

Rebuilding America Now

Digital Successes To Date



Here at Google, we work to dispel
a number of **myths**.

Myth #1

Negative ads work on TV, so they must work online.

Myth #2

Smartphones are just another screen.

Myth #3

Politics stories only happen in 30 seconds.

Myth #1

Negative ads work on TV, so they must work online.

Studies show that
75% of advertising impact is
determined by creative quality.

And we asked **real voters**:
So do political negative ads that work
on TV work online?

Here's what swing voters in **Iowa and Ohio** told us:

Television

"Staged"

"Scripted"

Candidate speaks to interviewer

Get the sound bite

Digital

"Real"

"Authentic"

Candidate speaks to voter

See something in its entirety

Why Online

'It's (mobile device) with you all the time.'

'It's (mobile device) convenient,
like a hand held TV.'

'We're not media dependent.
We all go out to the web.'

'Certain sense it is the internet.
We have control over what we say.'

'I don't need to go to a 3 letter media outlet.
I can google it... it's a fire hose of information.'

'I would say it feels more raw, genuine,
not a set of political analysts, it's real.'

And then the Rebuilding America Now
creative **shattered the myth**:
It was among the highest rated
creatives in the Frank Luntz
Focus Group in Ohio.

What **creative** did voters respond to best?

Positive from campaign, if negative show don't tell

Positive, proactive message involves voter in shared future

Give voters a voice vs. talking at them

understands voter frustrations

undecideds want a unifier – not a divider

America Soaring **was that creative.**



And the data proved it.

America Soaring Brand Lift Results were among the best we have seen this cycle.

As a reminder, we asked a control group and exposed group which candidates they had a favorable view of. The users who saw The America Soaring ad had an increase in Trump favorability across a few key groups.

America Soaring Brand Lift Results

Highlights:

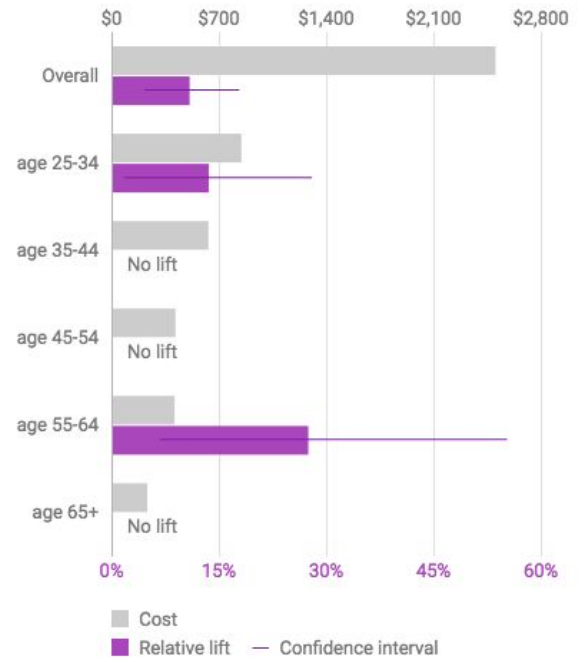
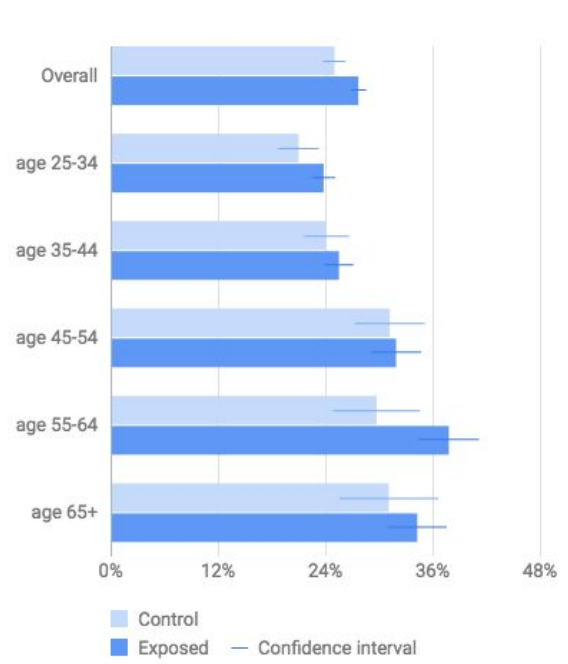
- We had a 10.7% relative lift in favorability overall for users who saw the ad vs. those who did not
- Users ages 55-64 had a whopping 27.3% increase in relative favorability
- Users ages 25-34 had an increase of 13.4% in relative favorability
- Men had a 10.3% increase in relative favorability

Brand favorability lift by slice

Relative lift Absolute lift vs Cost

Proprietary + Confidential

Gender **Age** Frequency Campaign Device



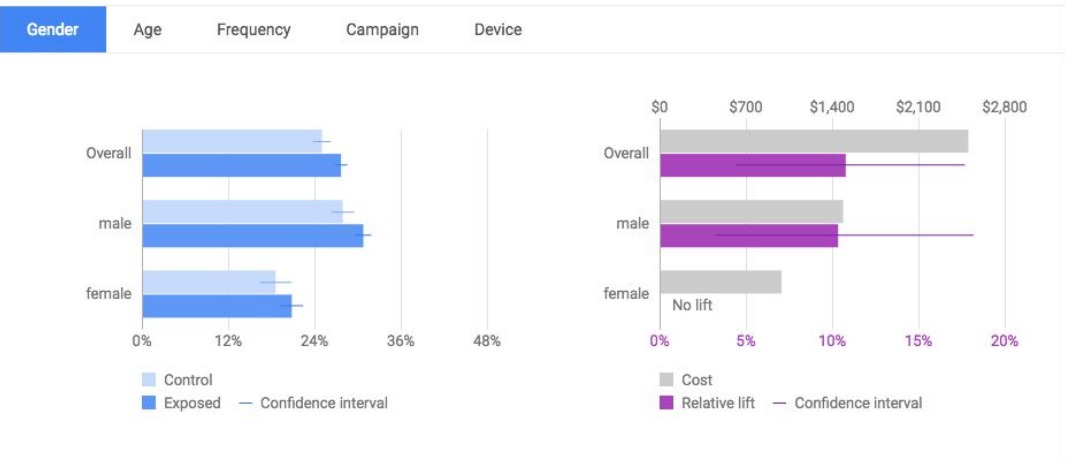
^ Hide data table

	● Control (%)	● Exposed (%)	● Relative lift (%)	● Absolute lift (%)	● Cost (\$)
Overall	24.9% 23.6% - 26.1%	27.5% 26.7% - 28.4%	10.7% 4.4% - 17.6% best in class	2.7% 1.1% - 4.2%	\$2,495.81
age 25-34	20.9% 18.6% - 23.1%	23.7% 22.4% - 25.0%	13.4% 1.5% - 27.8%	2.8% 0.4% - 5.2%	\$837.88
age 35-44	24.0% 21.5% - 26.5%	25.4% 23.8% - 27.0%	No lift	No lift	\$622.93
age 45-54	31.1% 27.2% - 35.0%	31.8% 29.0% - 34.5%	No lift	No lift	\$408.29
age 55-64	29.6% 24.7% - 34.4%	37.7% 34.3% - 41.0%	27.3% 6.6% - 55.1% best in class	8.1% 2.3% - 13.9%	\$402.22
age 65+	30.9% 25.4% - 36.5%	34.1% 30.8% - 37.4%	No lift	No lift	\$224.49

Brand favorability lift by slice

Relative lift Absolute lift vs Cost

Proprietary + Confidential



Hide data table

	Control (%)	Exposed (%)	Relative lift (%)	Absolute lift (%)	Cost (\$)
Overall	24.9% 23.6% - 26.1%	27.5% 26.7% - 28.4%	10.7% 4.4% - 17.6% best in class	2.7% 1.1% - 4.2%	\$2,495.81
male	27.8% 26.2% - 29.3%	30.6% 29.5% - 31.7%	10.3% 3.2% - 18.1% best in class	2.9% 0.9% - 4.8%	\$1,479.85
female	18.4% 16.2% - 20.6%	20.7% 19.1% - 22.3%	No lift	No lift	\$980.83

Myth #2

Smartphones are just another screen.

84%

of smartphone and tablet owners use their devices as a second screen while they watch



Smartphone video viewers are

2x more likely

as TV viewers to feel a personal
connection to brands

"...YouTube connects us with our increasingly **mobile-first consumer**, when and where they are most engaged.

It's not about interrupting them with a brand message, but creating content that is **entertaining and worthy of their time and attention.**"

-Greg Lyons, Vice President of Marketing for Mountain Dew

The solution:

Create online-first, mobile-first content.

The Rebuilding America Now creative **works.**

Proprietary + Confidential



Myth #3

Politics stories happen in **:30**.

The **top 10** videos on
YouTube ads leaderboard
in 2014 averaged
3:00 minutes in length

4 of the top **10** most
viewed videos on
YouTube were from
brands

And there is

40%

More inventory available with new lengths of content
(:5, :15, long form)

Rebuilding America Now is **smart about their content.**

There is more inventory available with new lengths of content
(:5, :15, long form).

Myth #1

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Myth #2

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Politics stories only happen in 30 seconds.

Fact #1

Positive and humor works best online, not doom & gloom.

Fact #2

Mobile is more personal & engaging, even with content.

Fact #3

Shorter or longer, what matters is if it's engaging.

Where do you go from here?

What can you do TODAY?

What To Do Today: Use **Your Videos** to **Persuade** You have the assets. Put them to work for you.

Lock in inventory in key states, targeted at key voters | Ensure it does not go to the other side
Ramp up at the same time you ramp up TV

Reserve Pre-Roll 9/15 - 10/25 FL, OH, PA, VA, WI, NC, NH, NV, CO Married women and Independents; 25 - 54	2M Voters Reached	35M Impressions
Reserve Pre-Roll 10/25 - Election FL, OH, PA, VA, WI, NC, NH, NV, CO Married women and Independents; 25 - 54	4.9M Voters Reached	50.5M Impressions
TrueView Discovery 8/15 - Election	1.4M Voters Reached	2M Views
TOTAL	~5M Voters Reached	88M Imp, Views