

What's the ad?

Over and Over

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



As the ad shows repetitive images of Stephen Harper buttoning his blazer Justin Trudeau states in a voice-over that Harper's plan is "more of the same". Mr. Trudeau then appears to tout his plan to cut taxes for the middle class.

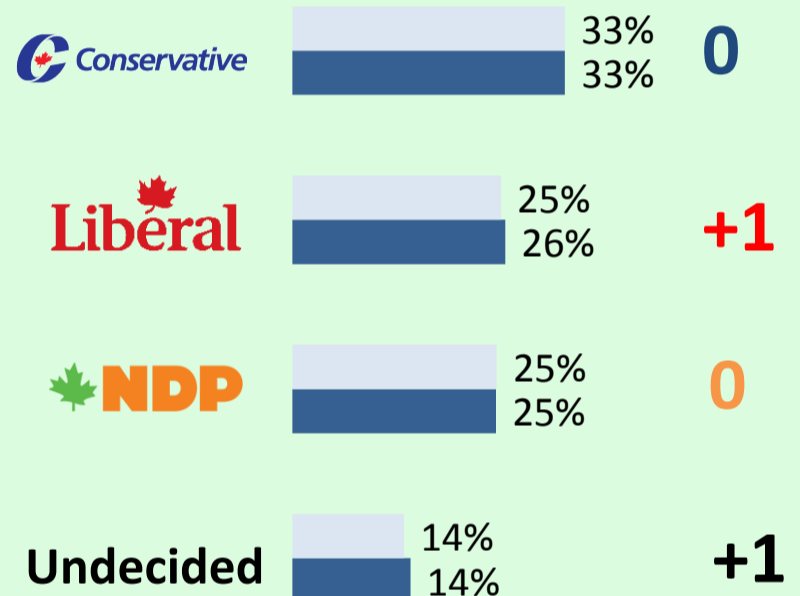
Which Ad?

Does it impact vote choice?

35%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Impact Scores*

Sponsor Impact:
-3
8/10 ads tested so far have been more effective

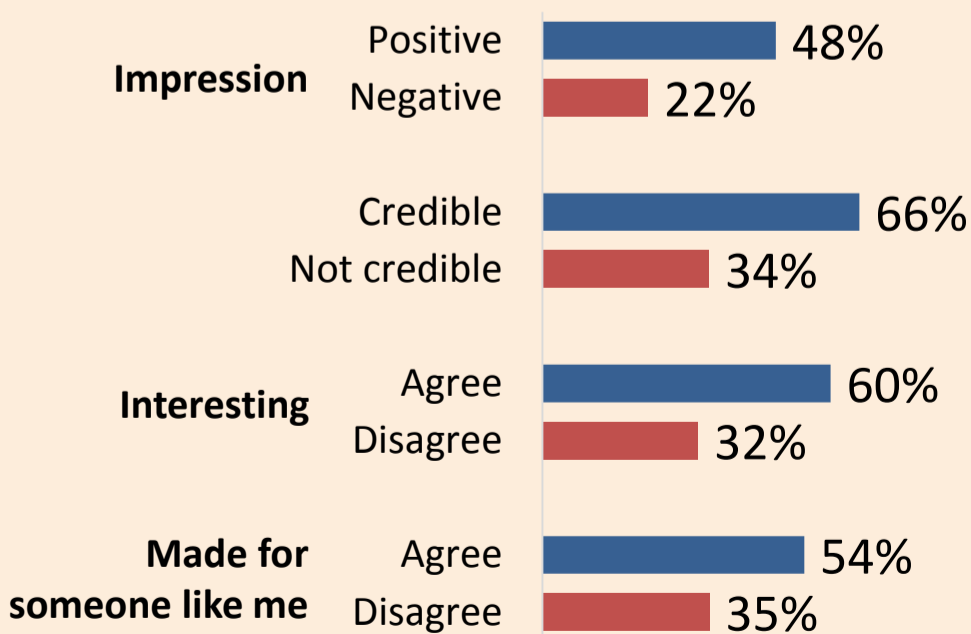
Target Impact:
-1
Nearly every other ad has been more effective

This means

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

What do people think of it?

Diagnostics**

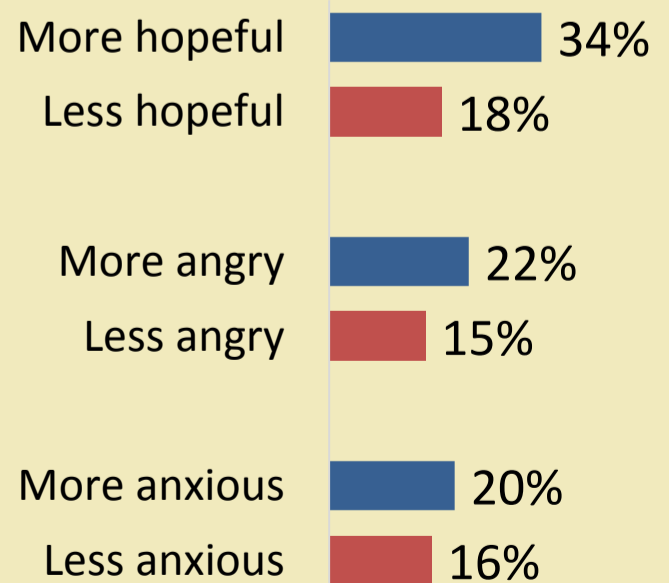


Diagnostic Score: **+26**

3/10 ads tested so far have scored better;
7/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **+1**

4/10 ads tested so far have scored better;
6/10 have scored worse

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?



Real Change, Right now (Radio)

Sponsor: Liberal Party of Canada

Target: New Democratic Party

In this radio ad, Justin Trudeau opens with an attack on the NDP: “this election is happening now, but Mulcair seems to think you’re voting in the next one, or the one after that.” Mr. Trudeau criticizes Mulcair’s ideas on the economy as too far in the future with no investments right now in transit or jobs. He compares Mulcair to Harper, stating they both want to eliminate the deficit immediately at the cost of growth.

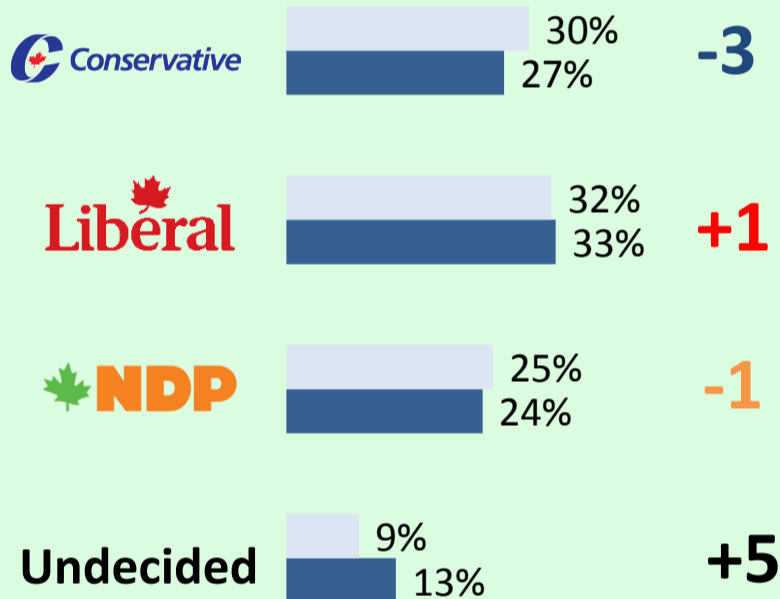
Which Ad?

Does it impact vote choice?

22%
had heard the ad before

Of those seeing it for the first time:

Vote Impact



Impact Scores*

Sponsor Impact:
+4
More effective than 7/10 ads tested so far

Target Impact:
-5
Less effective than 8/10 ads tested so far

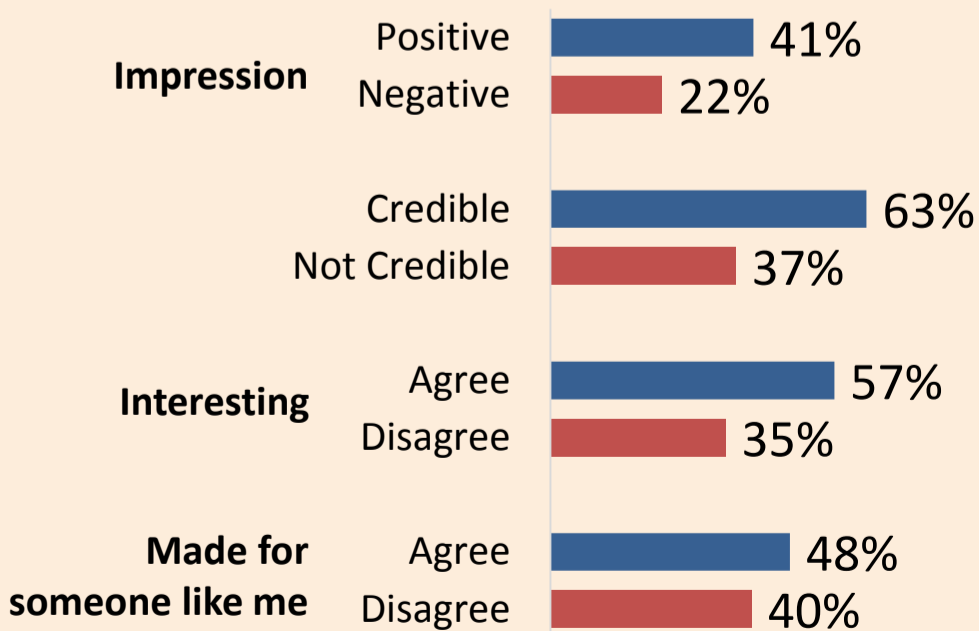
This means

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

Pre-test Post-test

What do people think of it?

Diagnostics**

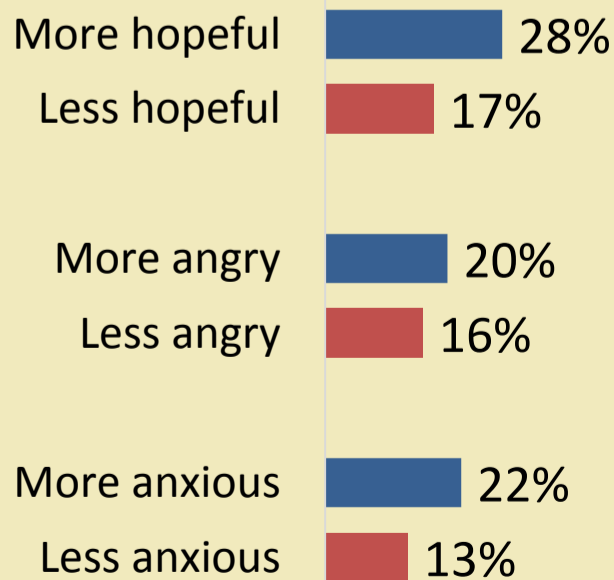


Diagnostic Score: **+18**

5/10 ads tested so far have scored better;
5/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **0**

5/10 ads tested so far have scored better;
5/10 have scored worse

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?

Real Leadership

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



This Liberal ad outlines Trudeau's vision for what "real leadership" is for the middle class and economic growth featuring star candidates and incumbents from the Liberal team interspersed with clips from a Liberal rally.

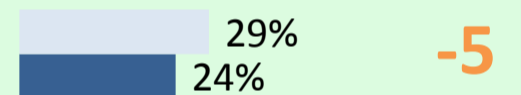
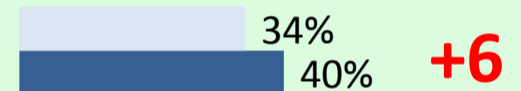
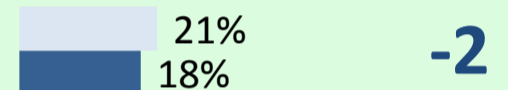
Which Ad?

Does it impact vote choice?

19%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Undecided



Pre-test Post-test

Impact Scores*

Sponsor Impact:
+11
More effective than 9/10 ads tested so far

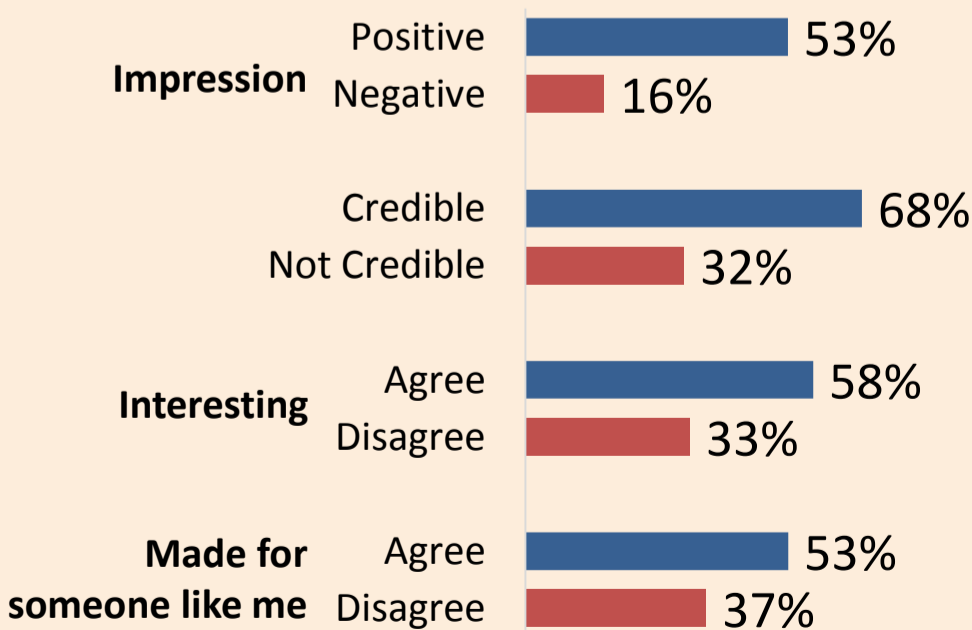
Target Impact:
-11
Half of ads tested so far have been more effective; half less

This means

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

What do people think of it?

Diagnostics**

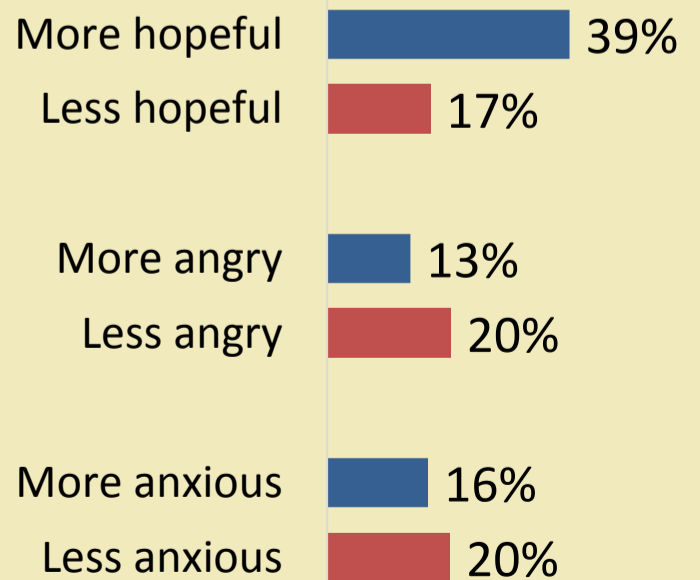


Diagnostic Score: **+29**

3/10 ads tested so far have scored better;
7/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **+8**

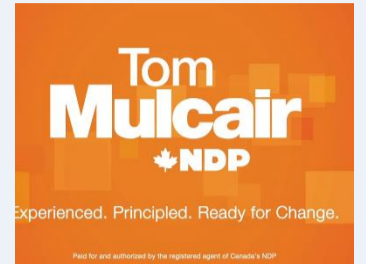
2/10 ads tested so far have scored better;
8/10 have scored worse

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?

Change

Sponsor: New Democratic Party
Target: Liberal Party of Canada



Mulcair is featured front-and-center in this new NDP ad outlining his vision of “change” for families and middle class. He contrasts his plan with Mr. Trudeau’s saying that it is “built to last”

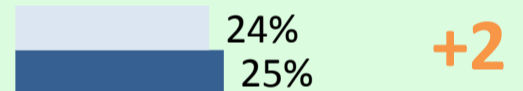
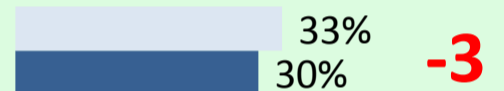
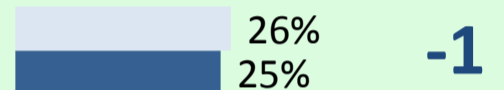
Which Ad?

Does it impact vote choice?

25%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Pre-test Post-test

Impact Scores*

Sponsor Impact:
-1
6/10 ads tested so far have been more effective

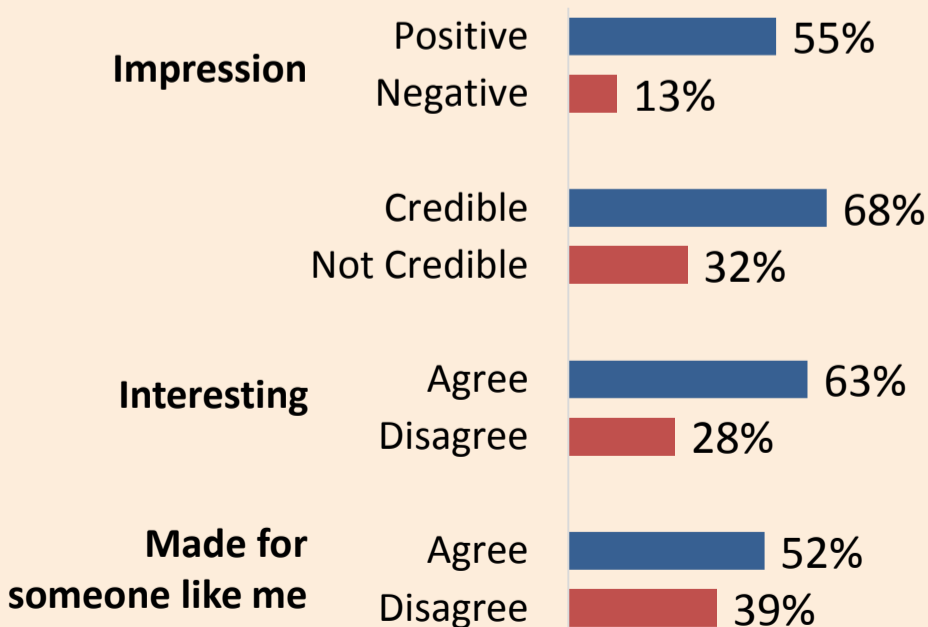
Target Impact:
-10
Half of ads tested so far have been more effective; half less

This means

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

What do people think of it?

Diagnostics**

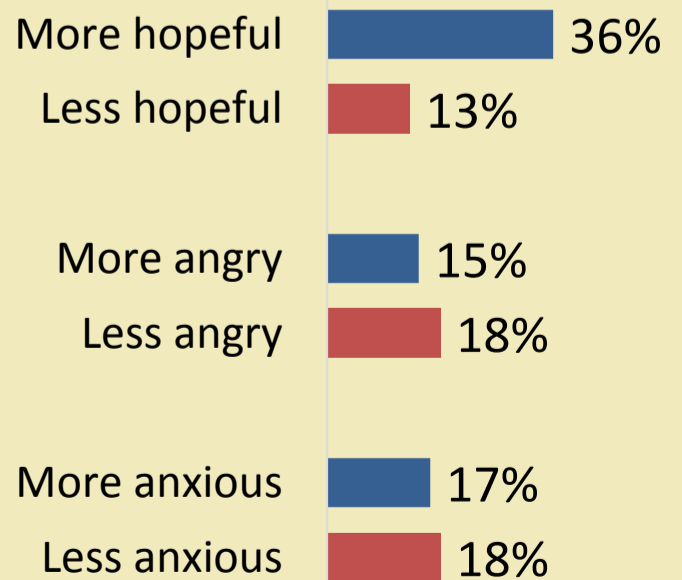


Diagnostic Score: **+32**

2/10 ads tested so far have scored better;
8/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **+7**

3/10 ads tested so far have scored better;
7/10 have scored worse

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?



Trudeau, Bill C-51 (Radio)

Sponsor: New Democratic Party

Target: Liberal Party of Canada

This radio ad is from the perspective of a soft Trudeau supporter. At first, the woman says she was “excited” about Justin Trudeau, but after hearing his support of Bill C-51, “Stephen Harper’s spy bill”, the woman is disappointed. It ends saying “Justin Trudeau: he just lost my vote”.

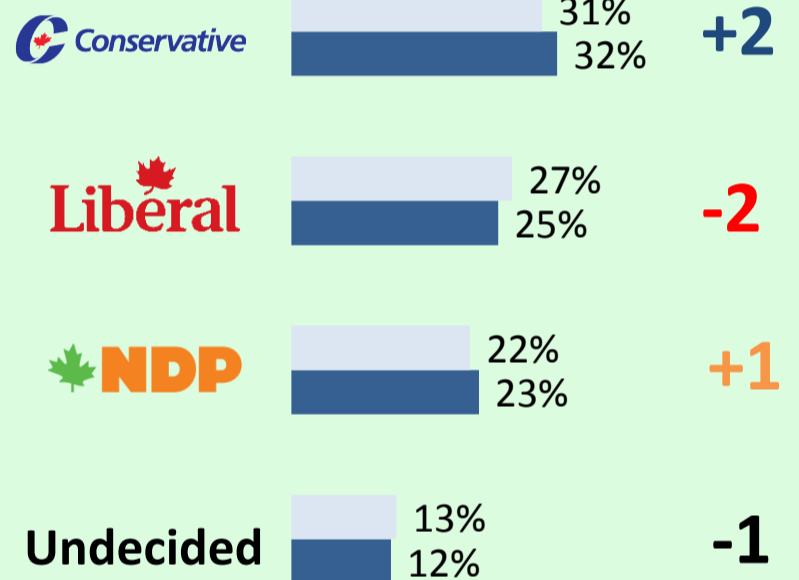
Which Ad?

Does it impact vote choice?

16%
had heard the ad before

Of those seeing it for the first time:

Vote Impact



Impact Scores*

Sponsor Impact:
-1
7/10 ads tested so far have been more effective

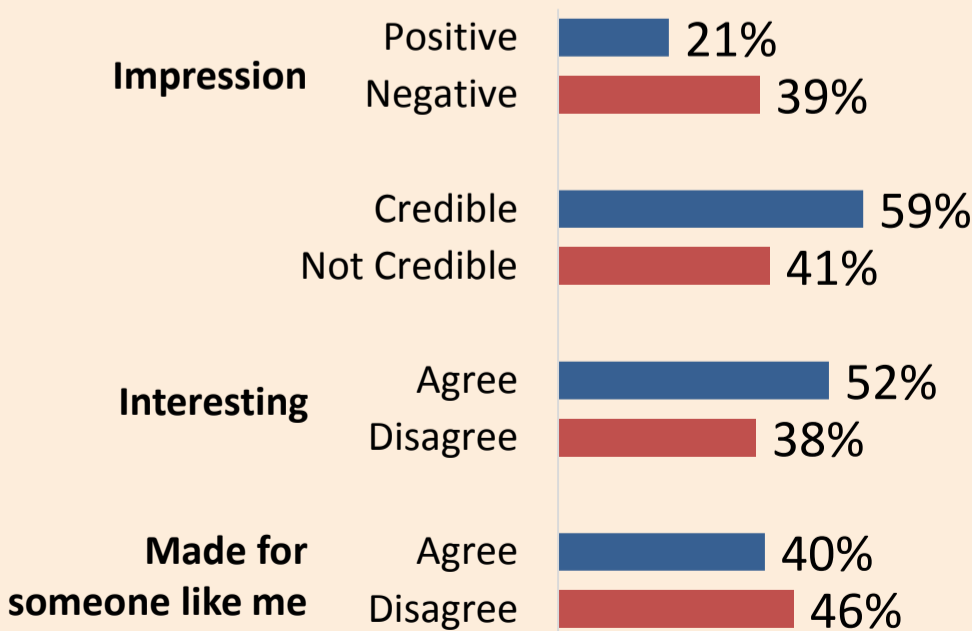
Target Impact:
-8
7/10 ads tested so far have been more effective

This means

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

What do people think of it?

Diagnostics**

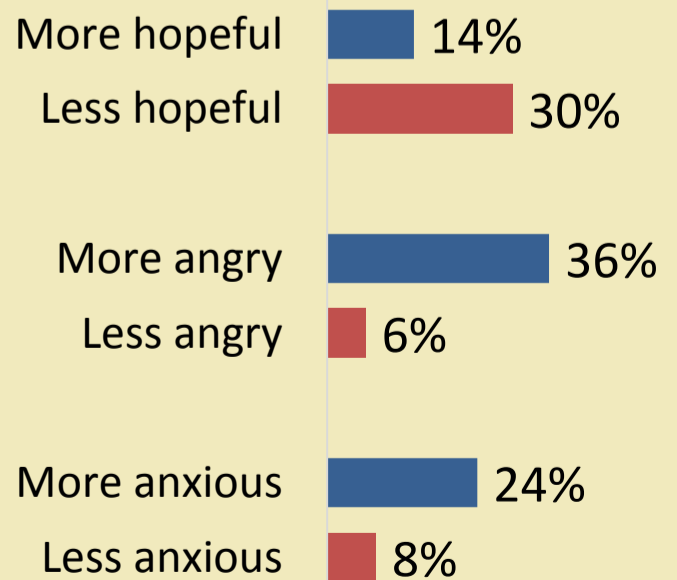


Diagnostic Score: **+2**

7/10 ads tested so far have scored better;
3/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **-15**

9/10 ads tested so far have scored better;
1/10 have scored worse

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?



Trudeau speaking fees (Radio)

Sponsor: New Democratic Party
Target: Liberal Party of Canada

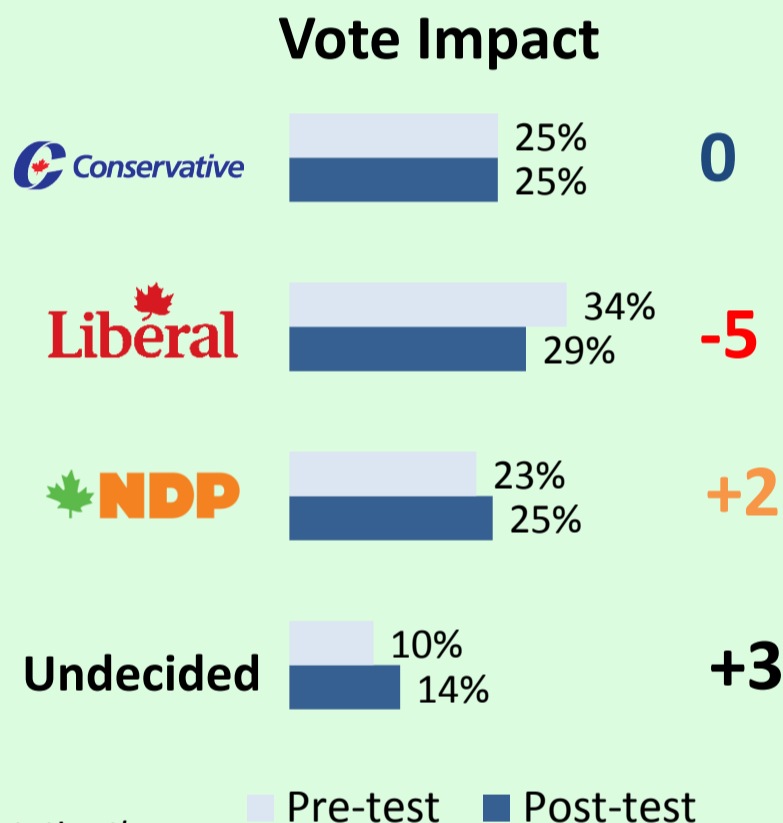
This radio ad is from the perspective of a soft Trudeau supporter. At first, the woman says she was “excited” about Justin Trudeau, but after hearing he “charged schoolboards and charities \$20,000 just to hear him speak” and that he “skipped votes in parliament to do it”, she is disappointed. Trudeau “lost her vote” for “change in Ottawa.”

Which Ad?

Does it impact vote choice?

11%
had heard the ad before

Of those seeing it for the first time:



Impact Scores*

Sponsor Impact:
+1
Half of the ads tested so far have been more effective, half less.

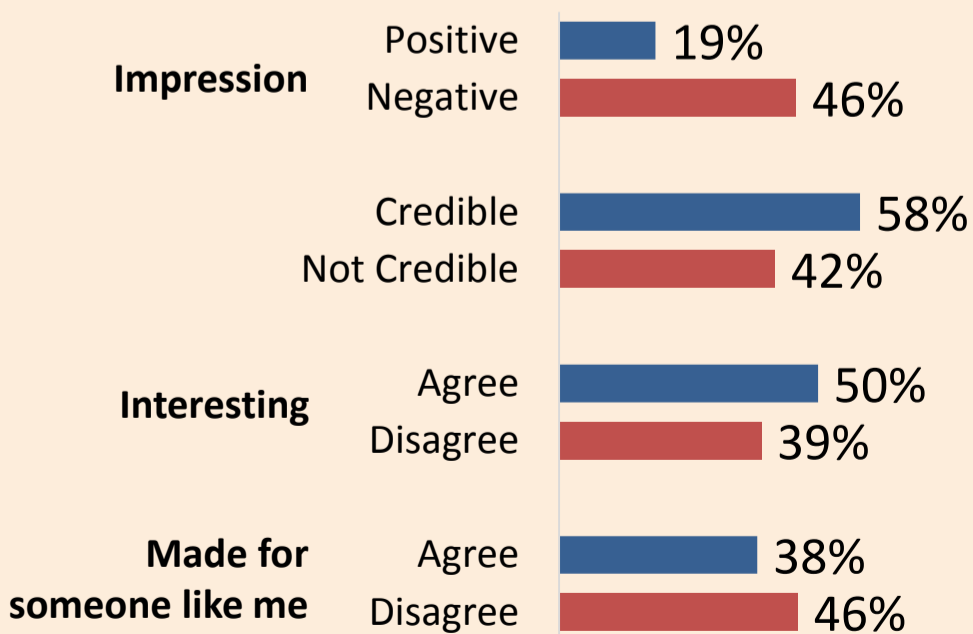
Target Impact:
-8
Less effective
7/10 ads tested so far have been more effective

This means

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

What do people think of it?

Diagnostics**

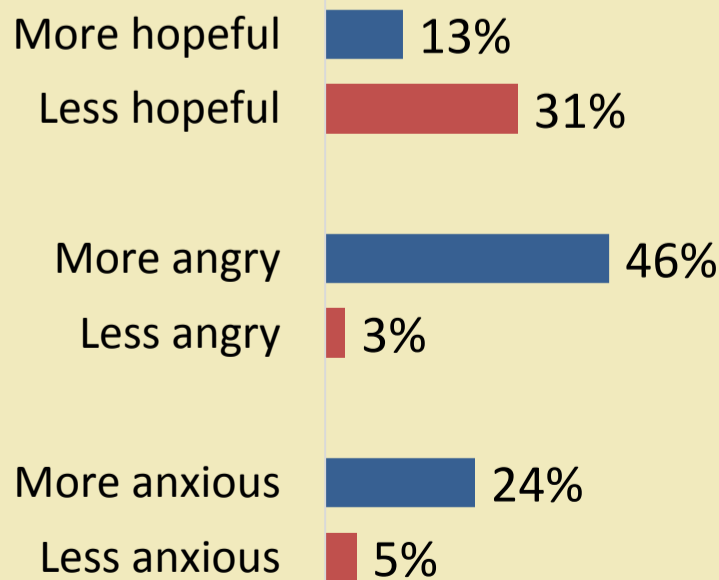


Diagnostic Score: **-2**

8/10 ads tested so far have scored better;
2/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **-20**

Worst score of all ads tested so far

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?

A Canada that works together

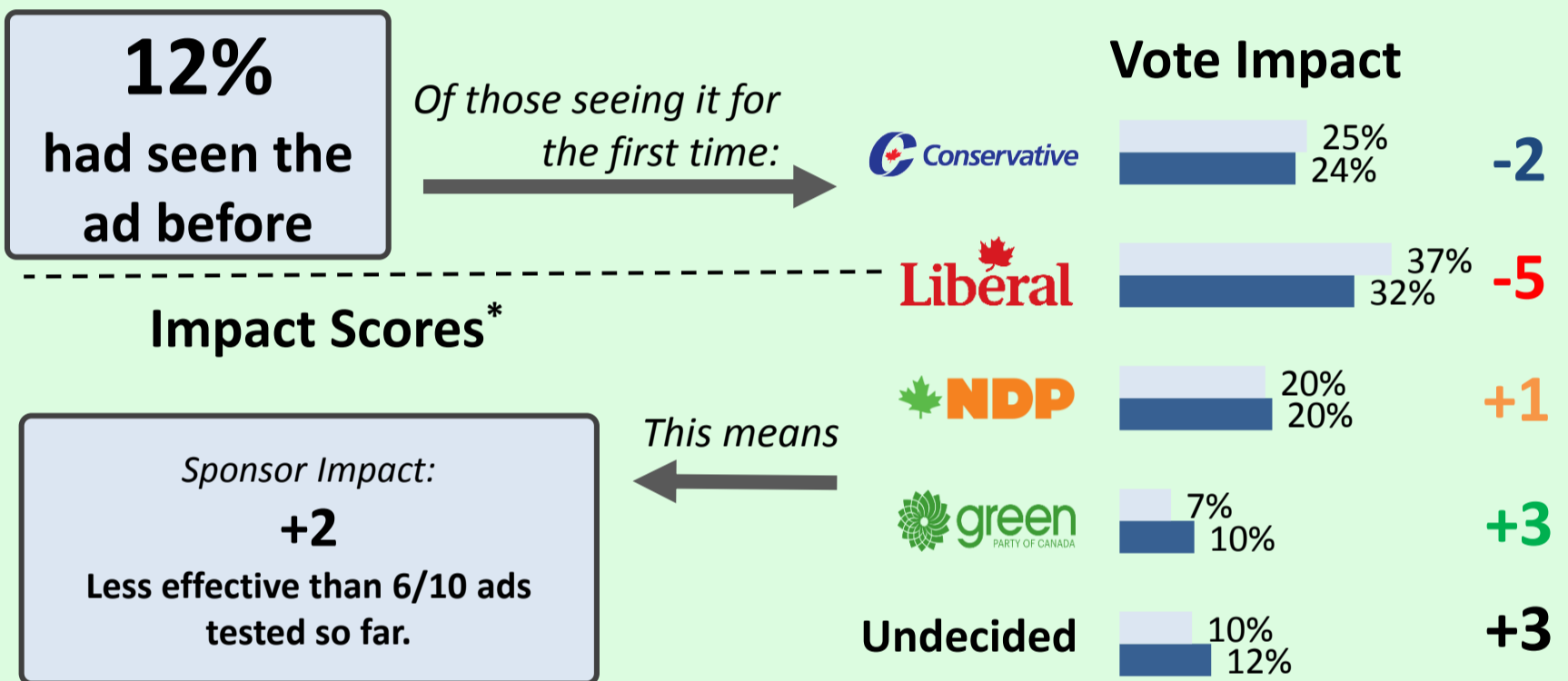
Sponsor: Green Party
Target: None



This ad introduces Elizabeth May as a dedicated, celebrated MP. A voice-over frames May as someone who will focus on “local jobs”, a “skilled workforce”, “affordable medicine” and a “sustainable environment” for Canadians.

Which Ad?

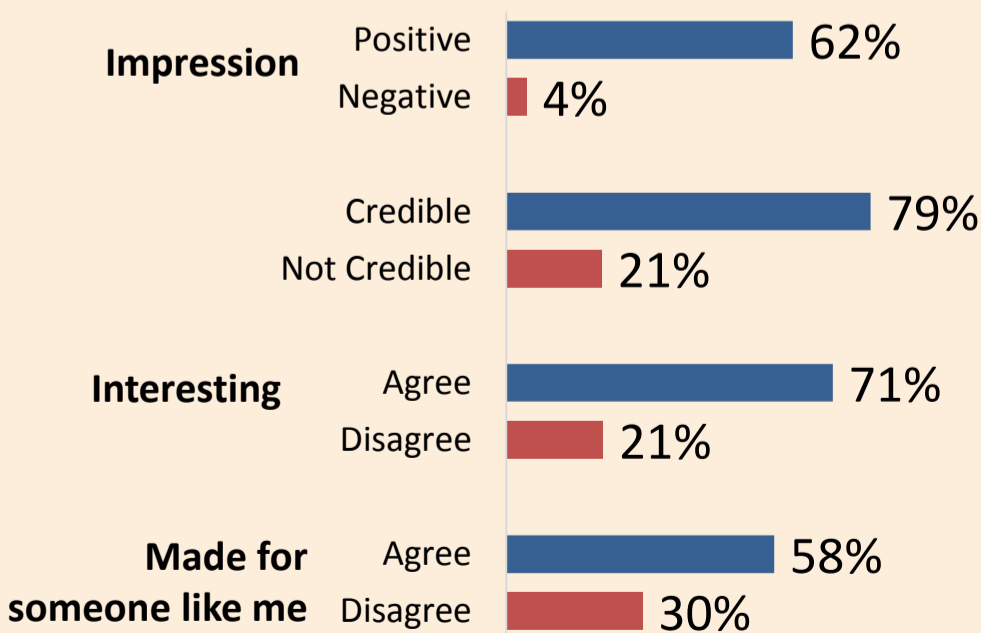
Does it impact vote choice?



***Note:** Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

What do people think of it?

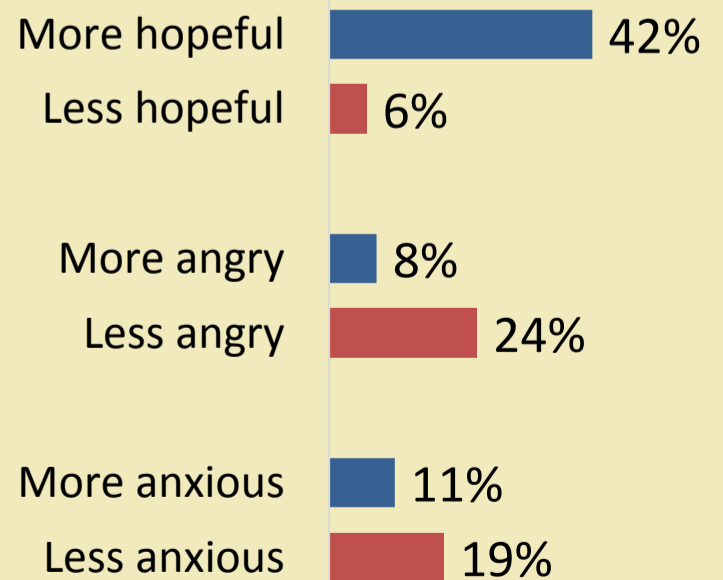
Diagnostics**



Diagnostic Score: +49
Among the best of all ads tested so far

Emotional Response

The ad left me feeling...



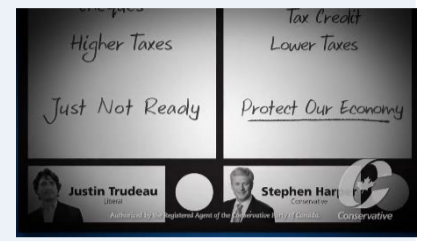
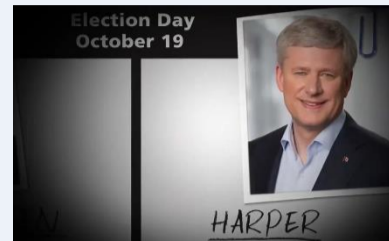
Emotional Impact: +15
The best of all ads tested so far

****Note:** Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?

Decision Time

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



This CPC ad frames the election as a choice between Trudeau and Harper. Trudeau would run a “\$10 billion deficit” and cancel “monthly child care checks”, whereas Harper would “protect our economy with a balanced budget” and “lower taxes”.

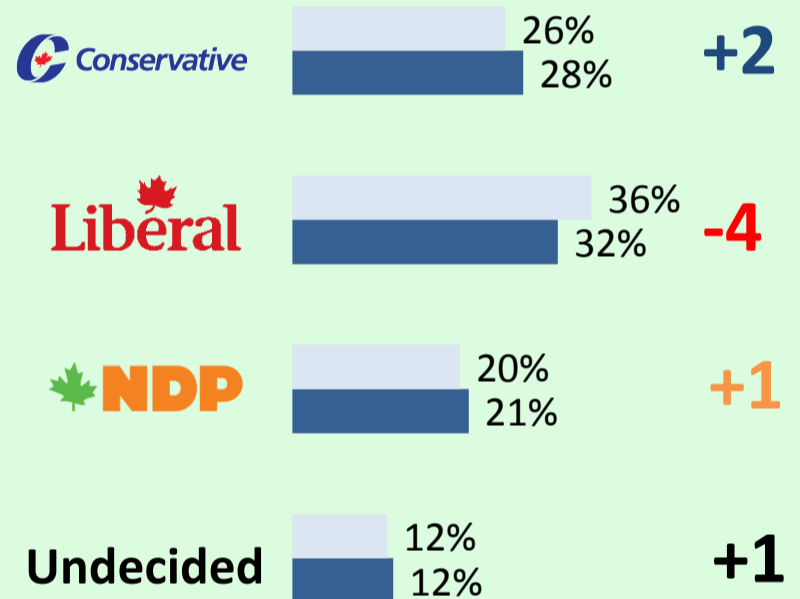
Which Ad?

Does it impact vote choice?

22%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Impact Scores*

Sponsor Impact:
0
Less effective than 6/10 ads tested so far

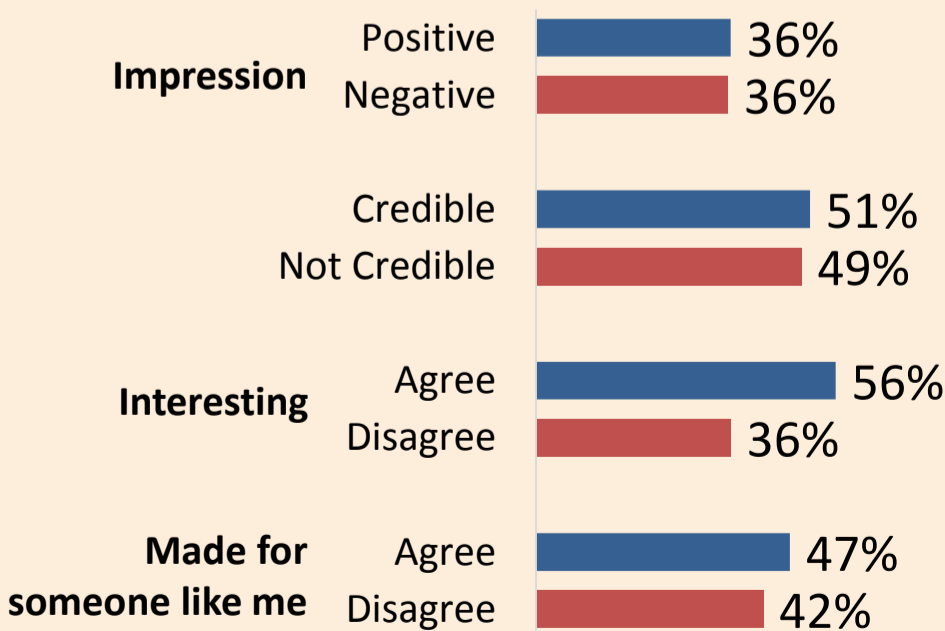
Target Impact:
-7
Less effective than 8/10 ads tested so far

This means

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

What do people think of it?

Diagnostics**

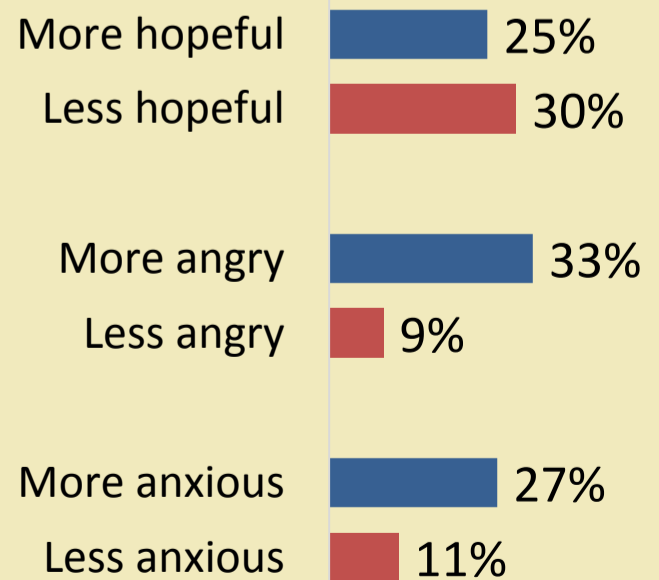


Diagnostic Score: **+7**

4/10 ads tested so far have scored better;
6/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **-11**

7/10 ads tested so far have scored better;
3/10 have scored worse

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?

On est plus conservateur qu'on le pense au Québec

Sponsor: Conservative Party of Canada
Target: None



In this French-language ad, Harper argues around a dinner table that Quebec Quebec values are Conservative values: Quebecois want reduced taxes, agree on the Niqab issue and want good jobs and a good future for their children.

Which Ad?

Does it impact vote choice?

28%
had seen the ad before

Of those seeing it for the first time:

Impact Scores*

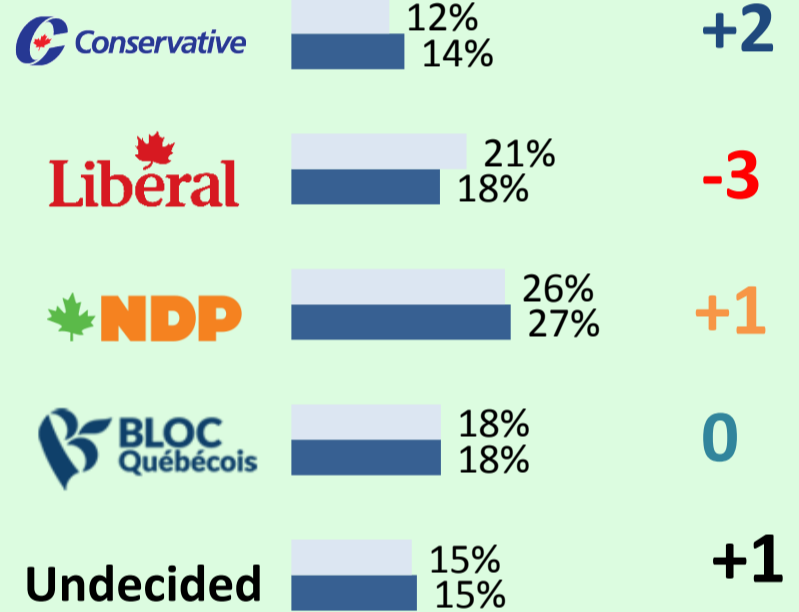
Sponsor Impact:

-8

Among the lowest scores of all ads tested so far

This means

Vote Impact

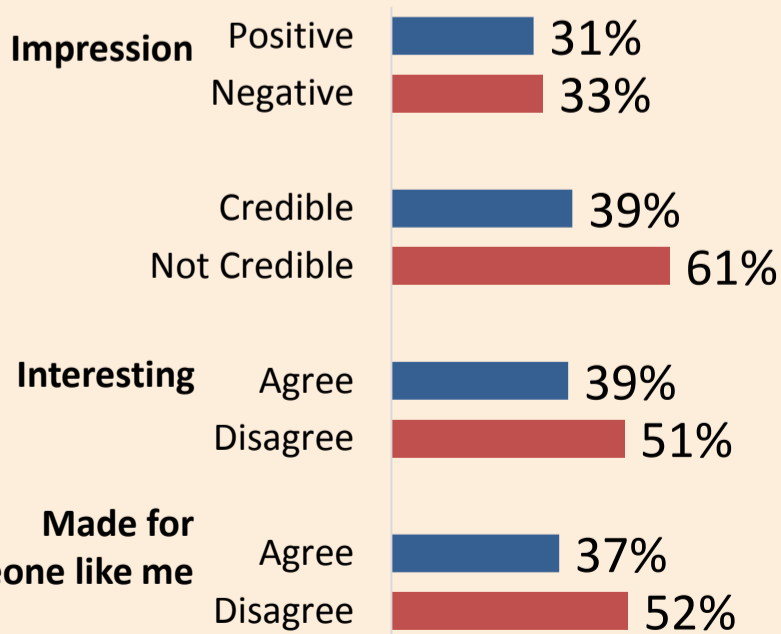


Pre-test Post-test

***Note:** Vote impact scores run from -100 to +100 and representative the share of available votes gained minus the share of existing votes lost.

What do people think of it?

Diagnostics**

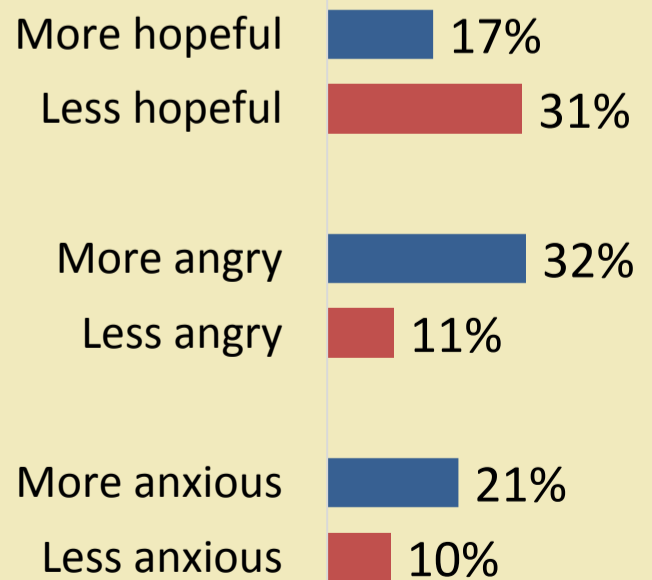


Diagnostic Score: **-13**

9/10 ads have scored better; 1/10 have scored worse than this ad

Emotional Response

The ad left me feeling...



Emotional Impact: **-12**

8/10 ads have scored better so far; 2/10 ads have scored worse

****Note:** Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?

Publicité du Bloc Québécois

Sponsor: Bloc Québécois
Target: None



This Bloc-sponsored French ad intersperses a speech by Gilles Duceppe at a large rally with images of him on the campaign trail, speaking “for you and independence.” The ad ends with the BQ slogan ‘On a tout à gagner’.

Which Ad?

Does it impact vote choice?

24%
had seen the ad before

Of those seeing it for the first time:

Impact Scores*

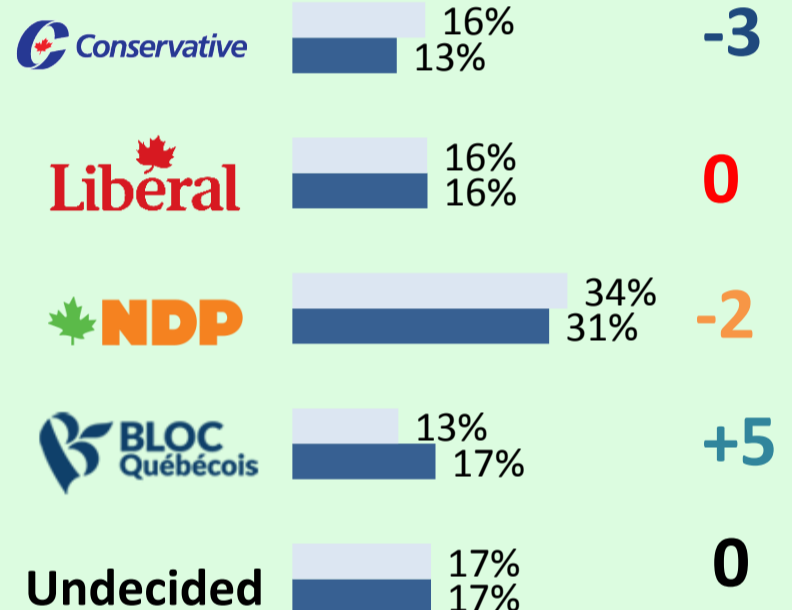
Sponsor Impact:

+5

More effective than 8/10 ads tested so far

This means

Vote Impact

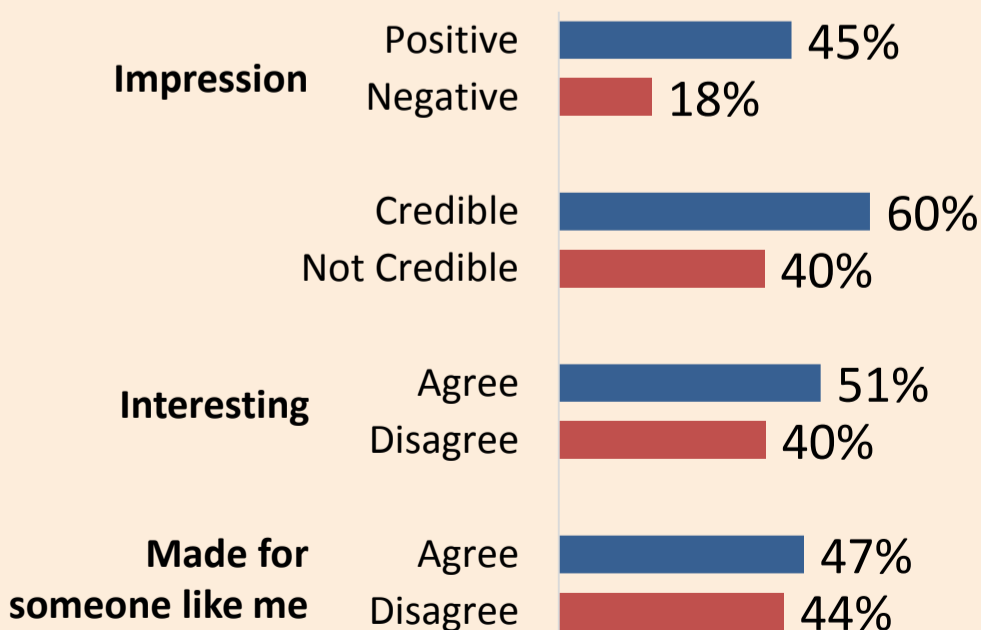


Pre-test Post-test

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

What do people think of it?

Diagnostics**

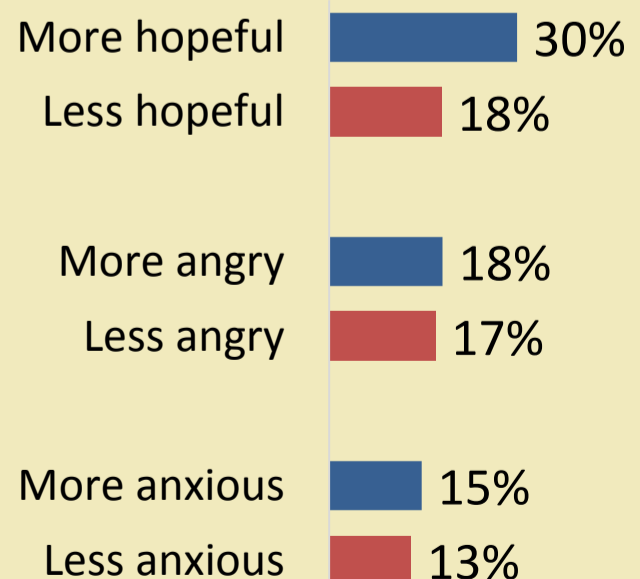


Diagnostic Score: **+15**

5/10 ads tested so far have scored better;
5/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **+2**

4/10 ads tested so far have scored better;
6/10 have scored worse

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?

Garderie

Sponsor: Liberal Party of Canada

Target: None



In this Liberal French-only ad, Justin Trudeau outlines his plan for accessible and affordable child care in Quebec

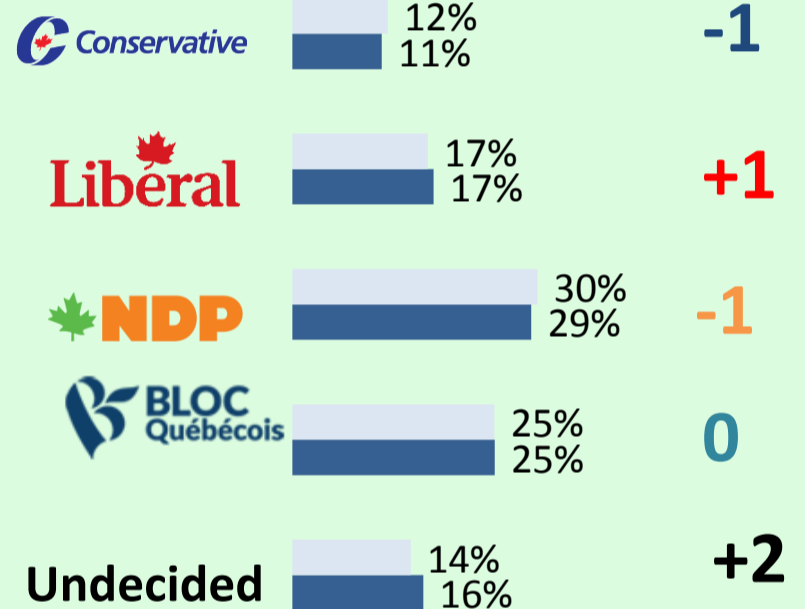
Which Ad?

Does it impact vote choice?

35%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Impact Scores*

Sponsor Impact:

-4

Less effective than 9/10 ads tested so far

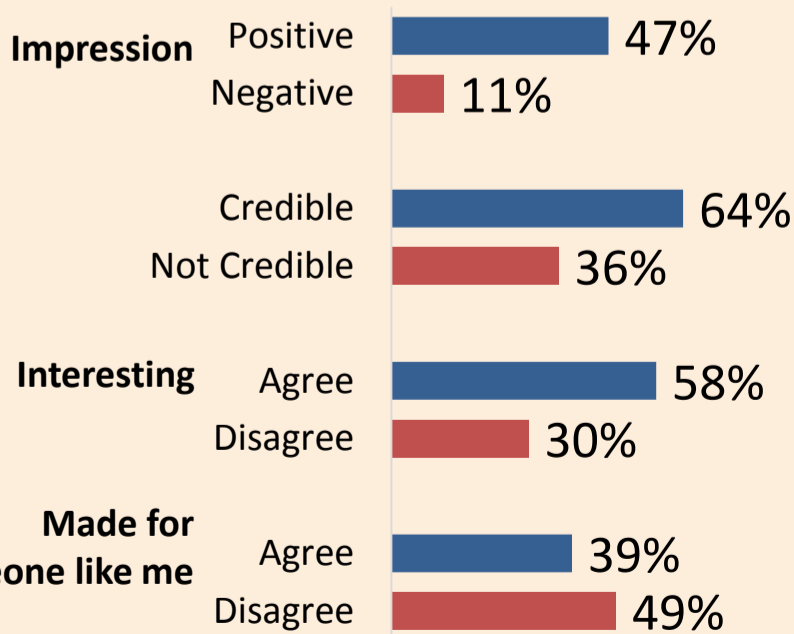
This means

*Note: Vote impact scores run from -100 to +100 and represent the share of available votes gained minus the share of existing votes lost.

Pre-test Post-test

What do people think of it?

Diagnostics**

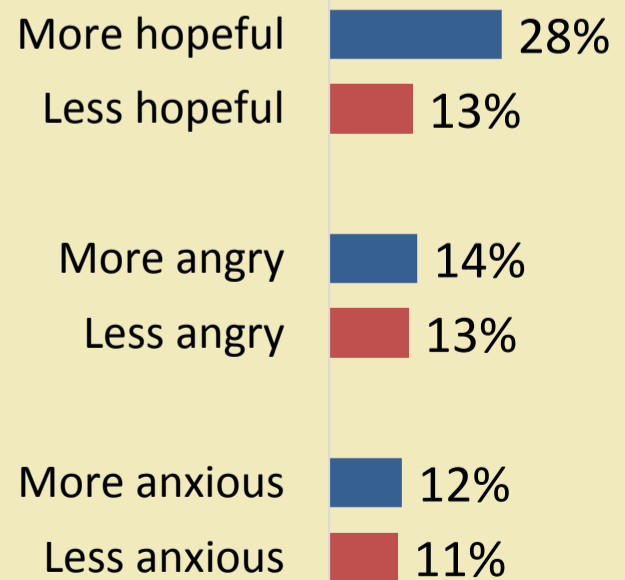


Diagnostic Score: **+20**

4/10 ads tested so far have scored higher; 6/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: **+3**

4/10 ads tested so far have scored higher; 6/10 have scored worse

**Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact

What's the ad?

Élan

Sponsor: New Democratic Party

Target: None



From Jack Layton to Rachel Notley, this French-only NDP ad shows Mulcair outlining “la vague orange”, the momentum growing across Canada for the NDP.

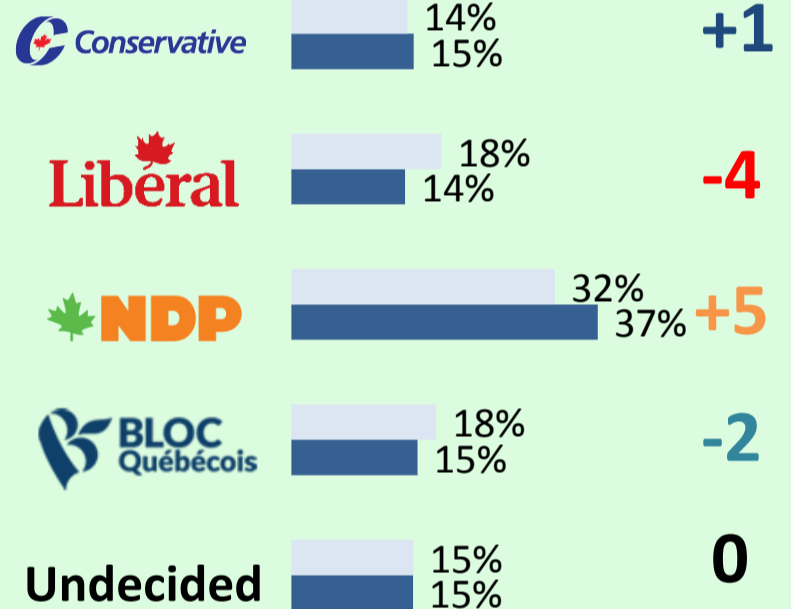
Which Ad?

Does it impact vote choice?

36%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Impact Scores*

Sponsor Impact:

+7

More effective than 8/10 ads tested so far

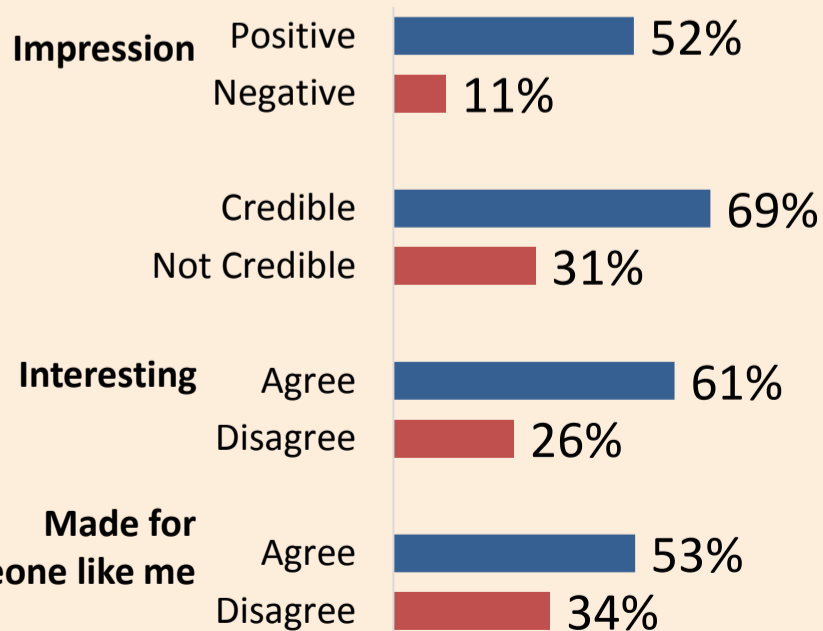
This means

**Note: Vote impact scores run from -100 to +100 and representative the share of available votes gained minus the share of existing votes lost.*

Pre-test Post-test

What do people think of it?

Diagnostics**

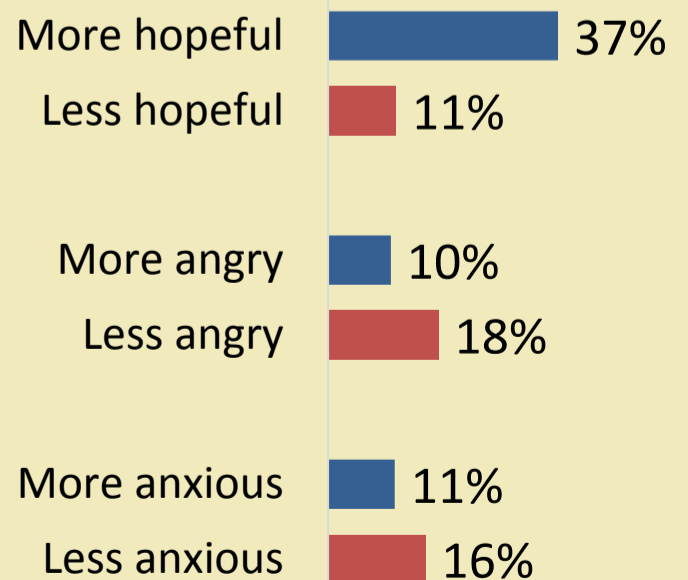


Diagnostic Score: **+33**

2/10 ads tested so far have scored higher; 8/10 have scored lower

Emotional Response

The ad left me feeling...



Emotional Impact: **+10**

1/10 ads tested so far have scored higher; 9/10 have scored lower

***Note: Diagnostic scores also run from -100 to +100 and reflect the total net diagnostic response. Emotional impact scores run from -100 to +100 and represent the net positive (hopeful) minus negative (angry, anxious) emotional impact*