

POLITICAL

Digital Guidance

CAMPAIGN TRENDS



HYPERLOCAL

Targeting was used by **55%** of candidates.



EFFICIENT

53% of spend occurred in the last 5 weeks before an election and **11%** in the last 20 days.



VIDEO ADS

Make up **58%** of digital media political spend.

INDUSTRY TRENDS



\$1.6B to be spent

in digital video in 2020 political ads.
- eMarketer, July 2019



21% of political ad spend

made up of digital ads in 2018, the greatest share to date and growing. - eMarketer, 2019



235M Digital Video Viewers

in the US and 55% of political digital ads are video. - eMarketer, 2019

VOTER FILE TARGETING

We can activate politically relevant segments efficiently & quickly

- Affordable Health Care
- Affordable Housing
- Pro-Choice vs. Pro-Life
- Church Attendance
- Civil Liberties vs. Terrorism Prevention
- Climate Change
- Ridesharing Regulation
- School Choice
- Union Support
- Death Penalty
- Environmental Regulation
- Fiscal Philosophy
- Fracking
- Gay Marriage
- Government Bailouts
- Gun Laws
- Social Security
- Ticket Splitter
- International Humanitarian Interventions
- Marijuana
- Minimum Wage
- Pathway to Citizenship
- Police Excessive Force
- Renewable Energy vs. Develop More Fossil Fuels
- Social Philosophy (Liberal vs. Conservative)



leverage OnMILWAUKEE'S VOICE & COMMUNITY

STORYTELLING

Content creation that humanizes your campaign.

CANDIDATE & COMMUNITY MATTERS

Exclusive candidate interviews that focus on important issues.

FACEBOOK LIVE

Let us showcase your candidate via a Facebook Live interview.