



# 2024 Advertising Tips for Non-Political Brands



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# Election Year Advertising

# Guide for Non-Political Brands

## Understand the Impact of Political Ad Spending

The 2024 US presidential election is shaping up to be the most expensive election yet. This surge in political ad spending can significantly impact non-political brands, driving up costs and potentially overshadowing your message.



### ✓ Swing State Surge

Expect increased competition and higher CPMs in key swing states.

### ✓ CPM Fluctuations

Anticipate rising CPMs from September to October, with a potential decline in November.

### ✓ Budget Optimization

Use always-on advertising with budget adjustments to maintain consistent performance.



**\$12B+**

is expected to be poured into U.S. political advertising in 2024, marking a substantial 24% surge compared to the 2022 midterm elections.

Source: eMarketer

# Expand Ad Reach Across All Devices

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## Expanded Targeting Suggestions

Political ads often face stringent restrictions on targeting methods due to regulatory concerns and platform policies. Non-political brands, however, have a broader array of targeting options at their disposal such as:

### Interest Targeting

Use interest targeting to align your ads with the passions and hobbies of your audience.

### Household Income

This targeting strategy is particularly useful for products or services that are priced at a premium or budget level.

### First-Party Data

Leveraging first-party data allows brands to create highly personalized ad experiences.

### Contextual Targeting


This involves targeting ads based on the context of the content being consumed, such as articles, videos, or websites.

### Custom Audiences and Segments

By creating custom audiences, brands can directly target previous customers or users who have shown interest in their products.

## Diversify Across All Screens


### Capitalize on CTV


CTV and YouTube offer targeted, personalized ad experiences. With a high completion rate for CTV ads, these platforms are valuable for ensuring full ad views. [Download YouTube Benchmark Report](#) 

### Include FAST Platforms

Consider FAST channels as a cost-effective way to expand your audience and complement your traditional TV and streaming efforts. [Explore Google TV.](#) 

### Invest in Live Sports

Leverage the high engagement and viewership of live sports to cut through the political noise and reach a larger audience. [Check ad strategies for non sports brands.](#) 

Reduce ad spend while improving social media performance. Join the ranks of top brands who trust us to optimize their social media advertising. [Let's talk strategy.](#) 

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