

2024

Election season reminders for advertisers

With the 2024 election season underway, many advertisers are wrestling with how to allocate their advertising budget. The election creates a dynamic environment for consumer behavior influenced by both the political and economic landscape shaped by the election outcomes. Marketers are sensitive to consumer sentiment and want to be strategic in their planning and execution of campaigns. PlusMedia has created some guidelines for navigating the political season.

1.

Book Now. Secure ad-placements to lock in availability and rates for both digital and offline media. The surge in demand can affect availability and may drive up advertising costs across some media channels.

2.

Diversify Placements. Maintain visibility and effectiveness during political periods. The political clutter may overshadow your brand message making it essential to utilize multiple channels and points of contact.

3.

Extend Conversion Window. Allow for longer purchase timeframes to account for potential delays in decision-making. The increased volume of political messaging can cause distraction for consumers and may lead to delays in response.

4.

Maintain Brand Integrity. Be mindful of audience perceptions when preparing creative. The context surrounding your ad may make your messaging inherently political.

5.

Know Political Advertising Zones. Leverage data-driven strategies to optimize the effectiveness and reach of your campaigns. Political advertising can be more prevalent in certain geographies and to specific audiences which may impact target areas.



PlusMedia

60-65% of media is bought between Labor Day and Election Day*

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