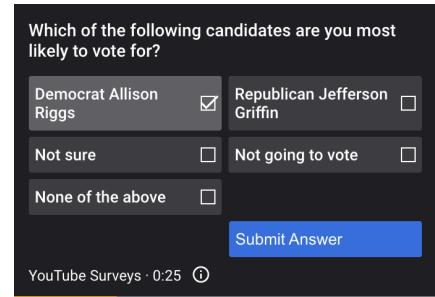


From September 24 - October 9, NC Families First conducted a YouTube Brand Lift survey.

Methodology

Seven different spots – both 15 and 6 secs. – were tested. A one question survey was deployed to both treatment and control groups. There were 9,404 surveys collected across the control and treatment groups. All survey results and advertising impressions came from the zip codes that over-index with targets from the abortion persuasion model. These are not statewide results; they come from roughly 1/3 of the state where roughly half of the targets reside.



Which of the following candidates are you most likely to vote for?

Democrat Allison Riggs	<input checked="" type="checkbox"/>	Republican Jefferson Griffin	<input type="checkbox"/>
Not sure	<input type="checkbox"/>	Not going to vote	<input type="checkbox"/>
None of the above	<input type="checkbox"/>		

Submit Answer

YouTube Surveys · 0:25 ⓘ

Findings

These two 15-second contrast spots have clearly risen to the top, moving the race by 8.48% and 9.29% respectively.

<https://youtu.be/BAzbl-xbgAc>

<https://www.youtube.com/watch?v=2qVDbRhxclM>

Overall, users who were exposed to NCFF YouTube advertising reported that were likely to vote for Allison Riggs at a rate that was 3.6% higher than the control group, a statistically significant finding. This translates into \$1.18 per lifted user. Detecting lift this large is unusual this late in the election cycle, especially in a very crowded media environment like North Carolina.

All voters were not moved equally. While the lift from both men and women was statistically significant, women in the treatment group supported Riggs at a 5.69% greater rate than women in the control group. This translates into a cost per lifted user of \$0.75. There were two particularly promising age ranges as well. 35–44-year-olds in the treatment group supported Riggs at a 5.37% greater rate than women in the control group, translating into a cost per lifted user of \$0.82. 55-64-year olds in the treatment group supported Riggs at a 6.68% greater rate than women in the control group, translating into a cost per lifted user of \$0.70. The movement in both age groups was statistically significant.

Next Steps

The findings from this experiment will allow buy optimization and generate additional cost-efficiencies in the final four weeks. The media plan will spend significantly more reaching women – especially 55-64-year-olds and 35–44-year-olds – with the top performing spots.