Political Advertising Message Thought Starters

All politics is local … and radio's localism represents a fantastic vehicle for political advertisers to get their message out to prospective voters.

To help you get started crafting your message tailored to political advertisers within your marketplace, here are some ideas RAB has put together to get your creative process going:

- Vote for Radio to Help Win in 2016

- Radio Speaks to Voters

- Radio Gives Voice to Your Political Message

- Talk to Voters in a (Receptive /Hospitable / Agreeable / Favorable / Friendly) Environment (*Select 1 adjective*)

- Radio Gets Out the Vote

- Harness the power of audio – the ear is more powerful than the eye – what you hear is what your remember ([Eye vs. Ear Study](#))

- People who heard Nixon-Kennedy debate on radio thought Nixon won (power of sound vs. sight) – Radio doesn't let people see you sweat

- Radio reaches over 9 out of 10 people of voting age every week (*use local market cume delivery*)

- Radio's friendly environment is like talking to neighbors over the backyard fence

- Radio's diverse formats create unique virtual neighborhoods

- Tailor messaging to appeal to political leanings of different audiences through distinct formats/programming

- Copy can be changed quickly to respond to changes in political polling, new competitive scenarios

- Low cost vs. print or TV allows for frequency of reaching voters

- Spread messaging throughout the day/week for maximum impact

- A radio ad campaign can boost web visits significantly

- Numerous studies have shown that adding radio to TV, newspaper, Internet ad campaigns boosts recall, return on investment ([Radio Ad Lab studies](#), [UK "Digital Multiplier"](#))

- Radio is the original social medium and can drive current topics further

- Radio's positive emotional environment is perfect for reaching supporters of cause-related issues

- 10% of swing voters spend more time with radio daily than the average American voter (Source[: Vox Populi Polling](#))

- Additional copy points can be pulled from Scarborough national data available on [RAB.com](#) (or use local Scarborough or Media Audit data)