

Winning Strategies:

Advertising Lessons from the 2024 Election Cycle

A guide for political advertisers to effectively
connect candidates and causes with voters

Contents

Looking back at the 2024 election	3
Understanding voters’ viewing habits	4
Helping candidates reach voters	7
Key elements of the highest reaching campaigns	15
Driving success in the next election and beyond	16



A lookback at political advertising in the 2024 election to understand how to reach voters

The 2024 election cycle exceeded predicted ad spend, with a **record-breaking nearly \$11B** spent.¹ Yet overall voter turnout was only 64% across the United States, highlighting that there is room for candidates to better engage with voters and drive them to the polls. As viewers become more fragmented across screens and platforms, political advertisers are having a more difficult time connecting with them. Today, it's more crucial than ever for candidates to understand the best tools and strategies to effectively reach potential voters and ensure every dollar is spent efficiently while understanding true campaign performance.

Comcast Advertising analyzed over 10 billion impressions from the 2024 election cycle, gleaning insights from the most successful campaigns to help political advertisers navigate the ever-changing media landscape and inform them of the best strategies to utilize in the midterms and beyond.

The goal of this report is to highlight the advertising strategies that were effective in reaching voters during the 2024 election cycle, showcasing actual results. The aim is to provide key recommendations and insights based on evidence so that political advertisers can harness data to reach voters and drive results in the 2025 elections and beyond.

Source 1: NBC News, "The Final Price Tag on 2024 Political Advertising: Almost \$11 Billion," 2024.


Understanding voters' viewing habits




Voters are viewers first

In order for political advertisers to effectively reach potential voters, they must first understand how audiences view content and engage with media. Based on viewing analyses, it's clear that potential voters are watching premium video content around election times increasingly in a fragmented way.


Voters love their premium video




70% watch at least one form of ad-supported video content¹




70% of viewing is outside of news and sports content²



81% of streaming occurs on the TV screen³




1 in 3 watch more TV around the time of the election¹



6+ hours per day spent watching traditional TV among likely voter households who subscribe to a pay TV service²

TV is a key medium for how voters learn about political causes



Voters are **+65%** more likely to say they learn about politics from TV, compared to social media¹

Sources: 1. Comcast Advertising study in partnership with Kantar. Q3 2024, consumer survey responses, N=1240. 2. Comcast Aggregated Viewership Data. Likely Voter HHs. Full Footprint. 2024. 3. Comcast Aggregated Data from Streaming campaigns (2H24).



Advertising impacts voter decisions

Political advertising influences voters, making it crucial for advertisers to reach key audiences during critical campaign periods, especially in a fragmented media landscape. Understanding constituents and tailoring messages to specific groups is essential for making better connections.

Recall impacts voters at the polls



Over 1 in 3 voters will select a candidate off name recognition from advertising or campaigning alone.¹

Voters prefer messaging that relates to them¹

Prefer advertising focused on issues rather than the candidate:



More likely to vote for a candidate they relate to:



More likely to vote for a candidate who supports causes that matter to them:



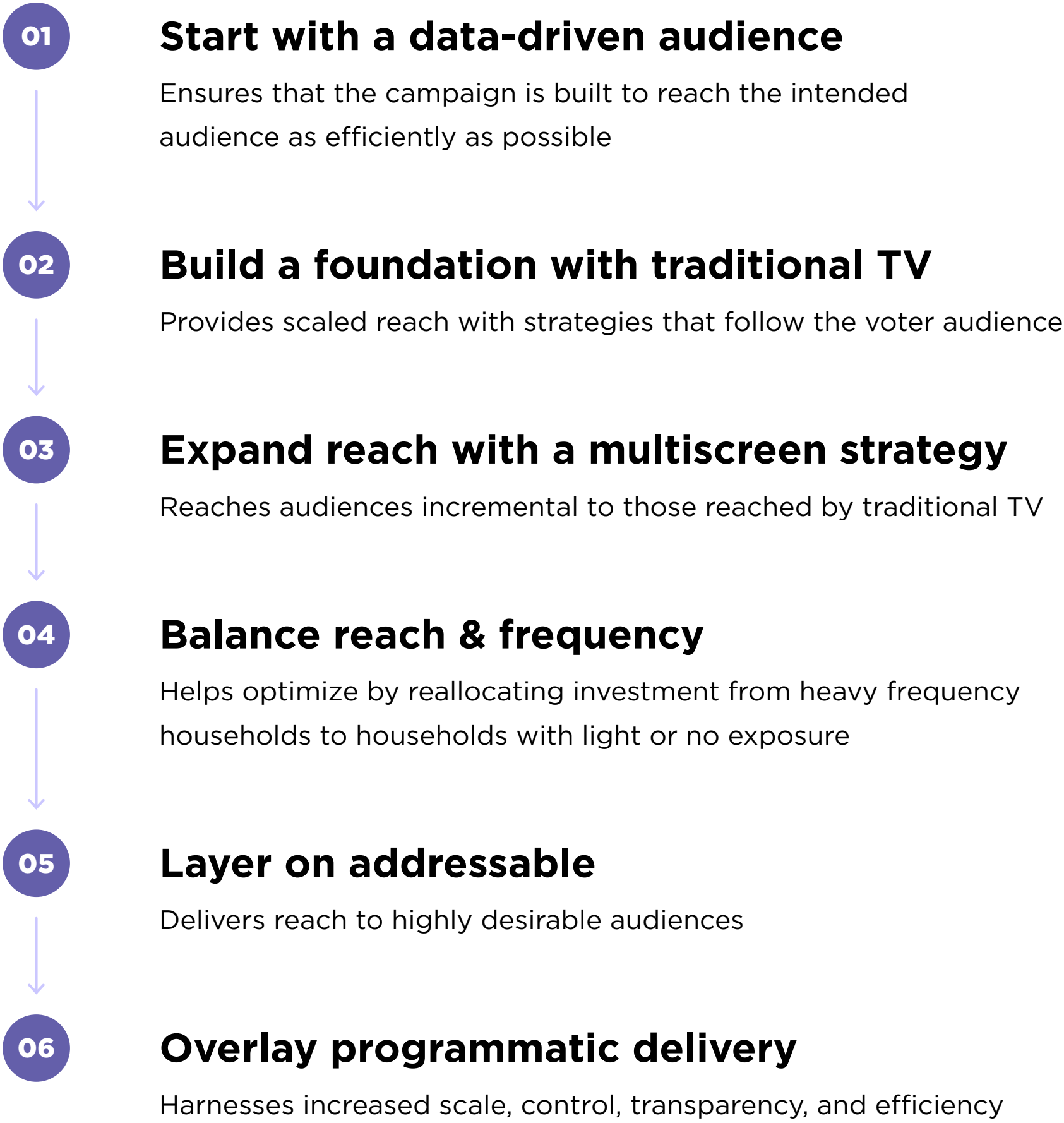
Source: 1. Comcast Advertising study in partnership with Kantar. Q3 2024, consumer survey responses, N=1240.

Helping candidates reach voters

A winning formula for political advertising campaign success

While outcomes at the polls can’t always be easily predicted, understanding the best strategies to reach and connect with voters can help political advertisers win at the ballot box.

Based on an analysis of the most successful political campaigns from the 2024 cycle, here are the six key strategies that all political advertisers should consider to maximize effectiveness in 2025 and beyond:





01 | Start with a data-driven audience

The recommendation

Efficiency and precision are of top importance for political campaigns, and this starts with selecting the right audience. Depending on campaign goals, this audience can be based on a voter type, audience interest, or campaign exposure levels. Political advertisers should look for opportunities to use deterministic data, or authenticated information linked to a household such as physical address, to help reach the audience that matters most to them.

The evidence



+2X higher unaided recall for ads relevant to the audience¹



+2.4X higher engagement for relevant ads¹



53% of political buyers prefer to purchase traditional TV based on audience, rather than programming²

Key insights

Political advertisers can utilize their own voter segments, tap into industry lists, and use precise targeting across varying audience targeting strategies:

Voter type: Targeting by party affiliation and likelihood to vote

Audience interest: Targeting audiences based on what they are interested in and reaching them based on causes they might support

Exposure levels: Targeting households with low or no exposure to campaign messaging

Sources: 1. FreeWheel Viewer Experience Lab study conducted by MediaScience, Nov 2023. For data shown, n=461. Compared to ads viewers rated as irrelevant to them. 2. Comcast Advertising Survey of Political Advertisers, 2024, N=41.

02 | Build a foundation with traditional TV

The recommendation

Political advertisers benefit from strategies that reach audiences wherever and whenever they are viewing. Broad reach tactics help political messages impact awareness, familiarity, affinity, and voting intent. With **over half of voter households** considering TV important for evaluating candidates,¹ it's a crucial part of any campaign.

The evidence

Case study: During the 2024 primary election, one candidate's use of traditional TV proved to be impactful in driving candidate recall and familiarity. A brand lift study revealed how voters responded to the candidate's advertising.

Among voters exposed to the candidate's ad through traditional TV:

+22%

more likely to consider them a strong leader¹

+25%

more likely to consider the candidate to be prepared¹

+12%

higher familiarity with the candidate¹

100%

candidate name recall¹

Key insights

Viewers' unaided ad recall is **+58%** higher for ads in premium video environments.² Always run advertising within high-quality, brand-safe, premium inventory to have the biggest impact on potential voters.

Source: 1. Comcast and Dynata study of N=231 Comcast Ad Exposed households and N=166 Unexposed households. February 2024. 2. Comcast Advertising, "What is Premium Video?," 2023.

03 | Expand reach with a multiscreen strategy

The recommendation

Multiscreen strategies are instrumental to maximizing reach among likely voters. Political advertisers should utilize traditional TV to provide foundational reach, with streaming adding incremental reach – especially among those hard-to-reach households.

The evidence

Based on an aggregated analysis, political campaigns implementing a multiscreen strategy in 2024 saw **little duplicative reach** between traditional TV and streaming, emphasizing the incremental value of both tactics to maximize delivery.¹

In an aggregated analysis of multiscreen TV campaigns, it was found that:



Multiple tactics increase frequency
+24% higher frequency for multiscreen campaigns vs. traditional TV only¹



Traditional TV provides reach scale
3 in 4 households reached were unique to traditional TV¹



Majority of streaming households were incremental
84% of households reached by streaming were only reached by streaming¹

Key insights

Political campaigns only focused on traditional TV miss the valuable reach provided by streaming. To maximize reach, **30%** of investment should be allocated to streaming.

Source: 1. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + streaming campaigns. Filtered to Political Advertisers. 2024.

04 | Balance reach & frequency

The recommendation

Over-frequency can cause ad waste and miss light or no-TV viewing households. Use deterministic data to reallocate investment from heavy frequency households to optimize strategies and maximize reach across all households.

The evidence

Case study: An organization wanted to increase reach in key geographic areas for a ballot initiative.

+40%

of target households had low or no exposure to the campaign messaging¹

55%

of exposed households were being overexposed, leading to wasted investment¹

25%

investment reallocation for this ballot initiative increased net reach **+10%**¹

Key insights

Over half of voters think there are too many political ads,² but on average nearly 40% of households receive little to no candidate messaging.³ It's crucial to reallocate investment from overexposed households to those missed or underexposed for effective campaign planning.

Sources: 1. Comcast Internal Data, LENS, DMA Jacksonville and West Palm Beach, Audience segment: High Exposed Households. Broadcast defined as ABC, CBS, FOX and NBC. 2. Comcast Advertising study in partnership with Kantar. Q3 2024, consumer survey responses, N=1240. 3. Comcast Internal Data, Aggregated LENS Data. Audience segment: Low, Medium, and High Exposed Households.





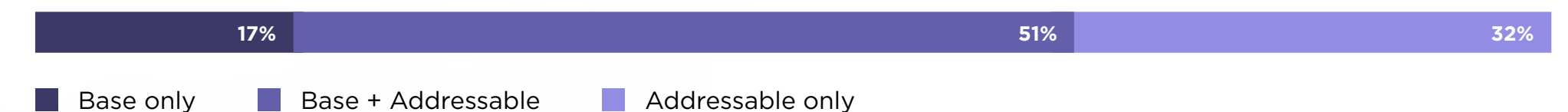
05 | Layer on addressable

The recommendation

Political advertisers can utilize addressable TV advertising to serve targeted ads to certain households based on deterministic identifiers. Consider layering on addressable to efficiently reach a highly specific group of voters across screens. Political campaigns implementing an addressable strategy see increased reach and frequency among their target audiences.

The evidence

Based on an aggregated analysis of 2024 political campaigns, nearly **1 in 3 target households** reached were reached by addressable.¹ Target audience frequency was +73% higher when addressable was added to the base campaign.



Key insights

Addressable advertising is best used as a complement to existing multiscreen campaigns. **30%** of campaign impressions should go to addressable. For an in-depth look at how to harness the power of addressable TV, download [The Local Advertiser's Guide to Addressable TV Advertising](#).

Source: 1. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + streaming campaigns + Audience Addressable campaigns. Political Advertisers. 2024.



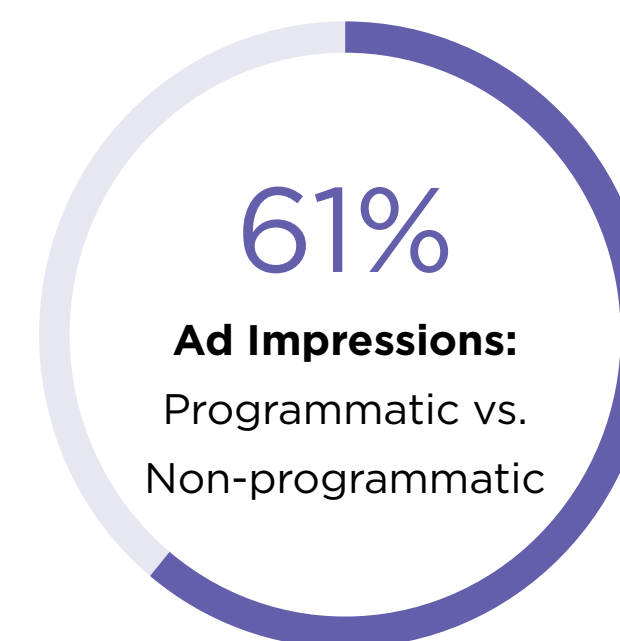
06 | Overlay programmatic delivery

The recommendation

As viewing shifts more to streaming, political advertisers are following suit with their media investments. Political advertisers should look to partners that offer programmatic capabilities to enable additional targeted reach, transparency, and real-time measurement and optimization.

The evidence

In 2024, demand for programmatic was **+600%** higher as compared to the previous presidential election cycle.¹ Programmatic solutions provide a great opportunity for political advertisers looking to expand their audience reach.



Key insights

Political advertisers should consider a programmatic strategy as an overlay to their foundational multiscreen campaign to fill in the gaps and provide additional reach and increased geographic targeting capabilities.

Source: 1. FreeWheel, 2024 and 2020. Political category impressions delivering on Streaming.

The highest reaching campaigns of 2024 focused on audiences

In addition to the key strategies that every political advertiser must consider to maximize success, an analysis also provided supporting tactics that the highest reaching political campaigns featured and that set them apart in 2024.



Diversifying across networks and publishers

82% delivered across more than 20 network/publishers. This broad distribution ensured they reached audiences, wherever and whenever they were watching their favorite content.



Maintaining consistency for maximum impact

76% maintained a consistent advertising presence, ensuring their messages reached audiences at different touchpoints throughout the time period.



Integrating news

99% included news, ensuring their brand messages aligned with trusted, highly engaging content.



Capitalizing on the power of live sports

96% included sports programming, ensuring they reached highly engaged audiences.

Source: 1. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + streaming campaigns 2024. Filtered to the 500 highest reaching political campaigns.



Driving success in the next election and beyond

As political advertisers look toward the next election cycles, it's imperative they remember that reach is maximized through multiple data-informed advertising strategies. It's crucial to understand the audience first and to know where and how to reach them. Political advertisers should look for a strong partner with deterministic data to find the right audience regardless of the tactic. Additionally, political advertisers must remember the importance of scaled reach as the foundation, and to utilize advanced strategies like addressable TV and programmatic buying incrementally.

Strategically connecting campaigns with voters is essential, and those political advertisers who can do this successfully at the right place, and the right time, with the right message will create the most powerful connections.

Learn more about how to connect with voters and to drive results at the polls:

ComcastAdvertising.com/political

For more insights

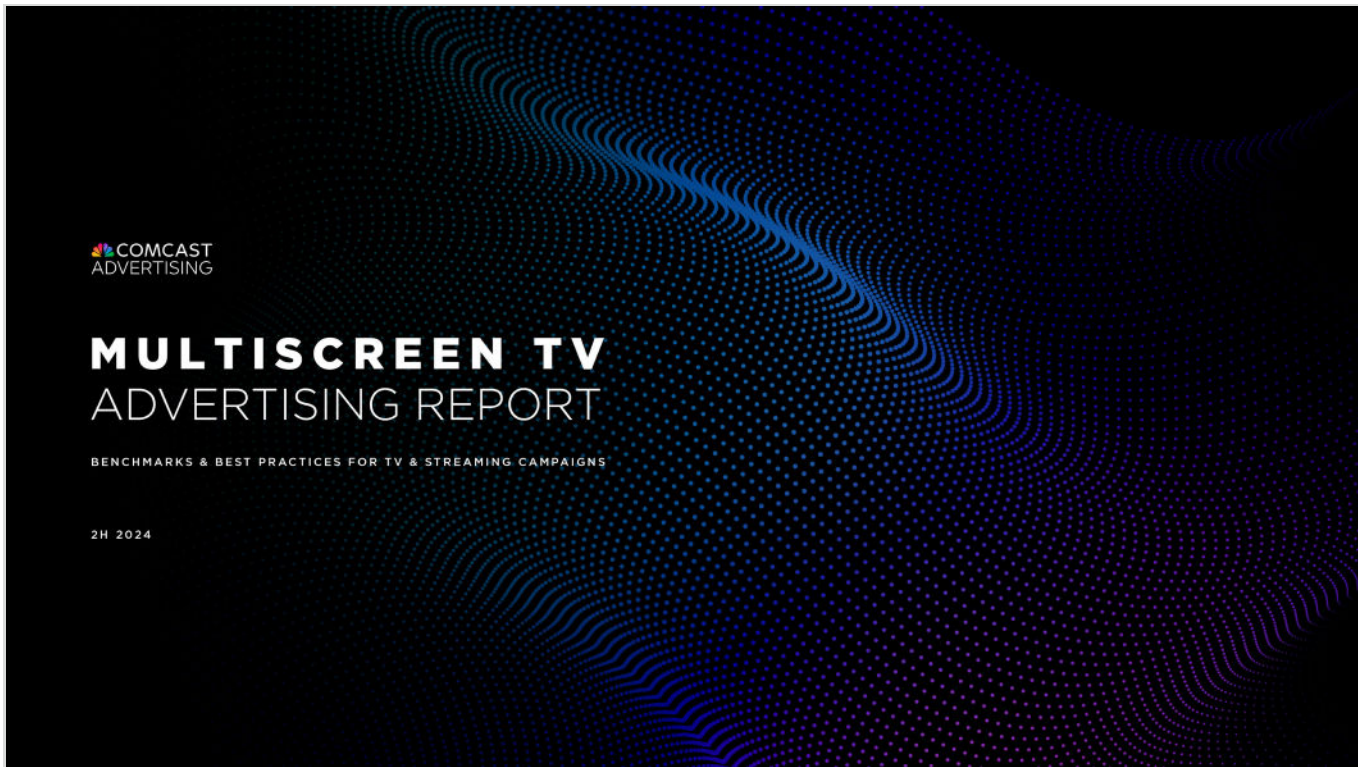


The Ultimate Guide to Reaching Voters

A study on political multiscreen TV advertising effectiveness

This guide will address many questions that political marketers may have about reaching voters effectively and how multiscreen TV is solidly the best option to deliver immediate, impactful messages that last.

[View report](#)

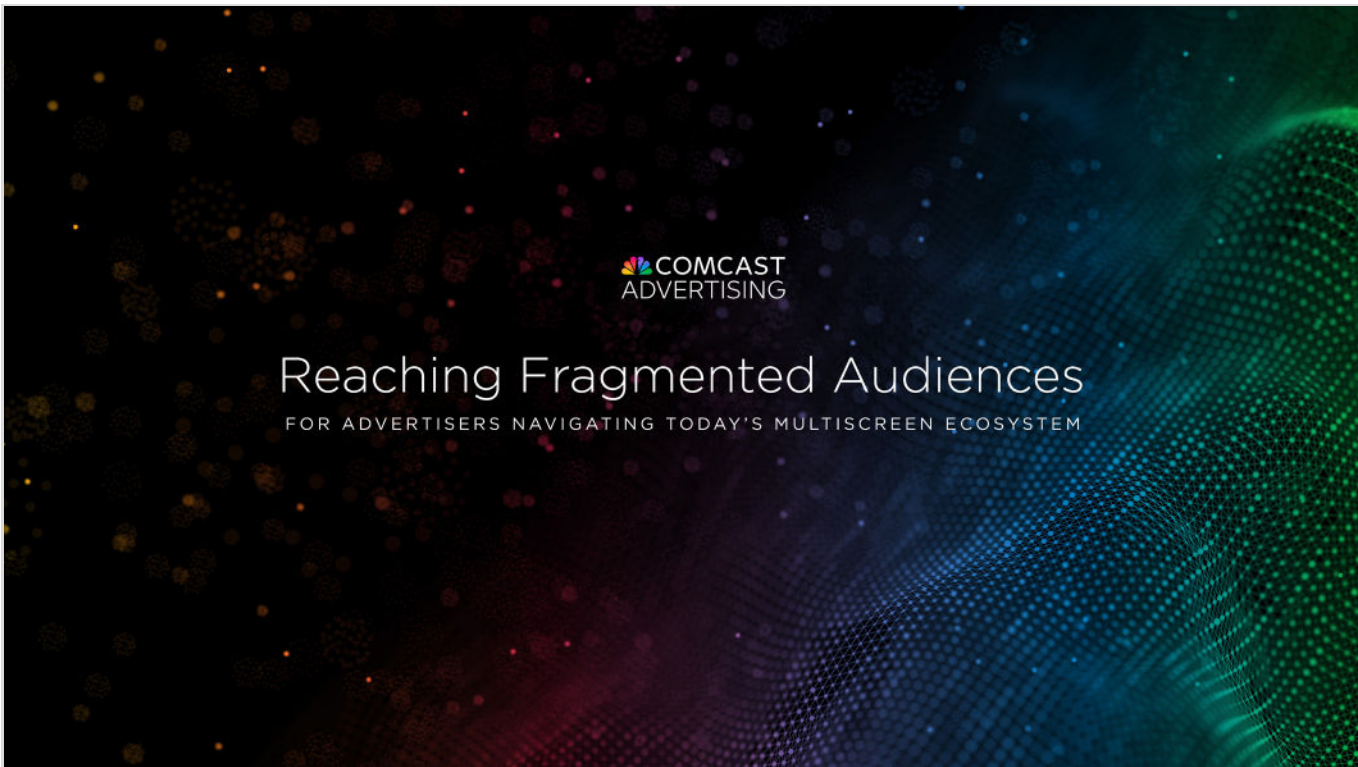


Multiscreen TV Advertising Report

Benchmarks and best practices for TV and streaming campaigns

As viewers choose between multiple screens and platforms, a diverse multiscreen TV strategy has become key to meeting audiences where they are. The Multiscreen TV Advertising Report provides insights on second half of 2024 viewership behavior and multiscreen TV tactics to enhance campaign reach.

[View report](#)



Reaching Fragmented Audiences

For advertisers navigating today's video ecosystem

Connecting with audiences requires careful thought and planning. With viewers spread across a multitude of platforms and devices, understanding their preferences and behaviors is crucial for success. This research not only reveals how audiences consume media but also highlights several areas of opportunity for advertisers.

[View report](#)

