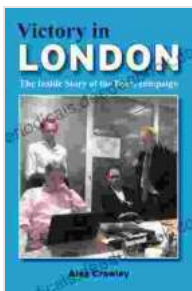


Victory in London: The Inside Story of the Boris Campaign

On May 5, 2016, Boris Johnson was elected Mayor of London. It was a stunning victory for Johnson, who had been trailing in the polls for much of the campaign. In this article, we'll take a look inside the Boris campaign and explore how they pulled off this upset victory.



Victory in London - The Inside Story of the Boris Campaign by Alex Crowley

★★★★☆ 4.5 out of 5

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The Campaign Strategy

The Boris campaign's strategy was based on a number of key factors. First, they focused on Johnson's strengths. Johnson is a charismatic and popular figure, and the campaign team played up his personality and his record as Mayor of London from 2012 to 2016. Second, the campaign team targeted

specific voter groups, such as young people and ethnic minorities. Third, the campaign team ran a highly effective social media campaign.

One of the key elements of the campaign strategy was the use of social media. The campaign team used social media to reach out to voters and engage with them on a personal level. They also used social media to spread positive messages about Johnson and his policies.

The Key Players

The Boris campaign was led by a team of experienced political operatives. The campaign manager was Lynton Crosby, a veteran of several successful political campaigns. The campaign team also included Isaac Levido, a former adviser to David Cameron, and James Cleverly, a former Conservative MP.

The Campaign Message

The Boris campaign's message was focused on three key themes: jobs, housing, and transport. Johnson promised to create jobs, build more affordable housing, and improve London's transport system. He also promised to reduce crime and make London a safer city.

The campaign team used a variety of tactics to get their message out to voters. They held rallies, gave speeches, and ran television and radio ads. They also used social media to spread their message.

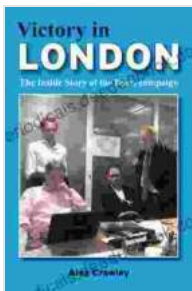
The Results

On May 5, 2016, Boris Johnson was elected Mayor of London. He defeated his Labour opponent, Sadiq Khan, by a margin of 57% to 43%. Johnson's

victory was a major upset, as Khan had been leading in the polls for much of the campaign.

The Boris campaign's victory was due to a number of factors, including Johnson's charisma, the campaign's effective use of social media, and the campaign's focus on key voter groups.

The Boris campaign's victory in the 2016 London mayoral election was a major upset. The campaign team used a combination of effective strategies and tactics to overcome the odds and win the election. The campaign's victory is a testament to the power of a well-run political campaign.



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