Political Advertising Primer
What’s Important to Political Ad Decision Makers?

- **TARGETING** – seeking precise audience delivery, fact-based approach required
  - Specific demographics (e.g. working mothers with no college education)
  - Specific geography (e.g. voting districts)

- **SPEED** – need to implement and change quickly (digital has an advantage)

- **CREATIVE** – relevance to the target audience (e.g. healthcare messages surrounding area hospitals)

- **INFRASTRUCTURE** – ability to execute quickly and seamlessly, very small margin for error.
OOH PROOF POINTS FOR POLITICAL
Top Ten OOH Benefits For Political Advertisers:

ALWAYS ON – BREAKS THROUGH CLUTTER

➢ Cannot be delayed, skipped, turned off, or cord-cut, and produces the highest levels of ad recall.

BUILDS AWARENESS & BRANDING/NAME ID

➢ Builds awareness rapidly with BIG larger than life, bold impact. Strong potential to create conversation and controversy leading to additional exposure on social media and other free media, significantly magnifying audience impressions.

AMPLIFICATION & VALUE

➢ Improves all media investments by increasing the reach of all channels, including TV and digital. Pure ad play, no programming or editorial content, so not disrupted by audience fragmentation like other media. Offers some of the lowest CPMs and tied for #1 in consumer ad favorability. OOH reaches 90% of US travelers ages 16+ monthly and 81% weekly.

TARGETING

Targetability by geographic location or by key demographic groups with OOH ratings.

SPEED AND FLEXIBILITY

➢ Digital OOH offers instantaneous updating of message, and ability to make changes as much as needed.
ENHANCES DIGITAL

➤ Increases ROI for search advertising by 40%, and more efficient at driving online activation than all traditional media and banner ads.

MOBILE ENGAGEMENT

➤ 66% of adult travelers ages 16+ report OOH ads have prompted them to take an action on their mobile device. 42% stated OOH drove them to search and 32% reported they visited a website on their mobile device after seeing an OOH ad.

REACHES HIGH PROPENSITY VOTERS

➤ Over-indexes with some of the most likely voters - adults 25-54, HHI $100K+, those with advanced degrees.

REACHES DIVERSE VOTERS

➤ OOH reaches voting minority blocs – over-indexes with Blacks and Hispanics.

REACHES YOUNG VOTERS

➤ Adults 18 – 34 are the segment most heavily engaged with OOH media.
Creative Mockup Generator – https://oohmockupgenerator.oaaa.org/

OOH Formats:
- Bulletin
- Poster
- Custom Extension
- Wall
- Bus
- Bus Shelter
- Taxi
- Mobile Billboard
- Transit Station
- Shopping Mall
- Airport

OOH Environment Views:
- Highway
- Urban
- Suburban
- Rural

Renderings can be emailed directly to clients

Zoom feature
Creative Mockup Generator – https://oohmockupgenerator.oaaa.org/

- Free to use
- One time registration

Over 75,000 uses since launch
“HOW CAN I INCREASE MY REGIONAL & NATIONAL BUSINESS?”

- Number #1 most important: be responsive to the specific request from the agency
- Don’t forget the fundamentals such as accurate location data or sales kits with great photos
- Include your inventory in the platforms that make sense for you (DoMedia, Apparatix, etc.) because the specialist buying process is becoming more automated all the time
- Be part of Geopath because their Insights Tool allows agencies to build audiences in local markets
- Build good relationships with local franchisees on the buy because client referrals are important
• Provide quality market intelligence because OOH specialists are doing fewer market rides
• Explain what makes your market unique and of value to a brand, e.g. major local annual events
• Consider sending quarterly updates that inform specialists and solve problems. Give them updates:
  • Market conditions (Interstate 15 is sold out, but Route 1 is a good alternative)
  • Current competitive information (a new competitive restaurant chain has entered the market)
  • Outstanding creative campaigns
• Request the agencies’ org charts & focus on the contacts who manage your market, not the generals