

Abstract

The dissertation of “The Campaign of Bangkok Governor Election on March 3rd, 2013 : A Case Study of Police General Pongsapat Pongcharoen” has two objectives.

1. To study the political contexts and their impacts upon the campaign of Bangkok Governor Election on March 3rd, 2013 of Police General Pongsapat Pongcharoen.

2. To study the application of political marketing strategy of the Police General Pongsapat Pongcharoen’s election campaign in terms of forms, substance and methods.

This research is a qualitative research. To analyze the campaign strategy of Police General Pongsapat Pongcharoen, Bruce I. Newman’s political marketing model was used as a conceptual framework. The researcher adopted a qualitative research approach by virtue of conducting documentary studies, field observation, and in-depth interviews.

On the basis of the research conducted, the researcher concluded it as follows:

1. To the extent that contemporary political contexts affected the campaign of Police General Pongsapat Pongcharoen on March 3rd, 2013 tremendously and led to this downfall.

2. Police General Pongsapat Pongcharoen and the Pheu Thai party fully applied and utilized all the political marketing strategies, specifically the 4 Ps, to its utmost in the highly charged and turbulent political contexts. His campaigns covered all the forms, substance and methods.

3. The candidate’s selection process of the Pheu Thai party coincided with the voters’ demands, personalities, skills and experiences. In addition, Pheu Thai party can applied the techniques of polling, product, push and pull marketings, especially candidate’s strengths in public relations and popularity, gave him his advantage throughout the election campaign.

As such, new knowledge for future election strategies emerged from the research. Both the party and the candidate must heed to these five consequences.

1. Political conflict and its impact vs Planning for campaign strategy.
2. Positive campaign strategy under the political conflict.
3. While maintaining its loyal and fervent supporters, new members must be ardently sought after.
4. To fully utilize market forces for the brand loyalty.
5. The candidate's communication skill is a leverage and much more essential than the campaign budget.

As for the Bangkok Governor Election campaign, there is no formula for success – a road to victory. Since various factors affect the elections, each election is unique. Taken together, for this election, the political contexts and the party loyalty play significant roles for victory. Simultaneously, the effectiveness of the party's and the candidate's counterattack remains a force to be reckoned with. Hence, applying the research's new knowledge to the election campaign may trend to be in a positive means.