on behalf of the Conservative Party both at 4 Millview Manor Street, London, SW19 1HQ
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STOP THE MAYOR'S CONGESTION TAX

Greater Manchester Mayor Andy Burnham is planning to hit
drivers with a crippling tax.

His congestion tax plan will cover the **WHOLE** of Greater
Manchester. Every city, every town, every road,
everywhere.

✗ **Crippling small businesses that use
vehicles for work.**

✗ **Punishing the self-employed.**

✗ **Hitting jobs hard.**

At a time when we need people back in work with wages in
pockets, to help secure jobs.

There is a way we can work together to deliver cleaner air
and reduce congestion - but Mayor Andy Burnham's plan
isn't it.

We can tell him to think again.

**SIGN THE PETITION - TELL THE MAYOR TO STOP THE
CONGESTION TAX.**

*I call on the Mayor, Andy Burnham, to
scrap his plans for a Congestion Tax
across Greater Manchester.*

First Name

Last Name

Email

Postcode

Why do we ask for this?

This petition will run until the Mayor of Greater Manchester
reverses his decision to charge vehicles across Greater
Manchester as part of clean air zone proposals. This petition
will be presented to the Mayor of Greater Manchester with the
names and postcodes of all petitioners. We may send you
updates on this issue, but your details will not be added to any
other mailing list, but if you would like us to keep in touch with
the Conservative Party, as well as its campaign for the Greater
Manchester Mayor please tick the box below. If you would like
to withdraw your name please email laura@laura-evans.co.uk

☐ Please tick this box if you would like to stay in touch with
the Greater Manchester Campaign and receive future
messages from the Conservative Party and the Wider
Conservative Party. You can unsubscribe at any time.

Sign the petition

**Laura Evans, our Conservative candidate for Mayor has a better plan for clean air - working with
communities and businesses to ease congestion.**

Find out more about Laura's
plan to cut congestion.

Share on Facebook

Share on Twitter

Promoted by Matthew Littler on behalf of Laura Evans, both of Greater Manchester Conservatives, Office 70, Atlantic Business Centre, Atlantic
Street, Altrincham, WA14 5NQ.
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Build Back Better



Amount



Details



Payment

Donate £50.00 - Payment



Pay with card



Card Number

.....

Expiration Date (MM/YY)

MM/YY

CVV (3 digits)

...

Postal Code

[Choose a different payment method](#)

Donate £50.00



Matej,

A week today I'll deliver my second Budget as Chancellor, setting out the next phase of our economic response to coronavirus.

[Just two days later I'm inviting you to join me and William Hague, my good friend and predecessor as an MP, for our next Conservative Grassroots Fundraiser.](#)



Chip in ANY AMOUNT to RSVP

This is the first time we've hosted a post-Budget event like this. And I'm excited to be answering your questions directly on everything from the Budget to how we're continuing to deliver on your priorities and the crucial elections we have coming up in just 10 weeks.

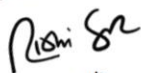
[So Matej, as a top supporter I hope you'll chip in whatever you can to RSVP >>](#)

RSVP: Attending

Grassroots contributions fuel our Party, making your support and events like this absolutely crucial as we build back better and deliver your priorities.

I hope to see you next week for what I know will be a fantastic event.

Thank you,



Rishi Sunak
Chancellor of the Exchequer

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Friend,

On Tuesday an NEC disciplinary panel found that there was no case for Jeremy Corbyn to remain suspended and that he should be reinstated immediately.

But yesterday Keir Starmer decided he didn't like the outcome of the panel and that he would take matters into his own hands by refusing to reinstate the Labour whip to Jeremy Corbyn - in effect, locking him out of the Parliamentary Labour Party. This is a **staggering instance of political interference without any precedent.**

Starmer's decision to remove the whip from Jeremy Corbyn is a **political attack on the left, not a disciplinary issue.** This attack undermines the fight against antisemitism by turning the report into a **factional football.**

[That's why we've launched a tool that makes it easy to email Keir Starmer directly demanding that he restores the whip.](#)

Send a message to the leadership now

Email Starmer

This not just an attack on JC - **this is part of a wider anti-democratic crackdown** on the left, which has included attempts to gag CLPs and suspend members who dissent from the decisions of the leadership.

The NEC victory showed us that there is a **clear socialist majority amongst the membership.** No matter how much the right wing clique around the leadership wants to get rid of the left, **they can't remove the whip from our movement.**

The crises of the 21st century demand socialist responses. Our political and economic system is out of control and sliding towards chaos. Ordinary people are being thrown to the wolves whilst the ultra-rich become ever more insulated from the reality of everyday life. That's why our party needs to be fighting for a transformative vision: from well paid green jobs to proper investment in our local hospitals.

But emailing alone is only one small step towards fighting back against this anti-democratic crackdown. Before the end of the week, we will be publishing a **fuller strategic plan** on the road ahead.

[We need to stand united against this attack on the left. Momentum is the leading organisation for socialists within the Labour Party. If you're not already a member, can you join today?](#)

We're stronger together

Join Momentum

This is a difficult time for the left - but if we stay united, we can make our socialist majority count and build a movement that can shape the future of our Party.

In Solidarity,

Team Momentum

Momentum · 149 Fonthill Road, Finsbury Park, London, N4 3HF, United Kingdom

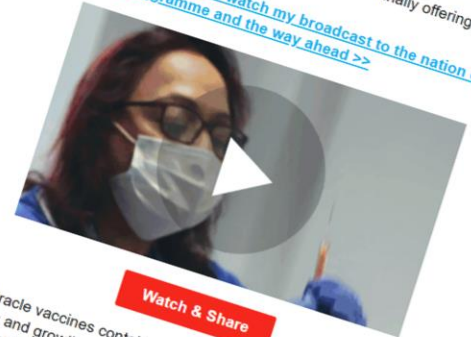
This email was sent to wendy.cartmanovich@protonmail.com. To stop receiving emails, [click here](#)

Matej,

I want to take this chance to talk to you about our Covid-19 vaccination programme.

The needles going into our arms in the hundreds of thousands. Saving lives, protecting the people we love and finally offering the prospect of real hope.

[Please take a moment to watch my broadcast to the nation on our vaccination programme and the way ahead >>](#)



Watch & Share

These miracle vaccines contain a lesson about our future as a country, about jobs and growth and skills and how we were going to learn from this pandemic and build back better.

They are in a nutshell the formula for our country's prosperity in the years to come.

A strong and active government investing massively in science and technology, coupled with a dynamic enterprise economy, working together to benefit every corner of the UK.

[They show us the way ahead.](#)

[So Matej, I hope you'll watch my broadcast at this pivotal moment for our country >>](#)

Thank you,



Boris Johnson
Prime Minister

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E-shop – příklady

Land of Hope and Glory Tote Bag



£9.99



Land of Hope and Glory Tea Towel



£12.99



Limited Edition: Exclusive Got Brexit Done Print



£56.00 ~~£70.00~~



Official Got Brexit Done Magnet



£6.00



Budoucnost?

1. Svět bude více a více online

- Vyrůstá online generace – Generace Z a Alpha už budou brzy volit
- Starší generace jsou čím dál víc komfortní s užíváním on-line služeb
- Pandemie COVIDu tohle jen urychlila a prohloubila

2. Nové platformy

- TikTok, Clubhouse, Twitch a další

3. Nová regulace

- Socials = platformy nebo vydavatelé?
- Cenzura a politický bias

4. Prohloubení potřeby specializace

- Nutnost dedikovat více zdrojů
- Příležitost i hrozba



Welcome

THE FUTURE
IS NOW

Děkuji za pozornost

Pojďme diskutovat.