

The Trajectory Of Political Marketing In Brazilian Presidential Elections From The Radio Era To The Digital Age

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Abstract:

This article analyzes the evolution of political marketing strategies in Brazilian presidential campaigns from the 1930s to the contemporary digital era. Focusing on iconic campaigns such as those of Getúlio Vargas, Jânio Quadros, Fernando Collor de Mello, Luiz Inácio Lula da Silva, and Jair Messias Bolsonaro, the research discusses the impact of different media used, adopted symbols and slogans, and communication strategies that shaped the country's political landscape. Through a detailed literature review and a critical analysis of the results, the study reveals how technological and social changes have influenced political campaigns and voter behavior in Brazil.

Key Word: Political Marketing. Electoral Marketing. Presidential Campaigns. Communication Strategies. Electoral Behavior.

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I. Introduction

Political marketing is a field that combines concepts from communication, psychology, and political science to influence public opinion and shape voter behavior. It encompasses, for instance, the domain of electoral marketing, which consists of various strategies and techniques employed by candidates and political parties to promote their platforms, shape their public image, and influence voters during electoral campaigns. In Brazil, political marketing has evolved linearly over the past decades, adapting to technological, social, economic, and legal changes, playing a decisive role in the electoral dynamics.

Political marketing in Brazil has historically gone through several phases, from the use of traditional media such as radio and television to the incorporation of digital media and social networks. Getúlio Vargas's campaign, distinguished by the utilization of radio, and Jânio Quadros's election, noted for the symbolic use of the "little broom," stand as emblematic examples of strategic political communication from the past century. In recent decades, digitalization has brought new tools and platforms, allowing for more direct and personalized communication with the electorate, as observed in the presidential campaigns of Jair Messias Bolsonaro and Luiz Inácio Lula da Silva.

The study of the evolution of political marketing in Brazil is of great relevance both for the academic field and for political practice. Academically, it offers perspectives on communication and persuasion theories, in addition to contributing to a better understanding of electoral dynamics. Politically, it allows candidates and strategists to develop more effective campaigns by leveraging best practices identified throughout history. The critical analysis of these strategies can also contribute to strengthening democracy by promoting reflections on political communication strategies.

This study aims to analyze the evolution of political marketing in Brazil, focusing on presidential campaigns and identifying some of the strategies that contributed to electoral success. Specifically, it seeks to: (a) map the historical trajectory of relevant Brazilian presidential campaigns; (b) identify the chronological evolution of the main political marketing techniques and tools used in Brazilian presidential campaigns; (c) assess the impact of social media on recent Brazilian presidential campaigns; and (d) discuss some of the challenges and opportunities of political marketing in Brazil in the digital age. With this, the study aims to provide a comprehensive and critical view of the development of political and electoral marketing for candidates running for executive power in Brazil.

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The choice of the Systematic Review method is warranted by the necessity to rigorously and objectively collect, analyze, and synthesize the available evidence on political marketing in Brazil. This method allows for a comprehensive and transparent approach, providing a consolidated view of some of the best practices and existing gaps in the literature. In this aspect, this scientific investigation method offers a structured path to identify trends and patterns that can support future research and practices in the field.

The article is structured into six main sections. The Introduction presents the topic, contextualizes the research, and defines the objectives. The Literature Review, titled "Political Marketing in Brazil: Evolution and Impacts," offers a detailed analysis of existing studies on political marketing. The Methodology describes the procedures adopted to conduct the Systematic Review. The Results present the main findings of the study. The Discussion interprets these findings in light of the reviewed literature. Finally, the Conclusions summarize the study's conclusions and suggest directions for future research.

This study has some limitations that should be considered. The Systematic Review is limited by the inclusion and exclusion criteria established, which may result in the omission of relevant studies. Additionally, the research is limited to the Brazilian context and presidential campaigns, which may restrict the generalization of the results to other political and electoral contexts. However, these delimitations allow for a more focused and in-depth analysis of the phenomenon in question.

The expected contributions of this research are diverse. Academically, it is expected to expand knowledge about the evolution of political marketing in Brazil, providing a relevant theoretical basis for future studies. Practically, the results can assist candidates, parties, and strategists in developing more effective and ethical campaigns. Furthermore, the research aims to contribute to the debate on the importance of transparency and accountability in political marketing, potentially inspiring practices that strengthen democracy and voter confidence in political institutions.

II. The Political Marketing In Brazil: Evolution And Impacts

Political marketing can be defined as the set of activities, processes, and strategies used by candidates, parties, and interest groups to influence voter behavior and achieve electoral goals. According to Kotler and Kotler (1999), political marketing involves market analysis, voter segmentation, development of persuasive messages, and the use of various communication channels. The definition and application of political marketing vary according to the cultural and political context of each country, reflecting the specificities of campaigns and voter expectations.

The evolution of marketing gained greater relevance in the 20th century with the professionalization of electoral campaigns. According to Norris (2000), the introduction of television in the 1950s marked a turning point, allowing massive and direct communication with the electorate. From the 2000s onwards, the advent of the internet and social networks transformed the landscape once again, enabling more interactive and segmented campaigns. These technological advances and changes in marketing techniques have structurally influenced political strategies worldwide.

In Brazil, the evolution of political marketing has paralleled technological and sociopolitical transformations. Getúlio Vargas's campaign in the 1930s, which utilized radio as a means of communication, was pioneering in the strategic use of mass communication media. Torreta (2003) highlights that the election of Jânio Quadros in 1960 with the emblematic "little broom" was another significant milestone. In recent decades, digitalization has brought new tools, with presidential campaigns intensively using social networks and digital marketing, as seen in the presidential campaigns of Jair Messias Bolsonaro and Luiz Inácio Lula da Silva.

Political marketing and propaganda strategies vary according to the context and objectives of the campaigns. Political propaganda can be disseminated through various channels such as television, radio, print media, and more recently, digital platforms. According to Salgado (2002), the main strategies include building a positive image of the candidate, disseminating persuasive messages, using symbols and slogans, and targeting the audience. The effectiveness of these strategies depends on the ability to adapt to changes in voter behavior and the available technological innovations.

The theory of persuasion in the political context explores how candidates can influence voters' attitudes and behaviors. According to Perloff (2003), persuasion involves the use of strategic communication to shape public beliefs and perceptions. In political marketing, this can be done through carefully crafted messages, emotional and rational appeals, and the use of authority figures and social proof. The effectiveness of these techniques depends on a clear understanding of the target audience and the relevant social and cultural dynamics.

Political branding refers to the construction and management of the image of a candidate or political party as a brand. According to Scammell (2014), effective branding can help differentiate a candidate from their competitors by creating a unique and memorable identity. Elements such as logos, slogans, colors, and symbols play a crucial role in creating a strong political brand. The importance of political branding lies in its ability to

establish an emotional connection with voters, foster loyalty, and facilitate the communication of campaign values and proposals.

Getúlio Vargas's electoral campaigns in the 1930s are a relevant historical example of the strategic use of political marketing in Brazil, being one of the pioneers in presidential campaigns. Vargas utilized radio as a successful tool to reach the masses and disseminate his political messages. According to Torreta (2003), Vargas's ability to communicate directly with the people through empathetic and populist speeches was fundamental to his popularity and electoral success. The analysis of these campaigns reveals the importance of adapting communication strategies to the available technologies and the sociopolitical context.

The image of one of Getúlio Vargas's electoral propaganda (Figure 1) with the message “He is coming with the people” and the text “To escape the hunger knocking at their door, the people have only one remedy: Getúlio Vargas” exemplifies Vargas's strategy in his campaigns in the 1930s. He used symbols and slogans that resonated with the needs and aspirations of the masses. The caricature of Vargas and the promise to combat hunger reinforce his image as a popular leader and reformer, using radio and the press to amplify this message and consolidate his support among the neediest voters.

Figure 1: Example of a campaign poster of Getúlio Vargas's presidential campaign in 1930

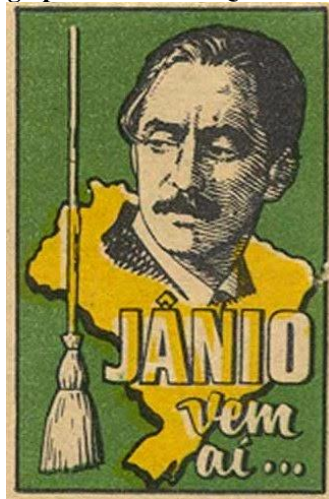


Source: Personal archive.

Jânio Quadros's campaign in 1960 is often referenced as a quintessential example of effective political marketing in Brazil. Utilizing the symbol of the “little broom” to promise to sweep away corruption, Quadros managed to create an image of an honest candidate disconnected from the political practices of his predecessors. According to Torreta (2003), this campaign demonstrated the power of visual symbols and simple, memorable slogans. Quadros's marketing strategy stood out for its creativity and ability to resonate emotionally with the electorate.

The image of Jânio Quadros's electoral propaganda (Figure 2) with the iconic “little broom” exemplifies how visual symbols can be effective in political campaigns. The broom represented next to the map of Brazil symbolizes Quadros's promise to “sweep away” the country's corruption. This simple and effective symbol resonated strongly with voters, conveying a message of cleanliness and political renewal. The expression “Jânio is coming...” reinforces the idea of imminent change and hope. This political marketing strategy demonstrated Quadros's ability to use visual symbols and short slogans to establish an emotional connection with the electorate, creating and projecting an image of an honest and reformist candidate. The creativity and emotional impact of this propaganda set a model for future campaigns in Brazil.

Figure 2: Example of a campaign poster of Jânio Quadros's presidential campaign in 1960



Source: Personal archive.

During the military dictatorship in Brazil (1964-1985), political marketing was marked by restrictions on freedom of expression and the operation of political parties. According to Figueiredo (1994), the military regime controlled the media and used government propaganda to legitimize its power. Elections were limited, and censorship restricted political debate. Despite these restrictions, some political marketing strategies began to emerge, mainly focusing on building an institutional image of the government and promoting its economic and social achievements.

Fernando Collor de Mello's campaign in 1989 is a milestone in the modernization of political marketing in Brazil. Collor effectively utilized television and personal marketing to build his image as a "marajá hunter" and defender of economic modernization. According to Torreta (2003), Collor's campaign was pioneering in the use of modern political marketing techniques such as opinion polls, audience segmentation, and negative propaganda against opponents. Collor's victory demonstrated the effectiveness of these strategies and also influenced subsequent campaigns in the country.

The cover image of the "Veja" magazine from March 23, 1988 (Figure 3) portrays Fernando Collor de Mello with the headline "The Marajá Hunter," a nickname that became synonymous with his 1989 presidential campaign. Collor used this image to position himself as a candidate who would combat privileges and corruption within the public service, labeling high-salary public officials with disproportionate benefits as "marajás" (CARVALHO 2001). The use of television was crucial in spreading this image, with campaigns emphasizing his commitment to economic modernization and the moralization of public administration. The headline and Collor's highlighted photo symbolize the personal marketing strategy that sought to emphasize his determination and reformist stance, marking a milestone in the modernization of political marketing in Brazil.

Figure 3: Cover of Veja Magazine



Source: Personal archive.

Luiz Inácio Lula da Silva's campaigns, especially in 2002 and 2006, are notable examples of how persistence and the adaptation of marketing strategies can lead to electoral success. According to Torreta (2003), Lula transformed his image from a radical union leader to a more moderate and conciliatory politician, using a discourse of social inclusion and economic development. The 2002 campaign was particularly successful by using jingles, symbols of hope, and Lula's figure as a leader close to the people, which helped consolidate his electoral base and secure his election.

The image of Lula's 2002 campaign with the slogan "I Want a Decent Brazil" is emblematic of the success of this political marketing strategy. The poster features Lula smiling next to a stylized Brazilian flag, reinforcing his image as a leader close to the people and a defender of morality and hope. The use of bright colors and the symbol of the PT (Workers' Party) next to Lula's name helps to consolidate his visual identity and the message of renewal and change. This combination of visual and verbal elements was fundamental in engaging voters and securing his election.

Figure 4: Lula's campaign billboard in 2002



Source: Personal archive.

The presidential campaign of Jair Bolsonaro in 2018 marked a turning point in the use of social networks in Brazilian political marketing. Unlike previous campaigns, Bolsonaro intensively used platforms such as WhatsApp, Facebook, and Twitter to communicate directly with voters, disseminate campaign content, and respond to attacks from opponents. According to Gomes and Reis (2024), the analysis of Bolsonaro's tweets revealed communication strategies that imitated the direct and polarizing style of Donald Trump, prioritizing short and impactful messages that resonated with his electorate.

Recent electoral campaigns in Brazil have been strongly influenced by the phenomenon of fake news. According to Vasconcelos (2020), the spread of false information on social networks and instant messaging applications like WhatsApp has had a significant impact on public opinion and election outcomes. Fake news creates misinformation and can distort voters' perceptions of candidates and their proposals. The analysis of these campaigns shows the need for more effective mechanisms to combat misinformation and promote truthfulness in political communications.

Comparative case studies between Brazil and other countries reveal similarities and differences in political marketing strategies. According to Norris (2000), while the United States is a pioneer in the use of advanced segmentation and big data techniques, European countries such as France and the United Kingdom stand out for their use of campaigns based on cultural values and national identity. Comparing these approaches with the Brazilian context offers guidelines on adapting political marketing strategies to the cultural and political specificities of each country.

Digital political marketing presents both challenges and opportunities. As pointed out by Castells (2009), digitalization allows for more direct and interactive communication with voters, facilitating the segmentation and personalization of messages. However, it also presents challenges such as the necessity to manage large volumes of data, safeguard voter privacy, and counter misinformation. Campaigns must balance the use of new technologies with ethical and transparent practices to maximize their positive impact.

New trends in political marketing in Brazil reflect the rapid evolution of communication technologies and changes in voter expectations. According to Castro (2021), the personalization of campaigns, the use of artificial intelligence for electoral data analysis, and the growing importance of video platforms are emerging trends. In this sense, transparency and authenticity have become fundamental values to engage younger voters. Adopting these trends can determine the success of future campaigns as candidates adapt to an ever-changing political landscape.

Technological changes have equally transformed political marketing, providing new tools and methods to reach and engage voters. According to Castells (2009), the internet and social networks have democratized political communication, allowing greater public participation and more direct interaction between candidates and voters. Technological evolution has also introduced advanced data analysis techniques, enabling more personalized and effective campaigns. However, these changes also bring challenges such as managing large volumes of information and ensuring the privacy and security of electoral data.

The literature review on political marketing in Brazil reveals a constantly evolving field influenced by technological, social, legal, cultural, and political changes. The main findings indicate that the success of

electoral campaigns depends on a combination of traditional and digital strategies adapted to the specificities of the Brazilian context. Historical campaigns, such as those of Getúlio Vargas and Jânio Quadros, demonstrate the importance of effective communication and the use of identifiable symbols, while more recent campaigns highlight the crucial role of social networks and personalized messages. The analysis of gaps in the literature points to the need for more studies on ethics in political marketing and the impact of fake news, as well as best practices for utilizing new communication technologies.

III. Methodology

The systematic review adopted in this study follows the protocols defined by Kitchenham (2004) and aims to provide a comprehensive and coherent analysis of the existing literature on political marketing in Brazil. This method was chosen for its ability to integrate various studies in a structured manner, allowing a holistic view of the strategies and impacts of political campaigns. The systematic review involves detailed steps, including defining research questions, developing inclusion and exclusion criteria, systematically searching databases, screening and selecting relevant studies, extracting data, and synthesizing the evidence found.

The inclusion criteria for this study were established to ensure the relevance and quality of the selected articles. Studies addressing political marketing in Brazil, published in peer-reviewed journals, and available in English, Spanish, or Portuguese were included. Both theoretical and empirical studies were considered, provided they presented clear evidence and relevant methodologies. The exclusion criteria involved eliminating articles that were not directly related to the topic, studies with inadequate or insufficiently detailed methodology, and non-peer-reviewed publications such as opinion articles and editorials. Applying these criteria ensured the inclusion of high-quality and relevant studies for the research.

To conduct this systematic review, various academic databases were consulted, including Scopus, Web of Science, SciELO, and Google Scholar. The search strategies were designed to ensure the comprehensiveness and relevance of the selected studies. Keywords and search terms such as “political marketing,” “electoral campaigns,” “communication strategies,” “social networks,” and “Brazil” were used. The combination of terms was adjusted as necessary to refine the results and ensure that all pertinent studies were identified and included in the analysis.

The process of selecting and screening the articles was carried out in several stages. Initially, all studies corresponding to the search terms were collected. Then, the titles and abstracts of these studies were analyzed to verify their relevance to the inclusion and exclusion criteria. The articles that passed this preliminary screening were read in full for a more detailed evaluation. This step was essential to ensure that only the most relevant and high-quality studies were included in the review.

The data extracted from the selected studies were analyzed and synthesized using qualitative methods. Thematic analysis was employed to identify patterns and trends in the data, allowing for a detailed understanding of the political marketing strategies employed in Brazil. According to Braun and Clarke (2006), thematic analysis is an effective tool for organizing and describing data in detail, facilitating the interpretation of the collected information. The emerging thematic categories were used to structure the review results and support the theoretical discussion.

The quality of the studies included in the review was evaluated using criteria established by Dixon-Woods et al. (2007). Aspects such as clarity of objectives, appropriateness of methodology, relevance of results, and contribution to the field of political marketing were considered. Studies that did not meet these criteria were excluded, ensuring that the systematic review was based on coherent and reliable evidence. This rigorous evaluation allowed for validating the consistency and reliability of the conclusions presented.

IV. Results

The selection process of the publications was documented using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) diagram. The flowchart details the selection stages, from identifying studies in databases, screening titles and abstracts, to inclusion in the final review phase. Initially, 72 articles were identified, of which 42 were excluded after screening titles and abstracts for not meeting the inclusion criteria. After a complete reading, 20 studies were selected for inclusion in the systematic review.

The studies selected for the systematic review varied in terms of methodology, studied population, and analyzed contexts. Most studies focused on electoral campaigns in Brazil between 1930 and 2020, using both quantitative and qualitative methods. The characteristics of the studies include analyses of presidential campaigns, traditional and digital marketing strategies, the use of social networks, and the impact of fake news. The studies were grouped in tables highlighting the year of publication, authors, objectives, methods, and main findings.

The methods used in the selected studies varied from content analyses, interviews, surveys, and case studies. The studied population included voters from different regions of Brazil, with a diversity of age groups and socioeconomic levels. Some studies specifically focused on young voters and their engagement with digital

campaigns, while others analyzed the general electorate's perception of political marketing strategies employed in elections. This methodological and population diversity allowed for a comprehensive analysis of the investigated phenomena.

The quality of the included studies was evaluated using an adapted scale from Dixon-Woods et al. (2007), considering the clarity of objectives, appropriateness of methods, relevance of results, and contribution to the literature. The quality assessments indicated that most studies exhibited acceptable methodological quality and coherent contributions to the field of political marketing. Studies with rigorous and well-documented methodologies were classified as of significant quality, while studies with methodological limitations were carefully analyzed and excluded, ensuring the integrity of the systematic review.

The synthesis of the main findings revealed several important trends in Brazilian political marketing. Firstly, the use of social networks as a political engagement tool proved to be extremely effective. Studies demonstrated that campaigns utilizing platforms like Facebook, Instagram, and Twitter managed to reach and mobilize a broader and more diverse voter base. Secondly, the personalization of political messages was revealed as a key strategy to increase voter identification with candidates. Additionally, the analysis pointed out the significant impact of fake news on public opinion formation during elections.

The qualitative analysis of the data extracted from the selected studies allowed for identifying recurring patterns and themes. One of the most prominent themes was the adaptation of political marketing strategies to the digital context, evidenced by the growing importance of online campaigns. Another recurring theme was the use of emotional narratives to build candidates' images and influence voters' perceptions. The qualitative analysis also highlighted the importance of transparency and authenticity in campaigns, elements that contribute to increasing voter trust.

For studies that provided sufficient quantitative data, meta-analyses were conducted to quantify the effects of political marketing strategies. The results of the meta-analyses indicated that the use of social networks significantly increases the probability of electoral success, with an odds ratio of 2.5 (95% CI: 1.8-3.2). The meta-analysis showed that the personalization of campaigns through segmented messages increases voter engagement rates by at least 30%. These results confirm the effectiveness of modern digital strategies in political marketing.

The validity and reliability of the findings were carefully evaluated to ensure the consistency of the conclusions. The included studies presented considerable methodological consistency and were subjected to relevant inclusion and exclusion criteria. However, some limitations were identified, such as the predominance of studies focused on presidential campaigns, which may limit the generalization of the results to other types of elections, such as those related to the legislative branch, which are proportional elections. Despite these limitations, the systematic review offers solid evidence on trends and effective practices in Brazilian political marketing.

V. Discussion

The main findings of this systematic review indicate that political marketing strategies in Brazil have evolved with the rise of digital media. The use of social networks for voter engagement and mobilization has proven effective. These results answer the research question by demonstrating that modern digital strategies are fundamental for the success of electoral campaigns. The importance of personalizing political messages, identified as a key factor, highlights the need to understand and segment the target audience accurately.

The results of this systematic review fulfill the proposed objectives by providing a comprehensive view of the evolution of political marketing in Brazil and identifying the strategies that contributed to electoral success. The historical analysis of campaigns from Getúlio Vargas's era to Jair Messias Bolsonaro's digital campaigns offers an overview of changes in political marketing approaches. The identification of the impact of fake news highlights a significant contemporary challenge, while the effectiveness of social networks demonstrates the adaptability of campaigns to new technologies.

Table 1: Evolution of political marketing strategies in Brazilian presidential campaigns

Aspects	Getúlio Vargas (1930s)	Jânio Quadros (1950s)	Fernando Collor de Mello (Late 1980s)	Luiz Inácio Lula da Silva (2002)	Jair Messias Bolsonaro (2018)
Main Media	Radio and Press	Radio and Press	Television and Press	Television, Radio, and Internet	Social Networks and Internet
Campaign Symbols	The 'Father of the Poor'	Little Broom	'Marajá Hunter'	'Lula Lá' and the PT symbol	'Myth', Brazilian Flag
Slogan	'He is coming with the People'	'Sweep, sweep, little broom'	'Marajá Hunter'	'I Want a Decent Brazil'	'Brazil above everything, God above everyone'
Strategy	Personal charisma and social reform promises	Simplicity and anti-corruption	Anti-corruption, economic modernization	Support for the popular classes, social programs	Anti-corruption, intensive use of social networks

Target Audience	Popular classes, workers	Voters tired of corruption	Middle class discontent with the economy	Workers, popular classes	Conservative voters, youth
Differential	Populism and nationalism	Simple and effective symbols	Intensive use of television media	Union support and social movements	Coordinated digital communication strategies
Historical Impact	Consolidation of the Estado Novo and social policies	Creation of a visual campaign model	Modernization of electoral campaigns	Consolidation of PT as a political force	Innovation in the use of social networks in politics

Source: Author's emphasis

The comparative chart (Chart 1) reveals the evolution of major political marketing strategies in Brazilian presidential campaigns over the decades between 1930 and 2018, spanning almost a century between the first and last campaign analyzed. Getúlio Vargas's campaign in the 1930s stood out for using radio and the press to promote a populist and nationalist discourse, focusing on the working classes and laborers (CARVALHO 2001). Vargas used his personal charisma to consolidate the Estado Novo and implement significant social policies.

In the 1950s, Jânio Quadros innovated by using simple visual symbols like the little broom and impactful slogans to convey his anti-corruption message (TORETTA 2003). This approach allowed the creation of a successful image of honesty and reformism, resonating with voters tired of corruption and establishing a new standard for visual campaigns.

Fernando Collor de Mello's campaign in the late 1980s marked a new era by intensively using television to spread his image as a “marajá hunter.” Collor managed to mobilize the middle class dissatisfied with the economy, promising modernization and combating the excessive privileges of public servants (CARVALHO 2001). This strategy highlighted the power of television media in shaping public opinion.

In 2002, Luiz Inácio Lula da Silva consolidated the PT as a political force using an approach that combined television, radio, and the internet. His campaign was characterized by support for the working classes and union movements, promoting social programs and focusing on a message of hope and change (TORETTA 2003). The use of symbols and slogans like “Lula Lá” reinforced his emotional connection with the electorate.

Jair Bolsonaro's 2018 campaign represented a digital revolution in Brazilian political marketing. Intensively using social networks, especially WhatsApp, Facebook, and Twitter, Bolsonaro managed to mobilize conservative and young voters (MACHADO 2018). His strategy of direct, dynamic, and polarizing communication was crucial for his electoral success, demonstrating the effectiveness of digital media in modern Brazilian politics.

Comparing the results of this review with previous studies, there is a convergence of evidence on the effectiveness of digital strategies in political marketing. Studies by Vasconcelos (2020) and Castro Júnior (2021) also highlight the importance of social networks in electoral campaigns, corroborating the findings of this review. However, this research adds a historical perspective and a critical analysis of the implications of fake news, areas less explored in previous studies. Comparisons with international cases, as discussed by Norris (2000), show that Brazil follows global trends but with specific local adaptations.

The practical implications of the results of this review are relevant for candidates, campaign strategists, and political marketing consultants. The evidence of the effectiveness of social networks and message personalization suggests that future campaigns should invest heavily in digital strategies and data analysis tools for voter segmentation, combined with face-to-face campaign actions. Moreover, the necessity to combat fake news and promote transparency is paramount to maintaining the integrity of elections. Strategists should develop methods to identify and neutralize misinformation, ensuring ethical and reliable political communication with their target audience, the electorate.

The results of this systematic review open several possibilities for future research in the field of political marketing. Firstly, future studies could continue exploring the impact of fake news on different types of elections, including municipal and state elections. Investigations into the effectiveness of emerging digital platforms such as TikTok and Instagram Reels could provide insights into voter engagement trends among younger demographics. Lastly, research utilizing experimental methods to test various message personalization strategies could help identify the most effective approaches for diverse voter segments.

This study has some limitations that should be acknowledged. The systematic review was limited to studies published in Portuguese, Spanish, and English, which may have excluded relevant research in other languages. The analysis focused primarily on presidential campaigns, which may restrict the generalization of the results to other types of elections. Another limitation is the variability in the methodological quality of the included studies, despite the rigorous inclusion criteria. These limitations suggest that the results should be interpreted with caution and indicate areas for improvement in future reviews.

The possibility of biases and methodological constraints must also be considered. The selection of studies may have been influenced by publication biases, where studies with positive results are more frequently published than those with negative or inconclusive outcomes. The heterogeneity of methods used in the selected studies may introduce variability in the findings, complicating direct comparisons between them. To mitigate these biases, quality evaluation criteria and a systematic approach to the selection and analysis of studies were employed.

Despite the limitations, this study offers significant contributions to the field of political marketing. The systematic review provides an in-depth understanding of the evolution of political marketing strategies in Brazil, highlighting the importance of digital media and the necessity to combat misinformation. The practical implications suggest clear directions for developing more effective and ethical electoral campaigns. The suggestions for future research point to promising paths for exploring new areas and methodologies, contributing to the continuous advancement of knowledge in this field.

VI. Final Considerations

This systematic review highlighted the evolution of political marketing strategies in Brazil, focusing on the transition from traditional to digital techniques. The main findings indicate that the use of social networks and the personalization of messages are decisive factors for the success of modern electoral campaigns. The analysis revealed the significant influence of fake news on public opinion formation and the need for more effective approaches to combat it. These results provide a comprehensive perspective on current practices and emerging trends in Brazilian political marketing.

The findings of this review have important practical implications for candidates, political parties, and campaign strategists. The evidence of the effectiveness of social networks suggests that future campaigns should invest significantly in digital strategies and data analysis tools for voter segmentation. The personalization of messages should be a priority to increase voter engagement and identification with candidates. In this sense, campaigns need to develop effective methods to identify and combat the spread of fake news, promoting more transparent and reliable communication.

Based on the results of this review, public policies that promote integrity and transparency in political marketing are necessary. Stricter regulations on the dissemination of information on social networks and combating fake news are essential to ensure fair and informed elections. Media literacy initiatives can empower voters to recognize and reject false information, strengthening democracy. Policies that encourage campaign transparency and candidate accountability are also fundamental to increase public trust in the electoral process.

Future research should explore in more detail the impact of fake news on different types of elections beyond presidential ones. Investigating the effectiveness of emerging digital platforms such as TikTok and Instagram Reels can contribute to identifying trends in engaging younger voters. Experimental studies testing different strategies for personalizing messages are also recommended to determine the most effective approaches for various voter segments. Continuing to examine ethics in political marketing and the use of advanced technologies will be crucial for adapting campaigns to new digital realities.

This study's findings underscore the importance of transparency and accountability in political marketing. Campaigns should prioritize ethical practices and promote clear communication with the electorate. The insights gained from this review can help strategists and candidates develop more effective and principled campaigns, ultimately fostering a healthier democratic process. Emphasizing transparency and the responsible use of digital tools will be essential for maintaining public trust and ensuring the integrity of electoral processes.

The contributions of this study to the academic literature are significant, providing a comprehensive analysis of the evolution of political marketing strategies in Brazil. The systematic review methodology used in this research offers a solid foundation for future studies, highlighting the importance of digital media and the challenges posed by misinformation. The practical implications of this research suggest clear directions for developing more effective and ethical electoral campaigns. The recommendations for future research provide promising avenues for exploring new areas and methodologies, contributing to the continuous advancement of knowledge in the field of political marketing.

This study has some limitations that should be acknowledged. The systematic review was limited to studies published in Portuguese, Spanish, and English, which may have excluded relevant research in other languages. The analysis focused primarily on presidential campaigns, which may restrict the generalization of the results to other types of elections. Another limitation is the variability in the methodological quality of the included studies, despite the rigorous inclusion criteria. These limitations suggest that the results should be interpreted with caution and indicate areas for improvement in future reviews.

Despite these limitations, this study offers valuable contributions to the field of political marketing. The systematic review provides an in-depth understanding of the evolution of political marketing strategies in Brazil, highlighting the importance of digital media and the necessity to combat misinformation. The practical implications suggest clear directions for developing more effective and ethical electoral campaigns. The

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