

POLITICS ★ 2021

MAKING AN IMPACT IN FLORIDA ELECTIONS WITH TV ADVERTISING

WHY TV ADS ARE MORE INFLUENTIAL THAN EVER

WHY TV?

TV advertising – one of the most valuable platforms during a normal election year – may be the most influential tool available to candidates in 2021.

AN AVERAGE ELECTION YEAR

Evergreen strategies that work¹



Launching ad campaigns sooner



Running ads throughout the day



Buying more networks

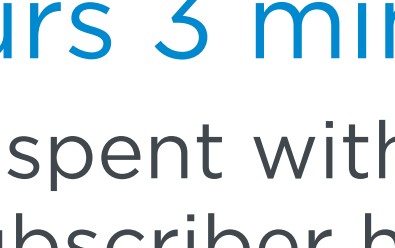


Investing larger budgets



Using data to inform strategy

WHAT'S DIFFERENT IN 2021?



8 hours 3 minutes

Typical time spent with TV content amongst subscriber households²

Follow the audience where the majority of viewing is done with cable

Q2 2020 Viewing Habits²

71%

of FL voting households watch video on-demand

68%

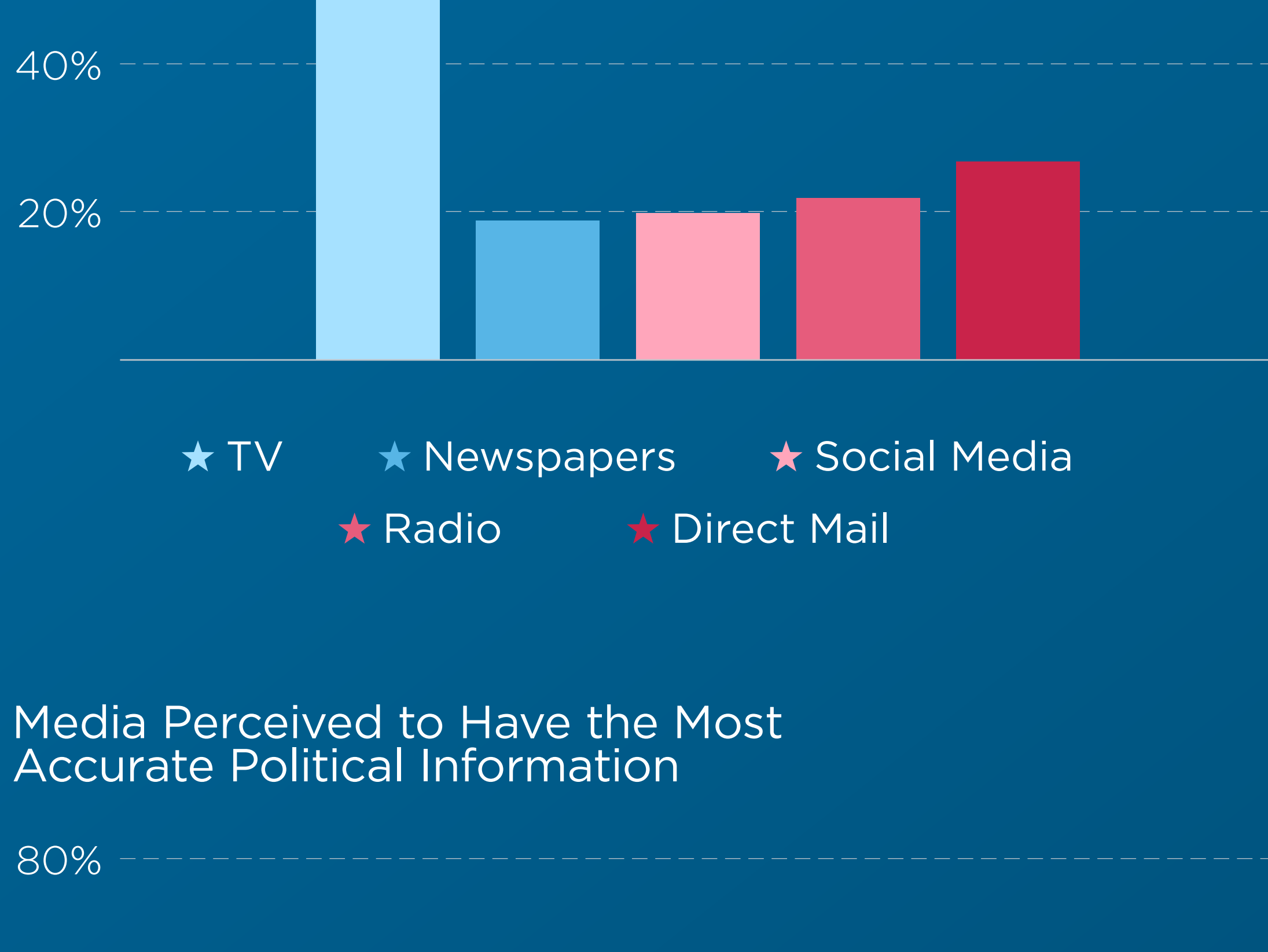
of FL voting households watch cable

11

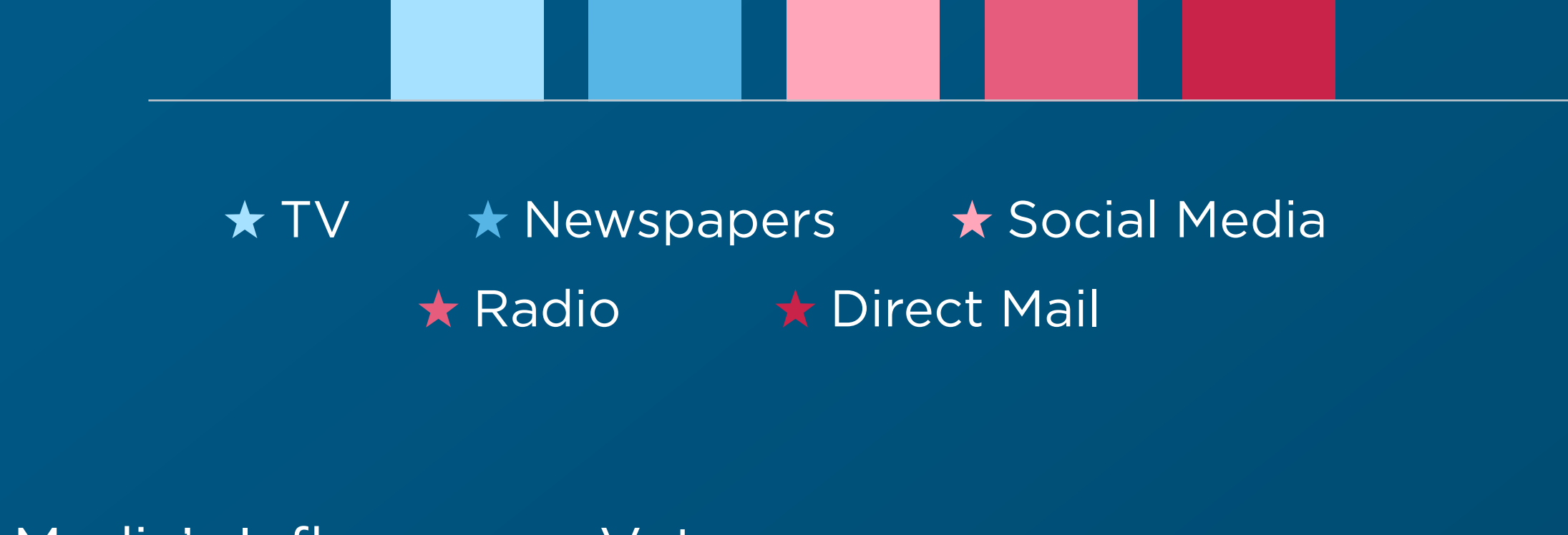
cable networks watched throughout the day

THE POWER OF TV³

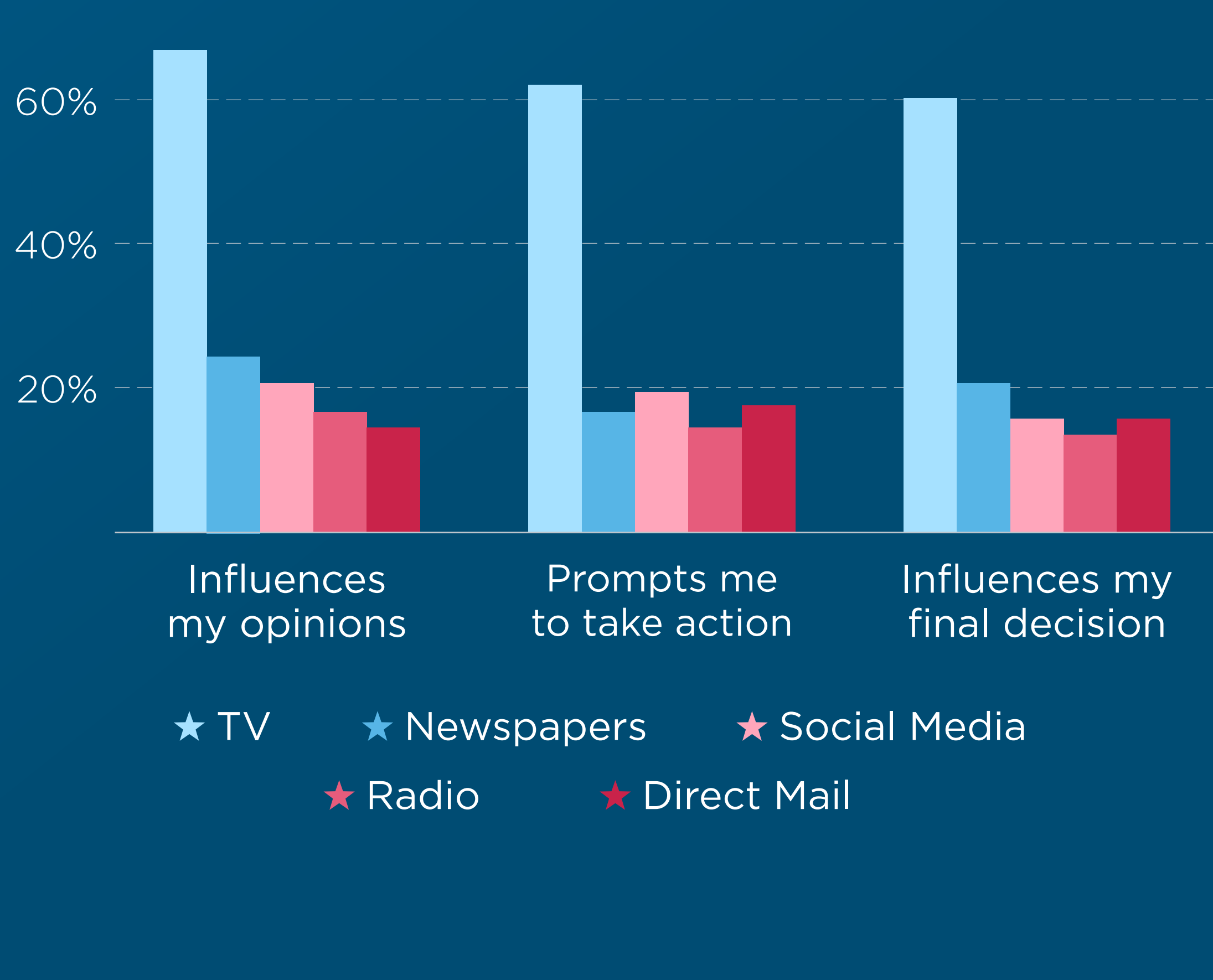
Political Advertising Most Likely to Get Voters' Attention



Media Perceived to Have the Most Accurate Political Information



Media's Influence on Voters



USING TV AS A FULL-FUNNEL SOLUTION



Upper Funnel

Start with linear TV advertising for a broad reach that builds awareness and interest.

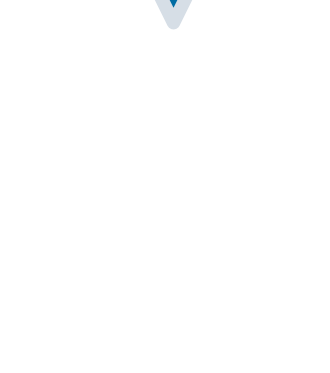
Extend across screens to reach potential voters watching TV content anywhere, anytime.



Middle Funnel

Deliver addressable advertising to tell viewers about the issues and your opinions. Reach households based on traits like geography and demographics, as well as voter segment:

- Party affiliation
- Voting propensity
- Opinions on hot-button issues
- And more



Bottom Funnel

Use addressability to deliver more precise messaging to narrower audience segments. Reach each segment with the message that would best resonate with them in order to solidify opinions. At this stage, also deliver messaging focused on turning out the vote rather than on specific issues.

effectv
A COMCAST COMPANY

Sources: 1. Comcast internal data, 2018.
2. Comcast Internal Data. © 2020 Comcast. All rights reserved.
Comcast confidential and proprietary information.

3. Video Advertising Bureau, "It's a Matter of Trust: Media's Influence on Voters," 2018.

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