

## WHY DIGITAL ADVERTISING?

Digital advertising is used for persuasion, advocacy, and direct response campaigns.

- ❖ Reach people where they are consuming media
  - Reading news on Facebook instead of newspapers
  - Watching TV on Hulu instead of cable
- ❖ Cost-efficient
  - Digital platforms allow for a highly-targeted campaign. TV and radio must be targeted more broadly
  - First-party and third-party data
  - Modeled affinity, location, and demographic data within each platform

## STRATEGY AND MEDIA PLANNING

Zero in on one message and make sure it is reinforced across all platforms. Remember that all ad units are not created equal.

- ❖ Focus on high-quality video impressions first and foremost
  - Pre-roll video
  - Premium streaming services
- ❖ Programmatic ads and Facebook allow for efficient targeting
- ❖ Run Google search ads when you are running ads elsewhere – you only pay when people click your ad
- ❖ Display ads serve as “reinforcers”
- ❖ Digital radio

## DIGITAL-FIRST CREATIVE

Data shows putting a TV ad on digital platforms doesn't always work.

- ❖ When voters see a “skip button” and when they listen without sound, you need custom creative
- ❖ Develop creative that is optimized for success on each digital platform
- ❖ Digital platforms have varied lengths and dimensions

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