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.
<table>
<thead>
<tr>
<th>Age</th>
<th>Control (%)</th>
<th>Exposed (%)</th>
<th>Relative lift (%)</th>
<th>Absolute lift (%)</th>
<th>Cost ($)</th>
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<tbody>
<tr>
<td></td>
<td>24.9%</td>
<td>27.5%</td>
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<tr>
<td>Overall</td>
<td>23.6% - 26.1%</td>
<td>25.7% - 28.4%</td>
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<td></td>
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<tr>
<td>25-34</td>
<td>20.9%</td>
<td>23.7%</td>
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<td>45-54</td>
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<tr>
<td>55-64</td>
<td>29.6%</td>
<td>37.7%</td>
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<td>6.6% - 55.1% best in class</td>
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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.
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
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.

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

<table>
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<tr>
<th>Reserve Pre-Roll</th>
<th>2M</th>
<th>35M</th>
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<tr>
<td>9/15 - 10/25</td>
<td>Voters Reached</td>
<td>Impressions</td>
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<td>FL, OH, PA, VA, WI, NC, NH, NV, CO</td>
<td>Married women and Independents; 25 - 54</td>
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<tr>
<td>10/25 - Election</td>
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<td>8/15 - Election</td>
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<td>88M</td>
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<td>Voters Reached</td>
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