

# 6 Recommendations for Political Advertisers Approaching an Unprecedented Election Cycle

Already this election cycle, political advertisers have had to construct their video advertising strategies around crowded candidate fields, highly polarized voters, and a growing number of digital-first consumers. Now, with COVID-19 continuing to affect the nation, political advertisers must again adapt in order to connect with and influence voters.

Here are six recommendations for political advertisers to successfully navigate the 2020 election cycle.

## **Change your perspective – and strategy:**

Your playbook from the last election cycle won't be effective this year. It's important to recognize how everybody has been affected by this pandemic, and the impact it has had on consumer habits, emotions, and needs. Tailor your messaging to the emotional state of voters (lighter messaging, little negativity, etc.). Adjust your strategy to match evolving viewership trends, allocating spend across the content and devices potential voters are most frequently watching.

## **Tell a story through several ads:**

Take advantage of creative sequencing capabilities to engage your audience in a conversation and help your message resonate with voters. SpotX offers message sequencing and pod-separation capabilities that will allow you to stitch together several ads, each with a specific message, to form a cohesive narrative.

## **Use dayparting to contextualize messages:**

Ensure your ads reach the right people, at the most effective time, by using dayparting to align your message to the viewer's state of mind. For example, potential voters visiting financial or news publishers during the workday are more likely to respond to ad messages around the economy or world events; conversely, voters consuming drama or comedy content would likely respond more to an evocative or emotive message. During traditional primetime hours, viewers are likely recovering and winding down from the day, so consider calm and "safe harbor" messaging in your ads.

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## **Establish an efficient creative approval process:**

Because this unprecedented situation changes by the day, which only intensifies the fast decision-making common in politics, it's crucial to work with partners that allow you to swap out creatives at the drop of a hat. Since SpotX works directly with the supply side, we've done all the heavy lifting so you can work with a unified group of publishers that won't stall creative approvals.

## **Leverage partners who extend your scale and reach:**

As connected TV and digital video consumption is at an all-time high, political buyers have an incredible opportunity to reach potential voters at scale with powerful targeting capabilities, if you work with the right partners. Because SpotX works with 97% of premium ad-supported OTT providers, we can help advertisers reach over 42 million CTV households with data-driven, targeted messages. Advertisers can also tap into the largest unified video reach to effectively message to swing and independent voters before they limit themselves to a curated selection of media that aligns with their confirmation bias. Plus, we offer access to this inventory through 1:1 deals and custom private marketplaces (PMPs).

## **Activate first- and third-party data:**

CTV unlocks advanced first-party data and targeting abilities, which, when combined with aggregated third-party data, can help candidates move beyond affiliation and demographics to also target by behavior and psychological attributes. SpotX partners with data companies from both sides of the aisle, including Data Trust, i360, L2, TargetSmart, and Tru Optik, to help buyers deploy voter segments with precision across all screens.