

Press review Week n°3

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« People » President, Marketing drifts of N. Sarkozy



Nowadays, with the emergence of Media's strength becoming a real actor of the political game, politics are turning into communication and image awareness.

This phenomenon is taking place worldwide, as we all saw last week with press review of Ms. Celestin and Mr Leobon and Darolles about political marketing in the US presidential elections. Television and press magazine convey images like never before of our president elected with 53% of French voters on last May: Nicolas Sarkozy.

With the increase of Medias power in our country, politics tend to become product marketing icon of French electors market.

Nicolas Sarkozy, with the strategy of "Story telling", a marketing strategy based on massive

communication means, keeps a strong control on his image towards French people. Big controversy results of the huge changes related to personification of the presidential power in France.

The article of "L'express" emphasizes on drifts of political marketing sarkozy. Indeed, with his private life becoming public, N. Sarkozy is reinventing the framework of presidential function. The stake is to know whether institutions are getting modernized or drifts are being made. On the communication point of view, the strategy of political message is based on a democracy in live (this is the process of story telling, as Jacques Seguela said, ex- famous advisor of President Mitterrand).

With this principle of story telling or live democracy words are translated by images, teasing with a satisfaction of consumers needs. We are moving from general speeches with "De Gaulle" style, very conventional aspects of politics as an ideology, to pragmatism and proximity. Drawbacks of this brand new political approach of hyper presence on chessboard are some drifts and borderline

behaviour with way of living and differentiation between the man and the president.

Aviator Ray Ban, Top model stars and singer girlfriend could be considered as part of the packaging of the product. Purchasing power, rupture policy, economic growth, end of 35 working hours a week is the content. Special advisors of his cabinet, Claude Gueant, Henri Guaino, are his Research and Development Team, brainstorming on new ideas to introduce on the market. His government with ministers from the left-wing is also part of the marketing mix.

And finally, the famous sentence “Working more to earn more”, is the baseline of a all new concept doing politics in France.

“Nicolas Sarkozy and the communication” written by Claire Artufel and Marlène Duroux (ed. Pepper) in 2006, illustrated a brilliant analysis of the candidate Sarkozy. Some people consider his communication very professional and efficient; others only see demagogy and populist drifts. With this political communication in live fairly new in our conservative country, a rigorous analysis on the subject could give us the mains characteristics of President’s methods:

-Upstream preparation of the mediatic ground, scenario of political life under the angle of personal and passionate saga.

-Activism for communication contrary to his predecessors and he assumes it.

-Paralysis of analysis and following of public action.

In a nutshell, it seems that candidate Sarkozy was not so far from the President Sarkozy, regarding similarity of its marketing / communication strategy before and after the elections. Therefore, he is in continuous campaign.

After more than 6 months after his arrival to Elysée, here are a brief overview of the strengths and weaknesses of the President Sarkozy in public opinion.

<p><u>Strengths:</u></p> <p>Physical and verbal proximity: he’s active, on the field</p> <p>The way to express compassion and comprehension toward society</p> <p>Steadiness, reactivity</p> <p>The fact of assuming its ideas and ambitions, breaking “taboos”</p>	<p><u>Weaknesses:</u></p> <p>Criticism on its real capacity of change and reforms</p> <p>Governmental omnipresence that could bother a part of the opinion.</p> <p>Political bargaining and real politic (Lybia and Khadafi, Russia and Putin...)</p> <p>Narrow relationship with mediatic power and CEO of some French firms</p>
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<p>A politics out of the system, but a man in the system</p>	<p>(Bouygues, Lagardère, Arnault..) that could be judged as insane.</p>
<p><u>Opportunities</u></p> <p>Presidency of European Union</p> <p>France a strong role in the European Process</p> <p>Strong political and symbolic victories: 35 hours and extra hours, university autonomy, special regime.</p>	<p><u>Threats</u></p> <p>Medias can be either an elevator or sometime counter power destabilizing for the president</p> <p>Economic situation of the country (Weak growth rate, debts increasing)</p> <p>French moral, conservatism and rejection to reformism</p>