



# Q1 2016 Political Insight Survey

Bush/Clinton Political Match-Up  
Most Lucrative for Advertisers

Strata's media buying software handles \$50 billion in advertising annually, approximately 25% of US advertising spending. We surveyed our media buying clients to get an idea of trends and challenges they may be facing. This sample is from agencies of varying sizes across the country.

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## Survey: Bush/Clinton Political Match-Up Most Lucrative for Advertisers

-- STRATA Survey of Political Ad Agencies Finds Donald Trump Ranks Just Third As Likely Top GOP Spender

CHICAGO (FEBRUARY 1, 2016) – A Bush versus Clinton presidential race would be best for business for the nation’s leading political advertising firms. That’s the conclusion of STRATA’s new survey of national political ad agencies. When asked which candidate would generate the strongest ad spend, 44% of agencies feel that former Governor Jeb Bush would be the strongest Republican revenue generator, while they unanimously agreed former Secretary of State Hillary Clinton would be highest spending Democratic nominee.

Senator Marco Rubio followed Bush as the number two choice, with 28% of agencies saying he’d spend the most. Most surprisingly, front-runner Donald Trump came in as the third potentially highest spending Republican with just 22% of agencies selecting Trump as their top choice. STRATA, an advertising technology firm and maker of media buying and selling software, polled agencies representing approximately 75% of total political advertising billings nationwide.

“Not that surprising that from a pure business perspective, political advertising agencies would like to see a Clinton-Bush matchup,” said Judd Rubin, Vice



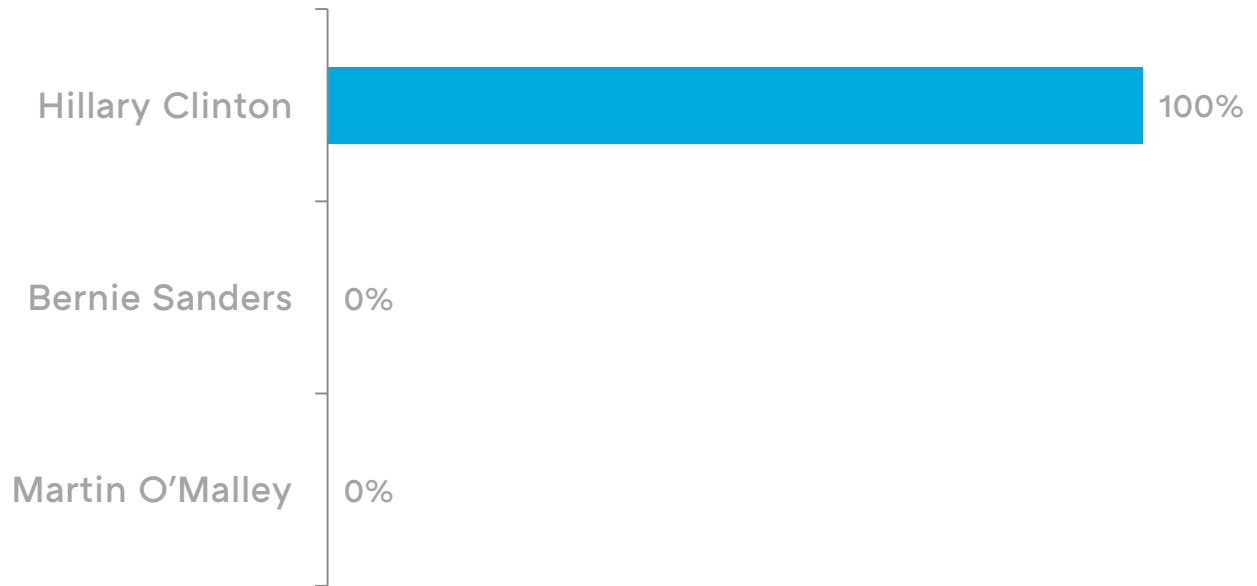
President of STRATA. “But the story is Trump and his use command of the earned media game. We’ve never seen anything like it and we may never see it again. After this campaign, there will be college courses examining Trump’s uncanny ability to demand media attention including his use of Twitter.”

The survey also shows that spot (local) TV is still the overwhelming choice of political advertisers and provides the best return on investment. Eighty-three percent of agencies utilize spot TV the most with national TV trailing second with 11% of agencies. Spot TV is viewed as providing the best return on investment (ROI) according to 78% of agencies, while other agencies feel social media (11%), national TV (6%) and digital video (6%) are better vehicles to communicate candidates’ message.

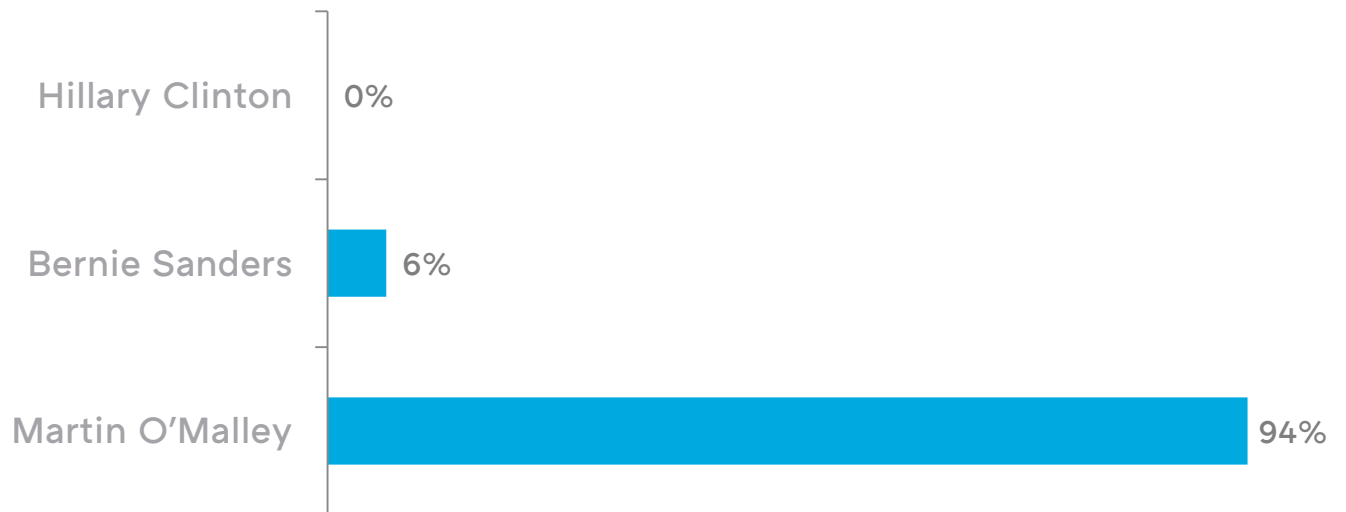


## Democratic Candidates

In the general election, which Democratic nominee for president would generate the strongest ad spend?

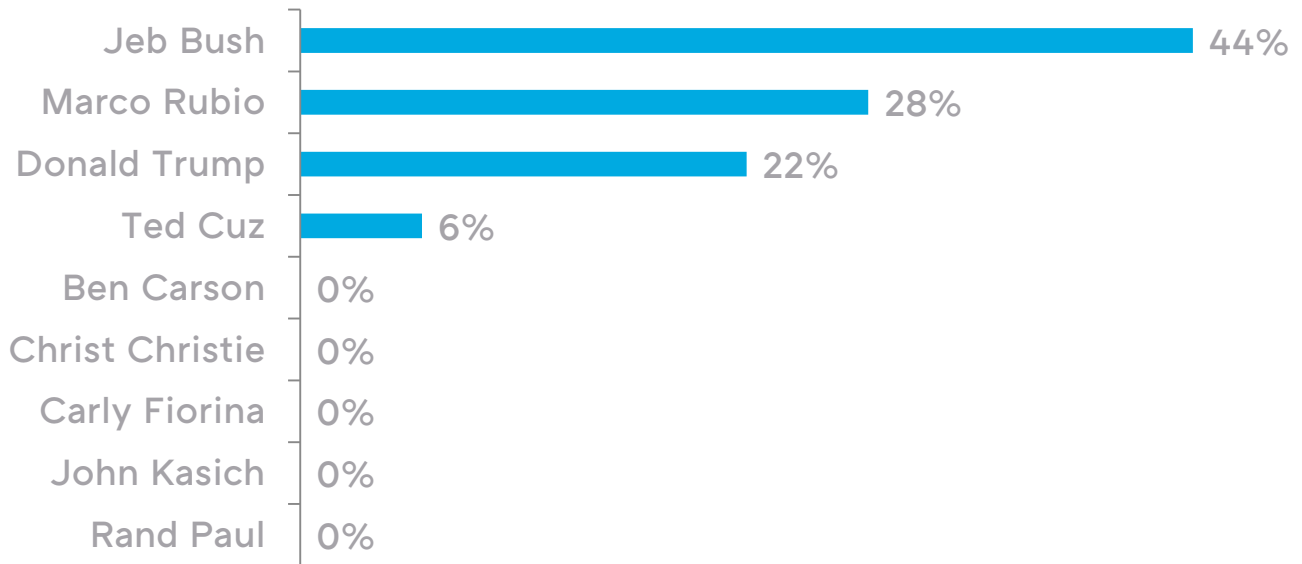


In the general election, which Democratic nominee for president would generate the weakest ad spend?

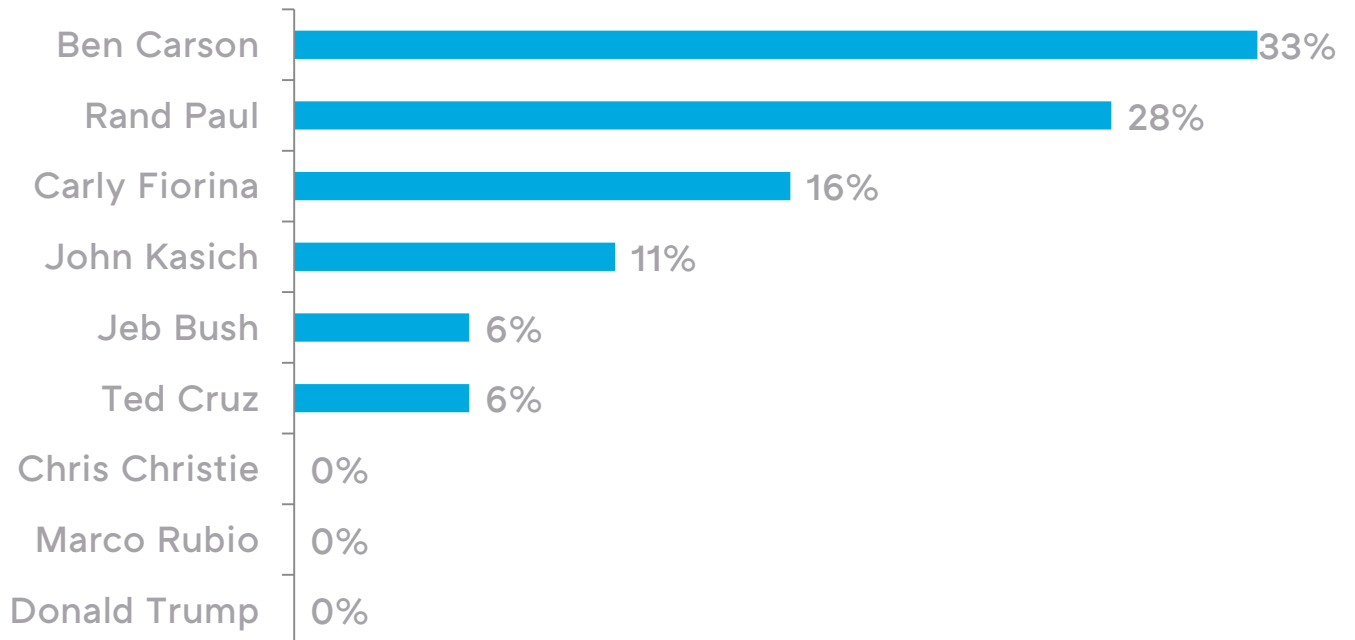


## Republican Candidates

In the general election, which Republican nominee for president would generate the strongest ad spend?

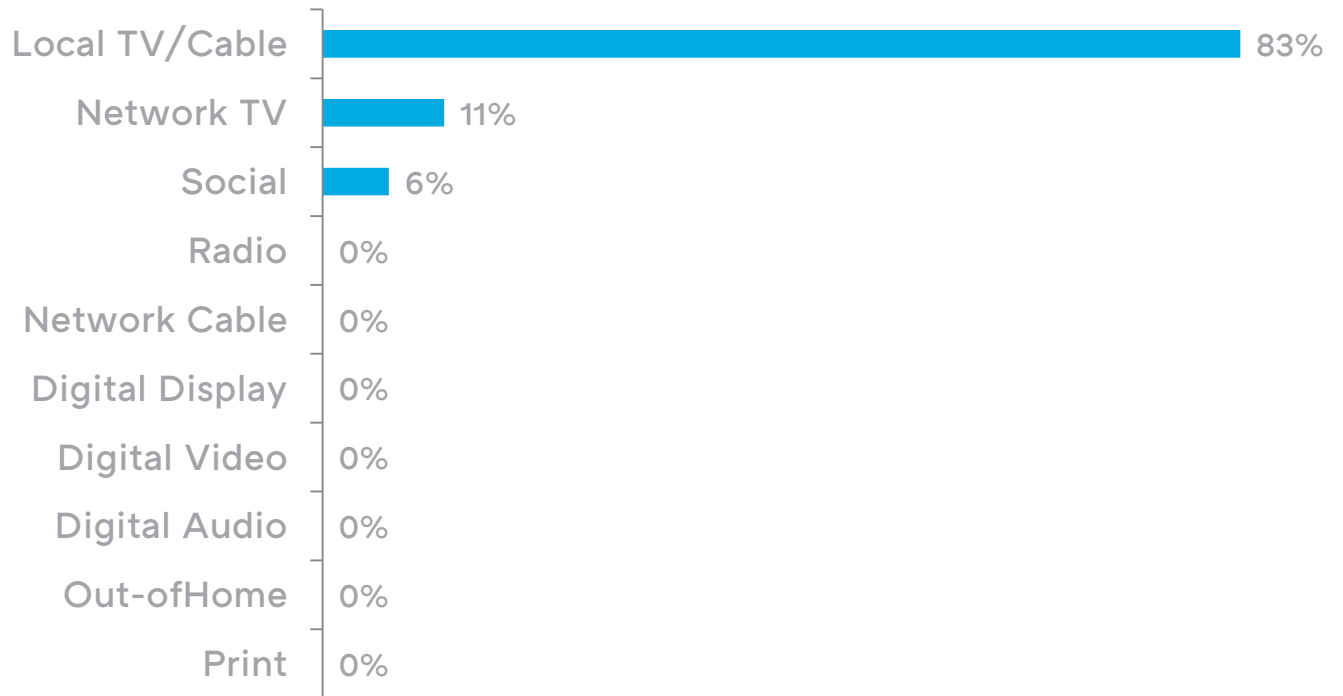


In the general election, which Republican nominee for president would generate the weakest ad spend?

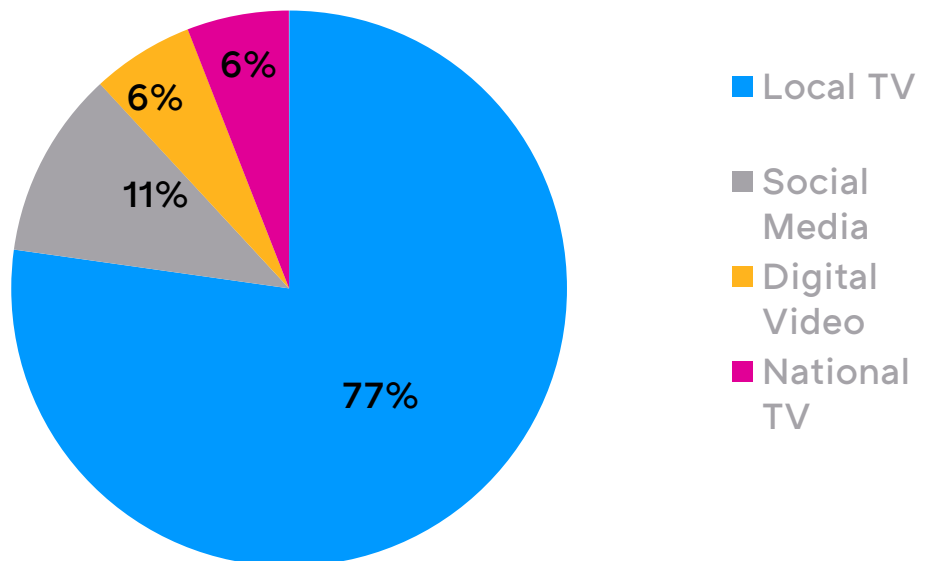


## Media Mix

What avenues are your political clients using the most to deliver messages?

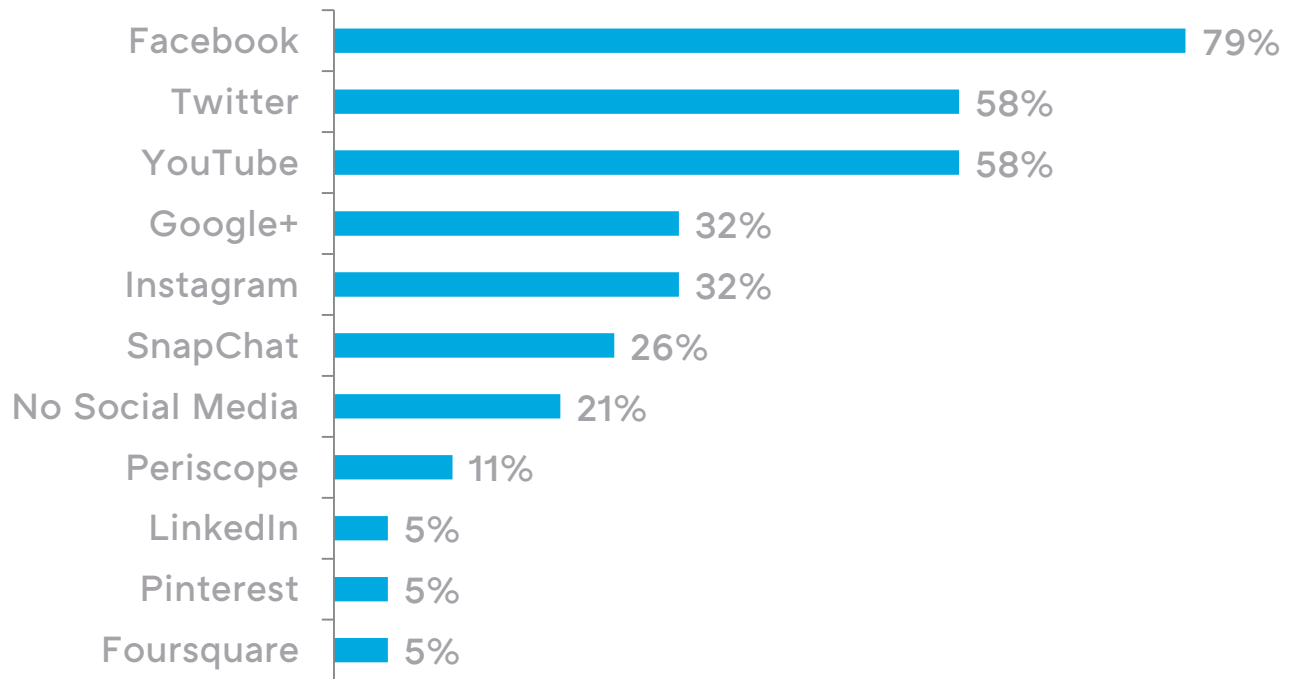


From which advertising medium are you seeing the greatest return on investment?



## Social Media

What avenues are your political clients using the most to deliver messages? (check all that apply)



Approximately what percent of political ad budgets are your clients planning to spend on Social Media advertising this year?

