

**IS KEVIN RUDD THE SMARTEST MARKETER
IN AUSTRALIAN POLITICS?**

It's Kevin Rudd's ability to apply 'real-world-marketing' tactics to his campaign that will help him win this year's upcoming election... Well that's the claim being made by author, entrepreneur and business commentator Pete Williams.

"Kevin Rudd has done an exceptional job of positioning himself where he needs to be in order to win this years election" says Williams "He's either a great marketer or has a smart team around him - either way he's on his way to winning this years election by a large margin"

With his regular appearances in 'the voter friendly media' such as Sunrise, drive-time radio and his willingness to self deprecate, Rudd is coming across as the 'in-touch, bloke next door', something Howard is struggling to portray.

"I see a lot of the same qualities in Rudd that got Bob Hawke into power - the ability to connect and resonate with the average Aussie... and at least Rudd is doing it in a more refined way this time round" Williams said light-heartedly.

"If Howard loses power this year, I think it will be traceable to the fact he is perceived as 'out of touch' in the general population. The only time the average voter gets to see and connect with Howard is if they happen to accidentally stumble across their AM radio dial."

Something that's often overlooked is that fact that running for Prime Minister is simply a marketing campaign, and the principles that sell a product, are no different to those that "sell" a politician at election time.

Referred to regularly in the media as Australia's Richard Branson, author and entrepreneur, Pete Williams is available for interviews, questions and comments directly on 0418 ### ###.