



**CASE STUDY:**  
**THE EFFECTIVENESS**  
**OF ONLINE POLITICAL**  
**ADVERTISING**

SUMMER 2010



## Online Advertising Makes a Difference

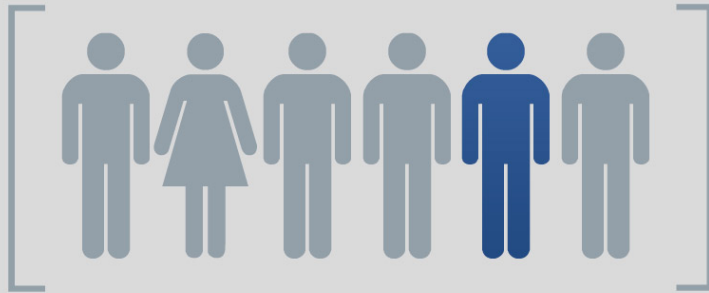
While much has been made of the ability to use the Internet to raise money, circulate petitions and drive voters to a campaign's website, this study offers the new evidence that online political advertising also helps build candidates' name recognition and favorability.

As the data demonstrate, those voters exposed to both the television and online ad campaigns felt more favorably toward Chris Kelly than those voters that were exposed to only the television ad campaign. This is true overall and among our key target audiences. Older women 55+ and white women exposed to the television and online ad campaigns not only felt more favorably toward Chris Kelly, but were also more like to recall having seen, read or hear something about him and more inclined to vote for him than their counterparts who saw only television advertising.



## Lay of the Land

Former Chief Privacy Officer of Facebook Chris Kelly was one of six candidates vying for the Democratic nomination to be California's next Attorney General.



In a field that included several State Assemblymen, a former Los Angeles City Attorney and the District Attorney of the City of San Francisco, Chris Kelly was the least well known and least defined of the candidates. This, coupled with the fact he was competing in a down-ballot, low-information race, meant it would be difficult to break through and reach voters - particularly during a cycle where the airwaves were already inundated by high-profile candidates at the top of the ticket spending over 100 million dollars.



## Introducing Chris Kelly

As part of his efforts to reach out to more voters, Chris Kelly ran an online advertising campaign, which included more than 200 million impressions and reached over 17 million Californians.

The online ad campaign, which supported a robust television ad campaign, focused almost exclusively on introducing “Chris Kelly, Democrat for Attorney General” to voters.

The online campaign targeted Democratic primary voters throughout California, in particular women, and ran on select lifestyle, content and news websites, including LATimes.com, SignOnSanDiego.com, AllRecipes.com, Fandango and YouTube.



## Testing the Effectiveness of Online Advertising

Global Strategy Group (GSG), in partnership with Google and Centro, employed an experimental design to test the effectiveness of Chris Kelly’s online advertising campaign. Using geo-targeting, we were able to construct a live, in market test in which voters in the Palm Springs media market were exposed to both television and online advertising, while voters in the Santa Barbara media market were exposed to television advertising only, allowed us to measure the incremental impact the online advertising campaign had on a host of measures, including favorability, recall and, of course, vote share.

To measure this, GSG conducted baseline surveys of 207 likely Democratic primary voters in the Palm Springs media market and 224 likely Democratic voters in the Santa Barbara media market between May 10 and May 12, 2010, before the start of any paid communications.

On Election Night, following nearly a month of exposure to paid communications, GSG conducted surveys of 202 Democratic primary voters in the Palm Springs media market and 201 Democratic primary voters in the Santa Barbara media market.

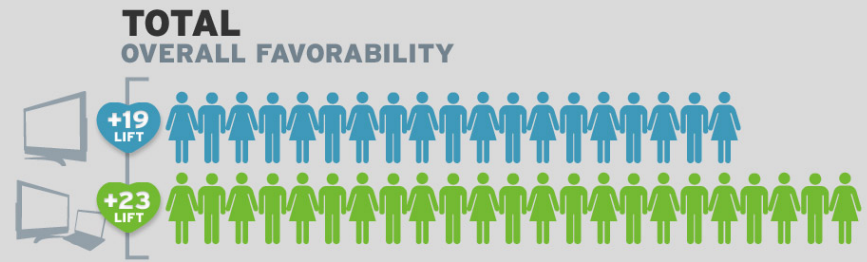
The following analysis illustrates the lift in favorability, recall and vote share that occurred between the baseline surveys and the Election Night surveys.



**BUILDING A BRAND:**

## Online Advertising Increases Favorability

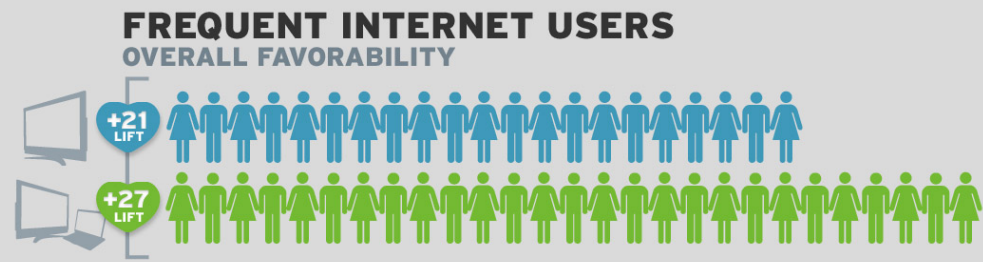
Likely Democratic primary voters who were exposed to both television and online advertising viewed Chris Kelly more favorably than voters who were exposed to television advertising only.



**THE NET SET:**

## Online Advertising Makes an Impression

As expected, an increase in Chris Kelly's favorability ratings was seen among frequent internet users, who were more likely to be exposed to the ads.



- EXPOSED TO TELEVISION ADVERTISING ONLY
- EXPOSED TO BOTH TELEVISION AND ONLINE ADVERTISING

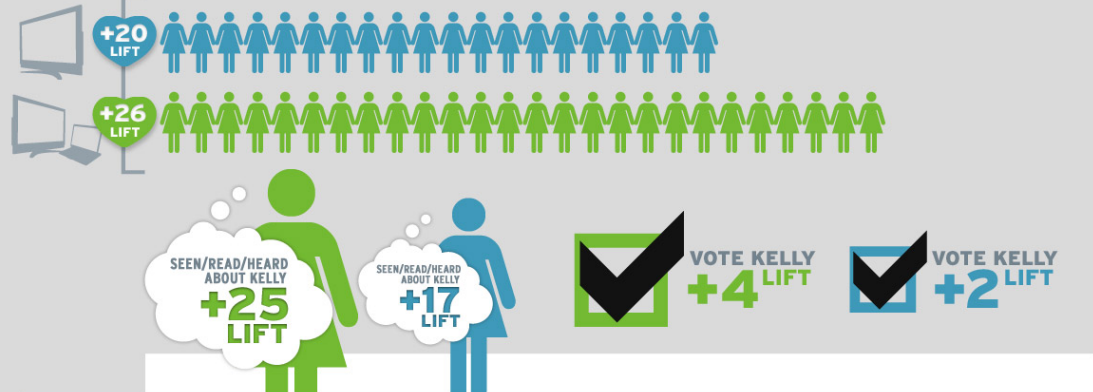
**BULLSEYE:**

## Online Advertising Moves Target Voters

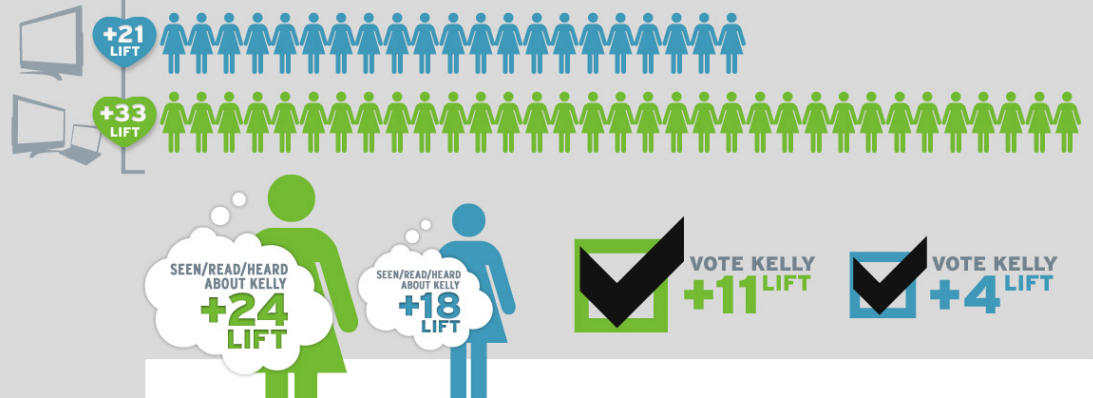
The online advertising campaign was especially effective in reaching key target audiences, including older women 55+ and white women.

Older women and white women who were exposed to both television and online advertising were more favorable toward Chris Kelly, more likely to recall having seen, read or heard something about Chris Kelly and more likely to vote for Chris Kelly than their counterparts who were exposed to television advertising only.

### OLDER WOMEN 55+ OVERALL FAVORABILITY



### WHITE WOMEN OVERALL FAVORABILITY



■ EXPOSED TO TELEVISION ADVERTISING ONLY  
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## About Global Strategy Group

Global Strategy Group is a public affairs and research firm based in New York City with a broad range of clients, including leading political candidates, Fortune 500 corporations, and advocacy organizations. With capabilities including research, strategic communications, grassroots and grasstops organizing, branding and marketing, and digital, GSG manages integrated campaigns to help its clients win campaigns and achieve their goals. For more information, visit [www.globalstrategygroup.com](http://www.globalstrategygroup.com).

## About Google

Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google's innovative search technologies connect millions of people around the world with information every day. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit [www.google.com](http://www.google.com).

## About Centro

Centro is a digital media services company and the creator and provider of Transis, the first “front-end to back” media automation software to help advertising agencies increase efficiencies, save costs and scale more effectively and profitably. It streamlines the entire media process including research, site selection, media planning and buying, campaign management and billing reconciliation. Founded in 2001 and headquartered in Chicago with 13 offices nationwide, Centro has served over 350 agencies and more than 975 national and regional clients. For more information, visit [www.centro.net](http://www.centro.net).

**QUESTIONS ABOUT RESEARCH?**

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**WANT TO LEARN HOW GSG CAN HELP YOU  
REACH YOUR TARGET AUDIENCE ONLINE?**

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