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BEYOND THE BALLOT BOX

Using Political Advertising Strategies to Connect with Consumers

Jaime Vasil
GVP, Candidates and Causes

Brian Wohlert
VP, Candidates and Causes

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CANDIDATES + CAUSES

Dedicated political,
public affairs, advocacy
and non-profit team

—— SINCE 2006 ——

DC office opened 2010
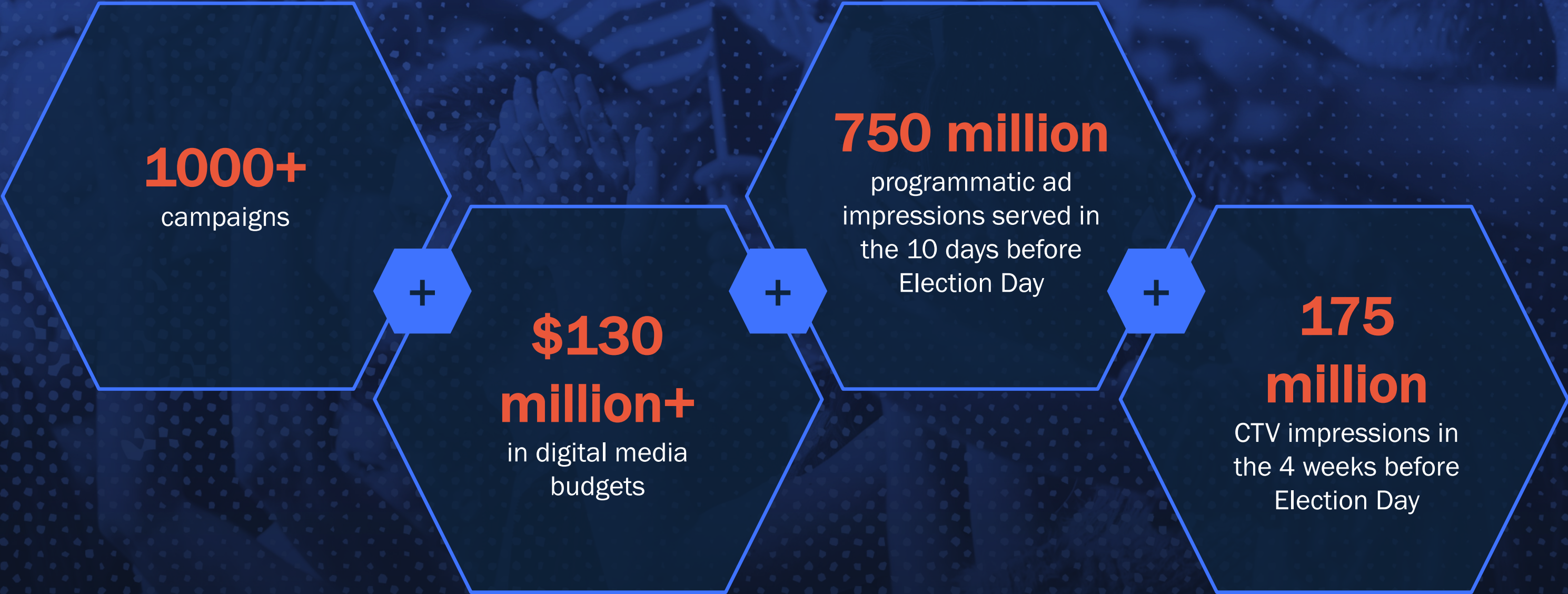**Current staff of 40 subject matter experts**

A trusted partner
Working with agencies and consultants in politics, public affairs, corporate affairs and advocacy across both sides of the aisle

Campaigns & Elections recognized Basis as
Best Innovation in Ad Tech

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Campaigns Gain Speed and Scale with Basis Technologies

1000+
campaigns

+

$130 million+
in digital media budgets

+

750 million
programmatic ad impressions served in the 10 days before Election Day

+

175 million
CTV impressions in the 4 weeks before Election Day

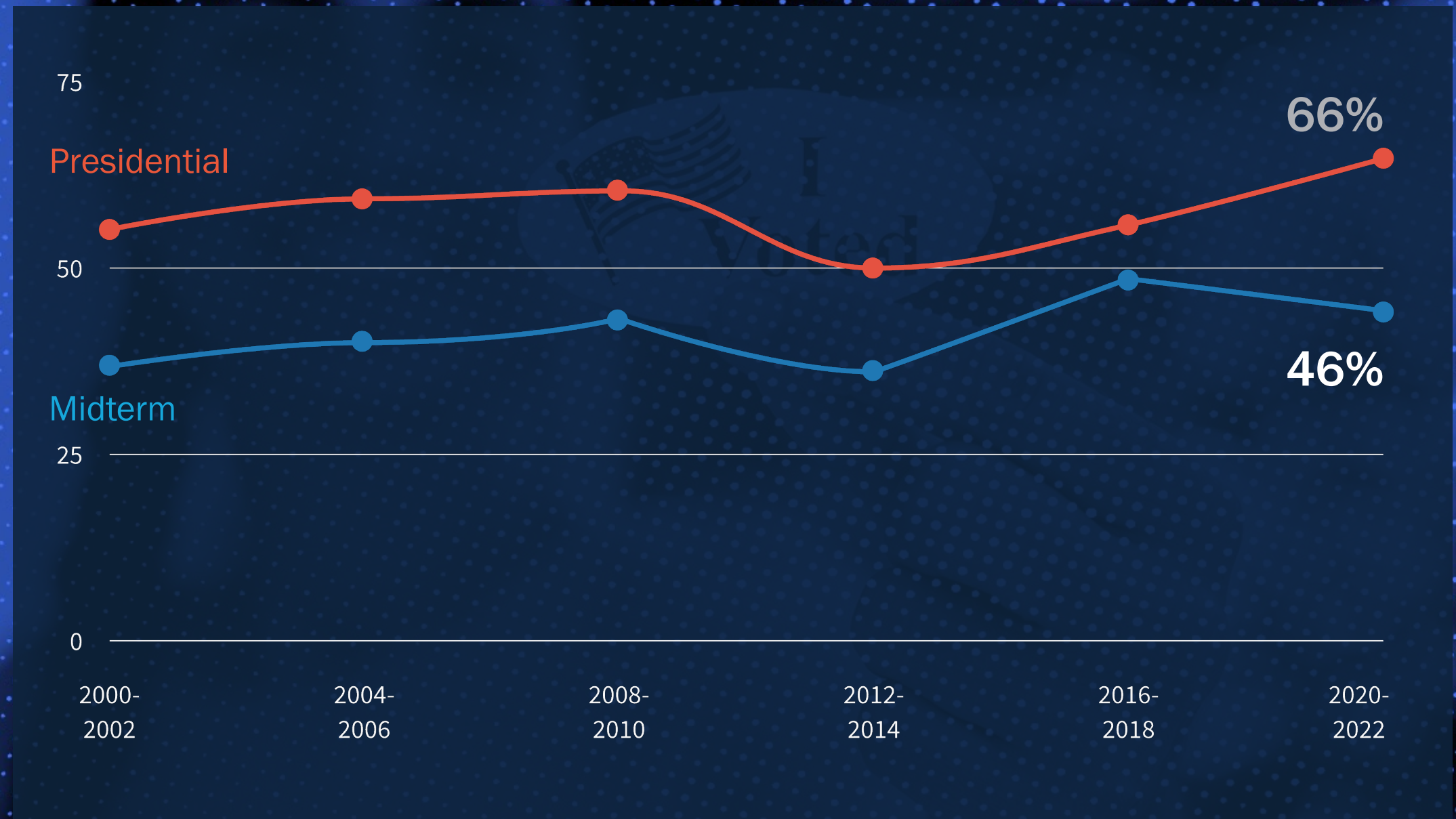Source: 2022 U.S. Elections Digital Ad Spend in Basis

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Interactive Trivia

What % of the eligible voting
population voted in 2022?

Interactive Trivia

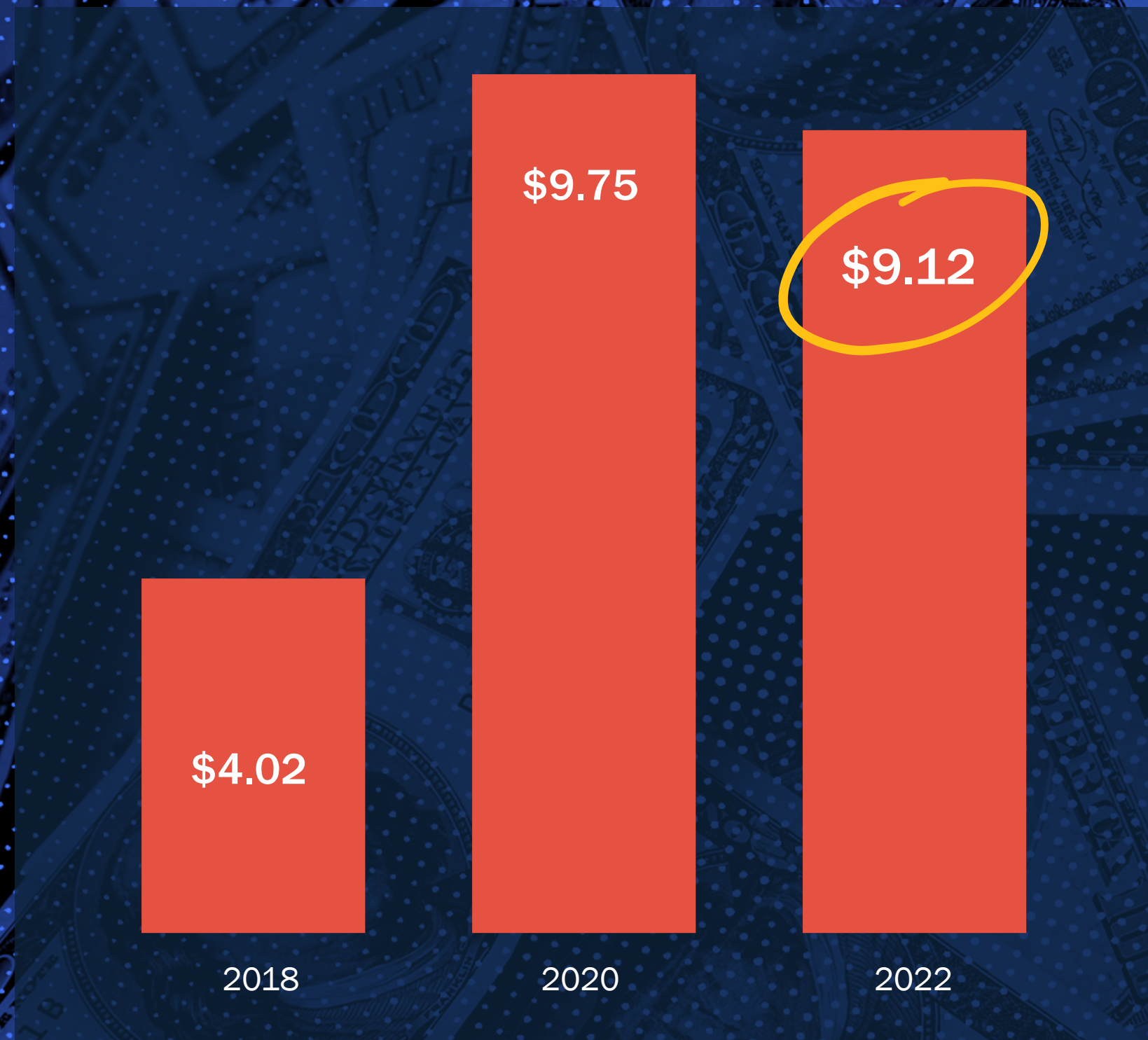What % of the eligible voting population voted in 2022?

Presidential — 66%

Midterm — 46%

75
50
25
0

2000-2002 | 2004-2006 | 2008-2010 | 2012-2014 | 2016-2018 | 2020-2022

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Interactive Trivia

How much was
US political ad spending in 2022?

Understanding the Phases of a Political Campaign

vs.

Consumer Brand Purchase Funnel/ Consumer Journey

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Phases of a Political Campaign

Digital objectives meet real life outcomes

| Awareness | Consideration | Intent | Purchase | Repurchase / Renewal |

FUNDRAISING / LIST BUILDING	AWARENESS	PERSUASION	GET OUT THE VOTE
Email Acquisition Social Media	Social Media Targeted Video + CTV Display Reinforcement SEM	Social Media Targeted Video + CTV Display Reinforcement SEM	Social Media Targeted Display & Video Local Media High Impact Display SEM

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Nuances of Political Advertising

Scale Depends on Candidate / Issue

Candidates are "Brands"

Understanding incumbents vs challenger brands

Ballot initiatives – More education and information needed for voters about particular issues such as education, transportation, etc.

KPIs

Vary by Phase – CPA to Video Completion Rates to eCPCs

Bottom of funnel is election day

ROI is votes versus purchased items

Timing

Political cycles starting earlier and earlier

Primaries vary by race and by state

Definite "end date" of Election Day

What does "Get out the Vote" mean?

Push to drive voter turnout – Get Voters to Polls on Election Day

Has changed slightly in recent history with mail-in ballots

Election Day is equivalent to One Day Sale

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Building the Right Team

The Great Resignation
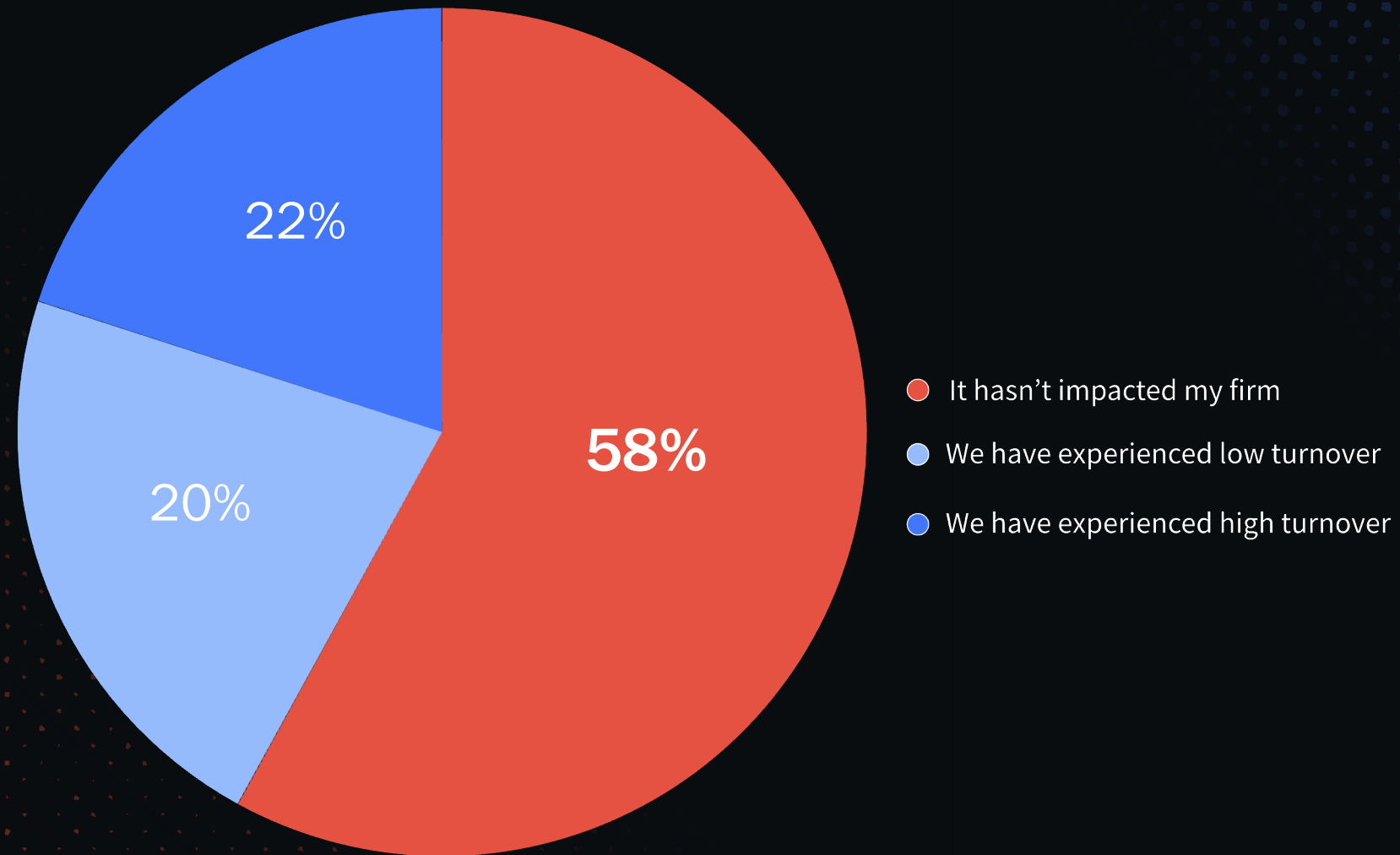
½
Americans are looking for a new job

63%
of marketers are planning a career change

AdAge
Marketers are Quitting Their Jobs— the Indu Should for an Ex

Harvard Business Review
Who Is Driving the Great Resignation?

Inc.
The Great Resignation is Here, and It's Real

The Atlantic
The Great Resignation is Accelerating

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2022 POLITICAL AGENCIES POLL

How is the great resignation impacting your firm?

22%

58%

20%

- It hasn't impacted my firm
- We have experienced low turnover
- We have experienced high turnover

Source: Compiled July 2022 by Basis Technologies

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Building the Right Team

- Ideological alignment is a pre-requisite

- High intensity sprinters

- Winning the best "client" you can

- Getting the many jobs done

- Speed, agility, and ready for anything

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MEDIA STRATEGY REQUIRES PROACTIVE STRATEGY

The Unexpected Always Happens

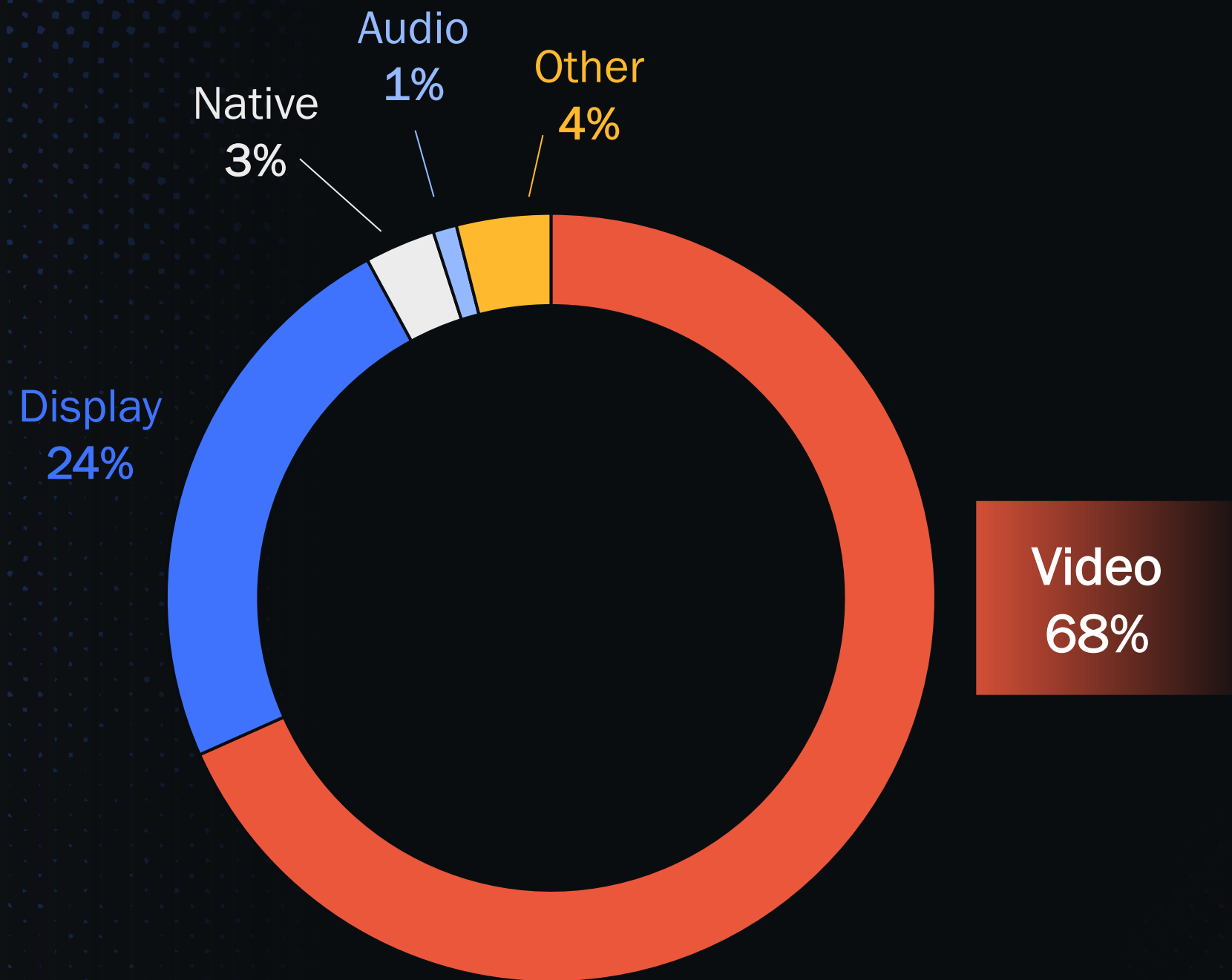**The News**

Supply Chain

System Outages

The Weather

INSIGHT #3

Importance of Agility
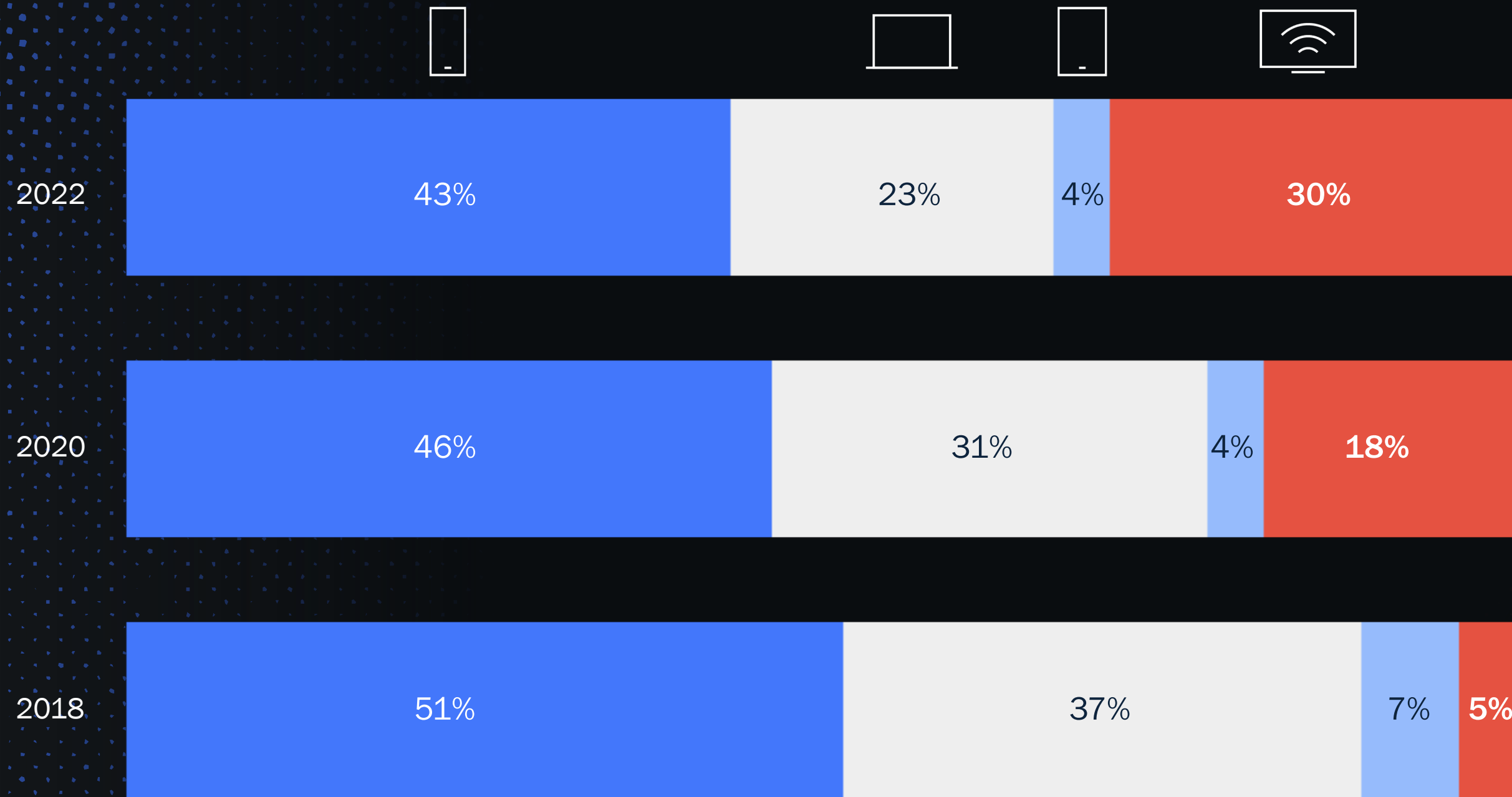## ....with dominance of CTV and changing regulation

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(Political) Marketers Love Video

Native
3%

Audio
1%

Other
4%

Display
24%

Video
68%

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CTV is the Rising Star; Desktop in Decline

Year	Mobile	Desktop	Tablet	CTV
2022	43%	23%	4%	30%
2020	46%	31%	4%	18%
2018	51%	37%	7%	5%
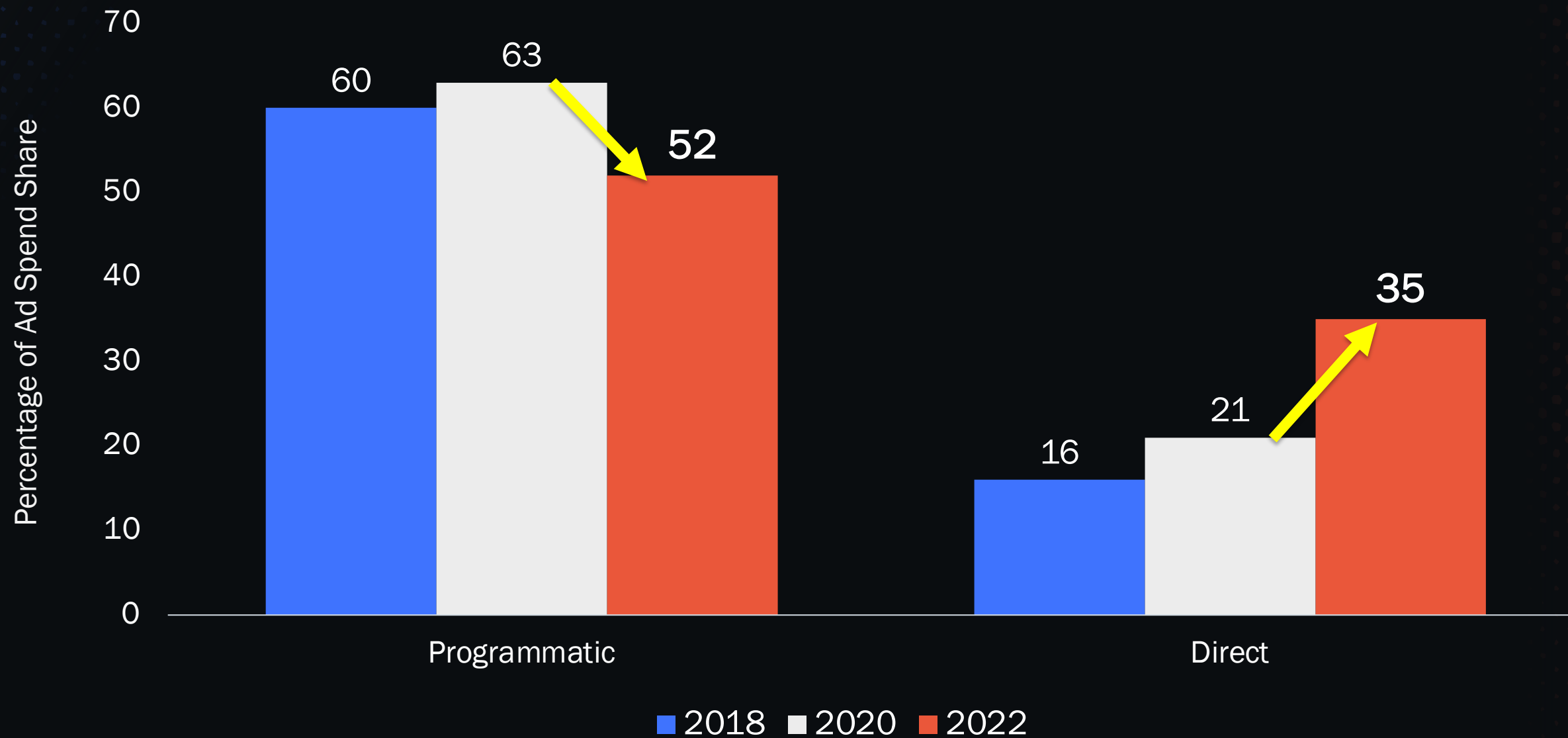
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Ever-Evolving Landscape

WE KEEP TABS ON THE CHANGES SO YOU DON'T HAVE TO!

2018

State-by-state nuances emerge in regulation of digital political ad transparency, Facebook begins political ad buyer verification

October 2019

Twitter bans political advertising with heavy restrictions on advocacy; Facebook adds new disclaimer requirements

December 2019

Spotify bans political and advocacy advertising

January 2020

Google removes the ability to audience target for election ads. Only age, gender, geographic and contextual targeting are allowed to reach voters

January 2022

Facebook, now Meta, announces that advertisers will no longer be allowed to target users by race, ethnicity, political affiliation, religion, or sexual orientation

2023: Twitter is BACK! And more to watch...

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General Market Reach
vs.
Hyper Personalized Addressability

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Who is a Voter?

Not Just Anyone 18+

Climate Change Believer Non-Believer
2/4 Primary
Registration Date of 6/16
Voted in 11/18

Abigail Spanberger for VA-07

Older Women   Likely Independent
African Americans   Awareness Voter
Male Millennials   Persuasion Voter
Moderate Republican GOT Voter
Likely Democrat
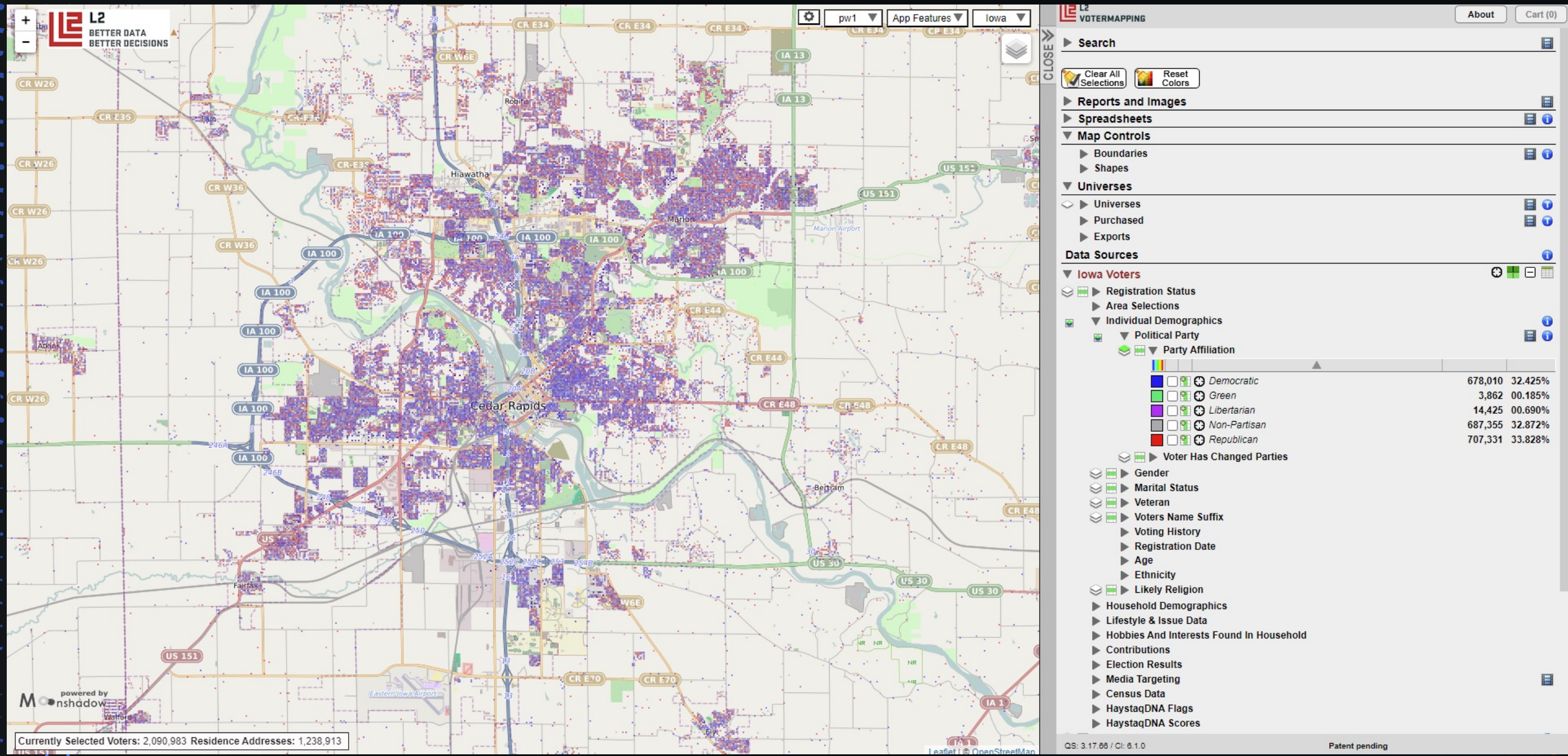
Voter File

What is the Voter File?

A database of voters using official
publicly available government records
of who is registered to vote and
who cast ballots in past elections

Why do we use it?

To reach voters based on past
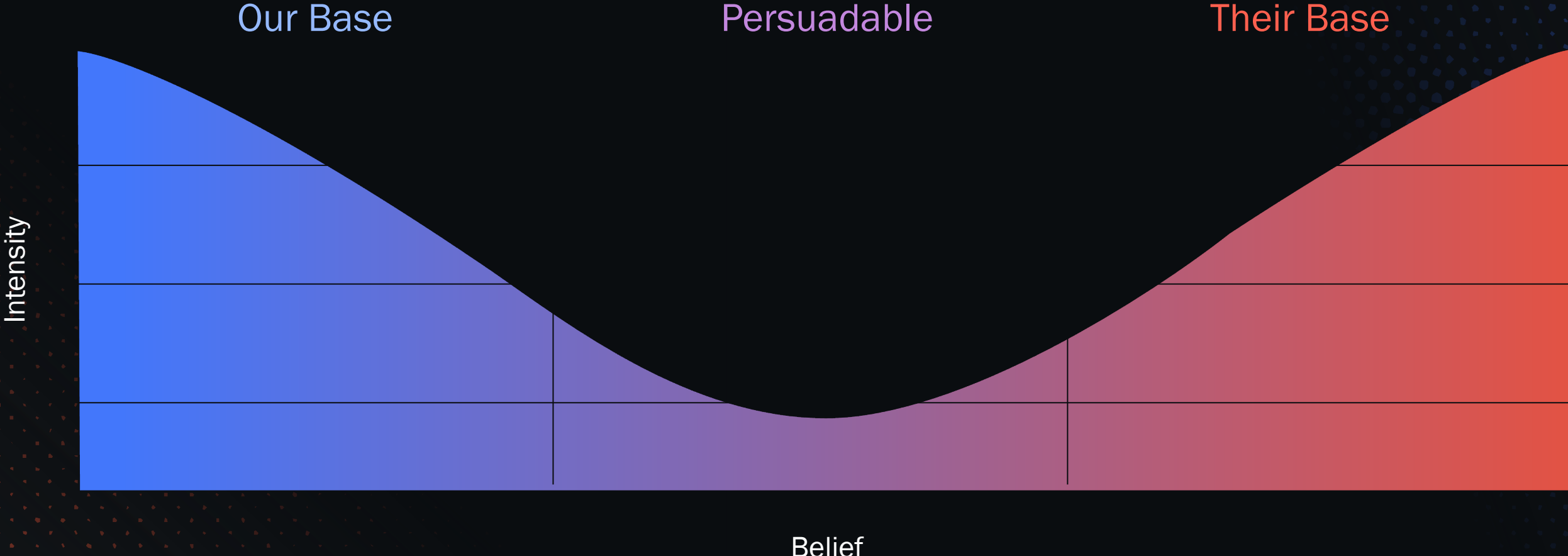voting history and even stance
on an issue

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Cedar Rapids Sample Voter Map

Persuadable Middle

Our Base

Persuadable

Their Base

Intensity

Belief

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Brand Affinity by Political Party

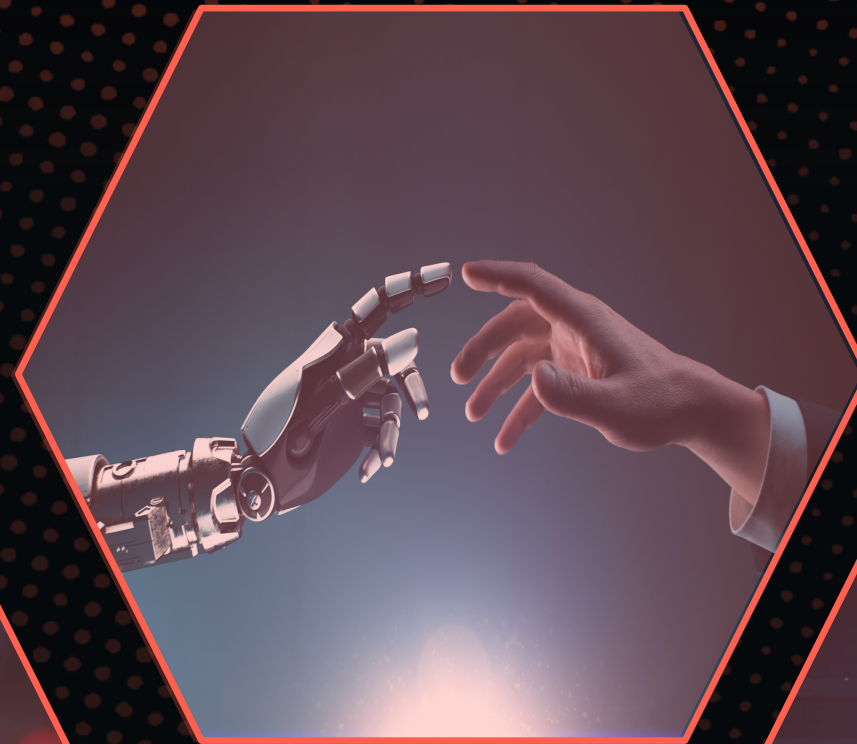| Republican	Democrat
Chick-fil-A	Samsung
H-E-B	Target
Hobby Lobby	Publix
Tesla	Trader Joe's
Trader Joe's	Patagonia
Patagonia	Toyota
Home Depot	IBM
Hershey	Microsoft
My Pillow	Nike
Blue Cross Blue Shield	H-E-B
Kroger	Honda
Wegmans	Hershey
USAA	Apple
General Motors	General Electric
Apple	Pfizer

Source: The Axios Harris Poll

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What's To Watch For

Where do we go in 2024?

The Evolving
Political Calendar

Falling Trust

Increasing
Fragmentation

AI

Regulation

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Thank You.
Q & A

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