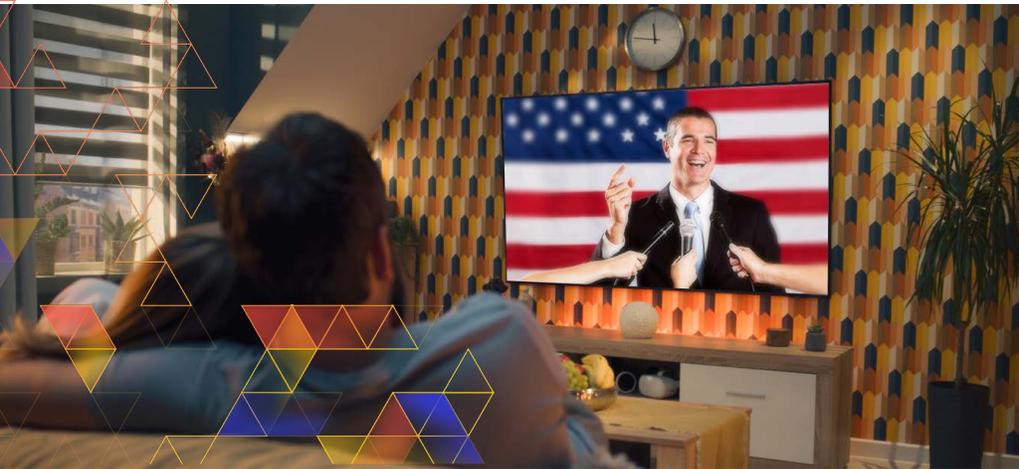


Measuring TV Ad Effectiveness for Political Advertising



Key performance indicator:

8⁺

pts increase in candidate familiarity among exposed voters

14⁺

pts among independents

50[%]

of exposed households cited TV as a key factor in evaluating candidates, far higher than unexposed households.

CHALLENGE

Political advertisers must understand quickly and precisely how their ads resonate with voters in crowded, hyperlocal media markets. During the New Hampshire Republican primary, more than 40 ads with varying messages aired across the state.

The challenge: determine which ads and which types of messages were most effective, with results fast enough to adjust mid-campaign.

SOLUTION

Partnering with Comcast Advertising, Dynata conducted Brand Lift measurement among households in New Hampshire who had been exposed to specific political ads.

Results were delivered within a day of airing, providing:

- Granular insights into which messages were breaking through.
- Comparisons between positive vs. negative ads.
- Evaluation of how ads shaped voter perceptions, including candidate familiarity, preparedness for challenges, and role model status.

IMPACT

This rapid, hyperlocal feedback loop enabled advertisers to optimize campaign messaging in-flight rather than waiting until after the election cycle. These optimizations led to:

+8 pts increase in candidate familiarity among exposed voters, and +14 pts among independents.

100% candidate recall among exposed households.

+50% of exposed households cited TV as a key factor in evaluating candidates, far higher than unexposed households.

With Dynata's speed, scale, and accuracy in measuring ad effectiveness, political advertisers were able to confidently refine messaging in real time, ensuring their campaign investments drove maximum impact where it mattered most.