





A BRIEF PROFILE OF JPG-PAC

JPG-PAC is a niche political consultancy that provides leadership positioning, public perception, voter-outreach, macro and micro electoral campaign management services to political parties, political leaders and governance leaders

We are co-creators as campaign aids assisting the leaders as external advisors and party eco-systems as enablers towards campaign management goals of our clients

We are not a PAC that only chooses parties with big data votes-share as marketers to solely stake credit to victory

We are convinced of the fact that the people's mandate is hard earned with full credit to the sweat equity of party cadre and leaders primarily

As poll perception strategy campaign aids we add immense value in shaping public opinion as creators of favourable poll perception for small or big – leaders, parties and candidates towards winnable impact

Jhon Arokiasamy

An expert in leadership strategy and narrative with a track record of advising, devising, delivering game-changing brand positioning poll perception campaigns for diverse leaders and political parties.

Girish Dhoke

An expert in perception strategy and narrative with a track record of advising, devising and delivering research based ground touching programmatic poll perception campaigns for diverse leaders and political parties.

JPG-PAC: Campaign case profile circa 2014
Party chiefs & Primary Leaders

MUMBAI NEWS

Hardik Patel as Shiv Sena's face for Gujarat polls? Uddhav Thackeray says why not

Hardik Patel, the leader of the Patel reservation movement in Gujarat and a major critic of the Narendra Modi government, will be the "face of the Shiv Sena in Gujarat's assembly polls", Uddhav Thackeray said.



Hardik Patel meets Shiv Sena chief Uddhav Thackeray at his residence at Bandra in Mumbai on Tuesday.(Vijayanand Gupta/ HT Photo)

Updated on Feb 07, 2017 05:04 PM IST



SHIVSENA

LOKSABHA 2014, ASSEMBLY 2014 & BMC 2017

Advised & Worked closely with party leadership on the perception narrative and planning of perception tactics for three elections for the party

Impact: Party overcame the challenges posed by MNS&BJP in the respective elections

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CONGRESS - 2018

SIDDARAMAIAH

Bengaluru City centric campaign



SIDDARAMAIAH BENGALURU CAMPAIGN

Namma Bengaluru – Namma Hemme

Worked closely with former Karnataka CM's internal advisory team, advised on leadership perception campaigns including devising a counter campaign to defend the pride sentiment of brand Bengaluru when the opposition marred it for political purpose closer to elections

Impact: *The campaign helped the party to retain its lead over BJP's seats which had better urban prospects in the 2018*

JPG PAC

PMK - 2016

CHANGE AND PROGRESS
WITH ANBUMANI

This logo and tagline formed the foundation for all the branding activity for PMK during 2016 Elections.

CHANGE AND
PROGRESS WITH
ANBUMANI

anubumani4cm.com

DR. ANBUMANI RAMADOSS, PMK- CHANGE & PROGRESS

Worked closely with party patriarch and the former union minister on his leadership debut into state politics as CM candidate of the party and devised 'Maatram Muntram Anbumani' campaign that led the electoral narrative of the 2016 assembly elections in TN

Impact: *The campaign is seen till date as an iconic brand campaign for a political leader - forced both the Dravidian majors to adopt prohibition as the poll pitch. Helped the party's humongous efforts in non-alliance to third position above Vijayakanth's party in a six party alliance who was an opposition leader in Assembly*

எங்கள் திருநாட்டில்! எங்கள் நல்லாட்சியே!

அந்நியர் அபகரிப்பிலிருந்து
மண் மீட்க, நம் மக்கள் உரிமை காக்க!

வீறுநடை
போடுவோம்
நாம் தமிழராய்

நமது சின்னம்

விவசாயி

சிமான்
எனது மக்களின்
பேராற்றலும்
பெருங்கோபமும்!

#வெல்லப்போறான்விவசாயி

Naam
Tamilar
For
2021

First ever India Political party
to contest State Election With
50%
of Women Candidates

THIRU. SEEMAN

VEERUNADAI PODUVOM NAAM THAMIZHARAI, VANDHAN ORUVAN

Advised the party leadership with Leadership narrative and helped the party's perception to be shifted from a being seen a fringe Tamil nationalist Elam centred to a mainstream player espousing the cause of ethnic Tamil identity

Impact: The narrative set direction and added value for the party's humongous grassroots efforts to emerge third above all non-Dravidian parties in TN including INC & BJP by vote share in the 2021 assembly elections



PUNJAB GOVERNMENT SARBAT DA BHALA

Worked closely with party's state election in-charge and party chief, and CM team devising a holistic governance campaign to propagate the welfare measures of CM Charanjit Channi's Govt

Impact: The campaign's impact helped the party to announce Mr.Channi as party's official CM candidate for 2022 assembly polls

JPG-PAC Campaigns Secondary Leaders

JPG PAC

TAMILNADU - 2019 - 2020

RAINWATER CHALLENGE

Awareness and Action-driven campaign for the state of Tamil Nadu at the time of water-crisis in 2019.

Let's make



TN
WATER
WISE



TAMILNADU
STATE

2020 & 2021

S.P.VELUMANI TN WATERWISE & SMART KOVAI

Devised an image makeover leadership campaign and several micro electoral perception campaigns for a year to position SP Velumani the erstwhile TN minister for local Administration & Water resources as a leader with vision to transform Coimbatore as one of the best smart cities of India

Impact: The AIADMK under SP Velumani's in-charge won maximum seats in the three western region districts of Coimbatore, Thirupur & Nilgris while swept his own home district himself winning his seat third time with good margin despite 10 years of anti-incumbency in the 2021 assembly elections

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NCP - 2019

ROHIT PAWAR

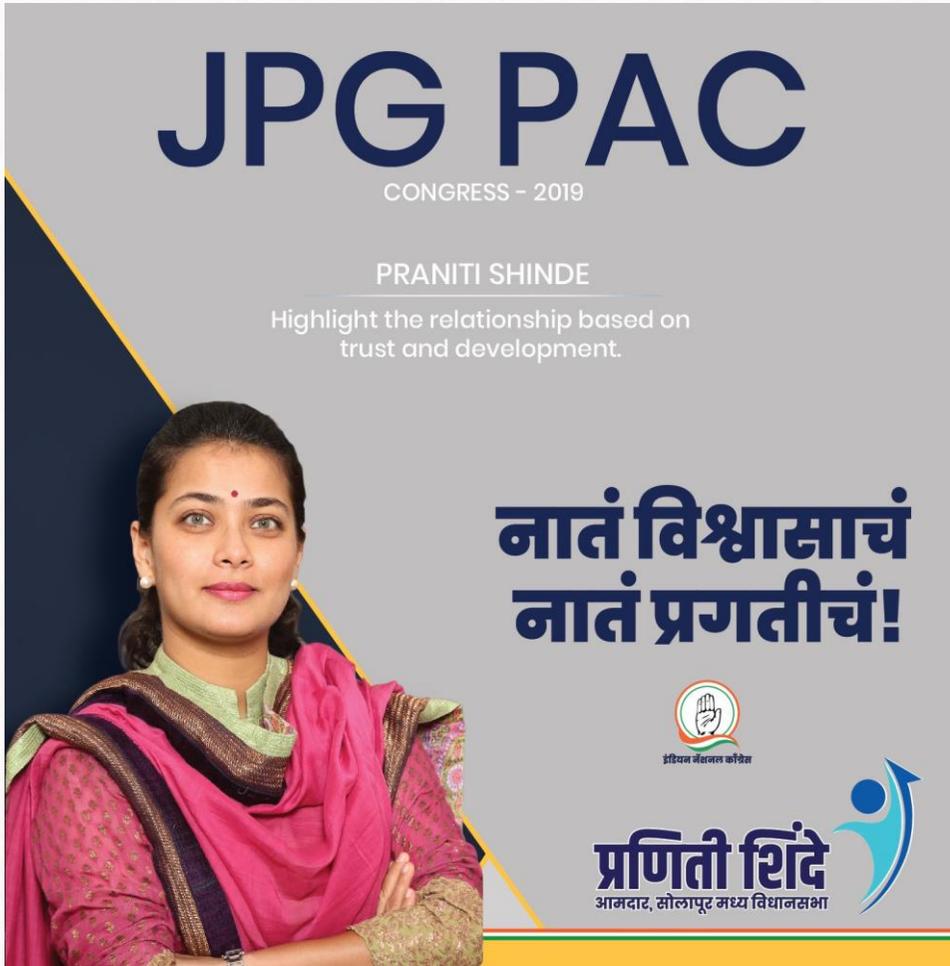
Campaign to underline and highlight the necessity to bring in a new change and solve the issues of the constituency.



ROHIT PAWAR BADAL HAVA NAVA

An electoral perception campaign for the electoral debut of Mr. Pawar family scion to be positioned as new hope and new leadership that focused on the core issues in terms of proposed solutions basis welfare and development of the constituency

Impact: First challenger Rohit Pawar defeated the Cabinet minister Ram Shinde in his own bastion



JPG PAC
CONGRESS - 2019

PRANITI SHINDE
Highlight the relationship based on trust and development.

**नातं विश्वासाचं
नातं प्रगतीचं!**


प्रणिति शिंदे
आमदार, सोलापूर मध्य विधानसभा

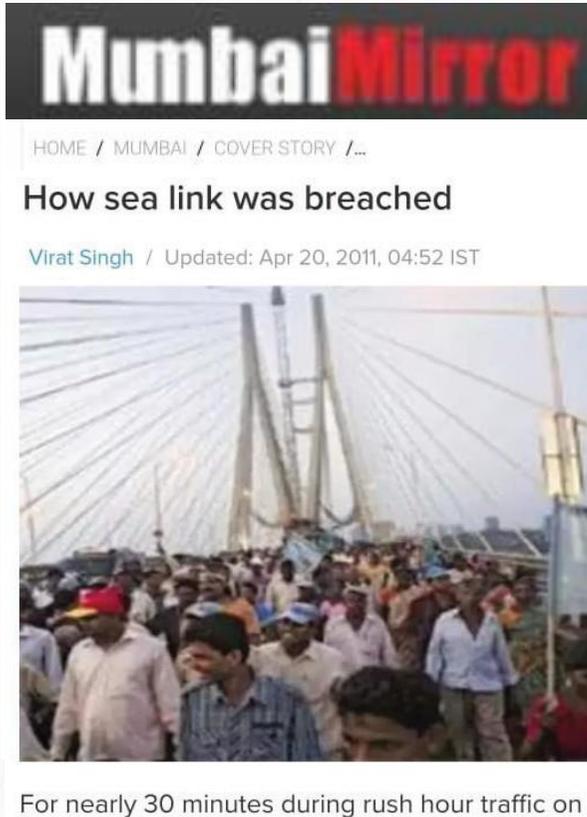
PRANITI SHINDE

NAAT VISHWASAACH NAAT PRAGATICH

An electoral perception campaign focused on trust factor presenting the two times MLA leader's personal relationship with voters inter-linked to the development of the constituency

Impact: Pranidhi Shinde won third time in a close triangular contest overcoming two terms anti-incumbency

JPG-PAC
Social campaigns



VASAI AANDOLAN

VASAI TO VARSHA LONG MARCH

Campaign to build pressure on state government to accept demand of vasai villagers of 35 villages from green belt to delete 35 villages from proposed vasai virar Municipal Corporation

Campaign start from vasai till Maharashtra cm house varsha campaign used many optics & image weapon to gain sympathy of state people to build pressure on state government

Result – Maharashtra government accepted demands of vasai villagers and excluded 29 villages from vasai Municipal Corporation



HT Image

Updated on Nov 03, 2011
01:33 AM IST



 Hindustan Times | By [HT Correspondent](#), Mumbai

Chief minister Prithviraj Chavan, on Wednesday, provided some relief to aggrieved depositors of Pen Urban Cooperative Bank, who had walked 100km from their hometown to meet him at his residence in Mumbai.

PEN URBAN BANK DEPOSITORS AGITATION

Campaign to save depositors money & force government to take action on people who have done financial frauds, Campaign use Ganesh idol which is attached with Pen city imagery as weapon to put pressure on govt to take action

Result – State government accepted demands and order action against people who done fraud in bank

Thank You!



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GIRISH DHOKE



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