

# How to Design Successful Political Campaigns?

## A Strategic Look at the Winning Campaigns in Latin America

---

Santiago Rosero C.  
[zuckorosero@gmail.com](mailto:zuckorosero@gmail.com)

Pamela J. Cruz  
[lipj555@gmail.com](mailto:lipj555@gmail.com)  
CIESPAL



The book "Successful political campaigns" is a joint effort between CIESPAL, Strategos Network Latin America, the Latin American Association of Political Consultants (ALACOP) and the Institute of Political Communication (ICP), which purpose is to integrate some cases on Political Communication in which incorporates the view of four specialists on the several elements, strategies, tactics and actions that have characterized most successful political campaigns, in recent times, in Latin America, in addition to becoming the disclosure text, for all public about the objectives, goals, strategies and characteristics of outstanding efforts in the field of political communication.

Furthermore, the publication makes available to Latin American citizens the knowledge and tools necessary to understand better the way in which political communication affects, to a greater or lesser measure in their choice of representatives and officials, besides shaping a publication that can be used as a text of reference and orientation for all persons connected with politics or with the promotion and diffusion of candidates, campaigns and messages.

This book has been enriched with some complementary elements of interest to readers, such as a rhetorical analysis of some fragments of the speeches, analysis of Tv spots, posters, artwork, marketing strategies and tools, etc. It's also included fragments of interviews to creatives of the campaigns, political leaders, analysts and other relevant persons.

Its authors: Alfredo Lopez Davalos (Mexico-Ecuador), Victor Polanco (Mexico), Carlos Galeas (Colombia) and Alfonso Perez (Mexico) are prominent consultants who have worked for over 18 years in various and important political campaigns and developed communication for local governments of major cities in Latin America.

It's so that this book "How to design successful political campaign?" becomes an important text that should be present in the collection of anyone who like and/or participate in politics. Today it becomes essential to identify the real need to prepare ourselves with theory and technics, to make better decisions, based on methodical and objective analysis of the context and situations in which election campaigns are verified. It is also necessary to have elements to professionalize their work and stop once and for all the myths, traditions and intuitions in which are still based, unfortunately, many efforts deployed in political communication in the region.