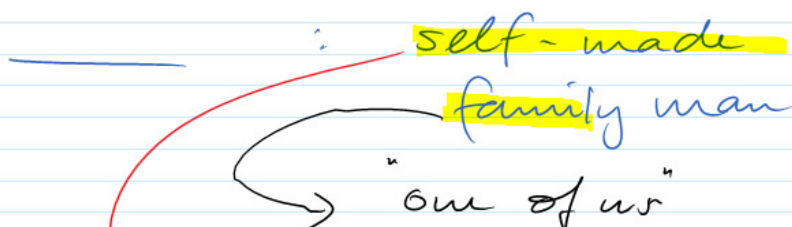


How Obama won the Presidential Elections in 2012

- used **internet** cleverly
 - **facebook** → 3 mio followers
 - ads on internet
 - close link to voters, news
 - donation system
 - **disciplined campaign**
well planned → FACEBOOK!
WEBSITE
 - **money** 650 m. USD
 - 4x as much as opponent
 - highest sum ever raised in campaign
 - lots of "small" donors → Bought air time
 - lots of ads
 - staff - experts
 - volunteers → registration drives
- ⇒ allowed Obama to force opponent to divide (smaller) resources between all states to campaign these

person



responsible
husband

→ - wasn't born
rich

- had to work his
way up

gifted orator

→ work a crowd

→ good at talking to people

good slogan

Yes we can...

change

→ Obama as the

different candidate

- black

- mixed racial
background

- young