

# Barack Obama Presidential Campaigns



20142551 이지원  
20122583 이진곤

# BARACK OBAMA PRESIDENTIAL CAMPAIGNS



2008 Advertising age's marketer of the year

2009 Cannes Titanium Integrated Grand Prix

#### How they voted

Marketer	% of votes
Obama	36.1%
Apple	27.3%
Zappos	14.1%
Nike	9.4%
Coors	8.7%
McCain	4.5%

Source: Meridia ARS

# NETROOTS

Internet + Grass-roots Democracy

political activism organized through blogs and other online media,  
including wikis and social network services.



Politics with Web 2.0 (Campaign 2.0)

# CAMPAIGNS USING WEB 2.0

- Web “My Barack Obama”

EN ESPAÑOL

**OBAMA'08**

**"I'M ASKING YOU TO BELIEVE.**  
Not just in my ability to bring about real change in Washington... I'm asking you to believe in yours."

**GET INVOLVED**  
SIGNUP FOR EMAIL UPDATES

Email Address:

Zip Code:  **SIGN UP**

LEARN ISSUES MEDIA ACTION PEOPLE STATES BLOG STORE **DONATE NOW**

February 7

**TOGETHER WE CAN**  
HELP THE VICTIMS  
of the SOUTHERN STORMS

Our Moment is Now - Feb 07

Help the storm victims

Senators Kennedy Endorse Barack

Obama Wins SC

Who Can Win in November?

Yes We Can A

**MEET BARACK OBAMA**

**MAKE A DIFFERENCE**

- Find Events
- Make Calls
- Register to vote
- Volunteer

**OBAMA BLOG**

FEBRUARY 6, 2008

**Obama Wins Super Tuesday: Wins Most States, Wins Most Delegates**

Campaign Manager David Plouffe... By winning a

OTHER STORIES

Feb 07 Let's hit the phones...

Feb 07 Stand for Change with Barack in Seattle Tomorrow!

**NATIONAL VOTER PROTECTION CENTER**

LEARN MORE

**David Gillis** Logout | Account | Password

**MY PROFILE** Edit Profile

Create Your Profile

**MY POINTS** Points Detail

40 points, 266442<sup>nd</sup> place - tied (only 1 point more to move up)

Latest Actions:

+5pts	Logged in on 03-20-2008	03:00
+5pts	Logged in on 03-17-2008	03:17
+5pts	Logged in on 03-10-2008	03:10

View More -

**MY BLOG** Manage Blog

Manage Your Blog

**MY NETWORK** Manage My Network

Read old message(s)!

Compose a Message

Invite your Mends to join

**FUNDRAISING**

You have not yet created your fundraising campaign.

Signup now +

**MY EVENTS** Manage Events

Events I've Created

Plan an Event

Events I'm Attending

Signup for an Event

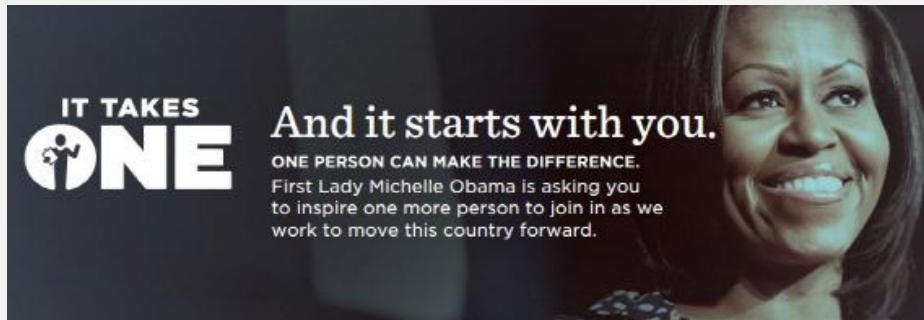
**my.BarackObama**

- My Dashboard
- My Neighborhood
- Friends
- Events
- Messages
- Groups
- Fundraising
- My Blog

- Chris Hughes (Facebook co-founder) was hired.
- Members can build personal blogs and networks.

## CAMPAIGNS USING WEB 2.0

- Web “It takes One” Campaign



- Barack Obama's micro-page 'It Takes One'
- The goal is to encourage supporters to have only one neighbor per campaign.
- This new campaign is part of Obama Camp's new Mobilization to mobilize grassroots advocates and raise new voters.

# CAMPAIGNS USING WEB 2.0

- SNS (Facebook / Twitter)

facebook

Search

Home Profile Find friends Account

**Barack Obama**  
Politician

Wall

Barack Obama  
Booker T. Washington has proven why we can't accept excuses—any excuses—when it comes to education. In the United States of America, we should never accept anything less than the best that our children have to offer.

President Obama's Commencement Address at Booker T. Washington High School  
[www.whitehouse.gov](http://www.whitehouse.gov)

Booker T. Washington High School was one of hundreds of applicants to the Commencement Challenge, and won by a public vote. The President visited today to deliver their commencement address.

41 minutes ago · Like · Comment · Share

144 people like this.

View all 1,153 comments

Write a comment...

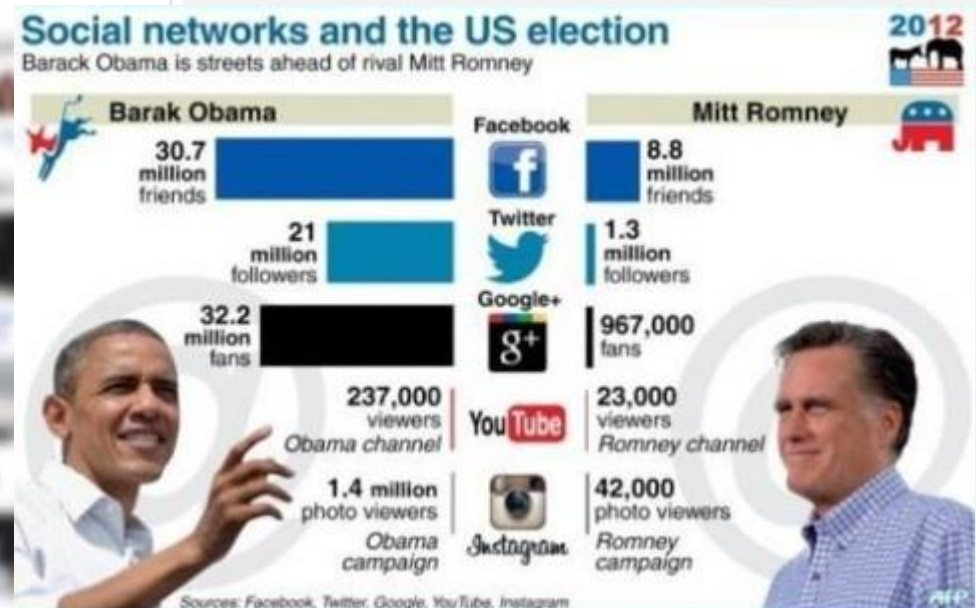
20,433,334 people like this

Aslan Americans & Pacific Islanders for 2012

Michelle Obama

Weekly Address: Expanding Responsible Oil Production in America  
[www.youtube.com](http://www.youtube.com)

We can save taxpayer's money at the pump by increasing domestic oil production, rooting out fraud and manipulation in oil markets, and





## CAMPAIGNS USING WEB 2.0

- YouTube



- President Obama made a video of his plans after his retirement.
- President Obama communicating with the people until the end of his term.
- Many people watched the video and missed Obama.

# CAMPAIGNS USING WEB 2.0

- Mobile / App (Obama08)

The image displays two screenshots related to the Obama '08 campaign. The left screenshot shows the desktop website with the Obama '08 logo at the top, the slogan "CHANGE WE CAN BELIEVE IN" in large blue letters, and a photograph of the Obama family. Below the photo are input fields for "Email Address" and "Zip Code", a "LEARN MORE" button, and a "JOIN THE MOVEMENT" link. The right screenshot shows the mobile app interface, featuring a dark blue header with the Obama '08 logo and website URL. The main menu includes options: "Call Friends", "Get Involved", "Receive Updates", "News", "Local Events", "Media", and "Issues". At the bottom, there is a "Donate" button and a notification "33 days until Election Day".

- App 'Obama 08' for ios
- Easy access to election information and events



# CAMPAIGNS USING WEB 2.0

- Mobile / App (Obama2012)



- App 'Obama 2012' for ios
- The striking difference with Obama08 is that the 'mobile experience enhancement'
- One-click donate

# CAMPAIGNS USING NEW MEDIA

- In Video Game



# CAMPAIGNS USING NEW MEDIA

- Big Data

인문학교양 / 비즈니스경제 / How To / SNS / 검색인터넷 / 빅 데이터 / 신기술미래 © 2012.11.15

## 분석 | 버락 오바마의 승리, 그 뒤에는 빅 데이터가 있었다

Mike Lynch | Computerworld

그들의 캠페인은 모든 개인의 모든 정보는 측정될 수 있으며, 모든 측정 된 정보는 예측 분석에 활용될 수 있다는 가정 아래에서 단순히 유권자를 찾아내는 것이 아닌 어떤 유권자가 어떤 형태와 내용의 메시지에 관심을 가지고 설득될 것인지를 예측하며 진행되었다.

오바마 캠프는 (상당한 규모의) 유권자들에 대한 정보를 일원화된 자원 봉사자 시스템으로 구성했고 설득 가능성에 기초해 그 목록을 신중하게 분석하고 정렬했다. 이 시스템에는 개인의 성별이나 나이, 주소, 투표 기록, 등의 정보뿐 아니라 그들에 관련한 소비자 정보 역시 25% 포함되어 누가 온라인이나 우편으로 기부를 할 가능성이 있고 또 누가 자원 봉사에 참여할 의사가 있는지 등을 예측하는데 활용될 수 있었다.

지지자들을 충분히 확보했다고 판단한 캠페인 본부는 기금 모금 및 유권자 결집 작업에 돌입했다. 본부의 데이터 마이닝 팀은 매일 밤 6만 6,000대의 컴퓨터를 통해 선거 진행 방향을 시뮬레이션하며 발생 가능한 위험 상황들을 검토했다. 이 과정에서 그들은 소셜 뉴스(social news) 웹사이트 레드잇(Reddit)과 같이 기존에는 고려되지 않던 소스들까지 분석의 대상으로 끌어들었다.

그들의 캠페인은 클라우드 컴퓨팅이 중요한 역할을 수행한 최초의 사례이기도 하다. 오바마 팀은 그들의 데이터 대부분을 아마존 웹 서비스(AWS)를 통해 구동하고 오픈 소스 소프트웨어와 아마존 서비스들을 활용해 보다 경제적으로 프로그램을 작성하고 다듬을 수 있었다.

오바마 캠프의 사례는 골리앗을 쓰러뜨린 다윗에 비유할 수 있을 것이다. 그들의 경험을 통해 이제는 전국적 네트워크를 통한 값비싼 광고가 아닌 신중하고 세밀하게 타겟팅되어 각 독자에게 전달되는 메시지가 훨씬 큰 효과를 발휘한다는 사실이 증명됐다. 다시 말해 그들의 캠페인 메시지는 단순한 지역, 가구 등의 기준이 아닌 각자의 이해에 따라 세부적으로 분류된 집단들

- Big Data, the new technology was also actively and effectively used
- It was operated economically with cloud computing.

# RESULT

후보자 (당)	모금액	지출 금액	투표 수	투표 당 평균 지출
버락 오바마 (D)	\$ 778,642,962	\$ 760,370,195	69,498,215	\$ 10.94
존 매케인 (John McCain) (R)	\$ 383,913,834	\$ 358,008,447	59,948,240	\$ 5.97
랄프 네이더 (I)	\$ 4,496,180	\$ 4,187,628	738,720	\$ 5.67
밥 바 (L)	\$ 1,383,681	\$ 1,345,202	523,713	\$ 2.57
척 볼드윈 (C)	\$ 261,673	234,309 달러	199,437	1.17 달러
신시아 맥키 니 (G)	\$ 240,130	\$ 238,968	161,680	\$ 1.48

Fundraising for the 2008 United States presidential election (출처:Wikipedia)

민주당 지지층의 온라인 정치참여	오바마 지지자	클린턴 지지자
온라인 청원 서명	24%	11%
제3자에게 정치적 게시글이나 논평 포워딩	23%	13%
온라인상에서 정치자금 기부	17%	8%

출처 : Pew Research Center(Spring 2008)

# RESULT



Kennedy and Nixon's TV debate in the 1960s



# INFLUENCES

## • In Korea

### SNS선거운동 규제 '위헌'...2012년 선거혁명 예고

현재 "인터넷 상 선거운동 제한은 정부 정책 비판 봉쇄"

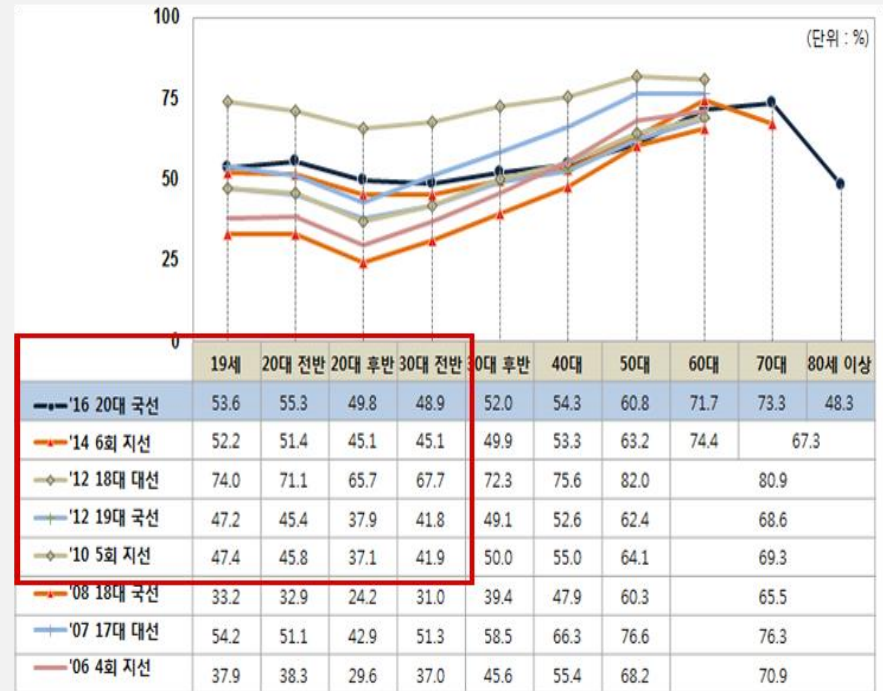
2011년 12월 29일 오후 16:30

의견달기



[채송무기자] 트위터 등 소셜네트워크(SNS) 서비스를 이용한 선거 운동이 가능해져 당장 2012년 총선과 대선에 선거 혁명이 불어닥칠 전망이다.

헌법재판소는 29일 SNS를 이용한 선거운동을 규제하는 근거인 공직선거법 93조1항에 대한 헌법 소원 심판에서 한정 위헌 6, 합헌 2로 한정 위헌 판결을 내렸다.



- The turnout of young people is steadily increasing.

# INFLUENCES

- In Korea



- Many politicians are using SNS such as Facebook, Twitter, and Instagram.
- Political applications also appear.



# INFLUENCES

- In US



Donald J. Trump  
@realDonaldTrump  
President-elect of the United States  
New York, NY  
DonaldJTrump.com  
가입일: 2009년 3월  
사진 및 동영상 1,898개

트윗 34,084   팔로잉 40   팔로워 16,679,185   마음에 들어요 45

트윗   트윗과 답글   미디어

Donald J. Trump @realDonaldTrump · 8시간  
their country (the U.S. doesn't tax them) or to build a massive military complex in the middle of the South China Sea? I don't think so!  
← 6,638   ↻ 8,289   ❤️ 27,827   ⋮

Donald J. Trump @realDonaldTrump · 8시간  
Did China ask us if it was OK to devalue their currency (making it hard for our companies to compete), heavily tax our products going into..  
← 5,740   ↻ 11,725   ❤️ 35,338   ⋮

Donald J. Trump @realDonaldTrump · 9시간  
.@FoxNews will be re-running "Objectified: Donald Trump," the ratings hit produced by the great Harvey Levin of TMZ, at 8:00 P.M. Enjoy!  
← 3,895   ↻ 4,474   ❤️ 18,998   ⋮

Donald J. Trump @realDonaldTrump · 11시간  
The Green Party just dropped its recount suit in Pennsylvania and is losing votes in Wisconsin recount. Just a Stein scam to raise money!  
← 10,613   ↻ 19,070   ❤️ 65,628   ⋮

Donald J. Trump @realDonaldTrump · 18시간  
expensive mistake! THE UNITED STATES IS OPEN FOR BUSINESS

- Trump's "Twitter Politics"
- Get ridiculously motivated and cause accidents.

Ex) Diplomacy and Economic checks against China

- Increasing tension among countries and Peaceful destruction between countries

CAMPAIGN 2.0

Media → Politics



Thank you