

# POLITICIANS IN AD LAND

**What does the presence of election  
advertising mean for marketers?**

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**Ipsos Creative Excellence**

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# ELECTION YEARS BRING BIG MONEY TO THE NATIONAL MEDIA LANDSCAPE

# \$4.4B

Traditional media spend in the 2019-  
2020 election cycle\*

# 8 million

Broadcast airings of political ads in 2020\*



# WHAT DOES THIS MEAN FOR BRAND MARKETERS?

## CHANGE IN TONE



**Will this impact the reception of my ads when set against this backdrop?**

Modern political advertising can often bring with it a distinctly darker tone than is often projected by brand advertising

## NEW COMPETITION



**Will my ads be drowned out by the newcomers to the media landscape?**

Brands now not only have to compete for consumers' attention with other brands, but also with well funded political campaigns

## INCREASED POLARIZATION



**How do I represent my brand in a positive light?**

Brands must also contend with a market that is divided on many ideological aspects – introducing a new level of consideration when potentially airing alongside political content



# HOW THE RESEARCH WAS CONDUCTED

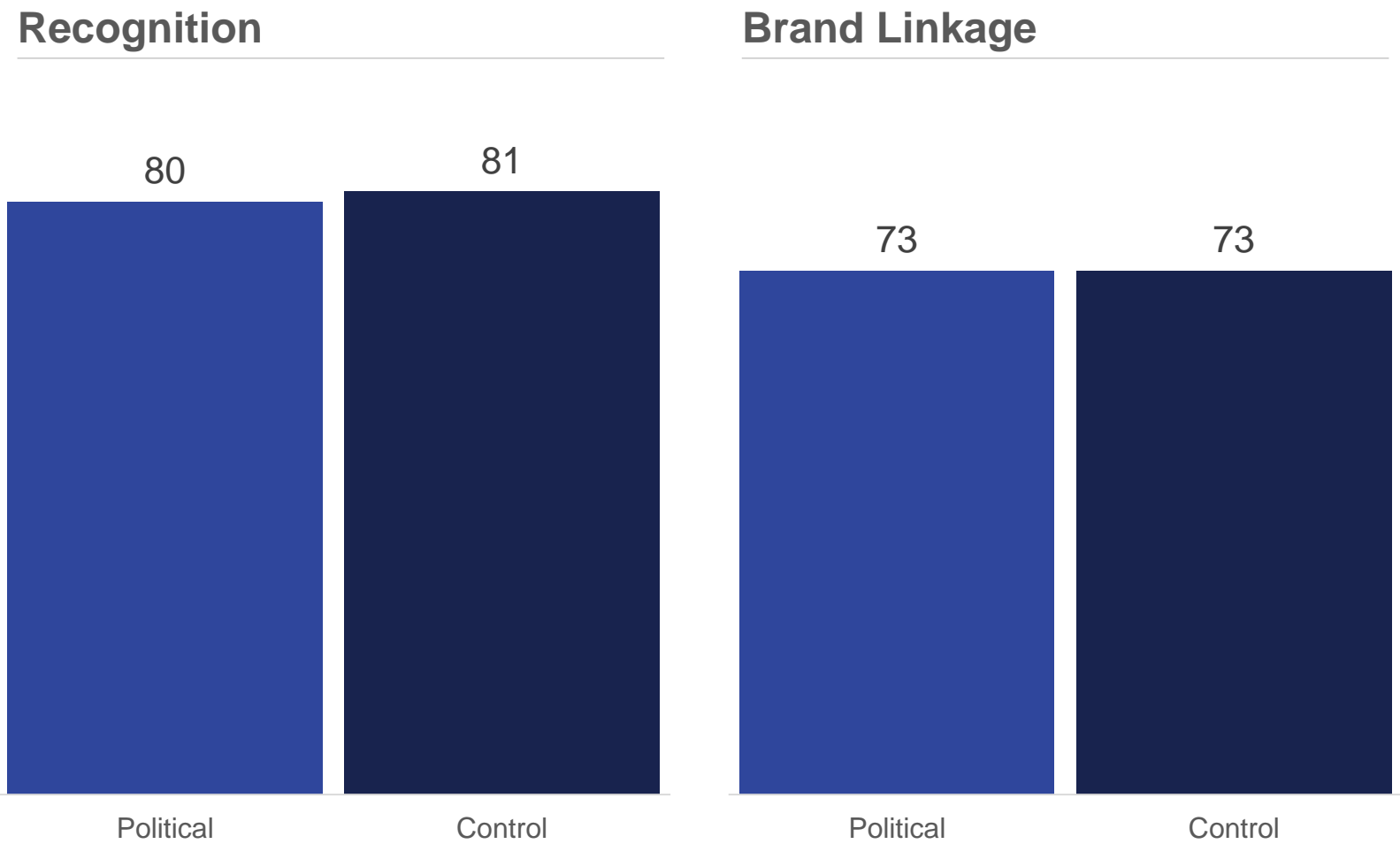


- **N=1600 Respondents**
- Test Ads Represented a Wide Variety of Categories
- Utilized a distracted media environment approach to measure ads' ability to break through
- Same ads tested in a.) an environment featuring a standard grouping of 'control' ads – non-political ads intended to represent an average clutter & b.) an environment composed of a variety of political ads, from both sides of the ideological spectrum
- After exposure, respondents answered a standard set of questions to understand: the test ads' ability to break through, and their feelings on how political ads impact their perception of other advertising



# MARKETERS SHOULD NOT FEAR THE EXTRAORDINARY CONTEXT OF THE ELECTION

The barrage of political advertising surrounding brand ads did not, at an overall average level, impact the ads' ability to be noticed, remembered or linked with their respective brands.

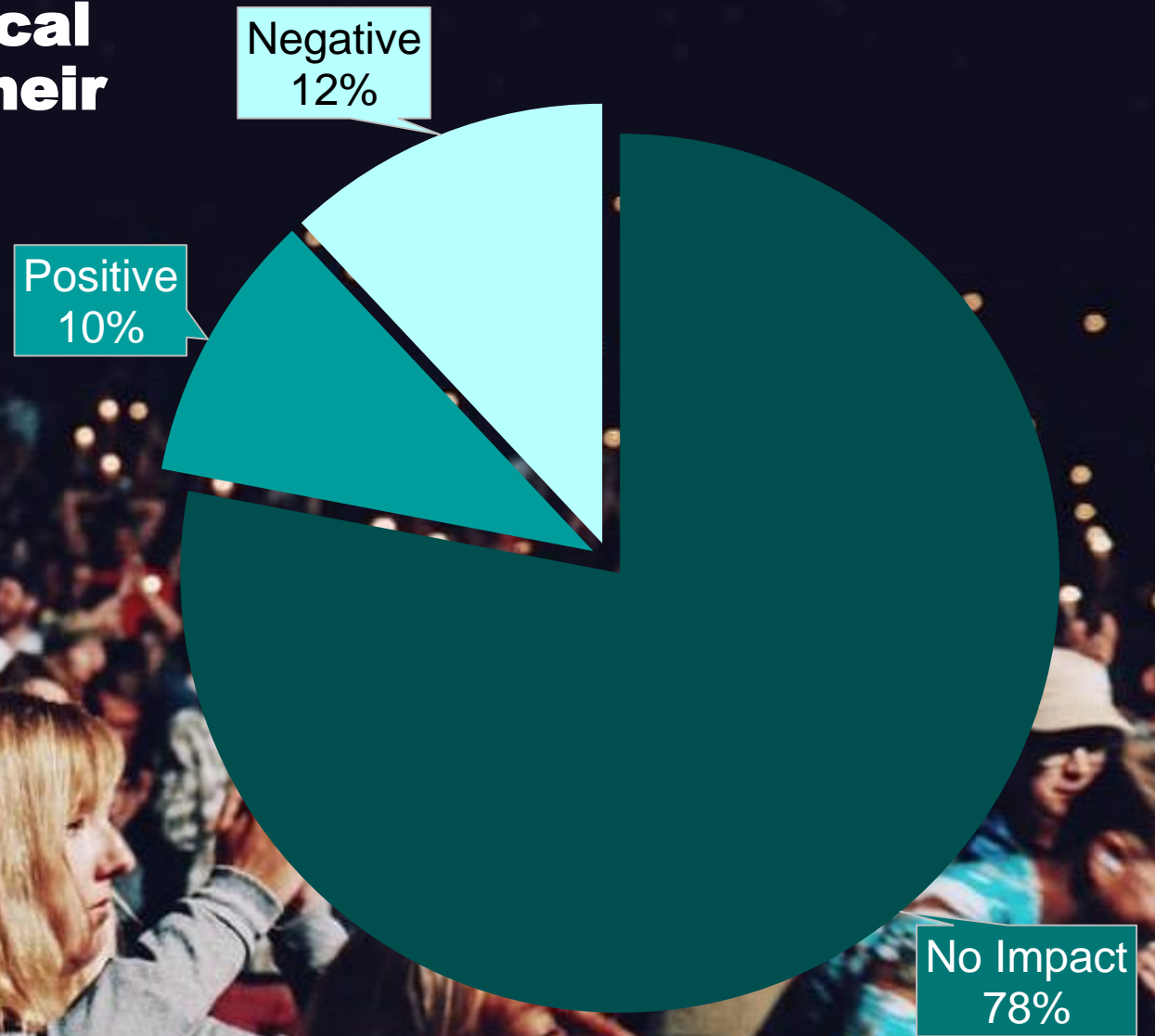


*Recognition: The % of people who remember seeing a particular ad from within the clutter reel*

*Brand Linkage: The % of people who recognize the ad who can correctly name the brand.*



**In their own words, the vast majority of consumers tell us that political advertising has no impact on their reception of other ads**



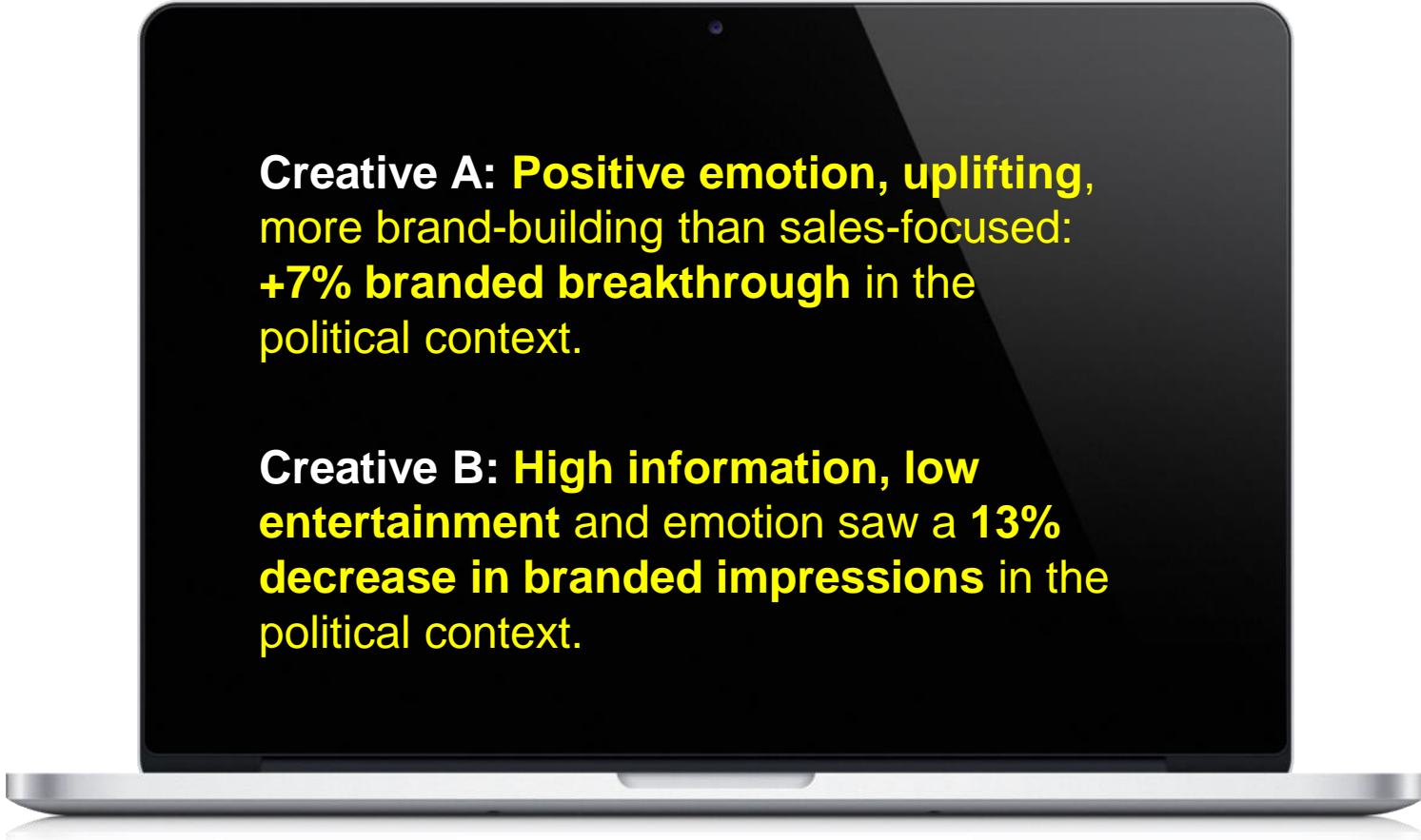


# CREATIVE DIFFERENCES STILL MATTER

Though on average little difference is seen when comparing the ads in different contexts, there is some indication that the style of ad CAN make a difference.

While stronger performers generally remained strong, and weaker performers still struggled, in total, four out of ten ads we assessed did see different performance – three improved, one went significantly down.

The three which improved all used a positive, uplifting emotional tone, which we might assume has a greater contrast to the common negative ‘attack ads’ run by political campaigns.

A laptop screen with a black background and yellow text. The text is organized into two paragraphs, each starting with a bold label 'Creative A:' and 'Creative B:'.

**Creative A: Positive emotion, uplifting, more brand-building than sales-focused: +7% branded breakthrough** in the political context.

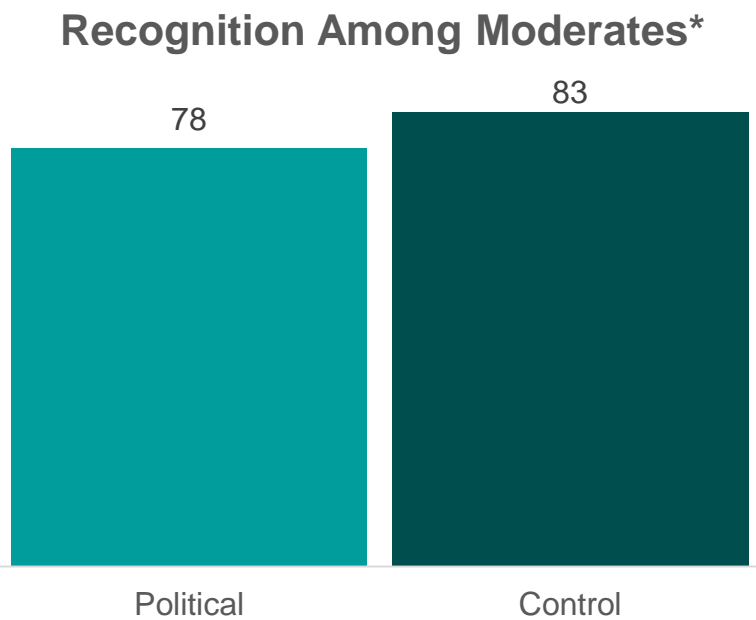
**Creative B: High information, low entertainment** and emotion saw a **13% decrease in branded impressions** in the political context.



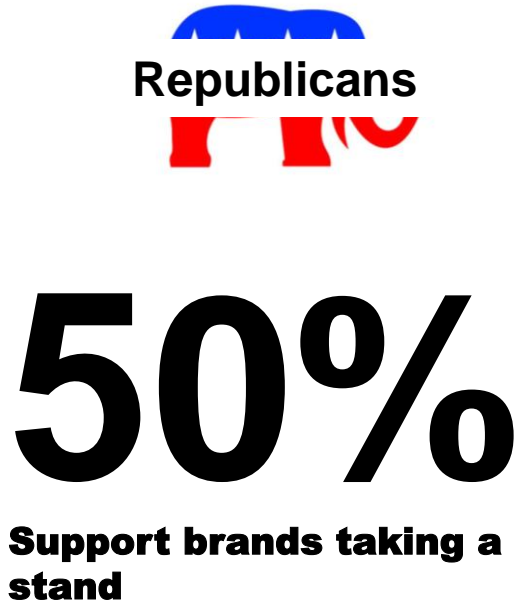
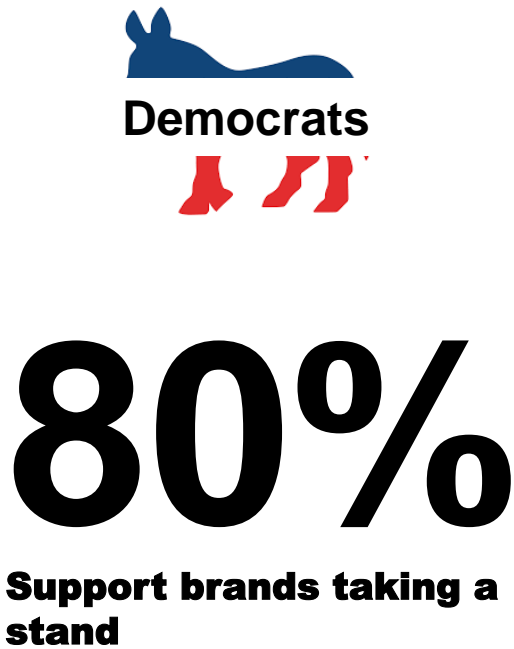
# POLITICAL AFFILIATION ALSO CAN IMPACT RESPONSE

If you have a specific targeting strategy that has a political leaning, these findings may help:

Moderates / Independents had lower ad recognition in the political context – these people are more likely to ‘tune out’ all ads during election season.



If your core target and audience skews ‘blue’, then you are more likely to be rewarded for taking a stand on a potentially political issue. Republicans give a much more mixed response on this issue.





# PURPOSE CAMPAIGNS CAN ALSO DRIVE BUSINESS EFFECTS - IF IT MAKES SENSE FOR YOUR BRAND

Recent work done by Ipsos in partnership with Effie highlighted the potential rewards for brand purpose campaigns.

As advertisers debate if they should get involved in the issues of the day, showcasing brand purpose can be an effective strategy for creating great advertising, and importantly, delivering on brand objectives.

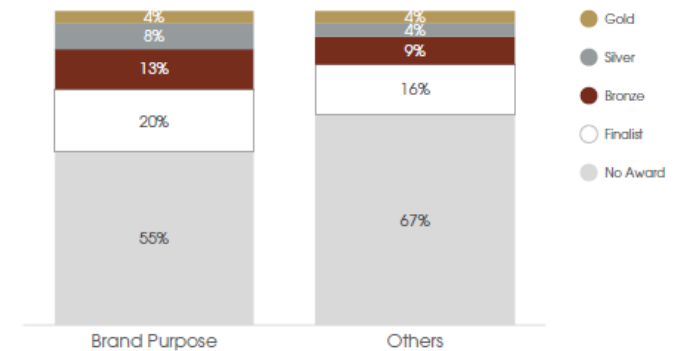
The keys to a successful brand purpose campaign are authenticity to the brand, and grounding in a true consumer insight.

## Can Brand Purpose Campaigns be Effective? YES!

Out of all of the work entered for an Effie award this year, about a quarter were considered to contain a 'Brand Purpose' by way of looking at the claimed objective, the claimed result, the category entered, or just the content of the creative work by itself. This excludes all non-profit entries.

Nearly half of the Brand Purpose campaigns qualified as finalists, compared to one third of non-purpose entries.

### Effie Performance by Brand Purpose and all other campaigns



Data from all Effie 2019 Entries, identified by Ipsos as containing a 'Brand Purpose' or not



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For more info:

<https://www.effie.org/reports/2020/united-states/1>



# IF PURPOSE IS RIGHT FOR YOUR BRAND, STAY THE COURSE

With the reality that the world is becoming more and more polarized, and the ability for those opposing any given viewpoint to 'be the loudest voice,' brands must be willing to stay the course when they know their campaigns are founded on solid, honest footing, and have the long-term in focus.

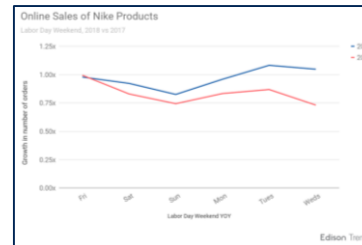
Ensuring this strong footing early on in campaign development is not only a helpful, nice-to-have, but a crucial step in the creative journey.



Nike release infamous 'Dream Crazy' campaign



Immediate outrage across Social Media



Campaign deemed a huge success, sales increase YoY



# HOW BRAND'S CAN PREPARE FOR ELECTION SUCCESS

**Don't fear the changed environment.** There's no inherent bias to performance in the highly polarized, political context of an election. Brands can expect advertising success, on average, at the same level as any other time on the calendar.

**Know the affiliation of your target.** Independents are most likely to 'tune out', while Democrats are most supportive of brands taking a stance on 'hot topics'.

**A positive, uplifting message could stand-out more.** Great creative always stands out from the crowd, and in a potentially negative and toxic campaign, a style that contrasts this could see amplified success. This may point towards brand-building as a better opportunity, compared to sales-focused promotional campaigns.

**If you do take a stand, stay the course.** Plan for a potential negative backlash, either at the time of airing or even after the election. If you believe in the brand purpose, and it's strategically sound, don't be scared into reversing based on a few loud voices.



# CREATIVE | SPARK

Be **bold**.  
Be **creative**.  
Spark your **business**.

CREATIVE | **SPARK** is a new creative evaluation service and an evolution of ASI:Connect.

Building on Ipsos' decades of expertise and experience, CREATIVE | **SPARK** captures realistic attention metrics in a distracted environment and observes the reality of how people make choices.

CREATIVE | **SPARK** fuels the creative process by helping advertisers and agencies quickly evaluate & optimize creative to power brand growth.

CREATIVE | **SPARK** draws from multiple science disciplines to measure a range of thoughts, feelings and emotions.

Get the insights you need to launch the most effective piece of advertising in as little as 24 hours

## THE BUSINESS CHALLENGE

In the attention deficit economy, creative needs to stand out from the crowd

More than ever, strong creative is paramount to delivering short and long term business value

Advertisers need instant access to learnings embedded in the latest scientific thinking

## THE SOLUTION



**Evaluate** the power of creative to capture and retain Branded Attention



**Assess** short and long term brand effects, underpinned by sales validations



**Measure** a unique combination of thoughts, feelings and immediate emotions, via facial coding



**Optimize** with action-based reporting

## WHY CREATIVE | SPARK BY IPSOS?



### SCIENCE

Design and metrics grounded on Behavioral Science, Data Science and Neuroscience with Text analytics and AI supervised machine learning algorithms.



### CREATIVITY

Holistic diagnostics and concise reporting for fast optimization with key signals of creative potential.



### SPEED

Evaluates finished videos and animatics in as little as 24 hours.



### FLEXIBILITY

Offered in a range of options from self-serve to full service, to fit your timings, budget, and business needs.



# THANK YOU.

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