

ONE NATION, ONE DEMO, ONE MARKET, INDIVISIBLE

A MEDIA PLAN FOR RAND PAUL

By Dana Melcher



SUMMARY

GOAL: The goal of this campaign is for Rand Paul to win the 2016 presidential election.

OBJECTIVE: Rand Paul has a better shot at presidency if he leaves the Iowa Caucuses as one of the top five presidential candidates.

STRATEGY: Appeal to young and younger-thinking Iowans by utilizing digital media and encourage them to go to the caucus and vote for Rand Paul.

DEMOGRAPHIC TARGET: Young and younger-thinking Iowans, ages 18-34.

GEOGRAPHIC TARGET: The demographic market area of Des Moines was chosen for this media plan.

TIMING: This specific campaign will run during the month of November.

MEDIUM: Digital Media

VEHICLES: Amazon.com, Pandora.com, Weather.com, Yahoo! Mail, ESPN.com, WebMD.com, Yahoo! News, CNN.com, Yahoo! Answers, Outlook.com, IMDB.com

REACH: 70%

FREQUENCY: 16 views in the month of November (4 times/week)

COST PER POINT:

Targeted sites/ad networks: $\$68,400 / 1170 \text{ GRPs} = \58.46

Publisher video sites: $\$6,600 / 37 \text{ GRPs} = \178.38

Total: $\$75,000 / 1207 \text{ GRPs} = \62.14

COST PER THOUSAND:

Targeted sites/ad networks: $\$68,400 / 17,100,000 \text{ impressions} \times 1000 = \4.00

Publisher video sites: $\$6,600 / 300,000 \text{ impressions} \times 1000 = \22.00

Total: $\$75,000 / 17,400,000 \text{ impressions} \times 1000 = \4.31

OVERALL COST: \$75,000

OPTIMUM BENEFIT DERIVED FROM BUDGET: Reach: 72.8; Frequency: 16.6

THE COMPLETE PLAN

CANDIDATE BACKGROUND

Since 2011, Dr. Rand Paul has served in the United States Senate as a member of the Republican Party representing Kentucky. He is the son of former U.S. Representative Ron Paul of Texas, who ran for president in 2008 and 2012.



Before the announcement that he would be running for president, he insisted that the GOP needs to broaden its appeal in order to grow as a party. In a speech at the GOP Freedom Summit in 2014, he said the party cannot be the

party of “fat cats, rich people and Wall Street,” and that the conservative movement is not about rich privilege. He stated conservatives must present a message of justice and concern for the unemployed and attract new people to the movement, such as Hispanics, blacks, and young people (Associated Press).

He describes himself as a “constitutional conservative,” although he is generally described as a libertarian. He supports term limits and widespread reduction of federal spending and taxation. He refers to himself as “100% pro life” and in 2010 he said he would allow for a doctor’s discretion of life-threatening cases. Although he is personally against same-sex marriage, he believes the states should decide on the issue and he would not support a federal ban. He does not believe in the legalization of recreational use of marijuana, but does not support jailing users. He also opposes all forms of gun control.

THE COMPETITION

As of September 30, 2015, Rand Paul was ranked 9th in the Iowa Polls. He falls behind Trump, Carson, Fiorina, Cruz, Rubio, Bush, Huckabee and Jindal. This is his competition. Although he is ahead of Kasich, Christie, Santorum, Graham and Pataki, they are also his competition at the 2016 Iowa Caucus (Real Clear Politics). However, he does occupy the libertarian wing of the GOP and no other contender is really fighting him for this space (The Washington Post).

Polling Data																
Poll	Date	Trump	Carson	Fiorina	Cruz	Rubio	Bush	Huckabee	Jindal	Paul	Kasich	Christie	Santorum	Graham	Pataki	Spread
RCP Average	9/18 - 9/30	22.3	16.7	10.3	8.3	7.7	6.7	4.3	4.0	3.3	2.7	2.0	1.0	1.0	0.0	Trump +5.6
NBC/WSJ	9/23 - 9/30	24	19	8	6	6	7	5	6	4	3	4	1	1	0	Trump +5
Gravis	9/25 - 9/27	19	14	10	11	9	7	2	2	2	3	1	1	2	0	Trump +5
PPP (D)	9/18 - 9/20	24	17	13	8	8	6	6	4	4	2	1	1	0	0	Trump +7

All Iowa Republican Presidential Caucus Polling Data

ADVERTISING EFFORTS

Rand Paul is already utilizing the digital space when it comes to advertising. He aired an online-only ad in August, attacking Donald Trump. The ad ran one weekend in Iowa and New Hampshire (Business Insider). He was also one of the first presidential contenders to advertise on Snapchat. The three ads were part of a broader digital campaign soliciting ideas for how the libertarian can destroy the tax code. The 10-second clips were cut from a longer video, which was also released. The ads targeted all Snapchat users in the four early voting states of Iowa, Nevada, South Carolina and New Hampshire in hopes that the ads would appeal to the platform's younger demographic who aren't consuming traditional news outlets (Time). However, he is not only using the digital space. His campaign reserved almost \$10,00 in CNN in both Iowa and New Hampshire during the September 16 debate. (Time).

THE GOAL

The overarching goal of this campaign is for Rand Paul to win the 2016 presidential election.

THE OBJECTIVE

Rand Paul has a better shot at presidency if he leaves the Iowa Caucuses as one of the top five presidential candidates.

THE STRATEGY

Appeal to young and younger-thinking Iowans by utilizing digital media and encourage them to go to the caucus and vote for Rand Paul.

To overcome the crowded field of talented competition, he must appeal to voters wanting a change within the Republican Party, since his libertarian views make him different from the other candidates. He must target young libertarians and encourage them to vote. He needs to excite and turn out the modest libertarian base created by his father, Ron Paul, in past elections. Since only 30% of libertarian-leaning voters say they “always” vote in primaries, he needs to ignite passion in this demographic and attract them to the caucus.

GEOGRAPHIC TARGET

The demographic market area of Des Moines was chosen for this media plan. This market area of 34 counties was chosen because of its large population of 1,117,322, which is approximately 36% of Iowa’s total population. This area contains a total of 241,194 Republicans, with 219,981 being active Republicans and 21,213 being inactive (Iowa Secretary of State Office).

CAMPAIGN TIMING

This specific campaign will run during the month of November. This month was chosen so Rand Paul can get support early, enabling him to gain momentum before the caucus. January would be too late, and December is filled with holiday activities. Also, the media is cluttered with advertising for products for Christmas gifts in December, taking focus away from political campaigns.

DEMOGRAPHIC TARGET

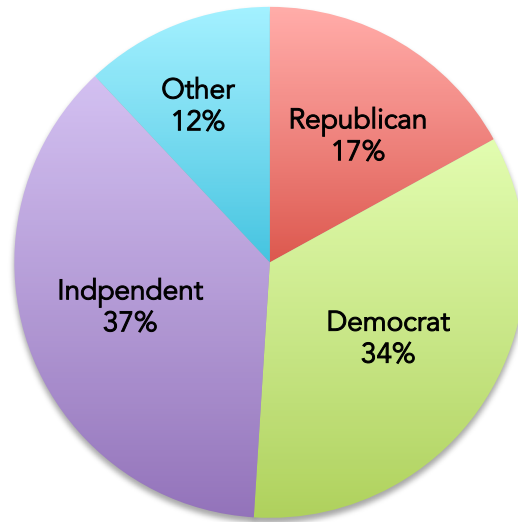
Young and younger-thinking Iowans, ages 18-34

Rand Paul appeals to young people because of his libertarian views. Thirty-eight percent of the consistently libertarian voters are ages 18-34 (New York Times). Specifically, he should target liberal millennials who are more skeptical of regulations and assistance for the poor than their Democratic peers. This also includes conservative college students who may have socially acceptable views regarding homosexuality. He should be able to appeal to younger voters because of his views on sentencing and drug policy. Thus, the demographic target is young and younger-thinking Iowans between the ages of 18 and 34.

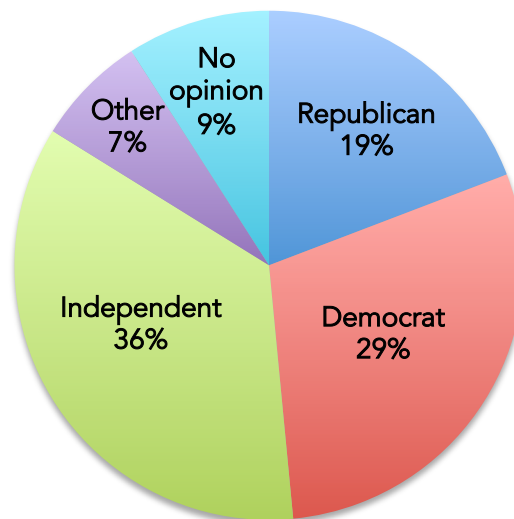
In regards to favorability among young and college-age voters, Rand Paul’s state director Sen. Tom Davis stated, “I think they’re starting to understand that somebody is going to have to pay that \$18 trillion debt and that somebody is going to have to pay for the social security trust fund that’s being raided” (The Post and Courier).

The following data (pages 6-8) is from a Primary Election Poll administered by Morning Consult in June 2015. Although some of the data may be outdated since candidates have entered and exited the race since June, it still gives a good idea on the beliefs and attitudes among this young target.

Respondents ages 18-29 generally consider themselves...



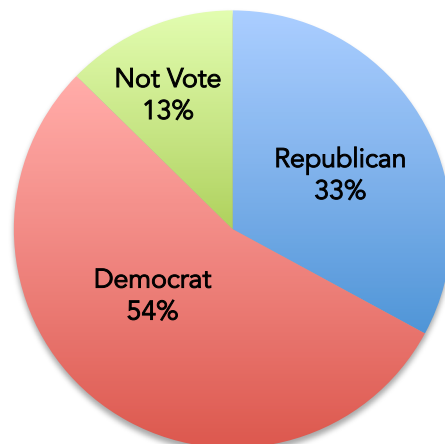
Respondents ages 18-29 said they are currently registered as...



This data represents Rand Paul's strengths, weaknesses, opportunities and threats. With a majority of young voters considering themselves Democrats and Independents, and registering to vote that way, it may initially appear as a threat and weakness. However, since Rand Paul's positions on issues stray away from the traditional Republican way, he may be able to draw in young people with some liberal beliefs. The large percentages of Independents can be seen as an opportunity.

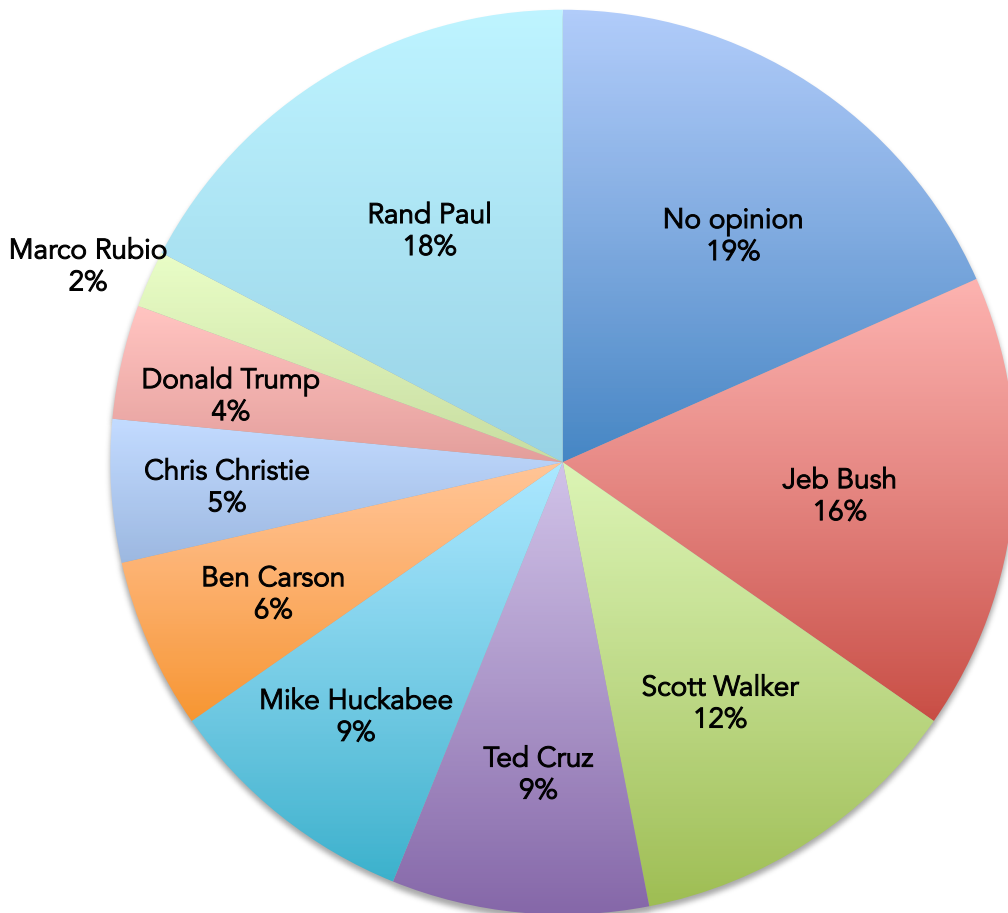
The following data is initially seen as a threat for Rand Paul's campaign with such a large percentage of young people planning to attend the Democratic caucus. However, it is encouraging to see that 85% of these young respondents are planning to attend a caucus. The strategy of the campaign is to **appeal to young and younger-thinking lowans, not just Republicans**. Of course, in order to vote for Rand Paul, voters must attend a Republican caucus. He must not only target Republicans, but appeal to Democratic caucus-goers as well and draw them to the Republican caucus. A strength that he has compared to other Republican candidates is that some of his views are not ultra conservative, so he may be able to attract some Democrats with his message of justice and concern for the unemployed. As stated before, it his goal to attract new people to the movement, such as Hispanics, blacks, and young people. His opposition of a federal ban on same-sex marriage and opposition of jailing marijuana users may also make him more appealing to conservative Democrats.

Respondents ages 18-29 said in the presidential primary election in their state next year, they are more likely to vote in the following caucuses:



The following data is from June 2015 and is for the older portion of the target demographic. However, it is encouraging to see that Rand Paul is (or at one time was) winning the support of this demographic.

Among registered Republicans between the ages of 30-44, respondents said if the Iowa Republican presidential caucus were held today they would support:



REACH AND FREQUENCY TARGETS

To gain the optimal amount of awareness within the budget of 75,000, the goal for reach will be 70 and the frequency goal will be 16.

As GRPs increase, both reach and frequency increase as well. However, it is a curve that flattens as weight increases. At first, reach increases the fastest, and then frequency takes over and begins to increase faster than reach. When buying media, a planner will have to optimize one over the other. In this situation, it has been decided to optimize frequency. Although reach is important since Rand Paul's campaign is in the growth phase of its life cycle and high involvement is required when deciding to support him, frequency is even more important since he has many competitors, has a less established brand, is not doing well in the polls and he has a complex ad message that must cover many political issues.

It's impossible to expose 100% of a population to any media plan. So having a moderate reach goal of 70 is respectable, since almost three-fourths of the target will be reached. It's desirable to reach as many prospects as possible, but the trade-off between reach and frequency will require a moderate reach goal.

The frequency goal is determined by using the Ostrow Model. A high frequency is necessary because Rand Paul has a fairly new brand, is not doing well in the polls and this one month campaign is a short purchase cycle so volume is necessary. Frequency is also important because he needs to beat his competition and the message of his ads is pretty complex. With a frequency goal of 16, adults between the ages of 18-34 in the Des Moines demographic market area will see a Rand Paul ad four times per week during the month of November.

SELECTION OF SINGLE MEDIUM

Digital media was selected for this campaign because of its popularity among adults between the ages of 18 and 34.

The following data from MRI+ shows that Internet use among Republicans is fairly low with a heavy Internet use index of only 88. However, this data represents all Republicans, not this campaign's target demographic of young and younger-thinking Iowans, ages 18-34, from any political party.

	Weighted (000)	Index
Political Outlook/Affiliation & Voting - Political Party, If Any, Affiliated With: Republican	46239	100
Magazines I (Heavy)	8324	90
Magazines II	10206	110
Newspaper I (Heavy)	10875	118
Newspaper II	8846	96
Radio I	8908	96
Radio II	9458	102
TV (total) I (Heavy)	8022	87
TV (total) II	9375	101
Internet I (Heavy)	8128	88
Internet II	9970	108
Outdoor I (Heavy)	11131	121
Outdoor II	10639	115

Verizon Digital Media conducted a two-phased research project including a quantitative survey of 1,000 consumers and qualitative interviews of 8 consumers to better understand millennial content and connection habits. The total sample was made up of 800 millennials and 200 non-millennials. Data was collected in November 2013. The report states that millennials (ages 18-34) are the largest population demographic in the U.S. and are watching three times as much TV online as non-millennials. Other key findings are below.



MILLENNIALS ARE MORE LIKELY TO WATCH THROUGH THE SITE/APP OF A PREMIUM NETWORK

A PREMIUM CABLE NETWORK'S WEBSITE OR APP



A BASIC CABLE NETWORK'S WEBSITE OR APP

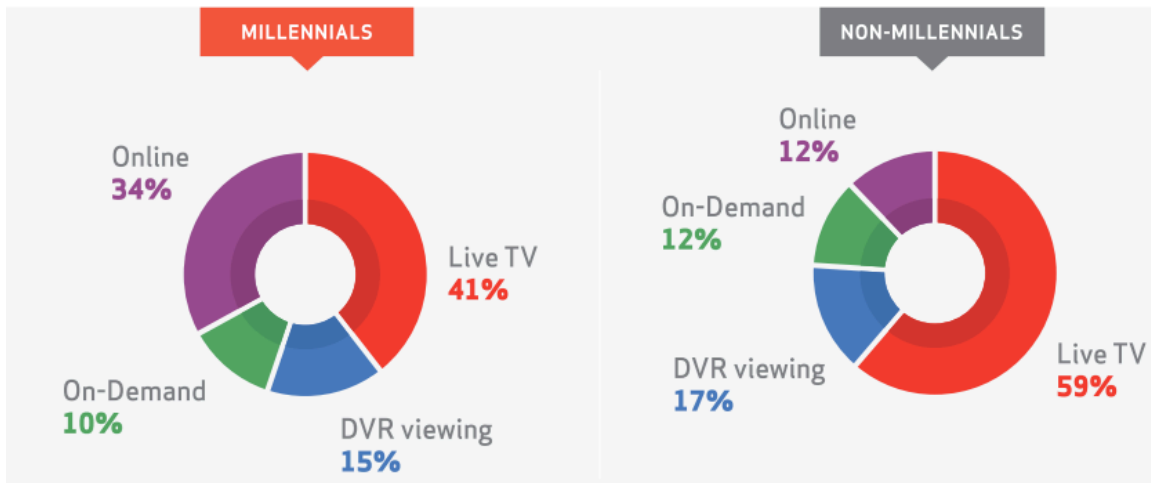


A BROADCAST TV NETWORK'S WEBSITE OR APP



● MILLENNIALS
● NON-MILLENNIALS

Distribution of Total TV Time



It has commonly been thought that live television is the ultimate mass media – the way to reach all. Although millennials still watch TV, they are not watching it live, but through the network’s site or app. Forty-one percent of millennial respondents said they still watch live TV the most, but a large chunk is still watched online.

Because of this new trend of the target demographic consuming their media online, digital media was chosen as the single medium.

PROPOSED DIGITAL AD TYPES

For this campaign, Rand Paul advertisements will be featured on targeted sites/ad networks and publisher video sites within the digital media space.

Digital Spot							
7(000) Demo IMPS = 1 GRP							
MEDIUM (DOUBLE-CLICK TO ADD VEHICLE)	IMPS (000)	CPM (DBL CLICK FOR CUSTOM)	EFF %	DEMO IMPS (000)	EST GRPS	EQUIV CPP	EXT COST
General Sites/Ad Networks	NaN	3.00	29.5	0	0	74	0
Targeted Sites/Ad Networks	17100	4.00	49.6	8,482	1170	58	68,400
Video Networks	NaN	13.00	49.6	0	0	190	0
Publisher Video Sites	300	22.00	90.0	270	37	177	6,600
Social	NaN	8.00	75.0	0	0	77	0
Mobile	NaN	10.00	75.0	0	0	97	0
	NaN	62.12	0.0	8,752	1207	62	75,000

With targeted sites/ad networks, planners can run tabulations in measurement services to see which sites deliver their target more efficiently. Look at the EQUIV CPP column to see that in this case, buying an ad on a targeted site is cheaper, therefore more efficient than buying an ad on a general site.

Publisher video sites are usually associated with a content provider. Television networks often have their own web sites for video distribution. Although CPMs are high for publisher video sites, the ads allow for viewer interaction and are usually shown in an uncluttered format, cannot be skipped or fast-forwarded, and many require registration, which improves efficiency of delivery.

Spending \$68,400 on targeted sites/ad networks and \$6,600 on publisher sites results in a reach of 72.8 and frequency of 16.6, both exceeding the goal and successfully staying within the budget of \$75,000. Although the campaign did not utilize the other options such as video networks, mobile, social or general sites, these two digital spaces provided the most reach and frequency while still staying within budget. Reach and frequency results are shown below.

PLAN EVALUATION				SPOT ONLY AREA			COST
				Reach	Avg Fr	GRPs	TOTAL PLAN
Theoretical Needs (Goals)				70.0	16.0	1120	75,000
Estimated Performance				72.8	16.6	1207	75,000

PROPOSED SPECIFIC VEHICLES

MRI+ provided the following information regarding the most popular websites among adults between the ages of 18 and 34. However, some of the most popular sites are ad-free. The specific vehicles that offer advertising space are highlighted in blue. Ad purchases will be made on these sites.

Most Popular Websites Among Adults Ages 18-34	
Site	'000
Gmail.com	37,658
Amazon.com	31,724
Pandora.com	25,840
weather.com	25,750
Yahoo! Mail	25,268
Wikipedia.org	21,545
ebay.com	19,618
Google Maps	19,554
ESPN.com	17,038
iTunes.com	16,186
WebMD.com	15,670
Yahoo! News	12,489
CNN.com	10,915
Yahoo! Answers	10,775
Outlook.com	10,275
IMDb.com	10,162

Rand Paul ads will run on the following targeted sites: Pandora.com, Weather.com, Yahoo! Mail, WebMD.com, Yahoo! News, Yahoo! Answers, Outlook.com and IMDB.com. Ads will appear in the form of banner ads, both static and interactive.

Amazon Prime, ESPN.com and CNN.com are both considered publisher video sites since networks own them. These ads will be commercial spots that appear before video content.

Verizon Digital Media found the following data regarding the top brands among millennials. Amazon is the top network listed, so this will be a very efficient space for ad placement.



NO BROADCASTERS RANK AMONG MILLENNIAL'S TOP 10 BRANDS

RANKINGS	NETWORKS	MILLENNIALS'
1	amazon	54%
2	YouTube	51%
3	facebook	50%
4	Google	48%
5	Walmart	43%
6	NETFLIX	40%
7	Apple	31%
8	Microsoft	28%
9	McDonald's	24%
10	SAMSUNG	23%
16	verizon	19%

Ad content will cover the economic and social issues important to the target demographic such as the tax code, foreign affairs, same-sex marriage, marijuana laws and abortion.

By placing ads in the digital space frequently used by the target demographic, Rand Paul's brand awareness will increase and contribute to the goal of this campaign - Rand Paul winning the 2016 presidential election.

INDUSTRY TERMS

Reach: The net number of target persons exposed to ad at least once

Frequency: How many times a target person is exposed to an ad

Gross rating point (GRP): The percent of the target market reached multiplied by the exposure frequency.

Cost per thousand (CPM): Total cost of ad buy divided by the total impressions of the ad, multiplied by 1000. Allows the planner to compare costs when media is delivered in different packages and puts them on the same footing. CPM measures the efficiency of the ad.

Cost per point (CPP): Total cost of ad buy divided by the gross rating points of the ad. Allows the planner to compare costs when media is delivered in different packages and puts them on the same footing. CPP measures the efficiency of the ad.