



## **TO WHAT DEGREE THE PUBLIC RELATIONS CAMPAIGN MOUNTED BY “YELQ” PARTY EXPLAINS THEIR ELECTORAL SUCCESS ?**

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May 2017

# Introduction

- Why Political Campaign
- Research
- Findings
- Analysis

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# Research

- **Qualitative approach**

- ✓ Individual in-depth interviews using an open ended questionnaire
- ✓ Interviewees: candidates and PR members

- **Quantitative approach**

- ✓ Conducted research on data
- ✓ Analysis of the data

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# Findings

- **Innovative PR Campaign Strategies**

- ✓ Philosophy behind calling the bloc "Yelq"
- ✓ Distribution of the candidates' PR in their own regions
- ✓ Reserved the maximum amount of billboards
- ✓ No traditional meetings and massive gatherings
- ✓ Block to block approach
- ✓ Face to face approach

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# Findings: Candidate's success PR Campaign

- ✓ Introduction through using billboards
- ✓ Contact: personal letters with personification and own contact info
- ✓ Repetition
- ✓ Reminder

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# Findings

- **Traditional PR Campaign Strategies**

- ✓ Social media

- ✓ TV

- ✓ Radio

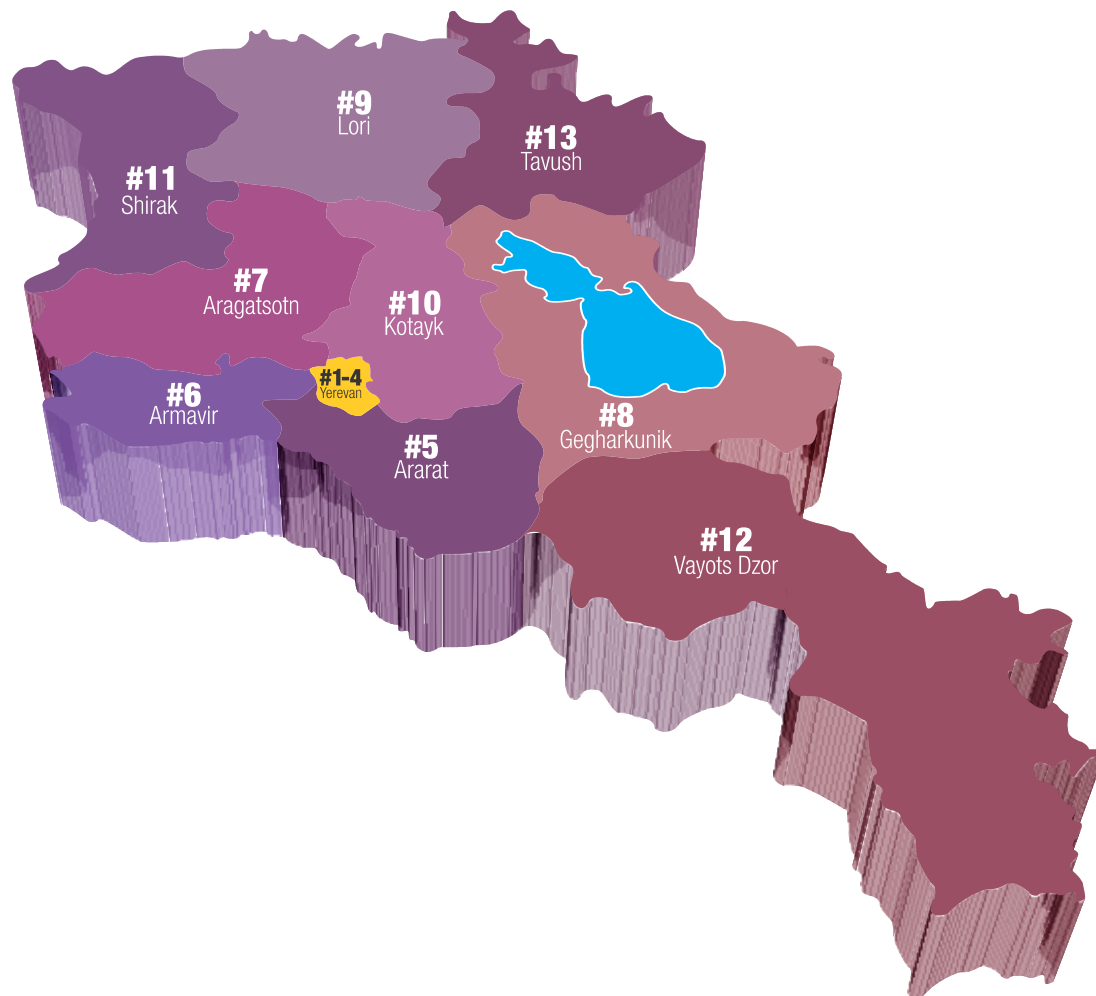
- ✓ Flyers

- ✓ Brochures

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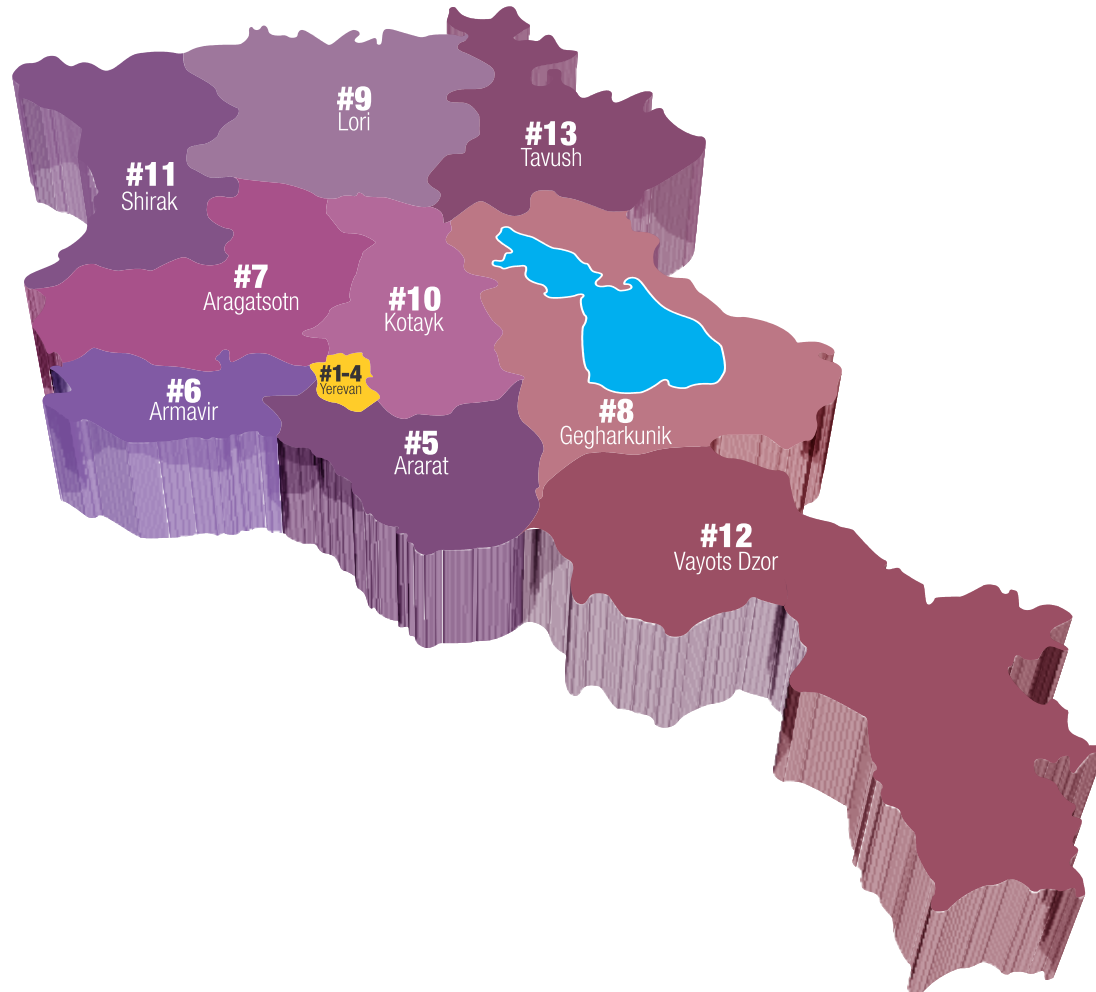


# Billboards



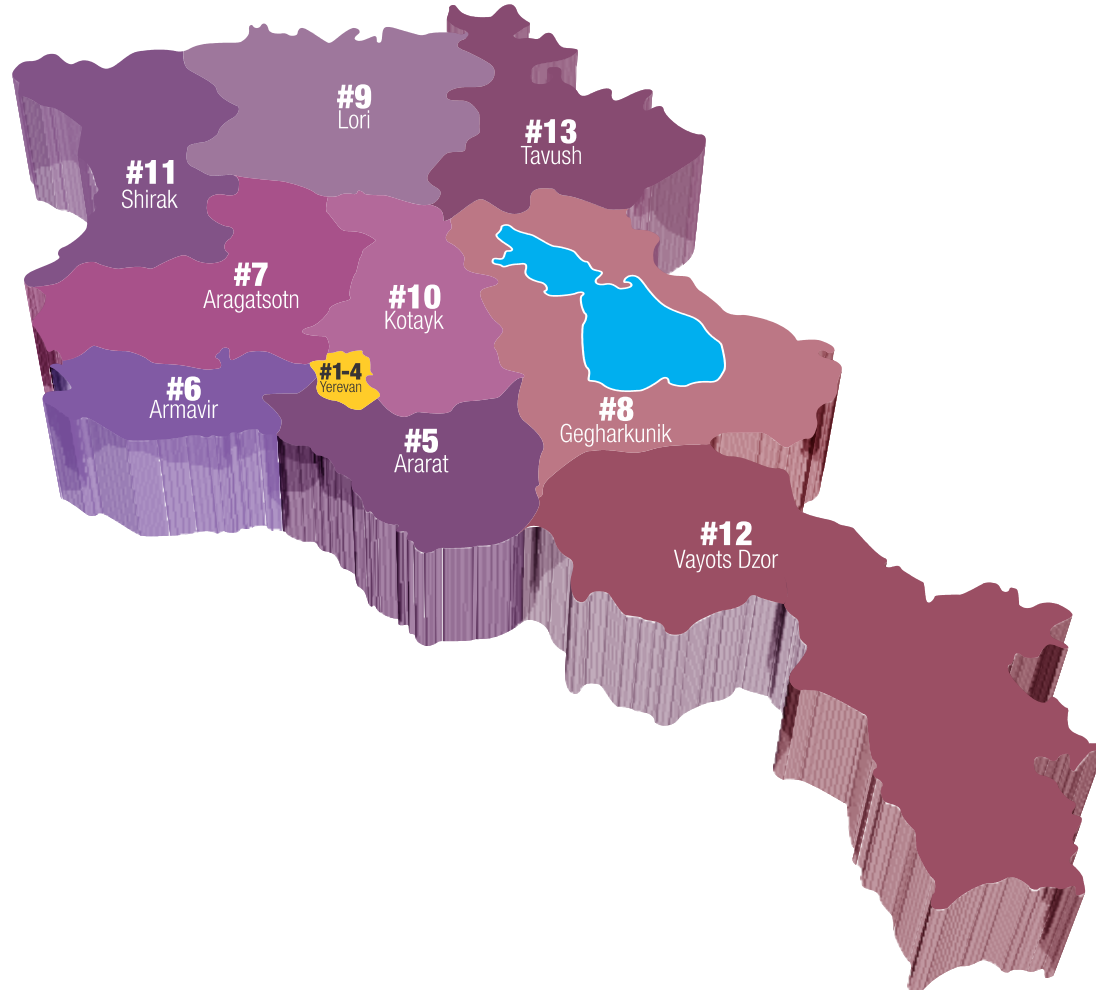
Electoral District	Used	Reserved	Lottery
<b>#1</b> Nor Nork, Kanakaner-Zeytun, Avan	8		
<b>#2</b> Arabkir, Davtashen, Ajapnyak	10		
<b>#3</b> Shengavit, Malatia-Sebastia	18		
<b>#4</b> Kentron, Erebuni, Nork-Marash, Nubarashen	7		
<b>#5</b> Ararat	6		
<b>#6</b> Armavir	11		
<b>#7</b> Aragatsotn	3		
<b>#8</b> Gegharkunik	6		
<b>#9</b> Lori	7		
<b>#10</b> Kotayk	7		
<b>#11</b> Shirak	2		
<b>#12</b> Vayots Dzor	4		
<b>#13</b> Tavush	3		
<b>Total</b>	<b>92</b>	<b>735</b>	<b>518</b>

# Campaigns



Electoral District	Individual Campaign	Yelq Bloc Campaign	Total
#1 Nor Nork, Kanaker-Zeytun, Avan	7	1	8
#2 Arabkir, Davtashen, Ajapnyak	10	-	10
#3 Shengavit, Malatia-Sebastia	16	2	18
#4 Kentron, Erebuni, Nork-Marash, Nubarashen	6	1	7
#5 Ararat	5	1	6
#6 Armavir	9	2	11
#7 Aragatsotn	2	1	3
#8 Gegharkunik	4	2	6
#9 Lori	6	1	7
#10 Kotayk	5	2	7
#11 Shirak	-	2	2
#12 Vayots Dzor	1	3	4
#13 Tavush	2	1	3
<b>Total</b>	<b>73</b>	<b>19</b>	<b>92</b>

# Votes



Electoral District	Total Votes	Yelq Bloc Votes	%
#1 Nor Nork, Kanaker-Zeytun, Avan	12.0451	16034	13.31%
#2 Arabkir, Davtashen, Ajapnyak	12.5916	19515	15.49%
#3 Shengavit, Malatia-Sebastia	13.0304	16880	12.95%
#4 Kentron, Erebuni, Nork-Marash, Nubarashen	11.5241	17036	14.78%
#5 Ararat	15.1347	6643	4.39%
#6 Armavir	12.8368	6218	4.84%
#7 Aragatsotn	77.527	1757	2.27%
#8 Gegharkunik	12.7927	3346	2.61%
#9 Lori	13.7758	11793	8.55%
#10 Kotayk	13.9675	12190	8.72%
#11 Shirak	13.2770	4222	3.18%
#12 Vayots Dzor	10.8343	3415	3.15%
#13 Tavush	72.774	2964	4.07%
E-votes	710	52	7.32%
<b>Total</b>	<b>1.569.111</b>	<b>122.065</b>	<b>7.78</b>

Thank you for your attention!