

With political ad spending expected to hit an all time high this election year at \$12.3 billion, it will have a downstream impact on brands regardless of industry.

In just the first five months of 2024, the video landscape is already experiencing volatility and inflation in the auction marketplace, primarily due to the political election spending we've seen in the primaries. We expect to see even more in the general election.

Video inventory, including Connected TV, will be an intense battleground of advertising dollars and strategic maneuvers. With a contentious Trump/Biden rematch on the horizon as well as contested

Senate and House seats, the scene is set b18.4 (en)1naTi.5 (9i.5 678.711 410994 180 1080 13580) r1.6 235 (1) g14-41829

WHAT CAN YOU DO?

LEVERAGING ALTERNATIVE ADVERTISING CHANNELS

Paid search, where you are only competing with other brands relevant to your keyword, and streaming audio where less than 7% of the political advertising budget is projected to be spent, are great options. Both channels can provide cost-effective opportunities to diversify strategies.

Additionally, some social media platforms like TikTok and Twitch still don't allow political advertising, providing an opportunity to advertise in a political ad-free environment and therefore with the possibility of mitigating media rates.

For linear, avoid local news and be sure to include cable as there is traditionally less political demand there. Complement with digital OOH (with video).

LOOSEN RESTRICTIONS ON OE DEALS AND CONSIDER GUARANTEED DEALS

Loosening targeting parameters on open exchange (OE) inventory and leveraging Programmatic Guaranteed deals that lock in media rates, even if those rates are higher than what you pay today (but lower than what you can expect to pay in September), can be a way to control costs and ensure consistent impression levels - even in the face of fluctuating supply.

BE NIMBLE, CONSIDER ALTERNATIVE FLIGHT DATES AND BUDGET SHIFTS

Being nimble will be the name of the game this fall. Given this, we recommend strategically planning campaigns to avoid key political dates / events which will circumvent peak ad competition and cost spikes. If running in political windows, plan longer flights to allow room for makegoods.