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BRANDING NARERENDRA MODI IN DIGITAL AGE

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Introduction :

In the age of Information communication technology (ICT) have impacted on each and every scenario politics is not exception for that web 2.0 technology have given us various ways & means for two way communication over internet with the advent of 3G and 4G technology and smart phone generation the use of web 2.0 technology is have increases and popularize among the youth generation.

Internet political Communication Tool Politicians promote their controlled speech and present their point of view without being interrupted by journalists or by media format limitation. Social media has given privilege to the politicians to post a presumptive political agenda and engage voters around it. It also helps to get the feedback. By means of social media, political parties or politicians can mobilize public and invites them to participate in discussion on some issues of public interest. By using the social media tools, politicians and political parties interact apparently with more efficiently with their supporters, beyond institutional and bureaucratic rigors. Social media is playing a considerable new role in Indian democracy. Presently, political parties are increasingly embracing social media to encourage people. With the changing scenario of Indian Politics, political parties and politicians have found a new way of reaching out to a younger and aspiration population. It is really a long leap from the times when politicians were dependant mainly on posters, cardboard, cut- outs, graffiti, banners and personal canvassing to win over voters. Among major political parties in India, BJP has the biggest charisma in social media. BJP started using the social media even before 2009 general election, which it lost. In 2014 election, several senior leaders viz., Sushma Swaraj, Rajnath Singh, Arun Jaitley, Narendra Modi and many more are on social networking sites. Social media is also credited with helping the new Aam Aadmi Party and its candidate, Arvind Kejriwal, won a surprise victory in Delhi against major political parties.

Bharatiya Janata Party leader Narendra Modi's election juggernaut in the 2014 Lok Sabha polls is an example of how to prepare and successfully implement a marketing and branding campaign. Irrespective of your faith, ideology and voting decision, there has been no escaping Modi. His image and in-your-face messaging have overshadowed all other brands - even that of his own party. This case study looks at the strategy and tactics behind the creation of Brand Modi.

Objective of Study:
To know the influence of web 2.0 technology
To know the branding in politics

3. To know how BJP is making people concentrating on only one person according to their marketing strategy on SSNs

• **Research Methodology:** The study is based on secondary data.

• **Branding Strategies:**

Narendra Modi has been dominating newsprint, airtime and the digital media for quite some time now. Modi's strategy of using social media along with traditional election campaigning tools ensures the cameras are on him. Here are some of modern-day tools that Modi has used to keep the spotlight firmly on him. BJP strength or the ways to us the all election on modi as BJP. In the 2014 Locksabha.

1. Journey Gujrat to India PM : Modi's team faced three main challenges when it set out to project him as the country's next prime minister. One, the three-time Gujarat chief minister was a regional brand trying to go national. Two, the 63-year-old was seeking to connect with the youth considering that this year's election had almost 150 million first-time voters. Modi, who rarely chooses to speak in English, was trying also to connect with the urban, middle-class audience that is becoming more politically conscious. Foreseen the election slogan "HAR GHAR MODI" the brand companion.

2. Dream of becoming a Prime Minister of the world's biggest democracy started taking a shape with the campaign Narendra Modi for PM on January 13, 2010 fb.com/NarendraModi4PM The popularity of Narendra Modi became inevitable 3 years of campaigning to build an image of a perfect PM BJP was left with no other option than selecting him as PM Candidate for General Elections 2014 Ousted senior leaders like L.K. Advani with a silent strategy.

3. Narendra Modi has utilized all the social platforms for creating the desired image Facebook, Twitter, Youtube, Slideshare, Flickr, Pinterest, etc. were effectively used during the campaign. • Social platforms helped him in connecting with masses and establishing two-way communication. • Social Media as an owned platform definitely helped him in disseminating information directly to the masses at any point of time. Optimized use of Social Media In last 3 years NAMO created lakhs of Modi Brand Advocates via social media who worked in mouth publicity online and on-ground during the campaigning.

4. OFFICIAL WEBSITE considering how aggressively Modi campaigning online, it is no surprise that he has several websites — one his own and many from his fans. He is linked with almost every social networking website.

5. MODI 3D EVERYWHERE In December 2012, Modi addressed 53 locations across Gujarat simultaneously. A 3D avatar stood in for him because he could not, of course, be in all places at the same time. This way he pioneered an extensive tour of his state and got into the prestigious Guinness Book of World Record.

6. GAMES ON NARENDRA MODI AND OTHER LEADERS: BJP's prime minister candidate Narendra Modi is also making his presence felt on Android phones. A mobile

game on Narendra Modi called 'Modi run' is available on Google Play store. The game is based on the classic 'Mario' series where Modi is seen crossing hurdles and collecting diamonds at different stages. Interestingly, the developer has named the stages after Indian states. The aim of the game is to reach the ballot and count the votes in BJP's ballot box in the backdrop of Parliament.

7. BLOGGER MODI Through his blog, Modi has managed to offer his views and even share, for the first time, his feelings about the 2002 Gujarat riots under his watch as CM. "I was shaken to the core. 'Grief', 'Sadness', 'Misery', 'Pain', 'Anguish', 'Agony' - mere words could not capture the absolute emptiness one felt on witnessing such inhumanity," in December last year about the riots, which hurt his wider acceptability.

● **Conclusion and Discussions:**

According to David Aaker, American marketing guru and author of several books on branding wrote in an April 2012 blog post that every person has a brand that affects how the person is perceived and whether he or she is liked and respected. This brand, he says, can be actively managed with discipline and consistency over time, or it can be allowed to drift. Modi and his marketing team showed oodles of both once he was anointed the BJP's prime ministerial candidate on September 13 last year. In fact, they had been at it from much before.

Marketing gurus cite the examples of Cadbury, PepsiCo and Coca-Cola that battled problems relating to brand-taint. Cadbury had fought its way out of a controversy related to worms in its chocolates while the two beverages giants faced allegations of pesticides in their colas. "The best way for a tainted brand to overcome a challenge is to not talk too much, but to acknowledge it happened, and then move on," says Samu, the ISB professor. "The more one talks about, the more the memory for that event gets activated among the target market, and they remember it more. The BJP and Modi did not talk about it. Or if they did, they kept it to a minimum,"

With the emergence of Social Media, he enhanced his reach and joined Twitter in January 2009 & Facebook in May 2009 Present Stats: Facebook Users: 100M+ Twitter Users: 18.1M+ Two-way Communication Fan Base Formation Subtle Image Building.,As a leader one is expected to be unbiased. This helps in creating a crystal clear image of a person. Use blogging efficiently and portray the desired image. -1: Congress missed to give detailed views on everything going in country and world this leaves a room for perception. Don't give a chance and allow perceptions to ruin the image. PM was expected to speak on inflation, foreign intrusion, increasing rape cases, etc but the silence spoiled everything. +1: Narendra Modi's blog portrays what he exactly want to convey on every big and small issue. Availability is very important. Everyone expects the leader to be available for them. Social networking helps in being there and listening the problems, views, suggestion and everything that nation wants to convey. It also helps in understanding the views of citizen on particular issue and thus, it gives direction in showcasing one's views. -1: Sonia Gandhi, Rahul Gandhi

and Manmohan Singh, nobody has official verified social profiles on any of the channel. +1: Narendra Modi has presence on every online platform.

According to Archna Shukla also writes about the back up team of Narendra Modi which includes political strategists, backroom boys, campaign strategists & communication managers. And the team that puts it into practical ground includes analytics, the big brains, mind reading team, fanning out people, the mainstream team, the IT people etc.

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