



AN UNCOMMON SENSE
OF THE CONSUMER™

DRIVE ELECTION RESULTS USING SMART DATA WITH NIELSEN POLITICAL SOLUTIONS



STAND OUT DURING THE ELECTION

Political campaigns today are facing long odds, strong challengers and well-financed opponents. How can you maximize your advertising investments and minimize costs? Break through the noise this election year with Nielsen.

Voters have access to unlimited information across more media platforms than ever before. It's essential to understand your key voters and know where to reach them with the right message in order to:

1. Increase awareness of a candidate
2. Drive voter turn out
3. Gain volunteers & donors

WHY NIELSEN?

Using reputable panel data, prominent surveys, and digital targeting solutions, Nielsen helps you reach the right audience across all devices with the right message.

PLAN STRATEGICALLY

Granular, Comprehensive Constituent Data

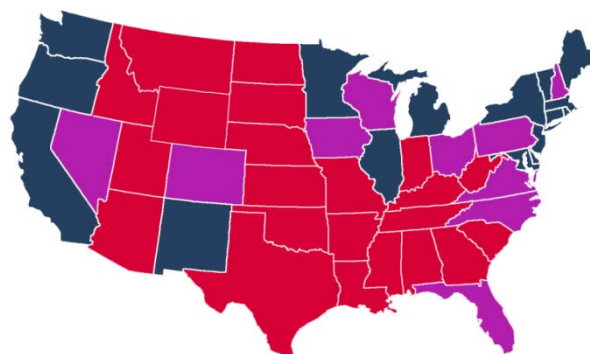
- Discover who your constituents are:
 - *Demographics* – age, gender, ethnicity, income, etc.
 - *Geography* – local, state, and national
 - *Party affiliation*
 - *Voting behavior* – always, sometimes, never
- Understand your political audience's size and delivery across multiple platforms (radio, TV and online)
- Execute your political planning online efficiently
- Evaluate political ad spend across platforms
- Track political ads aired on television

MEASURE AND OPTIMIZE

Unique Metrics To Evaluate The Reach And Impact Of Your Advertising Campaigns

- *On-target %* – validate whether potential voters (18+) viewed your political ads across digital
- *Sentiments* – assess positive or negative attributes associated with a candidate over time
- *Preference* – uncover how a campaign influenced voters' likeability of a candidate
- *Intent* – discover how your campaign shifted a voter's intent to vote for a candidate

Driven by Nielsen's Gold-Standard
Currency Data



For more information contact your Nielsen representative at 866-864-1244 or visit www.nielsen.com/electioncentral