

Case Study

Voter ID Before and After Digital Advertising

Nov 2019

Magnolia conducted two voter identification surveys, one from October 17-18, 2019, and another from November 5-6, 2019, asking the identical questions of the same universe of 5,320 respondents. The respondent pool was made up of constituents who had expressed an interest in either 2nd Amendment issues, Pro-Life issues, or immigration issues. The initial October survey (conducted prior to advertising) garnered a total of 552 responses to Question 1, and the November survey (conducted after advertising) garnered a total of 414 responses to Question 1.

From October 24th to November 2nd, 2019, Magnolia served 253,345 animated digital display ad impressions to 4,894 households within the universe of 5,320 households, which were matched with digital devices (averaging 51 ad impressions per household over 10 days).

BEFORE

Overall Favorability Rating	Very Favorable	Total Fav 64.49%	34.96%
	Somewhat Favorable		29.53%
	Somewhat Unfavorable	9.96%	
	Very Unfavorable	9.60%	
	No Opinion	15.94%	
	Total	100.00%	

AFTER

Overall Favorability Rating	Very Favorable	Total Fav 69.32%	41.06%
	Somewhat Favorable		28.26%
	Somewhat Unfavorable	6.52%	
	Very Unfavorable	9.66%	
	No Opinion	14.49%	
	Total	100.00%	

Overall Job Approval	Strongly Approve	Total Approve 57.43%	28.05%
	Somewhat Approve		36.38%
	Somewhat Disapprove	11.18%	
	Strongly Disapprove	9.35%	
	No Opinion	15.04%	
	Total	100.00%	

Overall Job Approval	Strongly Approve	Total Approve 62.08%	31.18%
	Somewhat Approve		37.90%
	Somewhat Disapprove	8.33%	
	Strongly Disapprove	8.60%	
	No Opinion	13.98%	
	Total	100.00%	

Over the period of ten days, **Magnolia's digital advertisements increased the Congressman's overall favorability rating 5.59 points, his overall job approval 4.7 points, and on average, boosted the approval of the job that he is doing on three specific issues 4.6 points.** These results are stunning, given that the Congressman began with a nearly 65% approval rating, leaving little room for improvement.

Our target audience had shown interest in Pro-Life, 2nd Amendment, and Immigration issues, and the Congressman's office wanted to increase his constituents' awareness of the work he is doing on Capitol Hill for those issues. The creative was straightforward, animated .gif format, with animated text explaining the Congressman's priorities on these matters.

The bottom line: clear, concise advertising creative delivered at a high frequency to the correct audience can make a big difference, even over short periods of time.

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Initial Specific Issue Topline

Pivot Field Names	Pivot Field Values	
Job Approval on 2A	Strongly Approve	32.04%
	Somewhat Approve	24.30%
	Somewhat Disapprove	6.24%
	Strongly Disapprove	7.53%
	No Opinion	29.89%
	Total	100.00%
Job Approval on Pro-Life	Strongly Approve	40.49%
	Somewhat Approve	20.58%
	Somewhat Disapprove	9.73%
	Strongly Disapprove	6.42%
	No Opinion	22.79%
	Total	100.00%
Job Approval on Immigration	Strongly Approve	36.04%
	Somewhat Approve	23.42%
	Somewhat Disapprove	8.11%
	Strongly Disapprove	9.01%
	No Opinion	23.42%
	Total	100.00%

Resulting Specific Issue Topline

Pivot Field Names	Pivot Field Values	
Job Approval on 2A	Strongly Approve	38.94%
	Somewhat Approve	21.01%
	Somewhat Disapprove	7.00%
	Strongly Disapprove	7.28%
	No Opinion	25.77%
	Total	100.00%
Job Approval on Pro-Life	Strongly Approve	46.70%
	Somewhat Approve	16.91%
	Somewhat Disapprove	6.88%
	Strongly Disapprove	8.60%
	No Opinion	20.92%
	Total	100.00%
Job Approval on Immigration	Strongly Approve	41.11%
	Somewhat Approve	23.03%
	Somewhat Disapprove	5.83%
	Strongly Disapprove	10.20%
	No Opinion	19.83%
	Total	100.00%

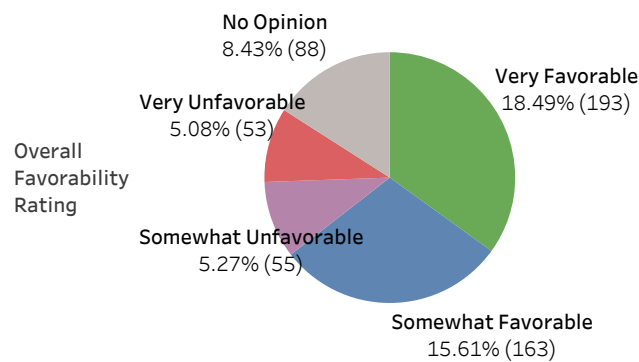
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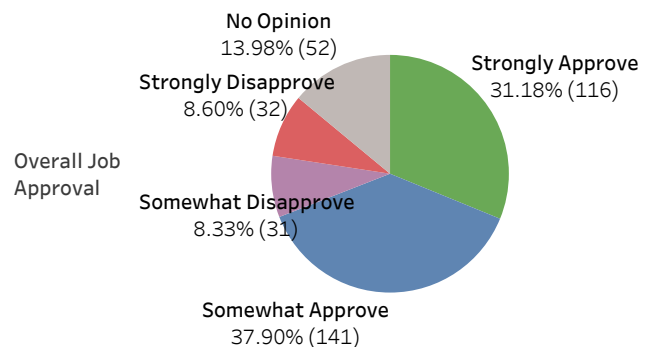
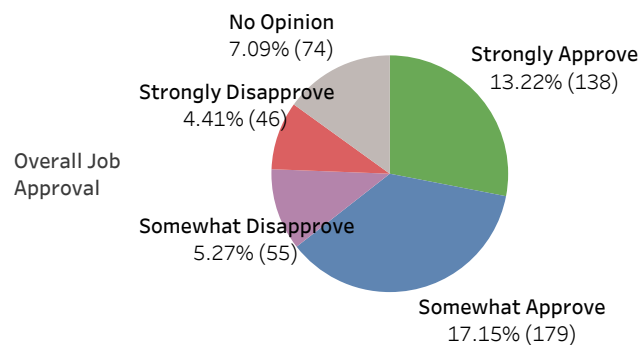
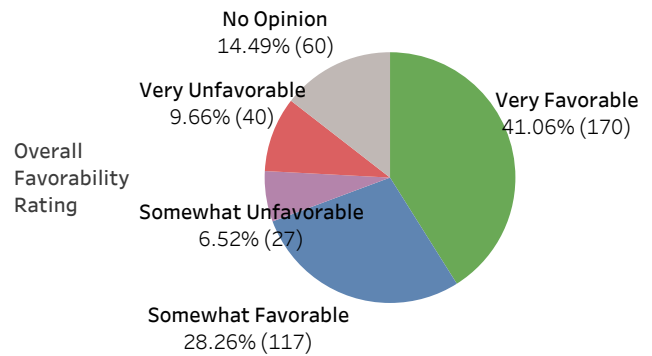
Initial Favs and Job Approval

Pivot Field ..



Resulting Favs and Job Approval

Pivot Field ..



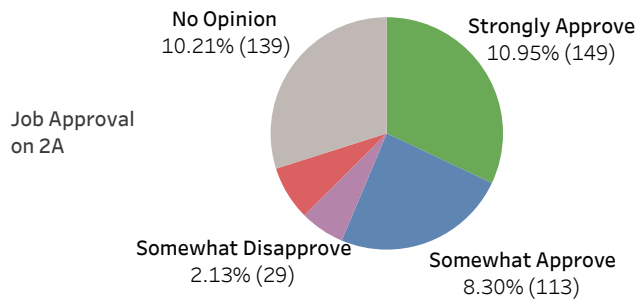
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October Issue Pies

Pivot Field ..



November Issue Pies

Pivot Field ..

