



THE ULTIMATE GUIDE TO
REACHING VOTERS

A Study on Political Multiscreen TV Advertising Effectiveness



Table of Contents

| | |
|--|-----------|
| Introduction | 3 |
| About the Data | 4 |
| Multiscreen TV Drives Brand Recall | 5 |
| Make Moves with Multiscreen TV | 7 |
| Traditional TV Leads the Way | 8 |
| Streaming Supports Success | 9 |
| Optimizing Multiscreen Advertising | 10 |
| FAST Moves Advertising Forward | 12 |
| Trends Among Multicultural Voters | 13 |
| Case Studies: Multiscreen TV Advertising in Action | 15 |
| Advanced TV Tactics | 17 |
| Conclusion | 19 |

Introduction

Toward the end of an already historic year unlike any other, the 2020 U.S. presidential election recorded the highest-spending political advertising cycle of all time. And yet, in the summer of 2022, the midterm election cycle outpaced the 2020 general election by nearly \$700 million dollars.¹

Needless to say, political advertising budgets are growing, but with tight constraints and big goals, spending every dollar wisely is crucial. The right advertising, deployed at the right time to the right audience, can make or break a political campaign.

The recommendations in this guide will explore the critical role of multiscreen TV advertising in successful campaigns and how to deploy these traditional and streaming tactics strategically.

“

“The way that viewers consume content continues to evolve and fragment across screens. It is imperative that political advertisers reflect this in their strategies.

- **Pooja Midha**, GM, Effectv



About the Data

This report includes findings from an analysis of ad exposure data from more than 8,000 political campaigns garnering more than 470 million impressions across both TV and streaming. Campaigns were segmented into terciles by reach percentage among general election voter households (HHs) in the advertisers' target geographies, a frequently targeted segment for political advertisers as they double down on swaying people likely to vote ahead of the election. This yielded three groups for comparison:

- Top-reaching campaigns
- Middle-reaching campaigns
- Bottom-reaching campaigns

Accounting for different investment levels in this analysis, correlations between different strategies and overall voter reach are revealed.

This data analysis applies to the study on pages 8-12



Multiscreen TV Drives Brand Recall

If voters can't remember the name of your candidate or issue, how are they going to make the decision you want at the polls? To drive campaign success, political advertisers must think of their candidates or issues as a brand. On Election Day, that brand, and voters' ability to recall the memories and feelings they associate with it, will ultimately drive the decisions they make.

Comcast Advertising's TV Makes Memories report found that TV ads delivered in a long-form, lean-back environment trigger stronger emotional connections among audiences than those delivered in a short-form, small-screen digital mobile environment.²

The report also notes that TV's ability to drive attention, connection, and engagement are three key factors that make it so memorable. The multiscreen TV experience solicits more attention than mobile digital experiences, ultimately boosting recall, and it also excels in forming emotional connections, which are often key drivers of voters' stances on candidates and issues.² Name recognition is critical in motivating voters.

Two ads on a TV (traditional & streaming) screen were more effective than two digital ads:



Elicits Visual Attention

87% viewed | **1.4x** more than digital



Leads to Recall

44% recalled (unaided) | **2.2x** more than digital



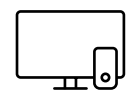
Spurs Recognition

87% recognized the brand | **1.6x** more than digital





In order to combine the benefits of multiscreen TV advertising with the power of high-quality inventory, consider these factors:



Viewability and completion rates:

Research shows that 51% of digital media professionals are concerned about low visibility levels in their advertising,³ but full-screen ads on TV are nearly always viewable. Nearly 80% of streaming inventory runs on a TV screen,⁴ and in the second half of 2022, 94% of streaming ad impressions were viewed in full.⁵



Format:

Viewers consider long-form video content to be more enjoyable, high-quality, engaging, entertaining, and relevant than feed-based digital and short-form video formats.²



Brand safety:

Many digital media professionals have concerns around misinformation and adjacencies to questionable or unsuitable content.³ High-quality inventory protects advertisers from having their ads placed next to unsavory content.






Ad fraud:

Malicious bot traffic rose 102% year over year.⁷ Media partners with fraud detection tools can help identify ad fraud, prevent fraudulent traffic on the front end, and remove invalid traffic from results.

Make Moves with Multiscreen TV

By combining their naturally broad reach with data-driven targeting capabilities, TV and streaming are the perfect running mates to deliver full-funnel solutions. Political advertisers can harness multiscreen TV advertising to reach potential voters at every stage of the decision-making process:

-  **Upper Funnel:** Initial Outreach
Reach broad constituents to raise awareness.
-  **Middle Funnel:** Direct messages to specific audience segments in order to sway opinions.
-  **Lower Funnel:** Voter Conversion
Deliver your message to the supporters most likely to show up and vote.

The rest of this report identifies additional tactics and strategies political advertisers can use to optimize the success of their multiscreen TV campaigns.





Traditional TV Leads the Way

With many video advertising options available, how should political advertisers craft their approach?

Despite narratives about “cord cutting” and pivots to streaming services, traditional TV remains an essential component of a political advertising strategy. In a study conducted by Effectv, traditional TV drove the majority of voter reach across multiscreen TV campaigns. Among the top reach campaigns, 81% of the voter reach was unique to traditional TV.⁹

Share of Voter Reach Among Top Reach Campaigns




Political advertisers should allocate the majority of their investments into traditional TV to establish a strong foundation upon which additional tactics can expand.

Streaming Supports Success

To efficiently get the most bang for their bucks, political advertisers should think of streaming as a tactic they can deploy to gain incremental reach beyond a foundational traditional TV campaign strategy.¹⁰

Consider these insights from the study:

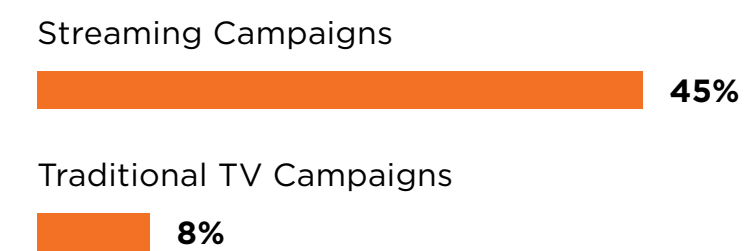
- One in three target HHs reached by streaming were incremental to those reached by traditional TV.⁹
- Multiscreen TV campaigns yielded 20% more frequency than TV alone.⁹
- Streaming impressions were 5X more likely to be delivered to light- and no-TV HHs.⁹

 Based on a previous analysis from the primary elections in 2022, political advertisers should allocate between 10% and 20% of their overall video investment in streaming to achieve maximum reach.⁸

Frequency Among Voters by Campaign Type



Share of Impressions Delivered to Light/No TV HHs⁹

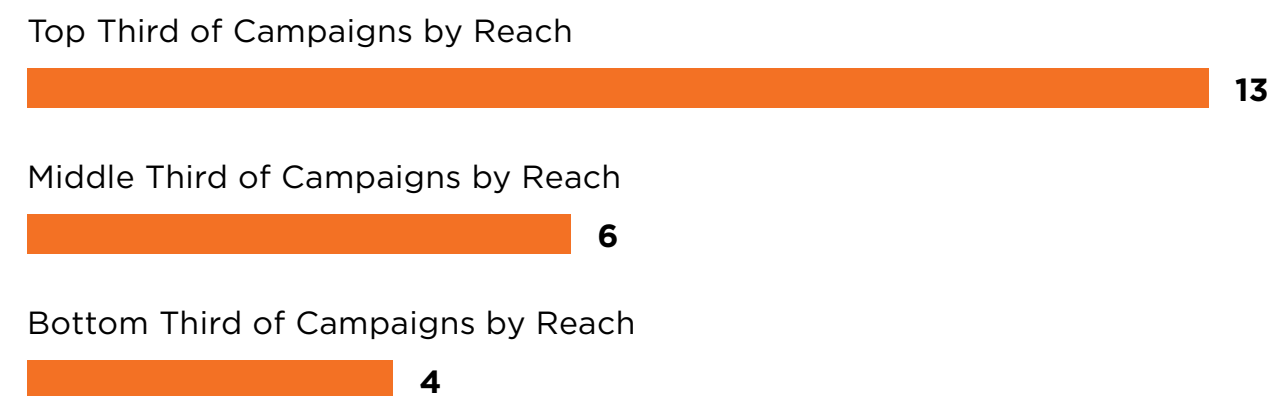


Optimizing Multiscreen Advertising

Investing in a multiscreen TV advertising campaign with 10-20% allocated to streaming is just the first step to success. To take results to the next level, political advertisers should tune in to these tips.

1. Use more networks. Don't limit your advertising to networks you would typically associate with politics. In the study, top-reaching campaigns aired across 3X more networks than the bottom-reaching campaigns.⁹ Previous findings found that for every five networks added to a campaign, reach increases by about 6%.¹¹ As a best practice, advertisers should include 20+ networks for optimal reach.

Average Number of Linear Networks per Campaign⁹

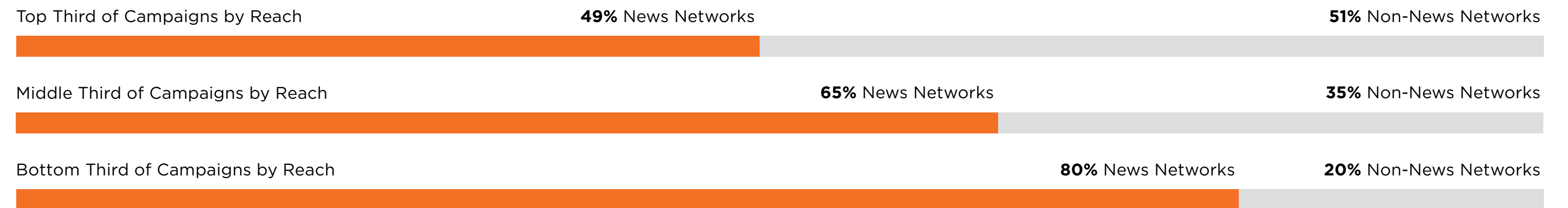


2. Reach beyond news. Many political advertisers gravitate toward news networks because those viewers are likely to represent voter HHs. Though news networks do indeed drive unique voter reach, they work best as part of a strategy that includes more diverse programming. By limiting political advertising to news networks, voter reach caps out to the point of diminishing returns.

Reach Share by Network Genre Among Top-Reach Campaigns⁹



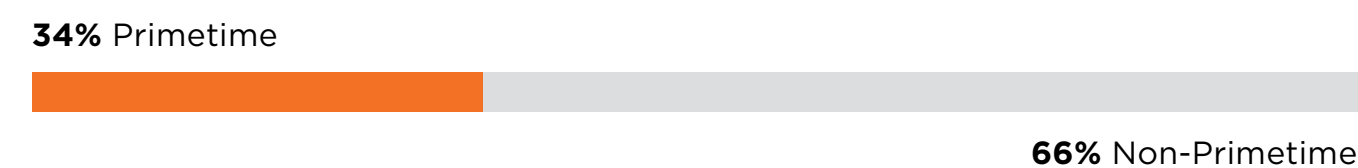
Share of Impressions by Network Genre⁹





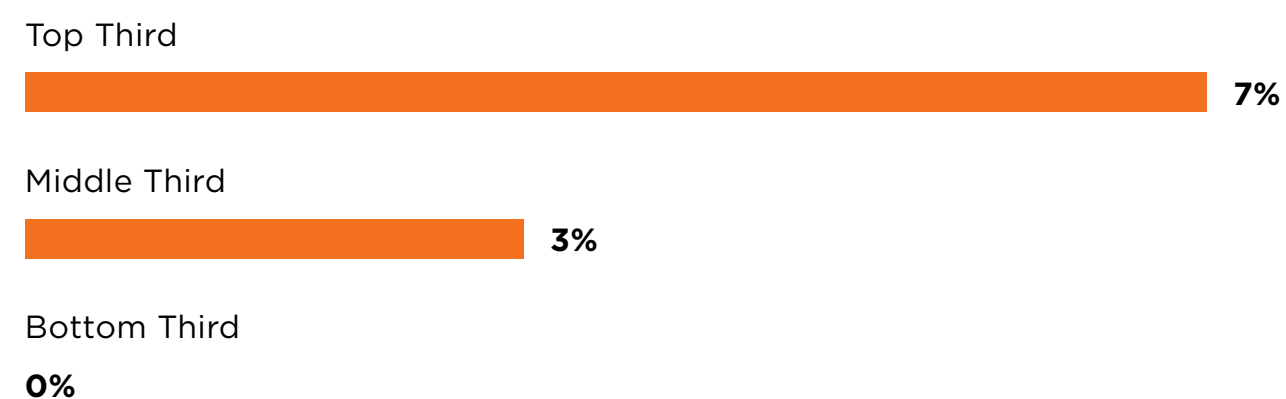
3. Broaden your timing. Limiting your advertising to primetime windows will decrease your reach. In the study, top-reaching campaigns delivered 66% of impressions to voters outside of primetime, indicating that audiences tune into their favorite programming throughout the day.⁹

Share of Impressions by Daypart



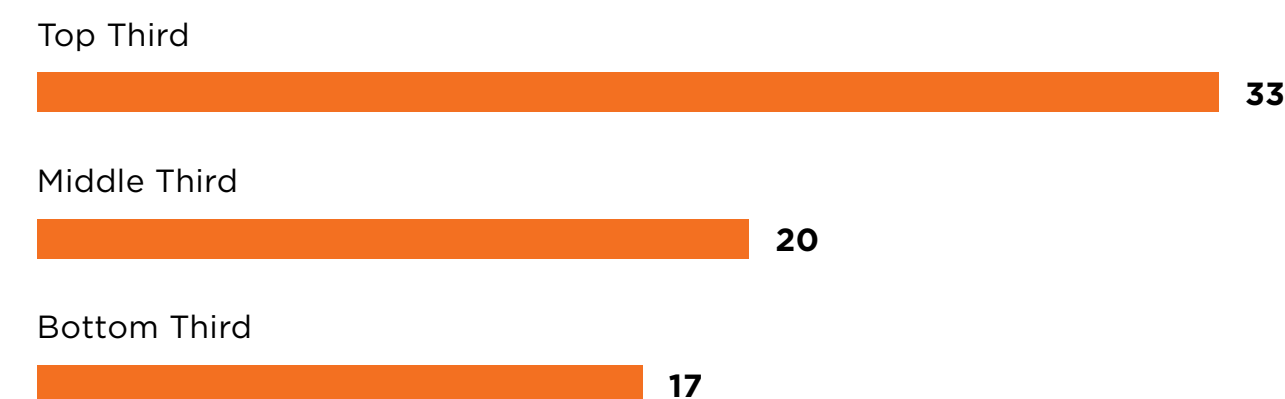
4. Leverage high-quality programming. Major sports content consistently delivers high viewership, so it's no surprise that in this study, 7% of voter impressions among top-reaching campaigns aired during sports programming.⁹ On the other hand, bottom-reaching campaigns aired during little to no sports programming. For optimal reach, political advertisers should shoot for 10–20% of impressions to come from sports content.¹²

Share of Impressions from Sports



5. Schedule longer flights. In the 60 days before the election, the top-reaching campaigns were on air for an average of 94% longer than the bottom-reaching campaigns.⁹ For political advertisers, this means that messaging early and consistently in the campaign cycle increases voter reach.

Days on Air



FAST Moves Advertising Forward

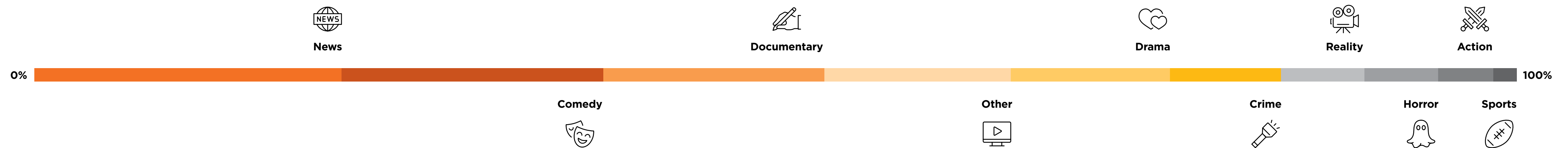
Today, free ad-supported streaming television (FAST) is experiencing incredible growth. FAST more than doubled from 2021 to 2022, making it the fastest growing streaming tier.¹³ Six out of 10 HHs that have a connected TV turn to FAST channels to watch their favorite shows as a free and easy supplement to paid streaming services.¹³

As the popularity of FAST channels grows, so do viewing trends among niche audience groups that are critical for political advertisers. For example, some of the most popular FAST services are increasingly catering to Black audiences.¹⁴ Six in 10 Black viewers say they watch content specifically geared to Black audiences.¹⁴

Although political advertisers shouldn't limit their placements to news content, FAST offers an optimal space for advertising during this type of programming. In the study, news content accounted for 20% of all ad impressions for voters watching FAST channels, higher than any other genre.⁹ Plus, 75% of viewers enter the Xumo Play FAST experience through news, resembling the live, linear TV-style experience.¹⁵

When included as a piece of a larger streaming strategy that's complemented by traditional placements, FAST allows political advertisers to maximize reach with the help of optimal content and attentive viewers.

Share of Voter Impressions on FAST by Genre





Trends Among Multicultural Voters

Because there is no one-size-fits-all voter, advertising strategies that do not take advantage of opportunities to develop **niche audience targeting tactics** will find less success. With both TV and streaming, campaigns can distribute their political ads to different audience segments.

Though placing an initial geographic focus on battleground states and districts is important, it's critical to identify and target potential voters based on additional demographics including cultural backgrounds, race, and ethnicity. This is especially true for advertisers who want to reach young and first-time voters, as youth of color represented 3.8 million of the 8.3 million newly eligible voters in the 2022 midterms.¹⁶

Still, advertisers must remember that **local issues** will almost always resonate the most with constituents, so it's important to localize content and messaging in addition to segmenting and targeting audiences. A voter's level of political involvement strongly correlates to the amount of campaign outreach they receive leading up to an election, so using audience insights to reach these voters is a can't-miss opportunity.¹⁷

“

“We've seen and supported more targeted creative aimed at the different demographics campaigns are aiming to reach, which is great. We can no longer use generic ads when the minority vote is so important. It's important to recognize that individual minority communities are not monoliths.”

- **Carrie Xu**, Founding Partner, [Media Fortitude Partners](#)

Black voters:

Comcast subscriber HHs with Black residents spend 25% more time with TV than the average HH, and among political campaigns leading up to the 2022 election, 55% of Black HHs reached by streaming were incremental to those reached by TV.¹⁴ Research also shows that these HHs spend 68% of their viewing outside of primetime and are significantly more likely than average to include sports fans.¹⁴

Daily Time Spent with TV



[Download Black Voters Report →](#)

Latino voters:

Most Latino audiences are bilingual, with just 24% speaking only English or only Spanish.¹⁸ With 53% of the population preferring to watch TV in English,¹⁸ political advertisers should prioritize English-language messaging while still ensuring the availability of Spanish-language material to reach the broadest audience possible.

Latino Audiences' TV Language Preference



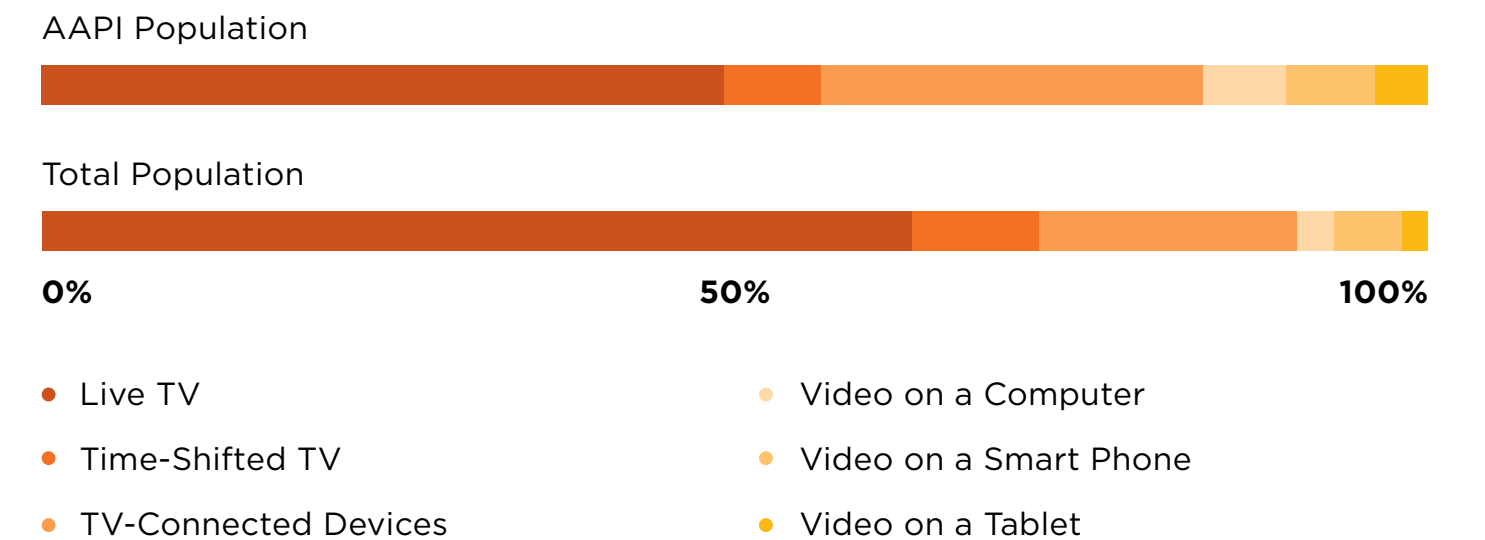
These trends hold true among Comcast households.¹⁸

[Download Latino Voters Report →](#)

Asian American and Pacific Islander (AAPI) voters:

Compared to the general U.S. population, AAPI individuals spend a significantly higher portion of time with streaming content, in part because of representation and languages spoken.¹⁹ Both sports and news content is popular with these audiences, offering opportunities for political advertisers to leverage high-quality programming.¹⁹

AAPI Audiences' Viewing Time by Device



[Download AAPI Voters Report →](#)

Multiscreen TV Advertising in Action

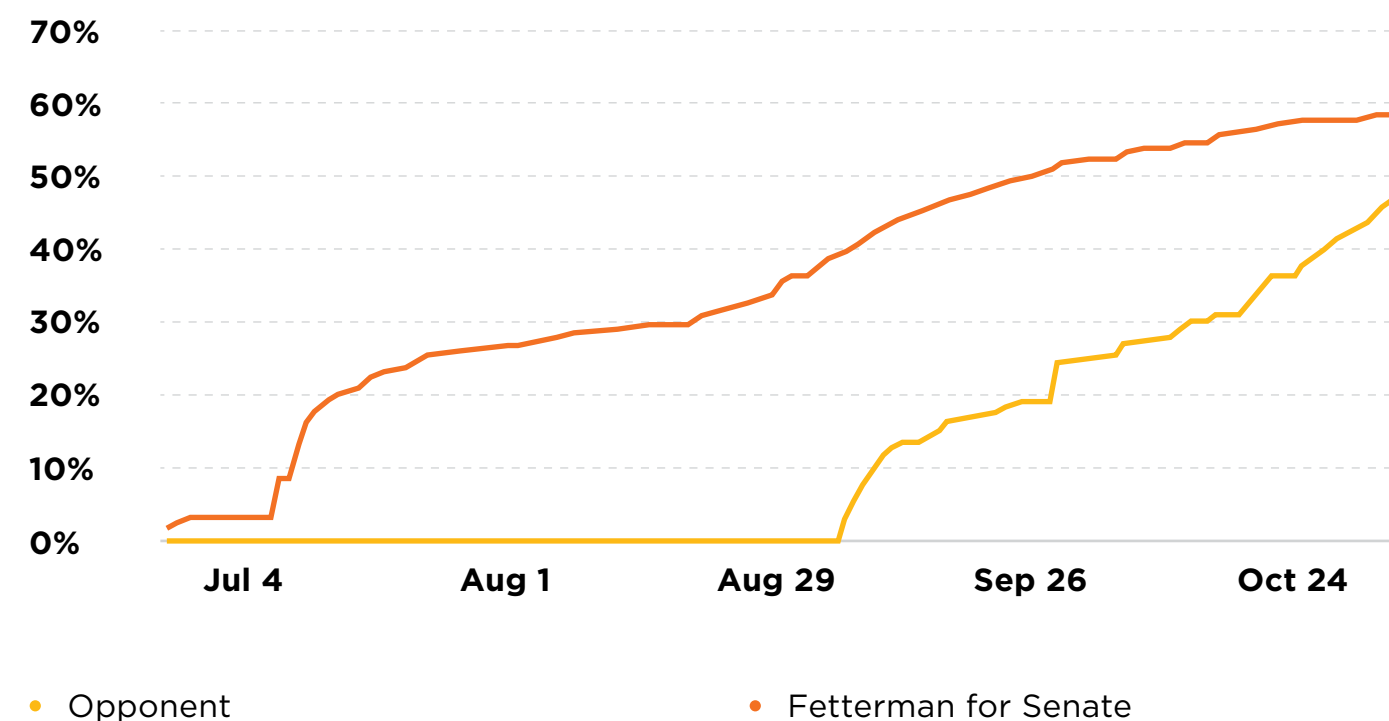
To see the real-world impact of optimized multiscreen TV advertising, political advertisers can look to two closely watched campaigns from the 2022 General Election.

Case study: John Fetterman, U.S. Senator for Pennsylvania

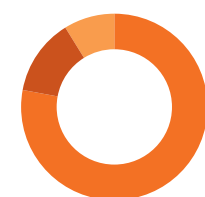
A consistent and highly targeted multiscreen TV advertising strategy helped propel John Fetterman to victory in the Pennsylvania Senate General Election. His campaign’s approach included:

| | | |
|--|---|---|
| <p>58%</p> <p>More Cable Investment Than the Opponent^{20,21}</p> | <p>37%</p> <p>Deeper Network Schedule²²</p> | <p>Targeted Zone Overlay Messages</p> <p>vs.</p> <p>DMA Message</p> |
|--|---|---|

Consistently On vs Time Off²²



Multiscreen Reach Share



78%

Linear-Only

13% Streaming

9% Both

22%

Incremental Streaming Reach²²

(Multiscreen vs. Linear)



“To communicate with voters in a \$375 million Senate race, we needed to communicate our message differently—different places, tactics and arguments. We delivered specific ads to specific audience segments created by working with pollsters and analytics teams to find very specific target audiences in addition to our broader message. We prepared an Effectv data match and executed demographic and matched campaigns for targeted audiences. Additionally, we were able to get customized rankers for the entire campaign to add insights to our linear buy. We used the whole marketing funnel and every tactic we could, and that was the key in combating over \$100 million in attack ads.”

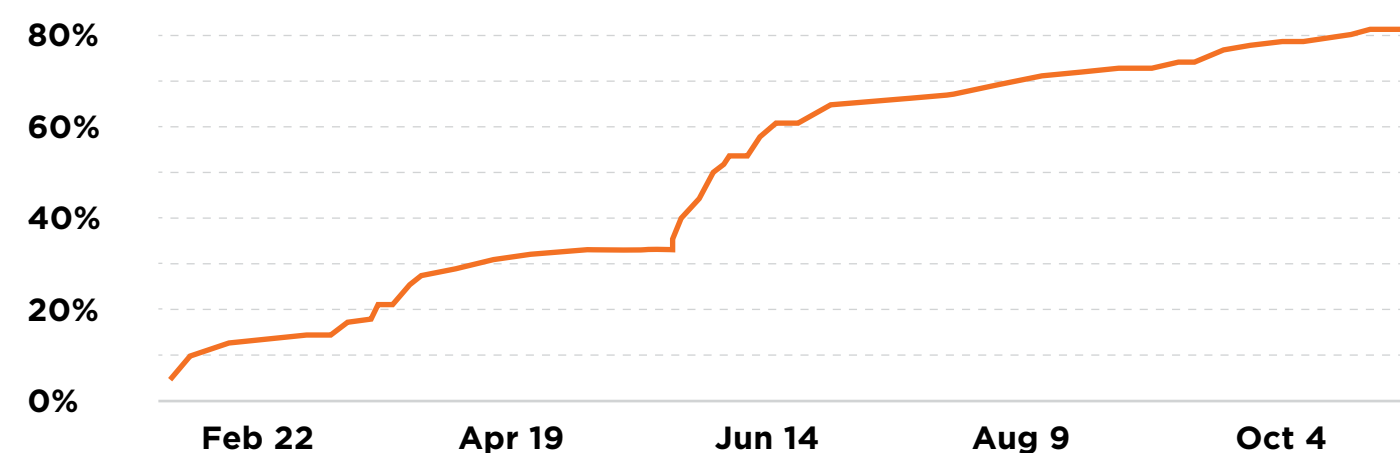
- **Tommy McDonald**
Representative, [Fetterman for PA](#)

Multiscreen TV Advertising in Action

Case study: Glenn Youngkin, Governor for Virginia

Investing in similar strategies and optimizations in multiscreen TV advertising also helped put underdog **Glenn Youngkin** over the top in the Virginia Gubernatorial General Election.

Reach Over Time²⁶



+2 Extra Months
on Air²⁰



Targeted Zone Overlays
vs. DMA Message



21 Avg. Network on Deep
Network Schedule²⁶



Award-Winning Creative²⁴
Focused on Issues

Utilizing these approaches garnered **82% total reach** and **34.5 frequency** against the “Adults 35+ Frequent General Election Voter” segment across all campaigns in all markets.²⁶

The victories of both Youngkin and Fetterman demonstrate the essential role of multiscreen TV advertising in successful political campaigns.



“If you’re running ads in the primary or general election window, it’s important to keep in mind you’ll need to appeal to - and target - two different sectors of the electorate whose audiences have different attributes. Consider who is voting and whether the election is open primary for instance, or registered party only.

Multiscreen TV has the ability to reach all audiences. It plays a pivotal role in your campaign strategy if you’re going to build effective, persuadable advertising campaigns especially because of the rapidly changing media consumption and behaviors of the voting public.”

- **Kyle Roberts**
CEO, [AdImpact](#)



Advanced TV Tactics

Addressable Advertising

Addressable is a tactic that's growing in importance for all advertisers. An Effectv analysis of more than 70 addressable and data-informed campaigns showed that more than **one in four** target HHs would not have been reached without an addressable strategy.²⁷ For political campaigns specifically, Effectv has seen approximately 20% month-over-month growth in use of the tactic since the beginning of 2021 and expects this trend to continue.²⁸ Addressable advertising provides opportunities to reach highly specific groups of frequent voters and test different types of messages.

However, advertisers must ensure that hyper-focusing on frequent voters does not detract from their need to reach a wider audience, including “fringe voters” who have not voted frequently in the past, but who may be inspired to do so with the right messaging and outreach about the issues important to them.

To achieve campaign goals, a combination of broad-based multiscreen TV strategy and addressable advertising is key. The former ensures you market to a wide range of potential voters, and the latter can be layered on as a strategic tactic to reach niche, likely-to-vote audiences with a higher frequency of advertising.

Programmatic Advertising

Research shows that this tactic, which uses automated technology to buy ad space, is finding its place in the premium video ecosystem, primarily for connected TV devices.

Year over year, programmatic buying is up 80% and programmatic ad views are up 12%.²⁹ It's possible that by 2026, programmatic advertising could comprise half of premium video selling.²⁸

As the use of data-driven targeting and multiscreen TV audience-based buying becomes the norm, both agencies and sellers are seeing the benefits of going programmatic, which include bringing more control, security, and smart decisioning to their premium video inventory.²⁸ Political advertisers should look to programmatic as an additional layer to successful multiscreen TV campaigns.

Programmatic Ad View Composition by Device²⁹



Conclusion

To help drive success at the polls, political advertisers should craft their strategies to include a heavy focus on multiscreen TV advertising. As you plan your political campaigns, remember:

- ✓ TV is foundational for political campaigns. Allocate 10-20% of your video investment to streaming, with the rest going to traditional TV.
- ✓ To optimize multiscreen TV campaigns, include 20+ networks, extend beyond news content, advertise outside of primetime, and begin your flights early.
- ✓ Broaden your audience targeting beyond geography to include voter attributes, viewing trends, and issues important to constituents at a local level.
- ✓ Treat advanced tactics like addressable and programmatic advertising as additional layers to maximize campaign reach.

Effectv is ready to help guide your campaign to victory.

Contact us today to start strategizing your outreach.



effectv.com/political



888.877.9799

Sources:

1. AdImpact, "2021-2022 Projections," 2022. <https://adimpact.com/2022-political-spending-projections/>
2. Comcast Advertising, "TV Makes Memories," 2022.
3. June 2022 Integral Ad Science report Titled "Misinformation and Media Quality." Retrieved from Insider Intelligence.
4. "TV Viewership Report," 2H 2022.
5. Comcast Analysis of Effectv Streaming campaigns (2H '22).
6. FreeWheel Analytics, March - May 2022.
7. HUMAN Security, "2023 Enterprise Bot Fraud Benchmark Report." https://www.humansecurity.com/hubfs/HUMAN_Report_2023-Enterprise-Bot-Fraud-Benchmark-Report.pdf
8. Effectv, "Why TV + Streaming are the Perfect Running Mates," September 2022. Analysis based on nearly 20 million impressions from Political campaigns during the 2022 primaries.
9. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV and/or Effectv Streaming campaigns in the Political category (9/6/22 - 11/7/22). Target: Frequent General Election Voters. Target based on Experian & L2. Primetime defined as 7pm-12am.
10. Effectv, "New Data Shows TV Plus Streaming Provides the Most Bang for Political Ad Bucks," 2022. <https://www.effectv.com/insights/blog/new-data-tv-plus-streaming-provides-most-bang-for-political-ad-bucks-politico/>
11. Comcast Aggregated Viewership Data. Analysis of Jul 2021 - Jun 2022 campaigns. Total HHs. Kmeans was used as the clustering algorithm to cluster the 165k campaigns strategically to scientifically identify and expose campaign behaviors.
12. Effectv, "Data Builds Brands: The Why and How of Maximizing Reach in a TV World," June, 2020.
13. Comcast Advertising, "Free Ad-Supported Streaming TV: Why More Advertisers (and Consumers) are Going F.A.S.T.," 2022.
14. Effectv, "Black Voters," 2023. <https://www.effectv.com/insights/research-reports/black-voters-report/>
15. Source: Xumo internal data, Jan - Dec 2021.
16. Melillo, Gianna. "Researchers say 2022 election had second highest young voter turnout in last 30 years." The Hill. 11 Nov. 2022. <https://thehill.com/changing-america/respect/diversity-inclusion/3730922-researchers-say-2022-election-had-second-highest-young-voter-turnout-in-last-30-years/>
17. Daniller, Andrew and Hannah Gilberstadt. "Key findings about voter engagement in the 2020 election." Pew Research Center. 14 Dec. 2020. <https://www.pewresearch.org/fact-tank/2020/12/14/key-findings-about-voter-engagement-in-the-2020-election/>.
18. Effectv, "Latino Voters," 2021. https://goto.effectv.com/rs/637-EQA-885/images/Infographic-Latino-Political_FINAL.pdf
19. Effectv, "Asian American and Pacific Islander Voters," 2022. <https://www.effectv.com/wp-content/uploads/2022/02/Report-AAPI-Politicalv05.pdf>
20. ADMO AdImpact <https://data.adimpact.com/views/Comcast-PoliticalLeadGenerationTool/HomePage?%3Aembed=y&%3Aiid=5&%3Atabs=>
21. Federal Communications Commission. "Comcast of the South, Inc." 2022. <https://publicfiles.fcc.gov/cable-profile/003734/political-files/2022/federal/us-senate/philadelphia/2f43a33b-8612-4978-61af-4fdc60b1f94f> CABLE Station 003734 - Profile Political Subfolder - FCC Public Inspection File <https://publicfiles.fcc.gov/cable-profile/>
22. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV and Effectv Streaming advertiser campaign (July-Nov 2022). Total HHs.
23. ADMO AdImpact <https://data.adimpact.com/views/Comcast-PoliticalLeadGenerationTool/HomePage?%3Aembed=y&%3Aiid=5&%3Atabs=no#1> 24. Vozzella, Laura. "Republican Glenn Youngkin makes early-bird TV pitch in Virginia governor's race." The Washington Post.
24. American Association of Political Consultants (AAPC), The 2022 Pollie Awards. https://theaac.org/wp-content/uploads/2022/05/AAPC_2022_WinnersBook-FINAL.pdf
25. Public File Data from Federal Communications Commission. "Comcast of the South, Inc." 2022. <https://publicfiles.fcc.gov/cable-profile/003734/political-files/2022/federal/us-senate/philadelphia/2f43a33b-8612-4978-61af-4fdc60b1f94f> CABLE Station 003734 - Profile Political Subfolder - FCC Public Inspection File
26. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV and Effectv Streaming advertiser campaign (Feb-Oct 2022). Target: Frequent General Election Voters. Target based on Experian & L2.
27. Comcast Internal Analysis of ad exposure data from advertiser addressable & data-driven TV campaigns (n=72), Nov '22 - Mar '23, campaigns with between 10 - 80% of impressions in addressable included in analysis.
28. Comcast Advertising, "The 2022 Comcast Advertising Report: Actionable insights for the Modern TV Advertiser." June 2022.
29. FreeWheel, "Video Marketplace Report, 2H 2022: FAST Channels Redefine Distribution." 2023.

