

# The year of more

American electioneering is constantly evolving. As the crowded political media landscape continues to shift, standing out and capturing voters' attention has become more challenging than ever.

What are some of the trends we're seeing?

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## More desire for truth and more reason for it

With the rise of deepfakes—videos manipulated by artificial intelligence (AI) that are used to make a person appear to say or do something they never said or did—it's getting harder to distinguish truth from falsehood. As a result, the political digital ad landscape will look very different in 2020 due to targeting restrictions, limited ad exposure, and outright bans.

77%

of surveyed voters said they'd support a law prohibiting ads with falsehoods on social media.<sup>1</sup>

37%

of those surveyed who cite social media as their most common platform say they are very concerned about the influence of made-up news during the election.<sup>2</sup>

73%

of surveyed voters used ad blockers more often than or the same amount as they did one year ago.<sup>3</sup>

Only 16%

of Americans say they pay for online news.<sup>4</sup>

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## More content for a more attentive audience

The increase in the number of channels, touch points, and outlets for media content consumption has led to constituents feeling overwhelmed by the barrage of messages. As a result, paid digital news subscribership remains at a low. Voters are also cutting the cord on traditional pay TV and turning to ad blockers in an effort to avoid irrelevant content.

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## More streaming across more channels, on more devices

Designed to enable a more connected society, 5G will drive significant changes in how voters are marketed to. Advanced digital capabilities and faster content delivery will not only broaden reach and boost engagement, it will allow for more precise targeting and measurement.

90%

of all 5G traffic will be video by 2028.<sup>5</sup>

67%

of Americans use one or more streaming services every week.<sup>6</sup>

## What this means for your campaign

With a better understanding of how the political landscape has evolved, it's vital for your campaign to find new and innovative ways to reach new voters. Your opportunity exists in combining direct mail with digital elements so you can break through the political media clutter and win voters' attention.

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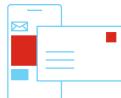
### More seamless omni-channel coordination with direct mail

By integrating these technologies into your direct mail marketing efforts, you can increase campaign effectiveness and return on investment (ROI).



#### More engagement on a deeper level

Retargeted mail allows your campaign to assign specific actions automatically triggered by the online behavior of voters.



#### More impressions with a single mailpiece

The Informed Delivery® feature gives voters the ability to preview and interact with their mail on their devices.



#### More opportunities to reinforce messaging

The Informed Visibility® feature informs you when mail reaches other voters so you can optimize efforts across channels.

Talk to a Political Mail Strategist about developing a custom direct mail campaign and increasing your voter reach.

Contact me

1. Sam Sabih, "Most Voters Don't Want False or Misleading Political Ads to Stay on Social Media," Morning Consult, October 31, 2019, morningconsult.com/2019/10/31/most-voters-dont-want-false-misleading-political-ads-to-stay-on-social-media.  
2. Mark Jurkowitz and Amy Mitchell, "An oasis of bipartisanship: Republicans and Democrats distrust social media sites for political and election news," Pew Research Center, January 29, 2020.  
3. Shifting Voter Mindsets Survey, SurveyMonkey research conducted on behalf of the United States Postal Service, January 12 to February 10, 2020.  
4. "Digital News Report 2019," Reuters Institute for the Study of Journalism, 2019.  
5. "How 5G Will Transform the Business of Media & Entertainment," Oxen, October 2018.  
6. Drew Page, "44% of Americans Use Two or More Streaming Services Every Week, yet don't want to pay to bundle them," Soda, March 30, 2020.