

# next tuesday afternoon

february 12, 2008

Having spent the better part of the last three weeks with a lower spine injury, let's just say that I'm really up to speed with the various presidential primaries, as the writer's strike has rendered regular television fare a distant dream. Instead, many of us have been closely scrutinizing the Democratic and Republican candidates for the presidency.

Although Barack Obama has enjoyed popular ground-level support for some time, I didn't really see what all the to-do was about after watching him in all of the debates. His best performance was the debate in Los Angeles late last month. He appears to be very intelligent, young, thoughtful and somewhat sensitive. It wasn't until his sweep of all the primaries this past weekend that I began to really understand his appeal. He was stumping at a high school in Alexandria, Virginia in front of what appeared to be a very large crowd. Watching and listening to him, it became evident very quickly that he is a very powerful communicator. The inspiration he provides is on the level of John or Robert Kennedy, Ronald Reagan or Bill Clinton.

The Obama campaign has also achieved something never before seen in American politics. Not only has he popped the apathetic bubble of younger generations, he's also capitalizing by collecting small campaign contributions versus large ones. His website makes contributions as small as five dollars an easy transaction. This way, he can ask for more if the war chest starts to run dry.

Another unique feature of his campaign is the realization that effective communication of his platform cannot be accomplished in 30 second tv spots, and the irritating, but probably necessary yard signs and bumper stickers. Instead, campaign organizers have made large investments in Facebook and MySpace, as well as other popular Web portals. They also recognize that negative campaigning is "out" and that focusing on the positive is "in."

Seeing the landslide numbers for Obama over the weekend reminded me (again) just how much change is going on, and that the growth of marketing and communications efforts will be online for a long time to come.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at [OneAlliance.com](http://OneAlliance.com) and I'll be back next Tuesday afternoon.

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