Title: Take Back the CBC

Sponsor: Friends of Canadian Broadcasting, independent
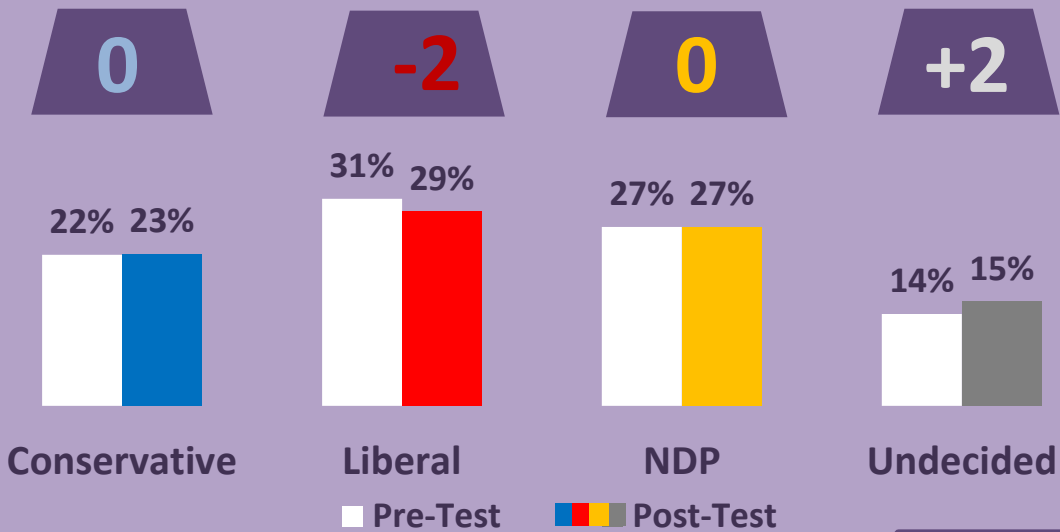**Target:** Conservative Party of Canada

This independent ad argues against alleged budget cuts to the CBC, ending with a woman saying "stop the cuts, Mr. Harper."

+39
-3
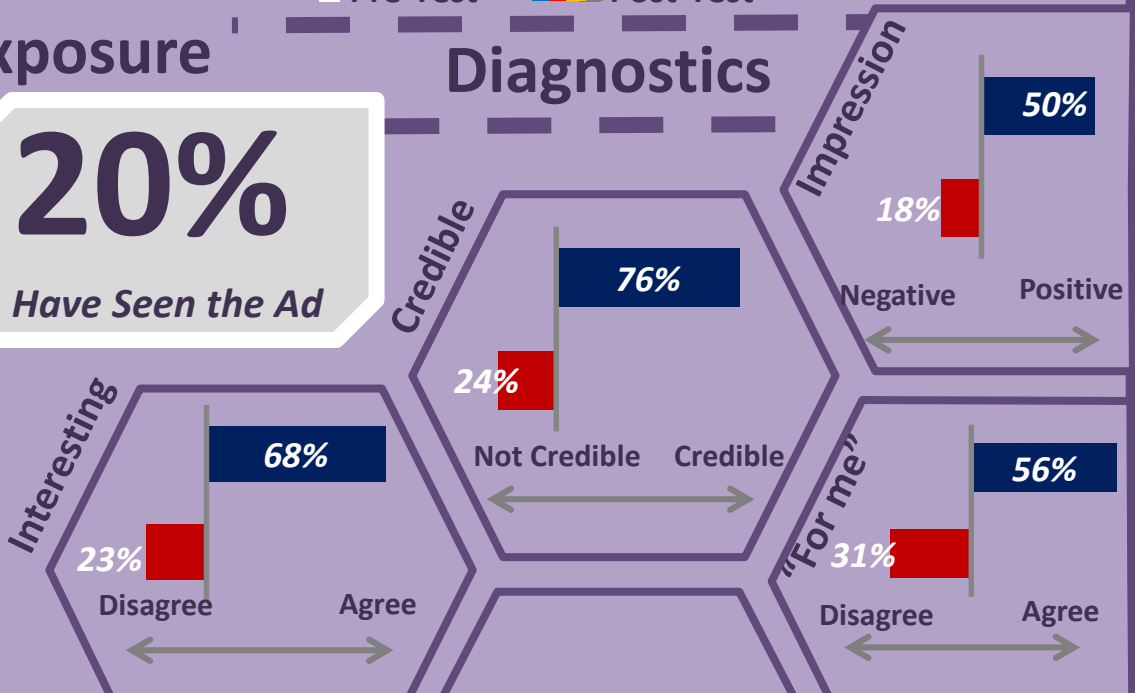**NA**

Ad scores

Vote Impact:

Among those who have never seen the ad

Conservative	Liberal	NDP	Undecided
0	**-2**	**0**	**+2**
22% 23%	31% 29%	27% 27%	14% 15%

☐ Pre-Test ▮▮▮▮ Post-Test

Exposure

20%
Have Seen the Ad

Diagnostics

Impression
50%
18%
Negative — Positive

Credible
76%
24%
Not Credible — Credible

Interesting
68%
23%
Disagree — Agree

"For me"
56%
31%
Disagree — Agree

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Title: Justin? Running our Economy?

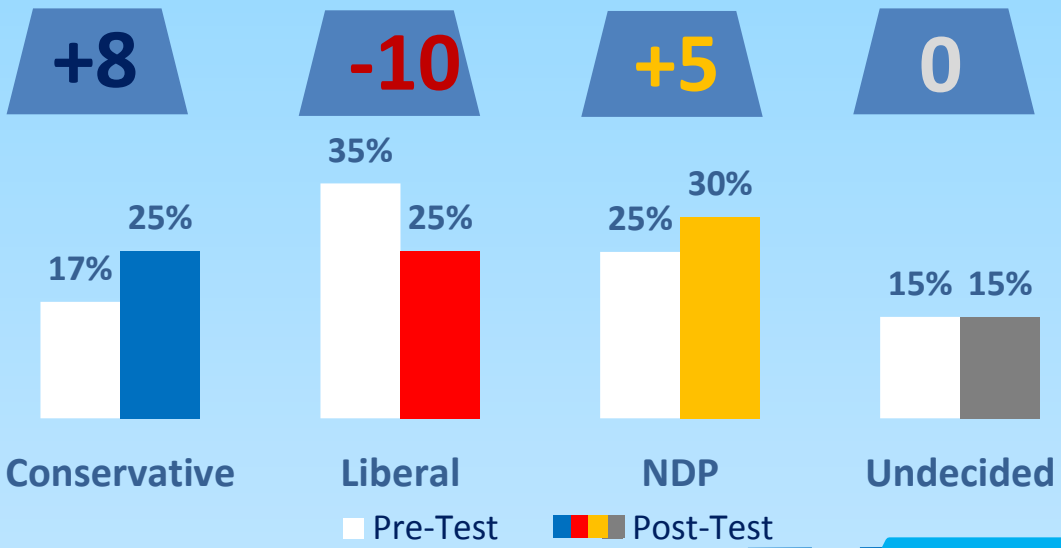**Sponsor:** Conservative Party of Canada
Target: Liberal Party of Canada

In a follow-up to the CPC ad "the Interview", the roundtable continues to discuss Trudeau. A woman "just can't imagine" "Justin" running the economy.
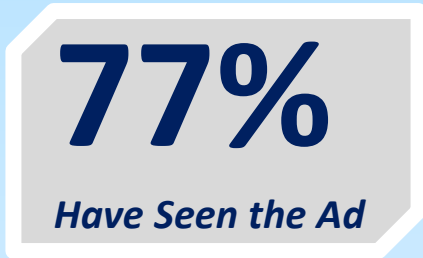
-12
-31
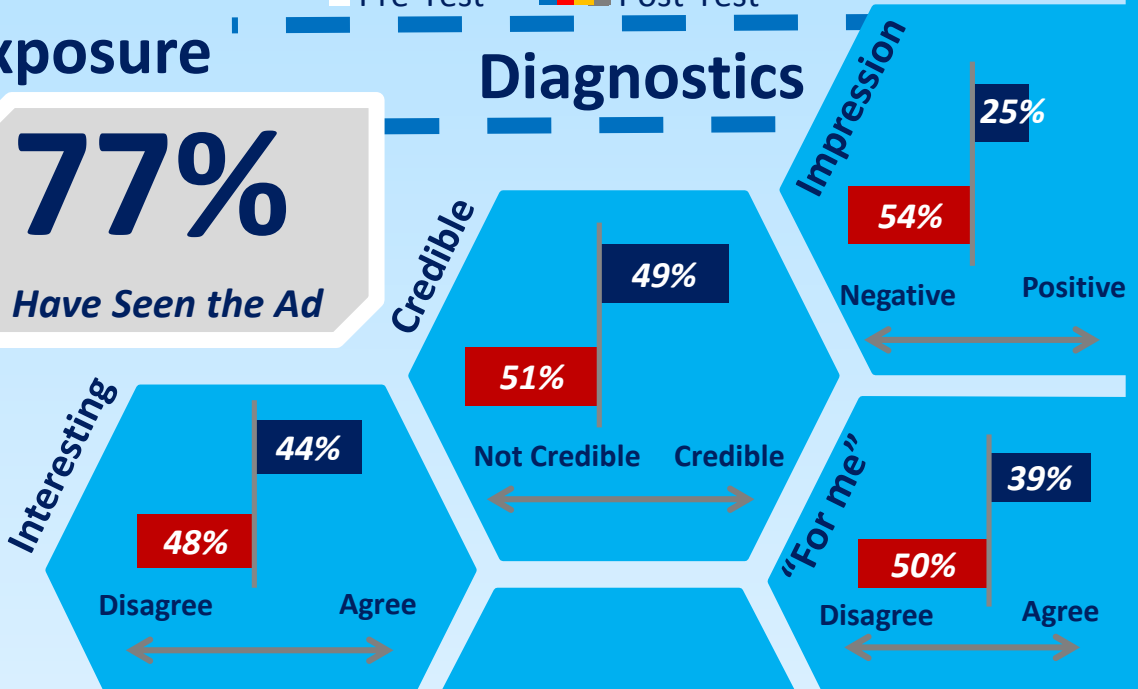**+12**
Ad scores

Vote Impact:

Among those who have never seen the ad

| +8 | -10 | +5 | 0 |

Conservative	Liberal	NDP	Undecided
17% → 25%	35% → 25%	25% → 30%	15% 15%

☐ Pre-Test   ▮ Post-Test

Exposure

77%
Have Seen the Ad

Diagnostics

Impression
25%
54%
Negative — Positive

Credible
49%
51%
Not Credible — Credible

Interesting
44%
48%
Disagree — Agree

"For me"
39%
50%
Disagree — Agree

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Title: "Who really speaks for the middle class?" (RADIO)
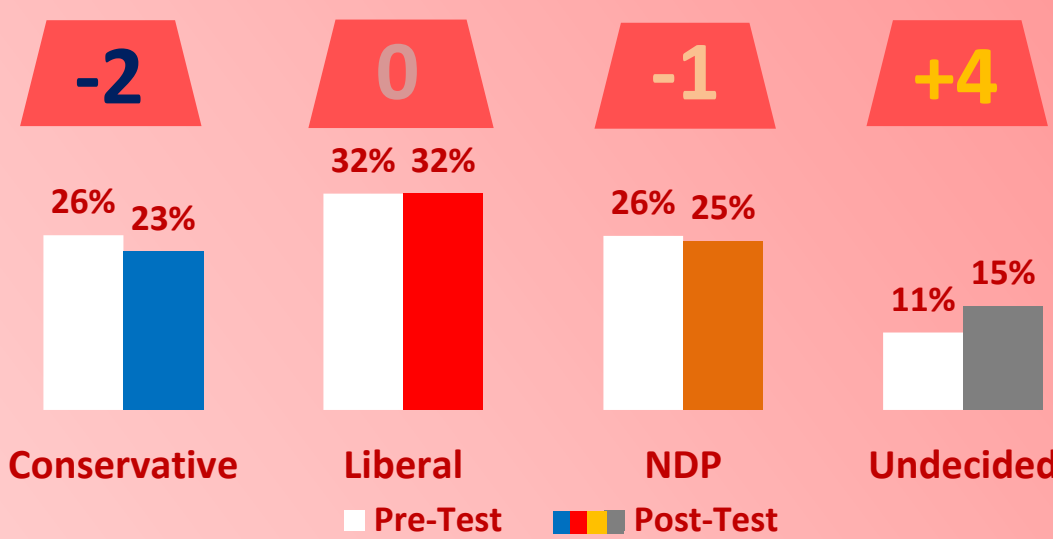
Sponsor: Liberal Party of Canada
Target: New Democratic Party

This radio ad compares Trudeau to Mulcair on speaking up for the middle class, claiming only one of the candidates "backs up words with actions."
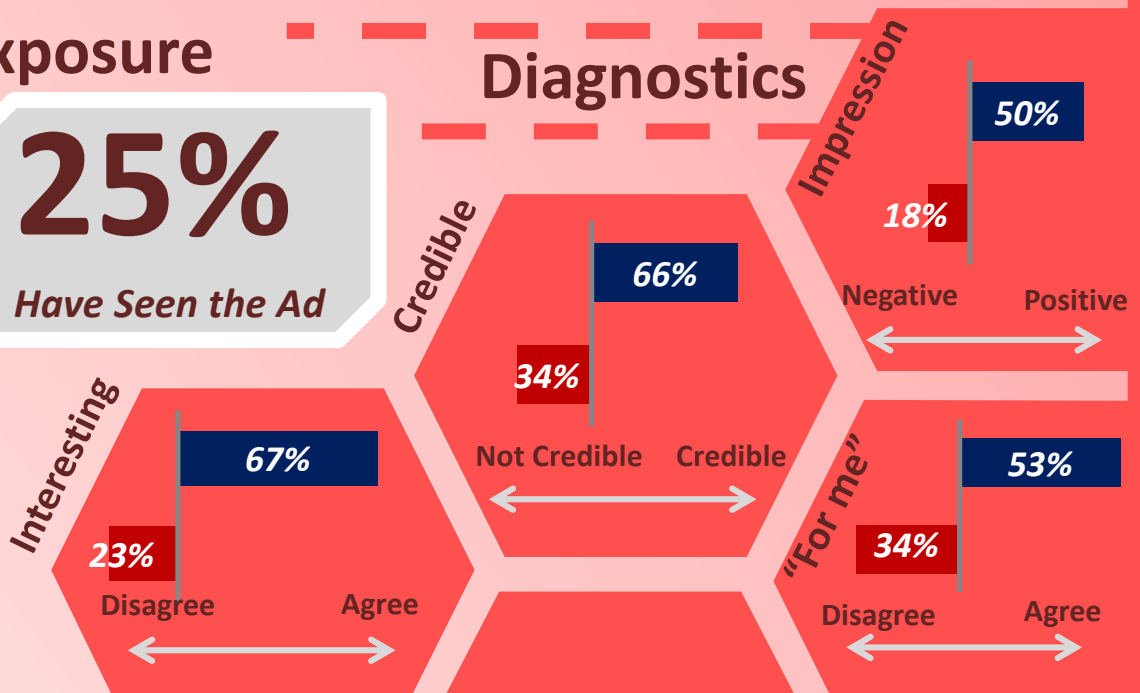
+32
-2
-2
Ad scores

Vote Impact:

Among those who have never seen the ad

Conservative	Liberal	NDP	Undecided
-2	**0**	**-1**	**+4**
26% → 23%	32% → 32%	26% → 25%	11% → 15%

☐ **Pre-Test**   ▮ **Post-Test**

Exposure

25%
Have Seen the Ad

Diagnostics

Impression
50%
18%
Negative — Positive

Credible
66%
34%
Not Credible — Credible

Interesting
67%
23%
Disagree — Agree

"For me"
53%
34%
Disagree — Agree

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Title: "Harder to get ahead" (TV)

Sponsor: Liberal Party of Canada
Target: Conservative Party of Canada

Trudeau is walking up a "down" escalator, staying in place. He states that Harper is making it "harder to get ahead" for Canadians and on Mulcair: "now is not the time for cuts."
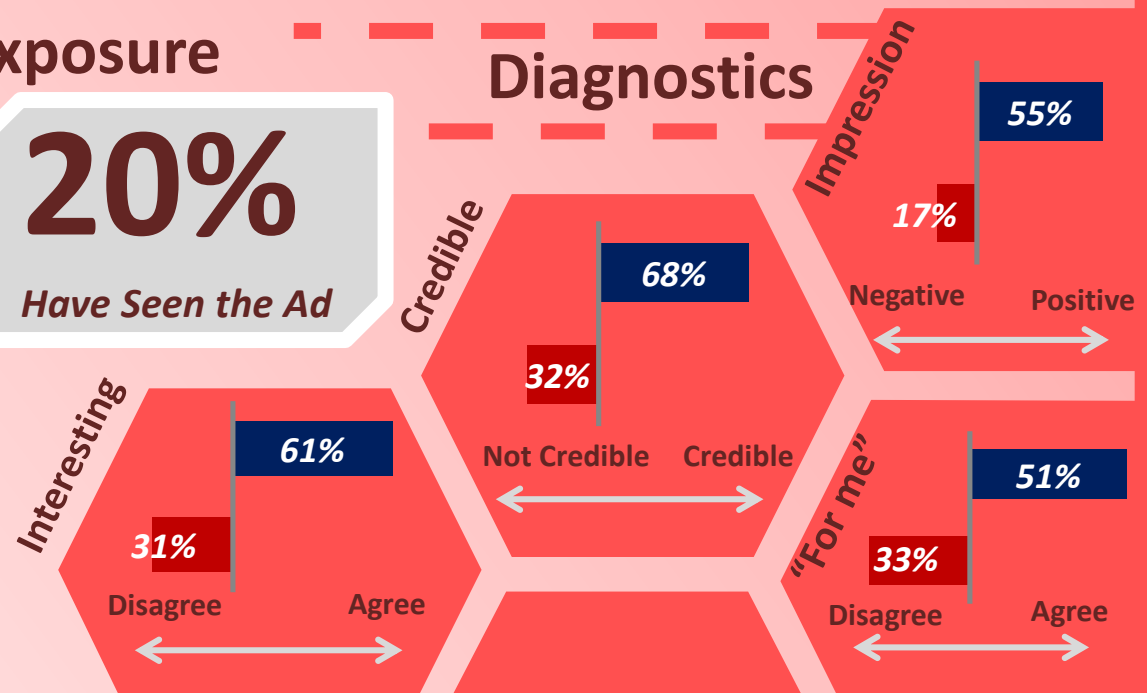
+31
-16
+9
Ad scores

Vote Impact:

Among those who have never seen the ad

Conservative	Liberal	NDP	Undecided
-7	**+7**	**-1**	**+2**
34% → 27%	22% → 29%	23% → 22%	16% → 18%

☐ **Pre-Test**   ◼ **Post-Test**

Exposure

20%
Have Seen the Ad

Diagnostics

Impression
Negative 17% | Positive 55%

Credible
Not Credible 32% | Credible 68%

Interesting
Disagree 31% | Agree 61%

"For me"
Disagree 33% | Agree 51%

Title: Not Working

A voiceover talks about Harper's plan to create jobs and stimulate economy: "Mr. Harper, your plan isn't working. It's time for change in Ottawa."
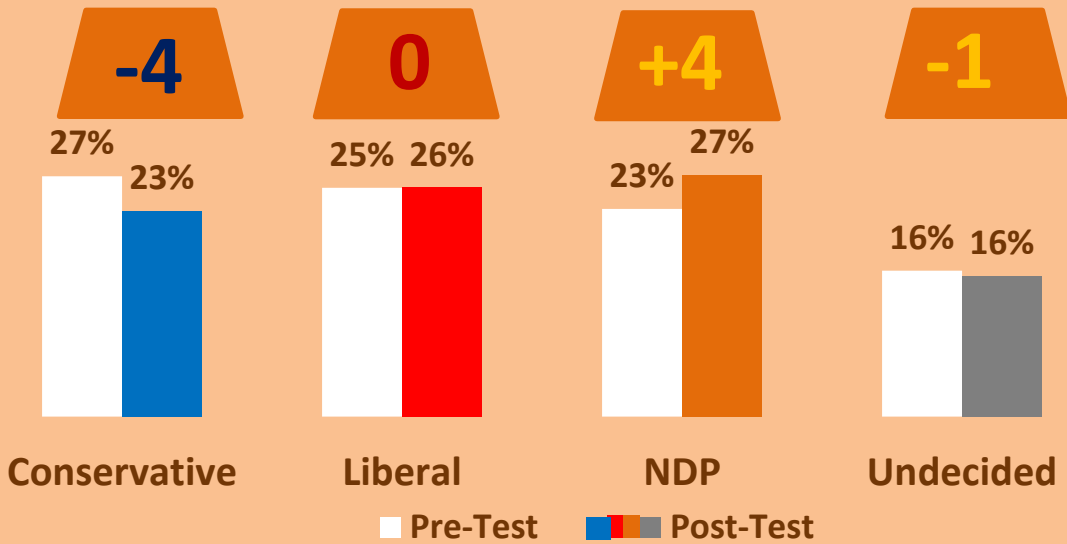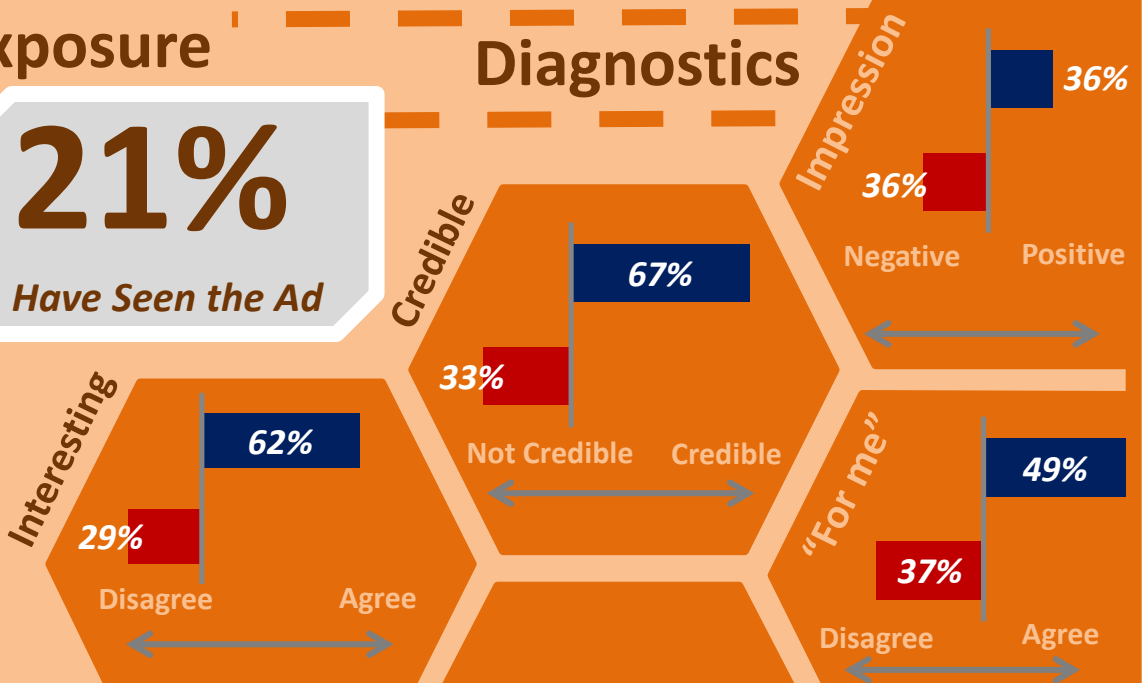
+20

-13

+6

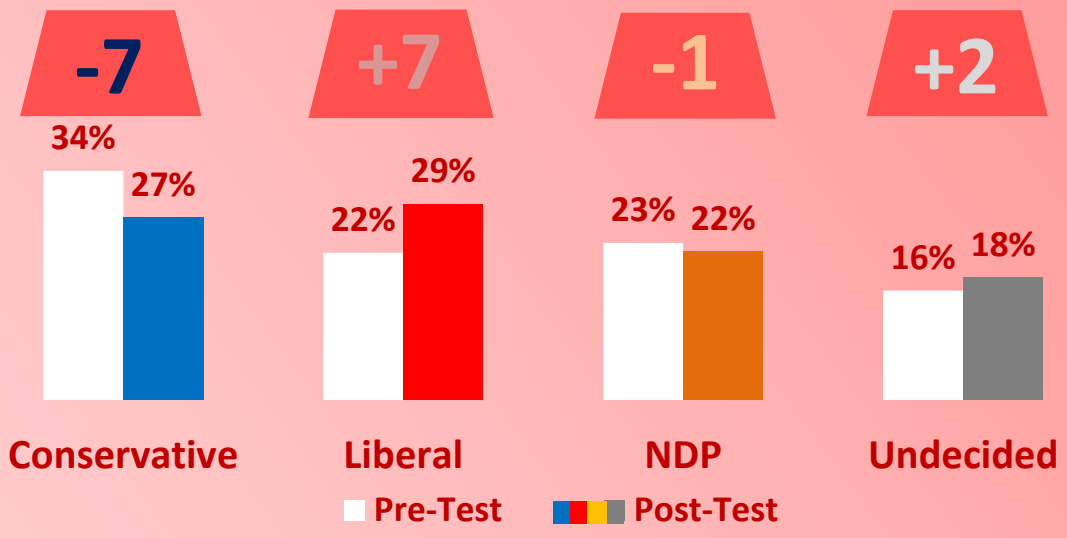**Ad scores**

Ad scores legend:

= Diagnostic score

= Sponsor vote impact

= Target vote impact

Vote Impact:

Among those who have never seen the ad

Conservative	Liberal	NDP	Undecided
-4	**0**	**+4**	**-1**
27% → 23%	25% → 26%	23% → 27%	16% → 16%

☐ **Pre-Test**   ▮ **Post-Test**

Exposure

21%
Have Seen the Ad

Diagnostics

Impression
Negative 36% | Positive 36%

Credible
Not Credible 33% | Credible 67%

Interesting
Disagree 29% | Agree 62%

"For me"
Disagree 37% | Agree 49%

Cheat sheet: Understanding Innovative's ad test results

Ad scores:
The ad scores are overall measures of the quality and impact of each ad. Three scores are reported for each ad: diagnostics, sponsor impact, and target impact (if applicable). Each score runs on a scale from a minimum possible score of -100 to a maximum of +100.

Diagnostics score:
calculated as the total of all net scores, rescaled to be out of 100. A perfect score would mean everyone gave a positive response on every diagnostic.

Sponsor/target impact:
the share of other parties' voters that the sponsor or target party gained minus the share of their own voters that they lost.

Ad score legend

Pre-post tests
The pre and post test questions are asked before and after each respondent sees their first ad. With 200 respondents per ad, this means the pre-post tests start with an N of 200 each. This sample size is reduced because we only include people who say they haven't seen the ad before in our analysis.

Vote impact: The change in vote for a party from pre to post. For example if the Liberals go from 25% to 30% their vote impact is +5

Pre/post vote: These graphs show the vote for each party on both the pre test and post test among the random subsample of 200 voters who viewed each ad (but said they had not seen it before).

Exposure
Out of the 600 total respondent who viewed the ad, what percentage said that they had seen it before the survey. Those who had are excluded from the pre/post test.

Title: Thomas Mulcair Background #1
Sponsor: Conservative Party
Target: New Democratic Party

A hiring committee discusses Thomas Mulcair, focusing on the length of his time in politics, an alleged bribe and severance from the National Assembly, among other issues.

Ad scores: -1, -8, -5

Vote Impact:
Among those who have never seen the ad

-1   0   -1   +3

	Conservative	Liberal	NDP	Undecided
Pre-Test	29%	22%	30%	14%
Post-Test	28%	23%	28%	17%

Exposure

18%
Have Seen the Ad

Diagnostics

Credible: Not Credible 45% / Credible
Impression: Negative 51% / Positive 20%
Interesting: Disagree 35% / Agree 56% — 55%
"For me": Disagree 45% / Agree 43% — 45%

Ad scores legend:
⬡ = Diagnostic score
⬡ = Sponsor vote impact
⬡ = Target vote impact

Diagnostics
Each respondent sees 3 ads in total and answers a series of diagnostic questions about each one. With an N of 200 per ad this means that 600 answer the diagnostic questions for each ad. These graphs show the percentage of positive and negative responses for each of the main diagnostic questions: Agree/disagree: This ad contains interesting information; How credible is the ad?; What was your overall impression (positive/negative)?; and Agree/Disagree: This ad was made for someone like me.

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