

Priorities USA Action Hillary Clinton

Presidential Candidate 2016 Election



Goal

To increase support and a presidential win for the Super Pac's candidate, Hillary Clinton.



Objective

To provide a marketing plan that increases the reach and frequency of awareness for Hillary Clinton in order to gain votes from undecided voters that were formerly supporting Bernie Sanders.

Strategy

To emphasise Clinton's support for the middle class, senior citizens, and working families by using television spots to target a large number of older adults that are likely to vote.

Overall Cost

This media campaign has a \$250,000 budget for October 8th - November 7th.

Optimum Benefit From Budget

This campaign strategically uses almost all of the allotted budget to deliver exposure to **95.2%** of the target market to increase engagement and awareness of the candidate in the critical month before the election.

Reach: 95.2

Frequency: 36.2

CPM: \$21

CPP: \$72

Brand Description/ Candidates Qualifications

Priorities USA Action was founded in 2011 to educate and engage Americans to speak out and stand strong against the outdated views of the far right that threaten our democracy and undermine the middle class. This election they support Hillary Clinton for President of the United States.

Hillary has a lifetime of experience serving as an activist for children and equality for all. She has served as Secretary of State, U.S. Senator, First lady of the United States, First Lady of Arkansas and as a lawyer and law professor. Her passion for supporting children, women, and the middle class can be seen in her years of work and volunteer activism.

She created the Children's Health Insurance program that cut the number of uninsured children in half. She worked for the Children's Defense Fund and was a part of the passing of legislation that required Massachusetts to ensure education for the disabled. She was the first female Senator from New York, the first female partner at her law firm, and is now the first female primary party candidate for President of the United States.

Hillary uses her strong female presence to fight for equality for all.

Her personal brand focuses on her many experiences breaking the barriers for women to achieve great things and her even temper and calm demeanor.

Current Advertising Efforts

Hillary and her supporting Super PACs have been advertising heavily for the last several months, using all types of media. This campaign will provide the intense advertising efforts in the swing state of Iowa that will be essential to **winning** the election.

Competition

Hillary's primary competition is the Republican Candidate, Donald Trump. Hillary criticizes Trump for being inexperienced with politics, for having an explosive temper, and for acting rude, racist and unprofessional.

Targets

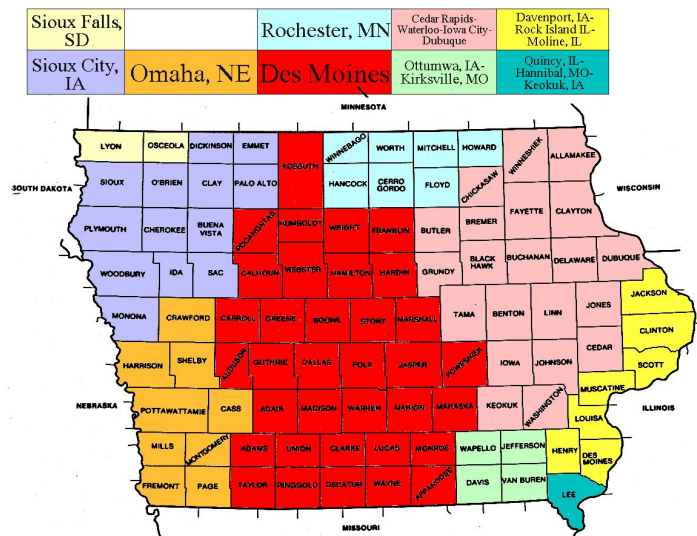
Demographic

The campaign will target **Adults 55+**. This age group is approximately **30% more likely** than average to vote in every national election. This demographic is also approximately **13% more likely** than average to vote **Democrat**, compared to the younger demographics that are less likely than average to vote democrat. Priorities USA action also emphasizes their goals to work on issues such as **social security, Medicare, and retirement**.

Age	Index
Age 25-34	78
Age 35-44	97
Age 45-54	104
Age 55-64	133
Age 65+	110
*average index=	100

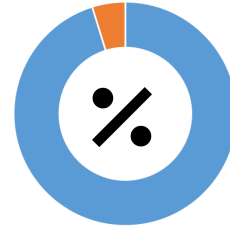
Geographic

This campaign will run in the **Cedar Rapids DMA** for Iowa. This market includes **343,000 households** in **20 counties** reaching **28.97% of Iowans**. According to the Iowa State Data Center, the Cedar Rapids DMA includes the largest population of **Adults 55+**. Targeting this market will allow us to reach the greatest number of our target demographic with a high frequency.



Reach

This campaign will have a reach of **95.2**. This means almost every person, **95.2%**, in the Cedar Rapids target market will be exposed to the ad at least one time.



Frequency

The frequency of the campaign is **38.2**. This means the average individual in the Cedar Rapids DMA will see the ad **38.2 times**. **High frequency** is an important factor in this campaign.

The stakes are **very high** in a Presidential election, due to things such as the complexity and importance of getting people to be passionate enough about the brand, Hillary Clinton, to go out of their way and vote for her on election day.

Exposing a **very large percent** of the market to the ad this many times means the campaign will surely have an impact by **raising awareness** and **support** for Hillary's campaign.



Timing

This campaign will run **October 8th- November 7th**, the month leading up to the Presidential election. This is the **most crucial** time for ads to be seen and receive a high frequency among the target audience. During this month, awareness of the upcoming election will be high. This campaign will be an important last-chance effort to raise support for Hillary Clinton.

Consistent With Strategy

This campaign focuses on last-chance high frequency and high reach exposure to the target market. In the last month of the election it is **critical** to increase exposure to gain **every last vote**. This campaign targets the most likely voters at a very high frequency to ensure that when they go to the polls they are thinking of Hillary Clinton.

Tactics



Medium

This campaign will use **television** as the medium for the ads. Our target demographic of **Adults 55+** are **14%** more likely to have a cable and satellite stations in their homes. Media Life Magazine

says that while millennials and younger adults are turning to streaming services and portable devices, older adults are continuing to consume large amount of television regularly.

According to MRI, the most viewed TV show types by our demographic are; early evening network news **(181)**, early evening local news **(151)**, daytime talk shows **(171)**, late night news, game shows **(171)**, and primetime documentaries **(149)**.

MEDIUM	AD TYPE	PCH UNIT	UNIT COST	UNITS	EXT COST
Spot TV-Daytime	:30	GRPS	58	900	52,200
Spot TV-Early Fringe/News	:30	GRPS	72	900	64,800
Spot TV-Prime	:30	GRPS	81	800	64,800
Spot TV-Late Fringe/News	:30	GRPS	78	850	66,300

Vehicles

Daytime TV: Jeopardy!, The Ellen Degeneres Show

Primetime TV: Dancing With the Stars, 60 Minutes, The Good Wife, NCIS

Early & Late News: CBS, MSNBC

Local Stations: KWWL, KFXA, KCRG, KGAN, IPTV, KPXR, KIIN, KRIN



Consistent With Strategy

All aspect of this campaign are tailored to reach the **largest** amount of members of the target audience, 55+, the **greatest** amount of times during the month the ads run. These tactics will expose likely voters on media they frequently watch, causing them to be very familiar with Hillary Clinton and the issues she is passionate about. The viewers will become highly engaged with the content and keep this in mind on election day.



Allocation of Budget

Late News: 27%

Early News: 26%

Primetime: 26%

Daytime TV: 21%

ALLOCATION OF BUDGET

