The Day Aam Aadmi Had A Party: A Success Story of the Brand "Aap (Aam Aadmi Party): A Case Study

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Abstract

The story of Aam Aadmi Party (AAP) is amazing........starting from scratch and reaching the highest corridors of power. It is more of fiction than the real one. Even the best of political observers in all the leading national level political parties underestimated the power of AAP. They used to call the party as "bunch of jokers", a "mobocracy" etc merely out of their ignorance, arrogance, ego and frustration.

The success of the AAP, which is only few months old, has produced ripples in the political scenario of the country by its debutant victory in recent Delhi Elections 2013. The political party formed on 26th of November 2012, and with no political backing and limited resources, has made its presence felt by connecting to the hearts of the common man in the capital. With promises to unearth corruption from the system by giving the nation the much awaited Jan Lok Pal bill, AAP is also challenging the political nexus for the first time in the country after independence. Today it has 10 lakh total members (5 lakh post 2013 Assembly polls), 322 offices across the country, 309 districts where AAP is present and is growing every day...... are now eying forth coming Lok Sabha Elections in 2014.

The paper discusses that How successful Brand "AAP" has converted Civil Rage into a Democratic Mandate and has become one of the most powerful brands in Political Marketing in India and will is continue to be successful in future?????

Keywords

New Political Party, New Delhi Elections, Aam Aadmi Party, AAP

I. Introduction

Every five years our country witnesses General elections or the Lok Sabha elections that decide the fate of the country. But this time something is different, the mood is different. The country's two biggest rivals – Congress and BJP are labeling it as their fight and then the dream of a Third Front never ends. Amidst all this, a year-old party has surfaced and is going to fight the state elections for the first time and that too from the capital city of Delhi. This is a political party that was formed on the backdrop of the India Against Corruption movement led by Anna Hazare in 2011. Though Anna is no where associated but one of the chief architects of the IAC and the popular RTI Act –Arvind Kejriwal had gone further to form his own party – the Aam Aadmi Party (AAP) or common man's party on the 26th of November 2012.

With no political backing and limited resources, the party has made its presence felt by connecting to the hearts of the common man in the capital. With promises to unearth corruption from the system by giving the nation the much awaited Jan Lok Pal bill, AAP is also challenging the political nexus for the first time in the country after independence. Beyond doubt, AAP workers today have become a force to reckon with, in the forthcoming assembly and Lok Sabha elections that is all set to happen in 2014. Apart from being a party that stands for values in politics, AAP has gone the length and breadth of Delhi in connecting with its citizens in 2013 Delhi Assembly elections. In the mean time, AAP has been growing its presence on social media too like others, but the party's growth has been an organic effort on the medium.

"AAP has done a fantastic job of shaking the usual way of doing politics in India. I was really wondered when AAP received such a huge success in Delhi elections. I did expected it to do well, to outperform congress, but I did not expected, it will change the whole scenario in its first ever attempt. More over the way Arvind Kejriwal defeated 3 times chief minister Shiela Dixit, by an appreciable margin says a lot about the need of change people are looking for in politics". What impressed me more is the way AAP is trying to carry itself even after elections. The way they took a stern stand not to hurry in to get power and instead preferring to sit in opposition says a lot. It will surely prevail some sense of conduct among other political parties too". Commented Mr. Arun Srivastava who is a volunteer with AAP with few others and are working very hard to put AAP on social Media.

II. Origin of Aam Aadmi Party (AAP):

Aam Aadmi Party (translation: Common Man Party; abbreviated AAP) is an Indian political party, formally launched on 26 November 2012. It came into existence following differences between the activists Arvind Kejriwal and Anna Hazare regarding whether or not to politicise the popular (IAC) India Against Corruption movement that had been demanding a Jan Lokpal Bill since 2011. Hazare preferred that the movement should remain politically unaligned while Kejriwal felt the failure of the agitation route necessitated a direct political involvement.

The AAP has led several protests since its formation. Among these was a campaign against an alleged nexus between government and private corporations relating to price rises for electricity and water in Delhi. Another saw the party demanding justice for victims of sexual harassment and rape, including the introduction of a stronger anti-rape law. The party's first electoral test was in the 2013 Delhi legislative assembly election, from which it emerged as the second-largest party, winning 28 of the 70 seats. With no party obtaining an overall majority, as of 23 December 2013 the AAP is attempting to form a minority government with external support from the Indian National Congress.

The origins of the AAP can be traced to a difference of opinion between Arvind Kejriwal and Anna Hazare, social activists who had both been involved in Team Anna, a strand of the anti-corruption movement for Jan Lokpal Bill that had gained momentum in India during 2011 and 2012. Hazare had wanted to keep the movement politically neutral but Kejriwal considered that direct involvement in politics was necessary because attempts to obtain progress regarding the Jan Lokpal Bill through talks with existing political parties had, in his opinion, achieved nothing. A survey conducted by the India Against Corruption organisation using social networking services had indicated that there was wide support for politicisation.

Hazare and Kejriwal agreed on 19 September 2012 that their differences regarding a role in politics were irreconcilable. Kejriwal had support from some well-known people involved in the anti-corruption movement, such as Prashant Bhushan and Shanti Bhushan, but was opposed by others such as Kiran Bedi and Santosh Hegde. On 2 October, Kejriwal announced that he was forming a political party and that he intended the formal launch to be 26 November, coinciding with the anniversary of India's adoption of its constitution in 1949.

The party name reflects the phrase Aam Aadmi, or "common man", whose interests Kejriwal proposed to represent. A party constitution was adopted on 24 November 2012, when a National Council comprising 320 people and a National Executive of 23 were also formed. Both the Council and the Executive were expected to have more members in due course, with the intention being that all districts and all classes of people would have a voice. Various committees were to be formed to draft proposals for adoption by the party in a process that was expected to take several months. Although one aim was to limit nepotism, there were complaints at this initial meeting that the selection of people invited to attend was itself an example of such practices. The party was formally launched in Delhi on 26 November 2012. The AAP says that the promise of equality and justice that forms a part of the constitution of India and its preamble has not been fulfilled and that the independence of India has replaced enslavement to an oppressive foreign power with that to a political elite. The party claims that the common people of India remain unheard and unseen except when it suits the politicians to consider them. It wants to reverse the way that the accountability of government operates and has taken an interpretation of the Gandhian concept of swaraj as a tenet. It believes that through swaraj the government will be directly accountable to the people instead of higher officials. The swaraj model lays stress on self governance, community building and decentralisation.

Kejriwal says AAP refuses to be guided by ideologies and that they are entering politics to change the system: "We are aam aadmis. If we find our solution in the left we are happy to borrow it from there. If we find our solution in the right, we are happy to borrow it from there."

III. Man Behind the Change

Arvind Kejriwal (born 16 August 1968) is an Indian politician who has been the 7th Chief Minister of Delhi since 2013. Born in Haryana, Kejriwal is a graduate of the Indian Institute of Technology Kharagpur, where he studied mechanical engineering. He worked for the Indian Revenue Service (IRS) as a Joint Commissioner in the Income Tax Department. He is well-known for his role in drafting a proposed Jan Lokpal Bill and his efforts to bring and implement the Right to Information (RTI) act at grassroots level.

Kejriwal won the Ramon Magsaysay Award for Emergent Leadership in 2006 for his contribution to the enactment of the Right to Information Act and for his efforts to empower the poorest citizens of India. In 2006, after resigning from the IRS, he donated his Magsaysay award money as a corpus fund to found an NGO, Public Cause Research Foundation. In 2012, he launched the Aam Aadmi Party (AAP), and defeated Sheila Dixit in the 2013 Delhi Legislative Assembly election by a margin of 25,864 votes.

Kejriwal believes "Change begins with small things". In December 1999, while still in service with the Income Tax Department, he helped found a movement named Parivartan (which means

"change"), focused on assisting citizens in navigating income tax, electricity and food ration matters in parts of Delhi. The Parivartan organisation exposed a fake ration card scam in 2008 but, according to a founder member, did not have a great impact generally and was largely moribund by 2012. Arvind Kejriwal established the Public Cause Research Foundation in December 2006, donating the prize money he had received from the Ramon Magsaysay Award as a seed fund. This new body paid the employees of Parivartan.. Kejriwal has used the Right to Information Act (RTI) in corruption cases in many government departments including the Income Tax Department, the Municipal Corporation of Delhi, the Public Distribution System and the Delhi Electricity Board. Kejriwal was the civil society representative member of the committee constituted by the Government of India to draft a Jan Lokpal bill, following a campaign for introduction of such legislation that featured Anna Hazare.

IV. AAP and Social Media:

The week-long referendum conducted by Aam Aadmi Party on government formation got 6.79 lakh responses through SMS, telephone calls and website. Of these, only 2.66 lakh responses were received from Delhiites of which 20,969 expressed their opinion through website, 85,716 though phone calls and 1.59 lakh through SMS gave their verdict on whether Kejriwal should form the government or not, AAP said.

Of the 2.66 lakh responses, 1.97 lakh people said "Yes" and gave go-ahead to Kejriwal-led party for form the government with the support from Congress, while 68,880 said "No". "It comes out to be 74 per cent of the total valid responses from the Delhiites, based on this we had decided to form the government in Delhi," AAP spoksperson Manish Sisodia said.
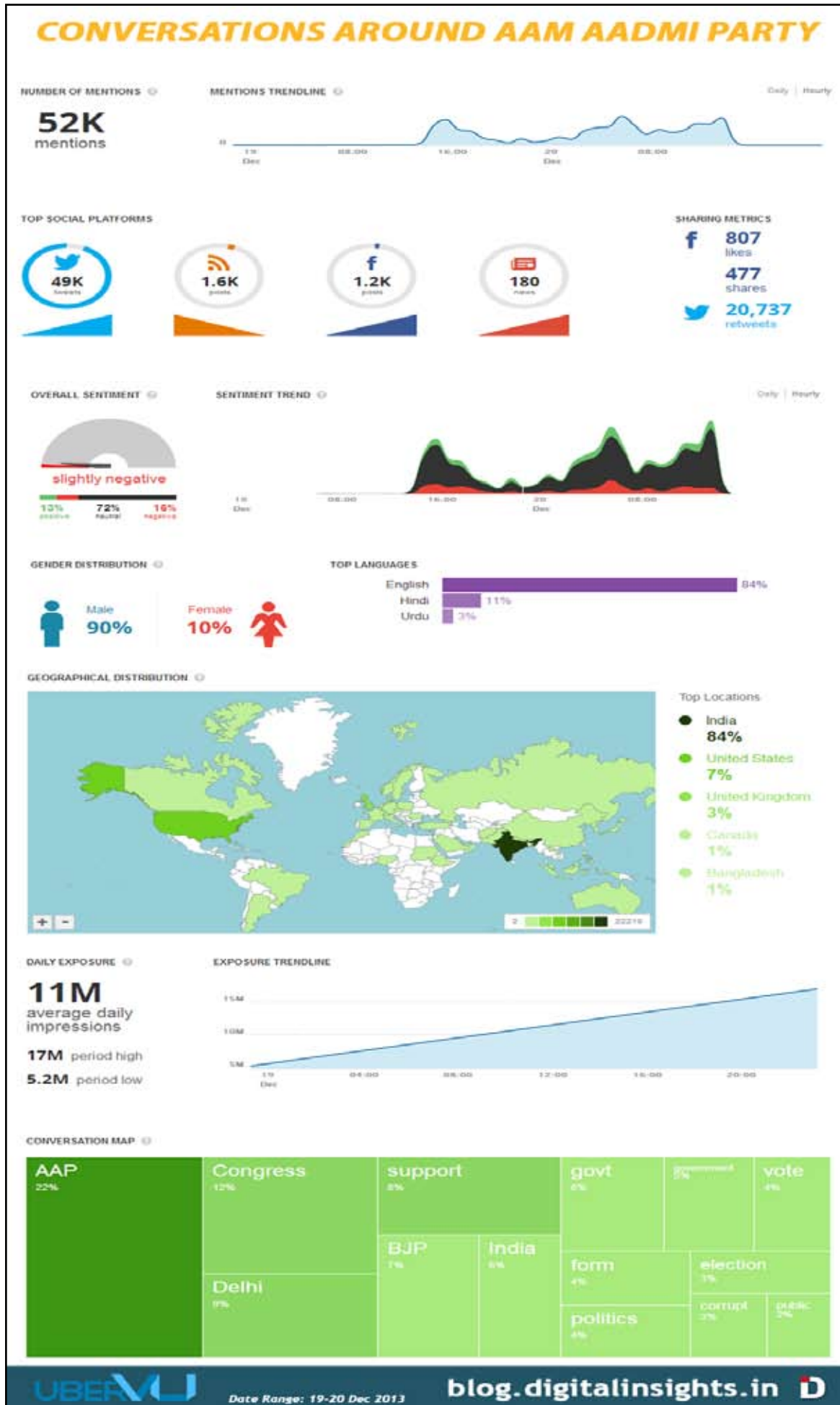
The AAP had conducted a total of 280 public meetings, of which people at 257 places said "Yes" to formation of government and at 23 places people said "No".

V. "Branding" AAM Aadmi Party (AAP)

You use hundreds of products in your daily life. While you may not have any brand preference for some products, for others no other brand would do. Why the difference? What is it about some brands that others simply don't have? How did these brands earn your loyalty? The answer can be stated in two simple words—'emotional connection'.

Emotional connection is something that every brand needs to evoke in a market. It shows the vision in a brand's strategy. It goes to show that the company is not trying to make a quick sale and then close shop, but planning to capture the hearts of the people and the market with it. And THAT is exactly what the AamAadmi Party's game-plan seems to be.

Libby Gill, CEO of the Los Angeles-based business coaching and brand strategy firm Libby Gill & Company recently published a book titled "Capture the Mindshare and the Market Share Will Follow: The Art and Science of Building Brands." The market is all but a puppet of the minds, the minds of people. Once you have successfully influenced them, there is little else that you need to do. Today Arvind Kejriwal has created an image for himself that stands apart from his peers. What boosts the branding for the AAP is the personal branding of their leader. Let's analyse the elements of AAP's branding strategy which helped them capture the minds and even the imagination of the people of India.

Fig. 1:

A. Clarity

In today's competitive world, trust has become a scare commodity, especially when we're talking about a field as infamous as politics. So how does a party (the brand) mine for this trust? The AAP did something that no other party had dared to do before. They made themselves transparent. Every donation is promptly listed on the AAP's public website. Every aspect of the AAP is public knowledge. Their background, their specs, their pedigree and all their workings. The second part of 'clarity' is the brand's product communication. Is it clear? Is it consistent? Does it explicitly tell the people how it'll benefit them? 'We will do everything we can do eradicate corruption'- A message so simple, yet so powerful that it immediately grabbed the attention of all Indian citizens, who were desperately gasping for air in the murky world of corruption.

B. Consistent Communication

The crucial point at which a brand comes in direct contact with the addressable audience is called a touch point. It is in a brand's best interest to use this touch points and drive in the message about what exceptional and exclusive value they are offering. Taking time out to interact with the audience has not only far reaching but long lasting positive effects. In AAP's case, this has been done through easy accessibility of the top leaders of the party. Everyone from the volunteers on the lowest rung, right up to Arvind Kejriwal are easily accessible to the people. They are ready to take on any questions thrown at them and dare to speak one-on-one with the crowd and not through PR agencies and spokespersons.

C. Collaboration

Contesting the Delhi elections was no child's play, especially for a party which is still in its infancy. The fact that a party which is barely a year old upset the longest ruling party in the country's history and reached so close to actually winning the elections proves the efficiency of collaboration. But the AAP refused collaboration (never asked the support of INC and BJP) with any other party. Be that as it may be, collaboration happens on many levels. AAP did not agree to form a coalition government in Delhi simply because it would have hurt their long term goal of setting themselves apart from the rest of the circus. However, the collaboration within the AAP, its volunteers and with the common man was so strong and yet so flexible that it catapulted them right ahead of strong incumbent . Thousands of volunteers went door to door and spoke with voters personally and at length. Discussing their woes and taking their feedback. Moreover, the stroke of brilliance lies in the way the AAP roped in fans among the common man to not only support but also spread their cause. The ingenious system created with the help of Delhi based startup 'VoiceTree' was nothing short of a business strategy worthy of analysis in business schools. The telephonic system let common people, who are usually busy in their everyday lives, help in supporting the AAP by making calls to random Delhi citizens and convincing them to vote for the AAP.

Table 1:

THE IDEA	THE SYMBOL	THE NAME	THE MOVE
Lesson-1: Have An Idea That Connects	Lesson-2: Create a brand icon	Lesson-3: there is so much in name	Lesson-4: out think the competitor
AAP CODE 1.Growing public anger against the government and politicians for lack of accountability means that a new political movement cantered on clean governance is an idea whose time has come 2.The common consumer does not understand economy 3.She understands the prices of onion, tomatoes, electricity tariff 4.AAP de-jargonised economic terms and highlighted the basic problems which attracted the audience	AAP CODE 1.Every brand has a symbol and icons that are timeless 2.Think Apple thing Steve Jobs 3.Non-Voilane and Mahatama Gandhi are synonymous 4. Kejriwal has emerged as abiding political icon for anti corruption 5.He created brand symbol which is Timeless 6.the broom as election symbol connects with everyone from masses to classes	AAP CODE 1.Nomenclature is the basic ingredient of good marketing 2.An evocative and compelling name AAM AADMI PARTY-AAP 3.It quickly relates to every "aam aadmi " – a common man 4.Also the short form AAP means YOU which makes one feel that it is about YOU and for YOU	AAP CODE 1.A successful brand will always surprise. Kejriwal has kept his competitors (government) and media guessing about his next move 2.Example..decision to contest against Chief Minister Shiela Dikshit 3.The focus was to behave as an underdog but keep an eye on changing market dynamics

Source: Hindustan Times, May, 2013

D. The Emotional Connection

The people of India need someone to look up to in these dark times when there seems no hope against the ever-growing menace of corruption. This is the image that AAP created for themself. They became a beacon of hope, a class apart from the rest, a messiah to the people.

Arvind Kejriwal, together with social activist Aruna Roy, among others, helped in the passing of the Right to Information (RTI) act. He campaigned to get the act passed in all parts of the country and even introduced the RTI award in order to encourage people to exercise this right. His contribution in this movement gained him the trust and the respect of millions and formed the cornerstone of the AAP's campaign. The Aam Aadmi Party's first and probably still the most powerful tool to connect with the people was the name of the party itself. 'The Common Man's Party'—something the people automatically related to. A name that, at first seems a little corny, maybe even filmy, but one that immediately narrates the ideology of the party. The people loved it, as was clear from the Delhi election poll results. The party reintroduced the human element in the campaigns by letting top leaders meet and greet common people and volunteers interact directly with the people.

E. An Eye on the Competition

Politics in India, just like most other fields, has tremendous competition. No other party besides the Congress or the BJP has ever even come close to forming a government at the centre, but they have their own constituencies and strongholds, and they guard their territories aggressively. How then, did ArvindKejriwal manage to beat a political giant and seasoned leader such as Sheila Dixit in her own turf? Though Kejriwal started out by addressing a 'niche' audience, he kept expanding his horizons as he went along. He created curiosity around his message and gained support for his movement. He didn't just get votes from people who were ready for a change, he converted sceptics to join his cause, and most importantly, he 'beta tested' the market before the big launch. The growing disconnect of the people with leaders of ruling parties helped their cause, a fact that was acknowledged by the AAP.
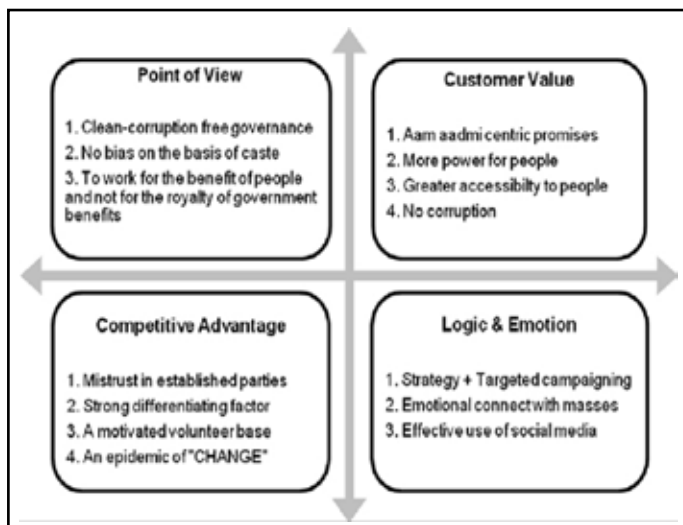

Fig. 2:

VI. Strategy of the Aap Which Played Wonders:

Ever since it barged into the Indian political scene, the Aam Aadmi Party (AAP) has been the media's favourite. The party owes its existence to the Jan Lokpal movement by Anna Hazare, a public revolution against corruption that attracted lakhs of people from different parts of the country, thanks to social media that fanned this phenomenon. There is no doubt that it was the highly polarised and frenzied debate on social media channels such as Facebook, Twitter and blogs that drove participation in the Anna-led movement. The movement was successful in the sense that it managed to inspire people to take to the streets against the ills plaguing their state, with media playing a significant role in supporting the people.

Encouraged by the response to the movement that revealed the common man's urgent need to tackle various issues in the country, social activist Arvind Kejriwal decided to take up the cudgels and turned a fierce politician to cheerlead the AAP, which he now heads. Today, as the election fever has gripped the National Capital in the wake of ensuing November elections, Kejriwal is putting into action the most valuable lesson he learned during the Jan Lokpal movement: the use the reach of social media. He is now strategically planning his moves as the party seeks to contest its first-ever elections, knowing the fact that the stakes are high.

1. Ever since it came into being, the AAP has exerted a pull on people across caste, cultures and religions; its members are now predominantly youth attracted with the help of the social media. This is in line with the party's demographic strategy – tap young, first-time voters, as well as an income group strategy. It has been running voter registration campaign in institutes of higher education in Delhi to tap into first time voters. For this group, the party uses social media.

2. The AAP has remained different from other mainstream political parties also as it is led by highly motivated and heterogeneous volunteer network consisting people from a cross strata. A Business Standard report recently described the party's use of the thousands of professionals who are volunteering as an 'aam aadmi' approach, through the stockbroker, the former Wipro employee and a 'working professional' that it quotes can hardly be categorised as aam aadmi. What they represent is the party's two-fold approach: use professionals who identify with the idea of the AAP to use social media to raise funds for the campaign, but plan to get your votes from the real aam aadmi. The party's website as well as its Facebook page solicit donations from non-resident Indians, professionals and others.

3. The party also seeks to break the rules of identity politics India has been riddled with. It is evident thus that the party is using clever tactics to merge its goals in a way the media is used maximally in reaching the people. While Indian political parties are also known to spend huge amount of money on campaigning ahead of polls using traditional media and hoardings, the AAP is leading by example yet again in this field. The party recently decided to rely on social media and door-to-door canvassing for campaigning, giving the electronic and print media a go-by as it plans to stick to the Election Commission's expenditure limit of Rs 14 lakh per candidate.

4. "Door-to-door campaign is our biggest focus. We want our candidates and representatives to go to every household, whether rich or poor, in the National Capital and talk to them about the situation of corruption in Delhi," Kejriwal said recently. Hoardings are also beyond the budget of the AAP, which has put up banners across the New Delhi's flyovers instead with a picture of Kejriwal wielding a broom, the party symbol, and promising a clean National Capital. By door-to-door campaigning, the party aims to attract funds on which it entirely depends. Its candidates and volunteers during door-to-door visits hand out notarised undertakings from candidates promising that they will not use benefits such as government bungalows, security guards and official vehicles if they are elected.

5. Social media helps in drawing young voters as a survey noted that nearly 150 million will vote for the first time in national polls of 2014. The interaction with these young voters is better on social media more since the young have the presence of this new medium more than people in any other category. It is interesting to note that on Facebook, AAP has got more than 339,000 fans and on Twitter the party has more than 136,000 followers. In addition to this, Kejriwal also has a tremendous fan following on Facebook; he has more than 572,000 fans and on Twitter he has more than 607,000 followers.

6. For the AAP, popularity on social media opens windows for more advertisements and in turn, more money that can be used effectively for its campaign. The AAP team is also reaching out to different online networks and at the same time also seeking help from various digital experts to make its online presence more effective. Kejriwal has given himself a daunting task to organise the AAP to enter the money-

dominated Indian electoral process and such deft use of social media and now other traditional forms like personal interaction are ensuring they reach out to people outlining their agenda and philosophy.

7. When Congress decided to give unconditional support to Aam Aadmi Party, The newly formed party in India thought of doing something unconventional. They asked the voters if they should form the Government in Delhi with the party which they criticized heavily. And since then, Arvind Kejriwal and his comrades have gone all guns blazing asking the people of Delhi (and other Indian states as well) with the help of Social Media, SMS and their website. They are also planning to take this movement offline to each and every constituency (they plan to release 2.5 Million postcards across Delhi to individual families to ask them for their opinions.

8. The party has published an appeal on AAP's website, asking people to SMS YES or NO to 08806110335, else call that number to share their views. There is also an opinion poll on their website asking users to submit their thoughts. The page received more than 50,000 comments from people in favor of the party to those opposing/amused by this decision. The party has so far followed a new approach to counter the 65 year old political system in this country. However, many people have reacted to this new implementation by the party on Twitter and not everyone is pleased with their decision to go to the people again for the decision. Arvind Kejriwal is calling this Participative Democracy where the democracy gives the power back to the people.

9. The AAP has announced that every money they receive is in the form of donations can be viewed on its website. They made the record every day with the name of the donar, country, state, district, reference no, transaction ID/ Receipt No., amount, receipt no, donation date and date. This has helped in generating the interest of the common man and developed trust in the AAP.

10. The general perception of the AAP as a middle class is accurate. To a great extent, it is true that the primary activist base of the AAP is drawn from the middle class – from professionals, rights activists, teachers, and even students participating in higher education (as noted from anecdotal evidence and media reports). The reason why the AAP managed to tap a activist base from these segments had been due to extensive media coverage of its anti-corruption agitations, and the fact that the Indian media has of late catered to the interests and opinions of the middle class.

11. The AAP could manage the support of the poor – primarily from the jhuggies – which feature a population largely characterised by those working in the informal sector (construction work, migrant labourers, domestic help, contract jobs and so on). Traditionally in these areas, it is the local patron (or the pradhan) who decides a number of things – welfare services, ration cards, water supply among others. The local patron is an important person, always sought to be cultivated by either of the two big parties and is invariably the "village head", the caste patriarch who decides political support of a large section of his "clients".

12. By embarking upon a campaign that sought to equate the lack of adequate services to the jhuggies to that of corruption – perceived by the poor as their everyday effort to effect a bargain for themselves – the AAP managed to circumvent the traditional patronage networks and reach out to the poor directly. Many a member of the working poor that this correspondent spoke to, in the run-up to the elections, were impressed with the rhetoric of the AAP to cleanse politics, and by that they didn't mean an abstract drive against corruption or "decentralized democracy", but the ability to do away with the culture of greasing palms and paying obeisance to local patriarchs. This reason for support goes beyond considerations of low cost of services, which the AAP promised the poor once they come to power and which is quoted as the main reason why the poor opted to vote for the AAP.

13. Adopting a canny symbolism – the choice for the name of the party ("the party of the common man", its symbol, "the broom" and fielding candidates based on a mix of reputation as social activists or those who have a local presence – the AAP managed to swiftly overcome its newcomer disadvantages. And it managed to do so without taking recourse to particularism – "identity politics" based on caste, religion or "kulak" identities – but a discourse that appealed to a multi-class base.

14. The AAP also finds support in a section of the traditional middle class that is linked to the public sector, petty shop owners, small merchants and the professionals (doctors, teachers, lawyers, journalists), which is exasperated with the existing political parties on everyday issues such as inflation, and the lacunas in the public delivery system, power tariff, water supply, urban infrastructure etc. Moreover, under a neoliberal regime, the old contract between the state and the people has been redefined with the social welfare schemes targeting mainly the poor and not including this section of the middle class which emerges from the public sector, small trade and the professions. In a world where the public sector is rapidly vanishing to make way for the corporate, sections of this old middle class are now looking for a political alternative that could articulate their grievances.

VII. Delhi Assembly Election 2013: The Biggest Change

The 2013 Delhi state assembly elections were the party's first electoral participation. The Election Commission approved the symbol of a "broom" for use by the AAP in that campaign. The party said that its candidates were honest and had been screened for potential criminal backgrounds. The AAP published its central manifesto on 20 November 2013, promising to implement the Jan Lokpal Bill within 15 days of coming to power.

There were 11,753 polling stations, including the presence of EVMs, while 630 identified as critical and hyper critical. There were 1.19 crore eligible voters, of which 66.11 lakhs were men and 53.20 lakhs were women while there were 4.05 lakhs first time voters. 32,801 Delhi Police personnel and 107 companies of central paramilitary forces was deployed to ensure a peaceful election. Polling stations opened at 8:00am and turnout was 66%.

AAP emerged as the second largest party in Delhi winning 28 seats in the assembly.[33] Out of a total 70 seats, the Bharatiya Janata Party won 31, AAP won 28, Indian National Congress won eight and three were won by others. The AAP has announced its intention to form a minority government in the hung Assembly, with what Sheila Dikshit describes as "not unconditional" support from Indian National Congress.

Table 2:

Political Party	Candidates	Seats Won	Net Change in seats	% of Seats	% of Votes	Change in % of vote
BJP	66	31	▲8	44	33%	▼3
AAP	69	28	New	40	30%	New
Congress	70	08	▼35	11.5	25%	▼15
JD(U)	-	1	▲1	1.5	0.6%	N/A
SAD	4	1	▲1	1.5	1%	N/A
Independent	225	1	0	1.5	10%	N/A
	70	Turnout	66%	Voters	76,99,800	

Vote Share of parties across parliamentary constituencies in Delhi Assembly (BJP+ includes BJP & its alliance partner, Shiromani Akali Dal)

Table 3:

Party/PC	Chandni Chowk	East Delhi	New Delhi	North East Delhi	North West Delhi (SC)	South Delhi	West Delhi
AAP	33.02	28.13	37.88	26.58	25.61	28.57	30.79
BJP+	28.60	32.29	33.23	32.07	37.18	34.47	36.36
INC	26.76	29.26	23.81	26.33	22.78	21.33	22.75

Sourse: Election Commission of India, 2013

VIII. Aap Gearing Up For Future

Capitalising on its dream debut in Delhi and the subsequent "wave" across the country, the Aam Aadmi Party (AAP) finalised its plans to contest the Lok Sabha elections in 2014. Releasing application forms for those who want to contest the Parliamentary elections, the party asked "honest" people to join the AAP. While talking to the media, member of the party's national executive Sanjay Singh said: "After the brilliant performance of the party there is a huge wave throughout the country. Thousands of people are coming forward and joining the party across several States and we want to take advantage of the surge in support."

The two leaders are also expected to help party volunteers across the country in poll preparations. The party has presence in 309 districts. Sources said the party is expected to contest from a minimum of 100 seats. The Party has its offices as per the details given below:

UP	MP	Rajasthan	Kerala	Tamil Nadu	Gujarat
60	35	27	14	25	10

Sourse: AAP website

The AAp has its eyes on the below given seats in the Lok Sabha Elections 2014.

Haryana	UP	Jharkhand	Karnataka	Tamil Nadu	MP	Delhi	Punjab
10	80	14	28	39	29	7	13

Sourse: AAP website

The party's move has also been taken in order to mobilise masses ahead of the elections. How many seats AAP will contest, the party would declare its national strategy only after talking to the volunteers on the ground, the spokes person said. These are the enthusiastic response and proposals of the State units of the party and are yet to be approved by the decision making bodies in the party," he said.

The eligibility criteria the party has set for the aspiring candidates are no different from those applying for the Assembly elections. The candidates should not have any criminal records, their character must be vouched for by residents, and they must face no corruption charges.

Although the AAP has made the history in winning general assembly elections in Delhi 2013, will it be possible for the party to repeat the winning spree in the Lok Sabha Elections 2014? This is million dollar question and only time will tell.

The marketing and media strategy of AAP has been in successful in case of Delhi, but still many questions that remained Unanswered are:

• Is AAP is new phenomena in Politics?: The success of AAP in Delhi Elections, 2013, although it continued only for 49 days, has made it s successful brand?
• Is AAP is successful in developing in a "Brand"? Or the media has established it as a "Brand"?
• Is AAP an answer to Democracy? Or is it mobocracy?
• Is AAP tech savy? How could AAP so successful in social media?

- Can an aam aadmi (common man) relate to AAP?
- Has Aam Aadmi Party forced other political Parties to rethink the marketing of political ideologies? Is this a change in Political Marketing?
- Is this a transformation of Indian Democracy? Or outburst of a common man against established political parties?
- Is AAP truth of Hype?

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