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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