The Ad Platform: Can Political Advertisers Learn from D2C Brands?
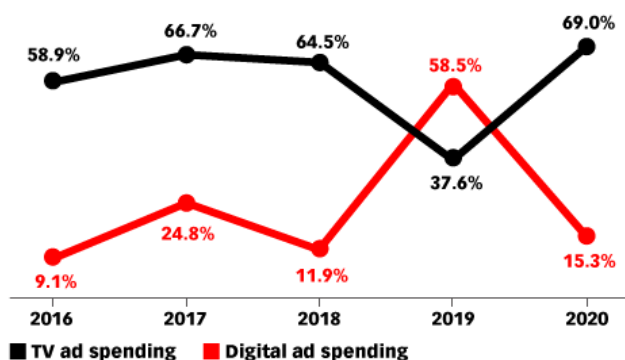
AUDIO

eMarketer Editors

eMarketer principal analyst Andrew Lipsman joins host Nicole Perrin to discuss the branding efforts—or lack thereof—of this year's presidential contenders and what the strategies of direct-to-consumer (D2C) marketers can teach politicians. Which politico is most like Dollar Shave Club, and whose brand is most similar to Untuckit?

Digital vs. TV Share of US Total Political Ad Spending, 2016-2020
% of total political ad spending

TV ad spending: 58.9% (2016), 66.7% (2017), 64.5% (2018), 37.6% (2019), 69.0% (2020)

Digital ad spending: 9.1% (2016), 24.8% (2017), 11.9% (2018), 58.5% (2019), 15.3% (2020)

■ TV ad spending ■ Digital ad spending

Note: includes advertising related to federal, state or local politics, including elections and lobbying activities; includes advertising directly related to legislative and regulatory issues
Source: eMarketer, Feb 2020

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2