

Campaign Strategy for Brazilian 2014 Presidential elections- Campos/Silva ticket

My campaign strategy is for Eduardo Campos, who will be running for president in the Brazilian elections this October. The candidate is part of the Brazilian Socialist Party, not to be confused with the Brazilian Social Democracy party, and has recently announced his vice-presidential nomination for the famous politician and environmentalist, Marina Silva. Marina Silva gives an otherwise unlikely winner a fighting chance to upset the two parties that have been dominating Brazilian politics for the past two decades. I will review the recent political landscape in Brazil and why Brazilians will be looking for a change in the recent political dynamic through voting on the Campos/Silva ticket. I will then outline the target population who my campaign for Campos/Silva will be targeting, why this is the most effective group to target and the strategy that will be used to reach and effect the votes of the most people possible.

To understand current Brazilian politics, we must first look at the political trends that have followed the reinstatement of Democracy in Brazil in the 80's after the end of 20 years of military dictatorship. In the early '80s, the military government, noticing increasing tension in the citizens for greater freedom, began a slow and controlled process of democratization. In 1989, Fernando Collor was the first to be elected president under the new Constitution. After a corruption scandal, his vice president, a member of the Brazilian Democratic Movement Party, took over. In the next election, a member of the Social Democracy Party, Fernando Cardoso, was elected, thus ushering in a new era of

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Brazilian politics. For the next 20 years, the top contenders in the presidential elections

would be either from the Social Democracy Party or the Workers' Party, with the Workers'

Party being in power since 2002. Now, what does this mean for Eduardo Campos, who's

party is one of the top 5 in Congress but one that has never successfully won a presidential

race? Well, because of the recent unrest in Brazil over controversy surrounding the

country's preparation for multiple world events, it means a chance. The people are fed up

with a government that seems to neither be helping economic growth or listening to its

peoples' concerns. They are instead focused on looking good for the world, and failing to

do that or appease the peoples' demands. The Workers' Party is currently alienating the

very group of people they were formed primarily for, the middle class workers of Brazil's

cities.

That's not to say Campos will have an easy time winning this upcoming election; if

he does manage to win it isn't likely to be in the first round. The current president, Dilma

Rouseff, who is running for reelection, still has a high chance of being reelected. Despite

many citizens' feelings of alienation, Rouseff has made many administrative priorities that

make her extremely popular with certain groups of people, namely the poor. During her

few years as president, Rouseff has managed to decrease extreme poverty to below 3%,

making it the only country in the BRICS group (Brazil, Russia, India, China, South Africa) to

decrease inequality, dropping 5.08 points while most countries went up. Dilma has largely

strengthened the Bolsa Familia program.[3] According to the world bank, the program

reaches 11 million families and over 46 million of the countries lowest earning people,

giving them 70 reais (around \$35 US dollars) per child if they keep them in school and with

regular checkups.[3] The money from this program goes to reach the poorest 40% of

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the population. Until recently, the poorest 60 percent of the population earned only 4% of the national income. According to the World Bank, between 1995 and 2004, the inequality in Brazil fell by almost 5% and is continuing to fall as Bolsa Familia is strengthened. This program helps a LOT of Brazilian, which translates to a LOT of Brazilians who will almost definitely be voting to reelect Rouseff to ensure that this money that they so dearly need keeps coming, especially with her recent increases in the payments to “account for inflation” right before campaign season.[1] Many of the families live in rural areas in the northern regions of Brazil. They are unaffected by most of the issues Brazilian’s have with the central government; to them, what is going on with protestors in the cities and how the economy is not growing is an afterthought that does not directly affect their daily lives. Money does, which is a reason my campaign will *not* be focused on winning these votes, especially not those of poor families in rural areas.

The approval Rouseff is gaining through one sector of the population is gaining her criticism from others. Some, including the current Social Democracy Party presidential candidate, Aécio Neves, say that Rouseff is merely administering poverty, not working to fix it. Many are suspicious that actions like this are effectively being used to buy the votes of the poor. With the election approaching and popularity in the polls dropping, Rouseff seems to be feeling the pressure to boost these social programs to give herself a boost coming in votes. According the Wall Street Journal, the Brazilian government is considering increasing taxes on imports and automobiles in order to fund a pay boost in social programs, which some say is a ploy to combat her falling popularity. Despite the success of these programs, Brazil’s economic growth is slowing rapidly and even increasing taxes hasn’t been able to keep up with increased governmental spending.

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If the people of Brazil were only worried about a stronger economy, Social Democracy candidate Aécio Neves would be the clear choice. Currently a member of the Senate and former president of his party, as governor of Minas Gerais he was able to take the state out of \$270 million dollars worth of debt in 1 term. Minas Gerais is now considered the best managed state in Brazil. As governor, he took a 45% salary cut, capped public sector pay and left 3,000 public jobs unfilled instead of using them to reward allies. This is in stark contrast to the increased federal payroll and federal positions that have occurred during Rouseff's presidency.[10] Neves argues that the political cronyism and corruption that has been a large part of the federal government needs to stop by hiring civil servants based on merit instead of political alliance. Although he is likely a well suited candidate, 7 out of 10 Brazilians have never heard of him. Those who have criticize the fact that his party has a tendency of selling off public companies to private investors and he would likely cut spending on programs like Bolsa Familia. There is also a sentiment in Brazil similar to that in America about Republicans and Democrats, and the people are tired of the two party politics that have been dominating Brazil. So the question is, how will our campaign capitalize on that sentiment and what recent events in Brazil might prompt the people to abandon the status quo.

If we look at recent news, most of the conflict recently in Brazil surrounds controversy regarding this summer's World Cup and the 2016 Olympic Games, both to be hosted in Brazil. There is currently a lot of social unrest in the country as people feel alienated by the government, who seems to be spending an awful lot of money on these world events the people feel could better be invested in improving Brazil. Widespread protests started last summer, sparked by increased public transportation fees, a move the

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government made to help foot some of the increased costs of the games. These protests erupted shortly after they began, with Brazilians from over 100 cities marching in huge protests. The increased fare hike was simply the last straw, the government had been taking steps to increasingly alienate the public that brought millions to their breaking point. The underlying issues are the increasing of government funding for the World Cup, meaning taxpayers' money going to fund these major sporting events that Brazilians would rather be invested in aging infrastructure, education and health care. Instead, what it is doing is increasing the cost of living, encroaching on the working class of the major Brazilian cities who cannot afford to pay more for necessities. Besides simple anger at having to pay more, Brazilians are fed up with the government and alienated by the multiple corruption, embezzlement and overbilling scandals. There have been multiple reports of abuse and special benefits conceded to Brazilian politicians from questionable sources. With the World Cup being less than a month away, scrutiny on the government's preparations are increasing. This tension between the government and the people is not likely to decrease in the near future. A government audit and electoral data now shows a huge rise in both construction costs and campaign funding by firms hired to prepare for the world cup. The cost of building Brasilia's World Cup stadium is nearly 3 times its original estimate. [8] This stadium alone cost \$900 million in public funds, and auditors say this is largely due to fraudulent billing. The auditors showed countless instances of price gouging and overbilling, like the instance where the transportation of pre-fabricated grandstands ***cost the government \$1.5 million dollars when it was supposed to cost just \$4,700. [7]***

Brazilians are well aware of this corruption, as it is directly impacting their daily lives. Campaign contributions from companies whose services the government is overpaying for

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are technically legal, as there is no restriction regarding campaign donations from businesses in Brazil, and have been increasing exponentially from companies hired starting when Brazil began to prepare for the World Cup. Brazilians are aware and angry about this. A poll last year found that 3 out of every four respondents said the World Cup construction was extremely corrupt, a reason why so many Brazilians have and continue to take part in widespread anti-government protests. The overall price of the 12 stadiums has quadrupled since FIFAs original estimate, which also promised the stadiums would be privately funded. Now, when the costs have shifted onto the backs of the Brazilian tax payers, the total cost stands at **\$4.2 billion, again, 4 times what FIFA had originally said.** 4 of these stadiums are criticized to be in small cities that cannot support them.

This anger isn't expected to die down any time soon. Even in a country that is known for its love of soccer, Brazilians as a whole are strongly against the World Cup. Recent protest slogans include the phrases "Copa pra quem?" (Cup for who?) and an even more threatening "Nao Vai Ter Copa" (there won't be a cup). The protestors are expected to use the World Cup as a means to showcase their grievances, which is what the government fears as the eyes of the world will be on them. The way that protestors are treated during the Cup will have a huge effect on how Brazilians vote in the coming October elections. With such a short span in between the end of the cup and the elections, people likely won't be thinking about any gains Rouseff has made in decreasing illiteracy rates or poverty, they will be thinking about everything that just happened leading up to and during the World Cup is just going to happen again leading up to and during the Olympics and they will be looking for a different candidate that will bring change.

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This is where my campaign strategy comes in. It will look to highlight what Brazilians like about my candidates, taking advantage of the fact that the vice presidential candidate is well liked by Brazilians, while highlighted the corruption and dissatisfaction with the government's actions in preparing for the Cup and dealing with protestors. I will largely be targeting the working population in the cities, people whose daily lives are being directly affected by the government's mismanagement and disregard for using public money. Just under 200 million people live in Brazil. 33 million people live directly in the host cities and 170 million people live in urban areas. 43% of the population is in the age range 25-54 years old. We will be mainly focusing our campaign on the younger people, like those involved in protests, and the slightly older to middle age people who are in the working class of cities. For this reason, our campaign will have two tiers, virtual and physical. We will be placing ads in cities in places like subways and buses, which, in some cities, get millions of riders per day. These posters will have plays on common protesting slogans, like using the question "governo pra quem?" instead of "copa pra quem" to target people's unrest and distrust of government as a result of its actions leading up to and during the world cup and give them an alternative. We will also be targeting the large majority of young people who are using social media, as 78% of Brazilians between the ages of 20 and 34 access the internet, with 87% of internet users using the internet for research and news. Brazil is second only to the US in facebook usership with 65 million users. Campos's running mate Marina Silva has the highest number of facebook likes out of all the candidates. We will have both facebook and twitter campaigns, as these services are used heavily by not only young people but also protestors to organize themselves and air their grievances about the government. Twitter

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provides real time information on the sentiments of angry citizens, giving the campaign advisors information to work on when building campaigns.

Our campaign will target the population that is calling out for change in administration. This includes people online and in urban areas. According to an online IBOPE study last summer, 75% of respondents said they support the protestors. Respondents saw the main issues of the protests to be targeted at dissatisfaction with politicians of all parties, corruption, poor education, poor health care, a deficient transportation system and inflation. Dilma Rouseff's approval rating is now below 50% and Brazilians overall want change. While Campos and Nieves have similar backgrounds and opinions in many areas. In order to pull votes away from both Nieves and Rouseff, the campaign will lump the two candidates together as part of the problem, since they have been dominating politics in recent times. In Campos's own words: "...what we see today is a political bloc with its back to society, discussing how to distribute political appointments. And we only see a part of these conversations. We don't know the other part." The campaign will paint Campos and Silva as political outsiders while attributing the corruption in Brazil to be the result of current political dynamics, dominated by the Workers' Party and the Brazilian Social Democracy Party. In this way, the campaign will show voters there is a viable alternative to the current political situation that will bring much needed change.

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[2]Watts, Jonathan. "Brazil's *bolsa familia* scheme: political tool or social welfare success?." *theguardian.com*. Guardian News and Media, 19 Dec. 2013. Web. 14 May 2014. <<http://www.theguardian.com/global-development/2013/dec/19/brazil-bolsa-familia-political-tool-social-welfare>>.

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[3]"Bolsa Família: Changing the Lives of Millions in Brazil." *News & Broadcast* -. N.p., n.d. Web. 13 May 2014. <<http://web.worldbank.org/WBSITE/EXTER>>

[4]Boadle, Anthony. "Brazil's Campos to run for president with environmentalist." *Reuters*. Thomson Reuters, 14 Apr. 2014. Web. 14 May 2014. <<http://www.reuters.com/article/2014/04/15/us-brazil-politics-campos-idUSBREA3E00Q20140415>>.

[5]Masters, James. "World Cup 2014: Can the FBI help stop Brazil's World Cup protesters?." *CNN*. Cable News Network, 1 Jan. 1970. Web. 13 May 2014. <http://www.cnn.com/2014/05/13/sport/football/world-cup-brazil-security-football/?hpt=hp_c2>.

[6]"Brazil clashes during Rio cup final." *BBC News*. N.p., 30 June 2013. Web. 14 May 2014. <<http://www.bbc.com/news/world-latin-america-23121532>>.

[7]"High cost, corruption claims mar Brazil World Cup." *Watertown Public Opinion*. N.p., 12 May 2014. Web. 14 May 2014.

[8]"The World Cup doesn't bring wealth to the host country by Simon Kuper." *ESPNFC*. N.p., 12 Dec. 2014. Web. 13 May 2014. <http://www.espnfc.com/blog/_/name/worldcupcentral/id/1524?cc=5901>.

[9]"Three out of four Brazilians fed up with poor public services support street protests." *MercoPress*. N.p., 24 June 2013. Web. 14 May 2014. <<http://en.mercopress.com/2013/06/24/three-out-of-four-brazilians-fed-up-with-poor-public-services-support-street-protests>>.

[10]"Brazil: Allied in opposition, Campos and Silva step up attacks on Rousseff." *Pulsamerica Latin American News Politics and Economics*. N.p., 17 Mar. 2014. Web. 14 May 2014. <<http://www.pulsamerica.co.uk/2014/03/17/brazil-conservative-groups-urge-military-intervention/>>.

[11]"The president and the pretenders." *The Economist*. The Economist Newspaper, 10 May 2014. Web. 14 May 2014. <<http://www.economist.com/news/americas/21601828-dilma-rousseffs-rivals-are-gaining-ground-president-and-pretenders>>.

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