

POLITICAL BRANDING AS A COMMUNICATION TOOL IN THE CONSTRUCTION OF IMAGE IN THE POLITICAL CANDIDATES OF THE SECTIONAL ELECTIONS IN THE CITY OF RIOBAMBA - ECUADOR

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SUMMARY: *The Political Brand As An Image Communication Tool For The Mayor Of The City Of Riobamba In The Sectional Elections Of 2023 Aims To Identify The Political Brand As A Tool For Image Communication For The Mayor's Office, The Research Is Based On Theories Of Political Marketing As The Main Science, Breaking Down From This The Brand Types Of Brand, Communication, Non-Verbal Communication And Political Ordinances. In The Research Methodology, A Mixed Approach Was Used So That The Investigation Of The Subject To Be Treated Can Be Carried Out, The Survey Was Developed To Obtain Data According To The Study Variables, After This Eye Tracking Was Used To Measure The Perception That The Political Candidate Has. The Results Obtained Are Based On Parameters Of Composition And Non-Verbal Communication, In Such A Way The Idea To Defend That The Visual Analysis Of The Candidates For Mayor Of The City Of Riobamba Aims To Increase The Level Of Acceptance That Voters Have During The Election Period, Giving Way To The Proposal In Which The Political Brand Model Was Raised With Analysis Strategies, Differentiation And Notoriety To Be Applied In The Pre-Campaign Period Of The Candidate In Addition To This, An Added Value Is Given To The Research With The Sherpa Manifesto Addressed To The Marketer. After Having Carried Out The Study, It Is Concluded That Strategies Have Been Proposed With Which The Voter Can Know The Political Candidate, These Being A Guide For The Pre-Campaign, Recommending Using The Proposed Model To Have A High Level Of Effectiveness In The Mentioned Period.*

Keywords: <political branding >, <political marketing >, <>positioning, <communication >

INTRODUCTION

According to (Aker & Álvarez, 2015) the use of branding as a term can be traced at the corporate level in the 1920s and 1930s, gaining an increasing presence in different areas. However, its use until the mid-70's was associated with sales tactics, aspects related to design and other aspects that today are considered as edges within a framework.

According to (J. Fernández & Gordillo, 2020) Branding is a complex, changing and evolving phenomenon, taking into account the dynamic character of the brand (Fernández Gómez, 2012; 2013). In a previous work, Fernández and Gordillo already stated that today brands direct their strategic and communicative efforts towards the search for an increasingly elusive, demanding consumer with a greater willingness to participate (J. Fernández & Gordillo, 2015).

The phenomenon of brand positioning is a relevant issue today; therefore branding is a key element in globalizing practices related to the commercial. Positioning consists of defining in the mind of the



consumer what a brand represents and how it compares with competing brands. It refers to a systematic way to match a symbolic identity created based on key concepts with the aim of fostering expectations to satisfy them later.

Nonverbal communication

According to (Fernández-Hoya & Dolores Cáceres Zapatero, 2022) Nonverbal communication (NVC) is the name of the scientific discipline that studies the expression, perception and interpretation of messages that take place through channels other than those of spoken and written language. The facial expression of emotions constitutes the aspect of NVC that has been studied in more detail. Research has shown that surprise, fear, joy, sadness, anger, disgust and contempt have facial expressions common to the entire human species, regardless of cultures, and therefore are called basic emotions.

According to (Hernández Herrarte & Zamora-Martínez, 2019) The need to learn the non-verbal signs of a language is determined by the rupture or erroneous interpretations in communication that they can produce. Let's think about the need for a Spaniard to maintain contact with the gaze during the interaction, in addition to the body contact to which he usually resorts; For a culture of non-contact such as the East, this can create discomfort and displeasure because it is considered an invasion of privacy. On the other hand, although there are many universal nonverbal signs that share different cultures, there are a large number of signs peculiar to each.

Gestures, postures, looks, tones of voice and other non-verbal signs and signals constitute a language complementary to that of the parents, with which we communicate constantly. The set of these elements - and also the discipline that studies them - are called non-verbal communication (NVC). This "non-verbal intelligence" is a special type of emotional intelligence, because it prevents and resolves conflicts that cannot be addressed in any other way, since its cause lies in non-verbal patterns of unconscious emotional behavior. Verbal and non-verbal communication have their own particular importance; however, the communication has received much greater attention and scientific study (Davis, 2014).

For (Pereira, 2017) enhancing personal brands goes far beyond gaining productivity in organizations, it is "leaving an unforgettable impression in someone's mind", Personal Branding is necessary for the recognition of the individual as unique and distinct for a highly demanding commercial and labor market that demands to know the best.

METHOD

As he explains (Mendivelso & Milena, 2018) The cross-sectional design is classified as an individual-based observational study that usually has a dual purpose: descriptive and analytical. It is also known as a prevalence study or cross-sectional survey; Its primary objective is to identify the frequency of a condition or disease in the population studied and is one of the basic designs in epidemiology as well as the design of cases and controls and cohorts. Cross-sectional designs usually include individuals with and without the condition at a given time (simultaneous measurement) and in this type of design, the researcher does not perform any type of intervention (interference). The researcher makes a single measurement of the variable or variables in each individual (number of measurements); However, when two or more measurements of the variables of interest are made in the same individual, the design and especially the analysis plan changes and the cross-sectional design becomes longitudinal. Always remember that the unit of analysis is the individual.

Field Research

According to (Fidias, 2006) Field research is one that consists of collecting data directly from the investigated subjects, or from the reality where the events occur (primary data), without manipulating or controlling any variable, that is, the researcher obtains the information, but does not alter the existing conditions. Hence its character of non-experimental research, in a field research also uses secondary data, especially those from bibliographic sources, from which the theoretical framework is developed. However, it is the primary data obtained through field design, which is essential for the achievement of the objectives and the solution of the problem posed.



Table 1: Total population of the city of Riobamba 2023

CANTON	CIRCUMSCRIPTION	PARISH	ELECTORAL ZONE	POPULATION 2010 CENSUS	VOTERS 2023	COUNCILLORS	
RIOBAMBA	URBAN CONSTITUENCY 1	LIZARZABURU		50.473	51.494	4	
		YARUQUIES		2.749	6.050		
		FAST		27.974	22.631		
		TOTAL POPULATION		81.196	80.175		
	URBAN CONSTITUENCY 2	MALDONADO		32.266	32.542	4	
		VELASCO		43.261	34.628		
		TOTAL POPULATION		75.527	67.170		
	TOTAL URBAN POPULATION				156.723	147.345	8
	RURAL PARISHES	HID		3.160	3.238	3	
		CALPI		6.469	5.990		
		CUBIJIES		2.514	2.170		
		FLOWERS		4.370	4.340		
		LICAN		8.291	5.865		
		LICTO		7.983	8.045		
		PUNGALA		5.954	5.741		
		PUNIN		5.976	6.233		
		QUIMIAG		5.257	4.807		
		SAN JUAN		7.370	7.331		
		SAN LUIS		11.674	6.273		
TOTAL RURAL POPULATION		69.018	60.033				
TOTAL CANTON				225.741	207.378	11	

Source: INEC 2023.

Made by: Bonifaz Campos, Alejandra, 2023.

Procedure and technique

Analysis and interpretation of design results

After having carried out the biometric analysis with the Z and Millennial generations , it has been evidenced in the different target audiences:

Table 2: Time of the first fixation Jhon Vinueza

Time To First Fixation	IMAGE JHON V	JHON V BRAND	Average	Median	Count	Total, Recording Duration
Average	1,34	2,32	1,62	1,62	1,53	90,38
Count	28	18				
Variance	2,01	2,59	1,34	1,34	0,26	1640,25

Standard Deviation (N-1)	1,42	1,61	1,16	1,16	0,51	40,50
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Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.



Illustration 1: Jhon Vinueza fixing route

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

Analysis of composition parameters of the candidate Jhon Vinueza

The design composition of the proposed advertising contains a linear rhythm because the arrangement of the compositional elements in this case the information provided by the post carries a continuity, the focal points of the diagonals drawn are defined to capture the reader's attention emphasizing that the reading goes from left to right for this reason it makes the person interested in all the elements of the Advertising since it also has a symmetrical balance on the left and right side of the advertising for this reason connections are created in the proximity of the arrangement of elements, as for the color contrast that contains the advertising is divided by primary, secondary and tertiary colors making a contrast with the background color in pastel tone It should be noted that the advertising used by the candidate Jhon Vinueza does not have a corporate color established so it uses a color mixture.

Table 3: Time of the first fixation Patricio Arguello

Time To First Fixation	IMAGE Patricio Arguello	BRAND Patricio Arguello	Average	Median	Count	Total Recording Duration
Average	0,82	2,65	1,72	1,72	1,13	90,38
Count	18	16				
Variance	1,02	1,34	1,40	1,40	0,60	1640,25
Standard Deviation (N-1)	1,01	1,16	1,18	1,18	0,78	40,50

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.



Figure 2: Total duration of the

fixation Patricio A.

Source: Degree work.

Analysis of composition parameters of the candidate Patricio Arguello

The composition of the proposed design has a radial rhythm since the informative elements and the image of the candidate are distributed in a circular way, the size of the advertising is classified according to the format for which the art is intended, the focal points are defined so that the reader addresses directly to the candidate and to the political brand of Patricio Arguello, within the scale of advertising has 3 subcategories including the size of the elements in this case the relationship image of the candidate with the different visual elements, the proportion of the elements and the division that creates unity generating harmony in the advertising piece, also applies the principle of simplicity as it seeks to synthesize the information that wants to express this is given by the concept And the objective of the post, has a symmetrical balance since it occupies both sides of the axes with the diagonals that generate movement, moving on to the theme of color contrast in advertising is evidenced a corporate color that denotes a psychological strategy for its contrast in primary and tertiary colors

Table 4: Duration of the first fixation Luis Falconi

Time To First Fixation	LUIS F IMAGE	LUIS F BRAND	Average	Median	Count	Total Recording Duration
Average	1,06	1,04	1,00	1,00	1,80	90,38
Count	26	28				
Variance	1,68	0,58	0,41	0,41	0,17	1640,25
Standard Deviation (N-1)	1,30	0,76	0,64	0,64	0,41	40,50

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.



Illustration 3: Luis Falconi fixing route

Source: Research work.

Analysis of composition parameters of candidate Luis Falconi

As a first parameter the composition of the design contains a linear rhythm with an adequate size adjusted to the proportion of the measure of the advertising piece and the optimal division into the elements within the advertising, the elements placed on the right side of the advertising that is to say the information have greater visual weight and the image that is the element placed on the left side generates lightness, The shapes that make up the advertising differ from each other since the large and wide shapes are stronger and the smaller figures represent weakness and delicacy this is evidenced in the shapes that the letters have, the focal points are aligned to the brand of the candidate and his image which generates more attention in the voter, The balance of advertising is symmetrical since the elements are distributed proportionally. Generating harmony which helps to communicate the message clearly and directly, advertising also complies with the principle of succession since it uses in all its advertisements the corporate colors and the same elements on a recurring basis where the focal points are maintained in all the pieces, it also complies with the principle of repetition with the aim of creating hierarchical structure and cohesion through composition, In the tonal contrast of the advertising is based on the primary colors of the chromatic rose, also guided by the corporate colors of the political party to which it belongs and the colors of the brand to its electoral binomial, the white background that contains the advertising helps the reader to concentrate on the visual elements also highlighting that the white color generates peace and tranquility associated with simplicity and sophistication in the candidate's graphic line.

Table 5: Duration of the first fixation Luis Carvajal

Time To First Fixation	IMAGE Luis Carvajal	BRAND Luis Carvajal	Average	Median	Count	Total Recording Duration
Average	0,69	2,30	1,47	1,47	1,80	90,38
Count	28	26				
Variance	0,68	1,67	0,94	0,94	0,23	1640,25
Standard Deviation (N-1)	0,83	1,29	0,97	0,97	0,48	40,50

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.



Figure 4: Route of the first fixation Luis Carvajal

Source: Research work.

Analysis of composition parameters of the candidate Luis Carvajal

Analyzed the parameters corresponding to the graphic design it is evident that in the principle of composition it has a radial rhythm because the graphic elements are in a circular shape and at first glance there is a saturation of elements in the advertising piece which indicates that it does not comply with the principle of harmony. In the proportions, shape and size of the elements we visualize the elongated shapes and the angular shapes that expand the vision in their field while the shapes that are short angular minimize the field of vision and generate shyness this is evidenced in shapes of the letters, in the brand, the round and square shape of the letters create softness and being a simple and regular shape makes it possible to remember More easily, in the letters at the top its size stands out in relation to the rest this makes it perceived with more visual weight and that the reader's attention falls on that element. According to the principle of proximity it is evident that advertising dissipates connections since it reflects the proximity in which it reflects the lack of relationship that the elements have even when it is an informative post, in the size indicates that it is related to the different elements because it seeks to highlight the image of the candidate that is why the focal point is directed to the quadrant of the image, The balance presented by the advertising is asymmetrical so the elements are not maintained in symmetry of form but have visual weight, in terms of the color contrast that the piece has makes it have presence or have a greater visual sensation because it contains strong primary colors with a tonal contrast in the white elements which indicates that it complies with this principle

Table 6: Duration of the first fixation Candidates for Mayor of Riobamba

Time To First Fixation	JOHN VINUEZA	LUIS CARVAJAL	LOUIS FALCONI	PATRICIO ARGUELLO	Average	Media	Count	Total Recording Duration
Average	1,65	0,68	1,30	0,59	1,03	0,90	3,27	90,38
Count	24	23	22	29				
Variance	0,64	0,19	0,40	0,36	0,21	0,23	0,89	1640,25
Standard Deviation (N-1)	0,80	0,43	0,63	0,60	0,46	0,48	0,94	40,50

Source: Degree work.

Made by: Bonifaz Campos, Alejandra, 2023.

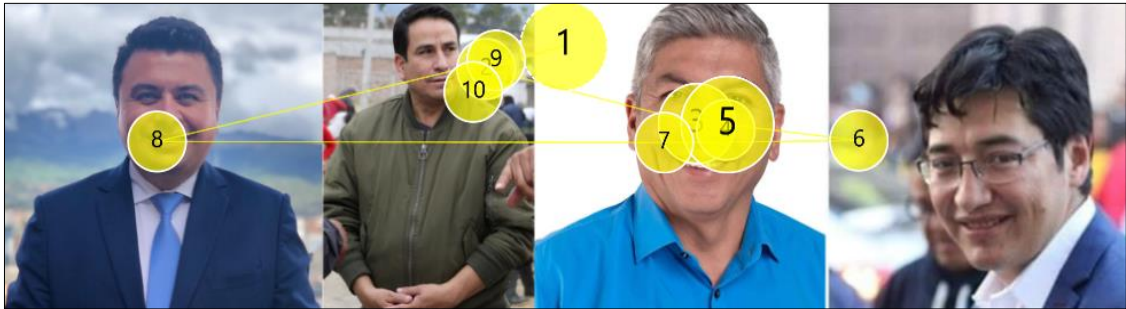


Figure 5: Fixing listof mayoral candidates

Source: Research work.

PROPOSAL

Model for improving the image of the mayoral candidate based on visual analysis and non-verbal communication to generate impact on the citizens of Riobambaña.

Political branding model - pre-campaign

Development of the political branding model - Pre-campaign

Analysis, attributes and authenticity

Activities to execute the strategy

Análisis /Atributos / Autenticidad			
Qué	Porqué	Elementos	Estructura
Objetivo Misión Visión	Motivación 1 Motivación 2 Motivación 3	Conocimientos Habilidades Talentos Hábitos	Ventana 1 Ventana 2 Ventana 3 Ventana 4

Figure 6: Analysis, attributes, authenticity

Source: Research work.

Made by: Bonifaz Campos, Alejandra, 2023.

Johari Window Structure

	Lo que conoces por ti	Lo que desconoces de ti
Lo que conocen de ti	Área Pública Lo que yo conozco sobre mí y lo que los demás conocen de mí	Área Ciega Lo que los demás conocen sobre mí y yo no conozco
Lo que desconocen de ti	Área Oculta Lo que yo conozco sobre mí y lo que los demás no saben	Área Desconocida Lo que ni yo ni los demás conocemos sobre mí

Figure 7: Johari window

Source: Research work.

Made by: Bonifaz Campos, Alejandra, 2023.



Differentiation

Activities to be developed in the strategy



Figure 8: Differentiation

Source: Research work.

Made by: Bonifaz Campos, Alejandra, 2023.

Notoriety

Activities to execute the strategy

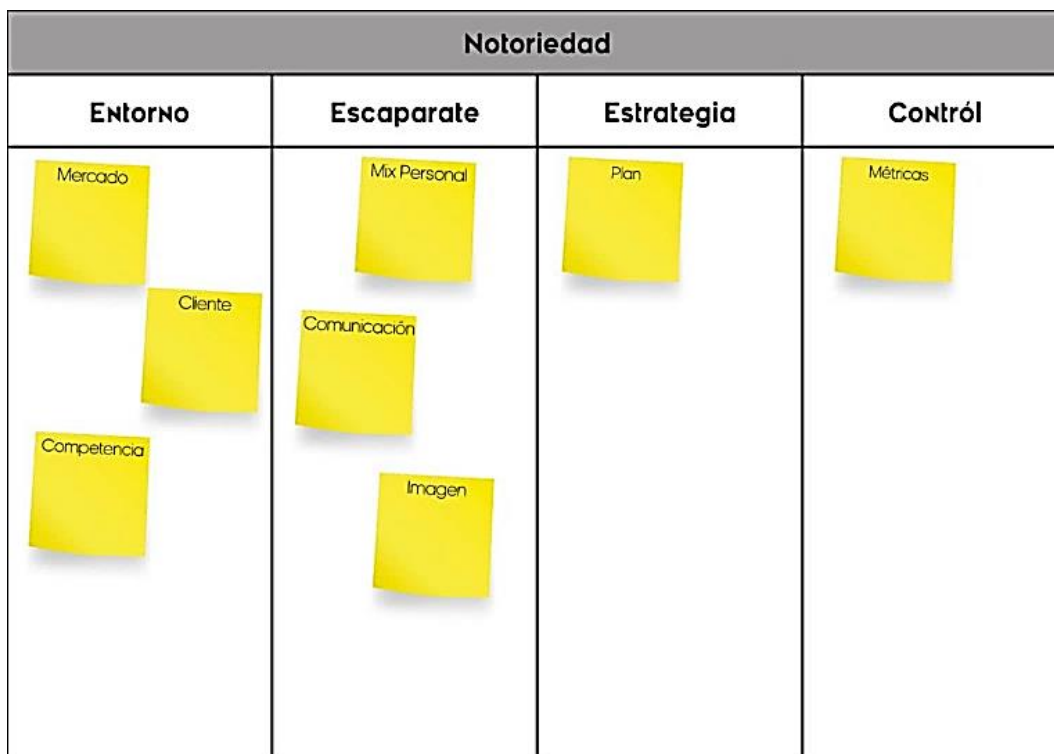


Figure 9: Notoriety

Made by: Bonifaz Campos, Alejandra, 2023.



CONCLUSIONS

- After having carried out all the documentary analysis regarding the branding politic it is concluded that it has exposed issues of relevance to understand from the theory as the first science the Marketing breaking down the subtopics of importance until reaching the branding carried of the political ordinances because the work of curricular integration has a political approach
- The studies carried out in the biometric and graphic area determined aspects that led us to propose strategies for the communication of the candidate's image, brand building parameters, reaching the psychology of the study population that was from 16 to 36 years old, that is, generation Z and Millennials.
- In the research strategies have been proposed with which the voter can know the candidate or political candidates being these a guide so that the candidate can be known because a self-analysis must be carried out to understand if he is suitable for a political candidacy, as an added value strategies are also exposed for the political advisor who will accompany the candidate in the process of the pre campaign, during and after the campaign.

RECOMMENDATIONS

- It is recommended for all potential political candidates to use the political branding model on which they base their possible candidacy to reach the mind of the adept and obtain greater positioning in the pre-campaign period. If the overall model is put to the test, it is recommended that people have a high degree of creativity for the campaign to be successful.
- Carry out an introspection study in which the candidate can get to know each other and know if he is fit for political life in the same way to know if he generates confidence and impact on society.
- Benefiting not only the candidate because it is very important that the city knows that once in power, the candidate will work for the interests of the party or but for those of the community since it has been projected in the pre-campaign

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