**Canadian Prime Minister Justin Trudeau and the Liberal Government**

Students are expected to research the case themselves, identifying sources beyond those provided as a start here, and should also share ideas with their team and the whole class. You should firstly explore primary sources: the party and government websites, speeches, videos etc as well as data and media reports.

Tip: when searching this case try [www.google.ca](http://www.google.ca) as it will produce more Canadian-generated material.

**Context**

Justin Trudeau first became Prime Minister by winning a strong victory in the 2015 Canadian Election by embarking on a very market-oriented and voter friendly campaign. Once elected, he then faced the task of meeting very high expectations and making a leadership approach that worked in opposition still be effective within the challenges and constraints of government.

In particular he faced scandals in 2019 such as the SNC-Lavlin affair which were compounded by the release of images and videos of him in blackface and brownface by national and international news media outlets.

Nevertheless Trudeau and the Liberals attempted to present a refreshed party brand in the 2019 election. They sought to re-define the leader by integrating discussion of economy with the environment, tax cuts with helping those less well off, and maintaining a future-orientation instead of resorting to the usual re-election branding of status quo. This was conveyed by the aspirational slogan *Choose forward*, the two brand themes “choice” and “future” were woven effectively through a range of events and communication, and tactically in ways framing the Conservative opposition as going backwards

Whilst he managed to win in 2019, he has to lead a minority government and the credibility and effectiveness of his brand have been damaged.

Political managers therefore face the task of restoring his brand, delivering, and maintain a competitive advantage. Added to this is the COVID-19 crisis, the economy and challenges with managing the US President Donald Trump

**Primary sources**

Canadian Liberal Party

* <https://www.liberal.ca/>
* <https://www.youtube.com/user/liberalvideo>
* <https://www.liberal.ca/realchange/>

Canadian Prime Minister

* <http://pm.gc.ca/eng>
* <http://pm.gc.ca/eng/news/statements>
* <http://pm.gc.ca/eng/news/releases>
* <http://pm.gc.ca/eng/cabinet>
* http://pm.gc.ca/eng/photos
* <https://www.facebook.com/JustinPJTrudeau/>

NB: Opposition parties are the Conservatives and the NDP

**Canadian polls**

Check out these sites:

* Abacus data <http://abacusdata.ca/>
* <http://www.nanosresearch.com/>
  + <http://www.nanos.co/our-insight/> has all their reports
* <http://ipsos-na.com/news-polls/canada/>
* <http://www.cbc.ca/news2/interactives/poll-tracker/2015/>
* <http://www.theglobeandmail.com/news/politics/topic/Canadian-Political-Polls>
* http://poll.forumresearch.com/
* <http://www.ctvnews.ca/politics/election/nanos-polls>

**Background to political marketing and management in Canada**

*Shopping for Votes: How Politicians Choose Us and We Choose Them by Susan Delacourt -* updated edition - has new material on the Trudeau victory (campaign not government focused though but good as background) - read Chapter 11 'Ready' in particular

*The Canadian Federal Election of 2015* edited by Christopher Dornan and Jon H. Pammett (Dundurn Press) - CHAPTER 3: Back to the Future: The Resurgent Liberals by Brooke Jeffrey and CHAPTER 12: Polling and the 2015 Federal Election by David Coletto

Alex Marland, Thierry Giasson and Jennifer Lees-Marshment (ed) *Political Marketing in Canada*. Vancouver; UBC is the main book on PM in Canada although this was before Trudeau’s time, especially these chapters:

* Dufresne, Yannick and Alex Marland (2012), ‘The Canadian Political Market and the Rules of the Game' by Chapter 2 in *Political Marketing in Canada* edited by Alex Marland, Thierry Giasson and Jennifer Lees-Marshment, UBC (esp for market research/rules) [copy on same day short loan]
* Cormack, Patricia (2012). "Double-double: branding, Tim Hortons, and the public sphere" Chapter 13 in Alex Marland, Thierry Giasson and Jennifer Lees-Marshment (ed)*Political Marketing in Canada*. Vancouver; UBC: 209-223. (to understand Tim Hortons! For the PR manager) [copy on same day short loan]
* *The Canadian Federal Election of 2015* edited by Christopher Dornan and Jon H. Pammett (Dundurn Press) - *CHAPTER 3: Back to the Future: The Resurgent Liberals by Brooke Jeffrey and CHAPTER 12: Polling and the 2015 Federal Election by David Coletto*

**Trudeau and the Liberal Party 2019 election primary sources**

Liberal Website (2019a) ‘A climate vision that moves Canada forward’ Speech by Justin Trudeau, September 24. <https://www.liberal.ca/a-climate-vision-that-moves-canada-forward/>. Video of speech also available at <https://www.facebook.com/JustinPJTrudeau/videos/2389213064465935/>

Liberal Website (2019b) New Liberal Ads: Liberals Move Forward to Promote Gender Equality September 25. <https://www.liberal.ca/new-liberal-ads-liberals-move-forward-to-promote-gender-equality/>

Liberal Website (2019c) Online statement about New Liberal Ad: Liberal Tax Cut for the Middle Class Vs. Conservative Tax Break for Millionaires. September 28. <https://www.liberal.ca/new-liberal-ad-liberal-tax-cut-for-the-middle-class-vs-conservative-tax-break-for-millionaires/>.

Liberal Website (2019d) Liberals move forward with a real plan for the middle class. September 29 <https://www.liberal.ca/liberals-move-forward-with-a-real-plan-for-the-middle-class/>

Liberal Website (2019e) Persons Day – Statement by the leader of the Liberal Party. October 18 <https://www.liberal.ca/persons-day-statement-by-the-leader-of-the-liberal-party/>

Liberal YouTube (2019a) ‘Choose Forward — Middle Class Tax Cut’ Election ad September 28 <https://www.youtube.com/watch?v=TpBLfwwiWcA&feature=youtu.be>

Liberal YouTube (2019b) Choisir d'avancer — Je vote October 10 2019 <https://www.youtube.com/watch?v=HmAi6BYe0Xw>

Liberal YouTube (2019c) Choose Forward – Your Choice. October 10. <https://www.youtube.com/watch?v=Wh-AjaFFM10>

Liberal YouTube (2019d) Up to Youth. October 10. <https://www.youtube.com/watch?v=35Rbq19_0_k>

Liberal YouTube (2019e) Forward. October 18 <https://www.youtube.com/watch?v=izEfXXGzAAU>

Trudeau Facebook (2019a) We’ve taken concrete steps to fight climate change. October 17<https://www.facebook.com/JustinPJTrudeau/photos/a.101277015648/10158173020790649/?type=3&theater>

Trudeau Facebook (2019b) Choose Forward. October 17 <https://www.facebook.com/LiberalCA/photos/a.108461847006/10156393761877007/?type=3&theater>

Trudeau, J (2019a) Statement of formal apology, video available from report ‘Justin Trudeau: New video of Canada’s PM in blackface.’ September 19. *BBC News*. <https://www.bbc.com/news/world-us-canada-49758613>

Trudeau, J (2019b) The climate crisis is real. September 25. <https://www.facebook.com/JustinPJTrudeau/videos/2389213064465935/>

Trudeau, J (2019c) Statements made at leaders debate, October 10th, quoted on the *Liberal Party Website* <https://www.liberal.ca/final-debate-before-election-day-justin-trudeau-presents-a-strong-plan-to-move-forward/>