

# MAKING A BETTER POLITICAL AD

PART OF OUR STRATEGY SHEET SERIES

## 5 ELEMENTS OF A COMPELLING AD



This whiteboard animation demonstrates the vicious cycle of lobbyists and special interests' involvement in redistricting, presenting Proposal 2 as the solution.


### 1 A STORY

A compelling story introduces a question or character in a challenging situation. The problem is then confronted, resulting in resolution. The most powerful stories leave room for the viewer to internalize the matter and draw their own conclusion, which then aligns them with your position.

Voters Not Politicians  "The System Is Rigged"  
— End Gerrymandering in MI: Proposal 2

### 2 EMOTION

Our most memorable experiences arise from emotion. Whether joy, anger, or fear – all elicit a powerful response. Research shows that emotion-based ads are often more effective than ads that rely on rational thinking.

Michigan Regional Council of Carpenters & Millwrights  "Workers Talk Dirty"  
AAPC Best of the Best Pollie Winner – "Best Use of Digital/Internet"  
AAPC Gold Pollie Winner – "Internet Advertising, Public Affairs/Issue Advocacy Division"





Skilled Michigan workers express their frustration about threats to prevailing wage while passionately educating viewers on the issue.

### 3 A MEMORABLE DETAIL

Including one powerful, memorable detail can further the main point of the spot and produce immediate recall among viewers. This can take shape as an unique creative style, prominent symbol or repetition of an audio or visual element.



We used two :15 "bookend ads" to highlight the opposition's deception and to provide repetition of the visual of Pinocchio's nose, growing.

Voters Not Politicians  "Radio" – End Gerrymandering in MI: Proposal 2  
Voters Not Politicians  "Squad" - End Gerrymandering in MI: Proposal 2

### 4 DEMONSTRATING A CONNECTION

Voters do not like being told what to think. Rather than taking a fact-based approach to further your position or subject, sharing similar experiences and beliefs is the way to forge an authentic connection.

Gupta for Congress  "Gupta vs. Trump"




This ad produced in concert with CounterPoint Messaging highlights the divergent experiences and positions of Suneel Gupta and President Trump, connecting Gupta with the Democratic primary electorate.



Internal testing revealed that this ad held "Yes" votes in-line to support Proposal 2, validating the problem of the "smoke-filled room," motivating voters to stick with change.

### 5 AN ELEMENT TO INSPIRE ACTION

Effective ads inspire the audience to take action. Without a call to action, an ad is just a very good story.

Voters Not Politicians  "Conspiracy" – End Gerrymandering in MI: Proposal 2