

CAMPAIGN ADVERTISEMENTS

Strategies & Tactics

AD TYPES

Biographical:	Typically a positive ad describing a candidate. Intended to give uninformed voters an idea of the history of a candidate.
Endorsement:	Testimonial given from a celebrity or other well-known person.
Issue-Oriented:	Describes a candidate's stance and past performance on a given issue.
Record:	Often incorporated into a biographical or issue spot in which a candidate's previous action on an issue is described.
Attack:	Make assertions about the opponent in a variety of unflattering ways. Name-calling and/or groundless assertions about one candidate by his/her opponent. This advertising strategy is used by a candidate primarily to create a negative impression of one's opponent.
Response:	An ad in which a candidate will react to negative attacks on his/her character.
Contrast:	Juxtaposing positive images of one's candidacy with negative images of the opponent in the same ad.
Transfer:	Use of popular symbols to create a positive connotation for the candidate or the use of negative or controversial symbols to create a negative connotation of one's opponent.

TACTICS

Repetition:	Intended to keep a word or phrase in the mind of the viewers. The more times viewers hear a name, word, or phrase, the more likely they are to remember it.
Syntax:	Some ads, particularly older ones, favor complex, lengthy, complete sentences. This method requires more thought and attention on the part of the viewer, but often presents a more complete picture of the candidate. Others utilize fragments or phrases, which are easily accessible to the viewer, but may not fully explain the candidate's position.
Language:	Words that are loaded with positive or negative emotion.
Characters:	People seen in the commercials—"real people", blue collar workers, children, policemen, soldiers, mothers, elderly, teachers, terrorists, students, Osama Bin Laden, etc.
Music:	Patriotic, somber, ominous, upbeat
Narrator:	male, female, stern, happy, uplifting
Imagery:	flags, 9/11, schools, prisons
Emotions:	Fear, happiness, honor, pride
Candidate:	Present?
Family:	Wife, children
Animals:	Farm, pets