



Maximize Your Media Lessons from the Trenches

Political Media

Buying Tips:

- Plan your events early in the year
- Avoid broadcast buys during peak political season. (Sept 15th—Nov 15th). You will pay a premium, it may not run and the make goods (after the election) won't make up for lost exposure
- Look for logical alternative forms of media

Why so late?

Make goods for spots missed during the election window will run as much as 1 1/2 weeks after the election.

Avoid the clutter - schedule after Nov 15th.

Due to the unpredictable nature of political races, Capstone Media regularly advises clients against purchasing broadcast advertising during Fall political campaigns. Consider planning major sales well before or directly after a significant political election. Waiting until one or two weeks following the election could yield substantial payoffs and save you precious advertising dollars. But sometimes this just isn't possible. So what do you do when faced with a major sales event immediately prior to a mid-term or presidential election?

Lessons from the Trenches...

Situation

A client in Charlotte, North Carolina had determined the need to hold a major regional sale ten days prior to the mid-term congressional elections. Normally the best media strategy is a combination of heavy reach – network TV and direct marketing to current customers.

Challenges

Network TV prices were already on the high side due to the proximity of the election. To make matters worse, millions of dollars were being spent on broadcast ads for the North Carolina senate race. Demand on media inventory was tight - it was doubtful that enough network TV exposure was available to actually drive traffic to the event.

Capstone's Solution

To generate enough media exposure to insure the success of the sale, Capstone Media recommended the following strategies:

- Purchase targeted cable TV in lieu of network TV.

- Mix in radio spots, streaming radio, eMail blasts as well as in-store & on-air promotions (a Carolina Panthers game ticket giveaway) with the number one and two radio stations.
- Cross-promote across several media.
- Share creative copy elements in the TV & radio spots, and eMail or direct mail a promotional piece to existing customers.

Results

Turn out for the sale went well and contributed to its overall success. The advertising exposure was acceptable and the client was pleased with the results of the ad campaign.

- Capstone Media generally recommends that broadcast advertising, specifically network TV, be avoided during a peak political season (Sept 15th - Nov 15th). However, as we have just illustrated, it is possible to salvage the day through creative, integrated and out-of-the box media buying solutions.

Contact Capstone Media for assistance with Planning/Buying during an Election Year

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