

What’s the ad?

Real Change Now!

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



At a rally of enthusiastic supporters, Trudeau exclaims “it’s time for a change in this country, my friends”. The candidate criticizes Harper for his “politics of fear and division” and explains his plan to grow the economy.

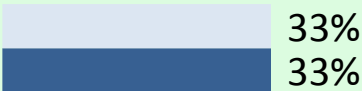
Which Ad?

Does it impact vote choice?

38%
had seen the
ad before

Of those seeing it for
the first time:

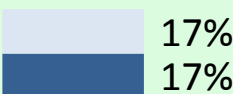
Vote Impact



0

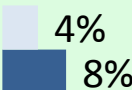


-1



0

Undecided



+3

Pre-test Post-test

Impact Scores*

Sponsor Impact:
-9
Nearly ever
other had had
more sponsor
impact

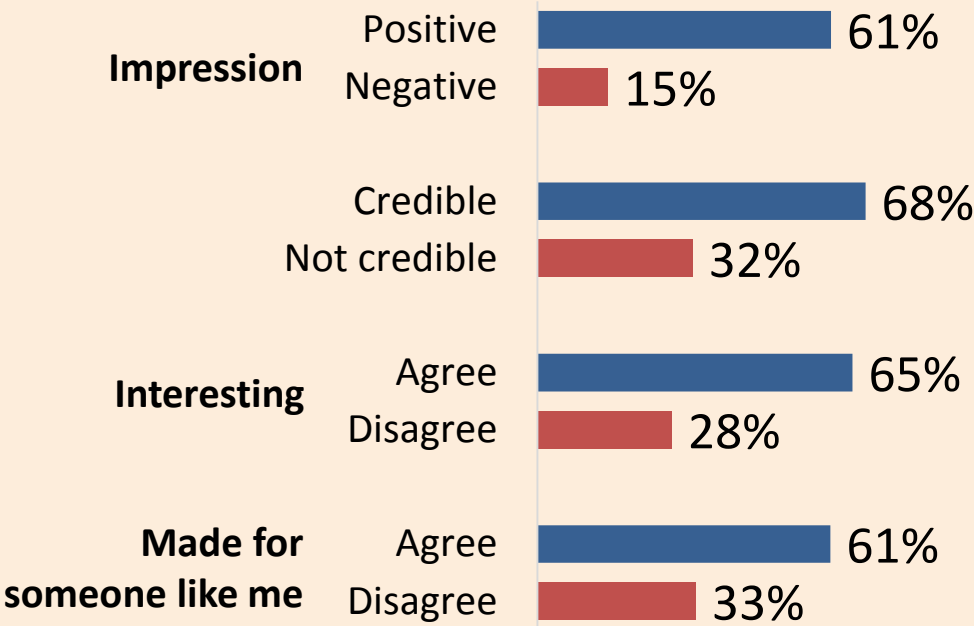
Target Impact:
-1
9/10 ads have
been more
effective

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.

What do people think of it?

Diagnostics**

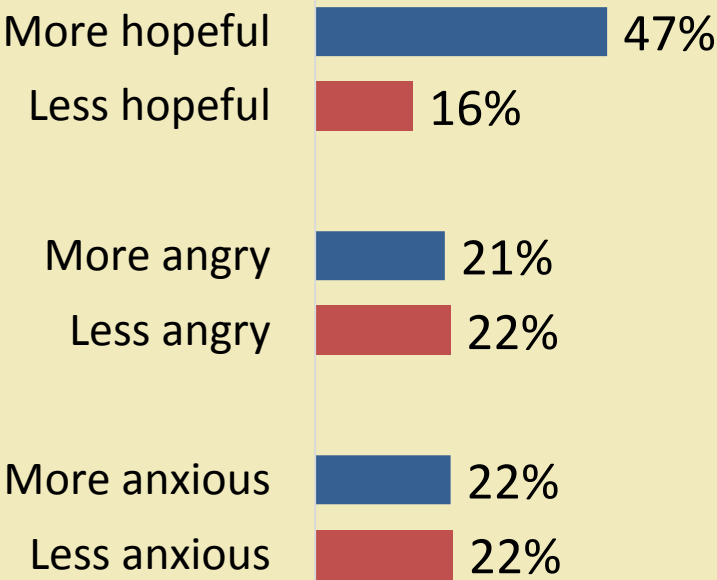


Diagnostic Score: **+37**

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

Emotional Response

The ad left me feeling...



Emotional Impact: **+8**

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

Ready to Lead

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



In a new version of the “Ready” ad, Trudeau is shown out campaigning and at a rally as he responds again to Harper’s claim he’s “not ready”, using the Conservative’s own language to outline his “readiness” to grow the economy.

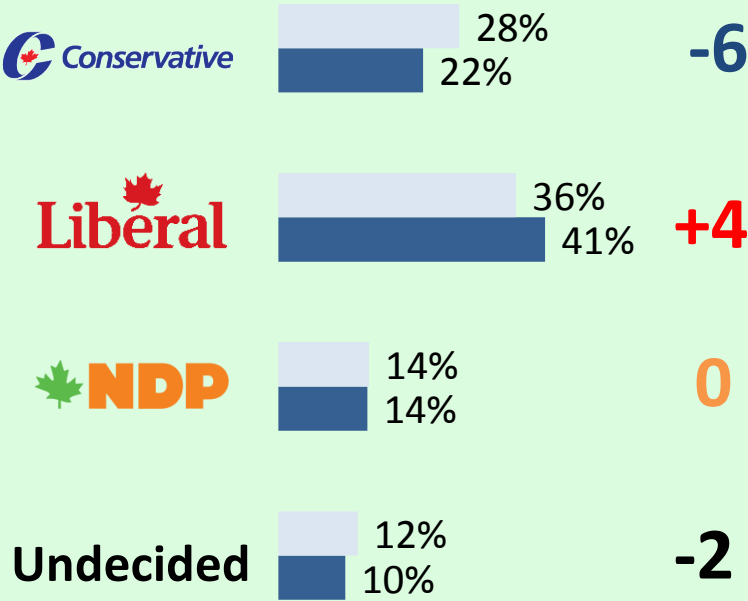
Which Ad?

Does it impact vote choice?

68%
had seen the
ad before

Of those seeing it for
the first time:

Vote Impact



Impact Scores*

Sponsor Impact:
+8
Only 2/10 ads
tested so far
have been more
effective

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

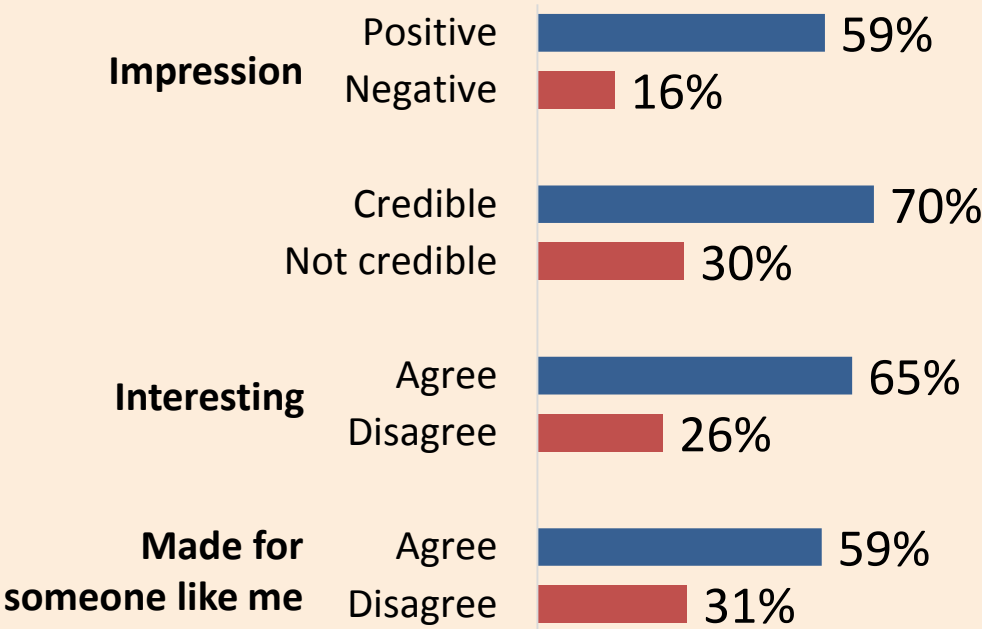
This means

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

Pre-test Post-test

What do people think of it?

Diagnostics**

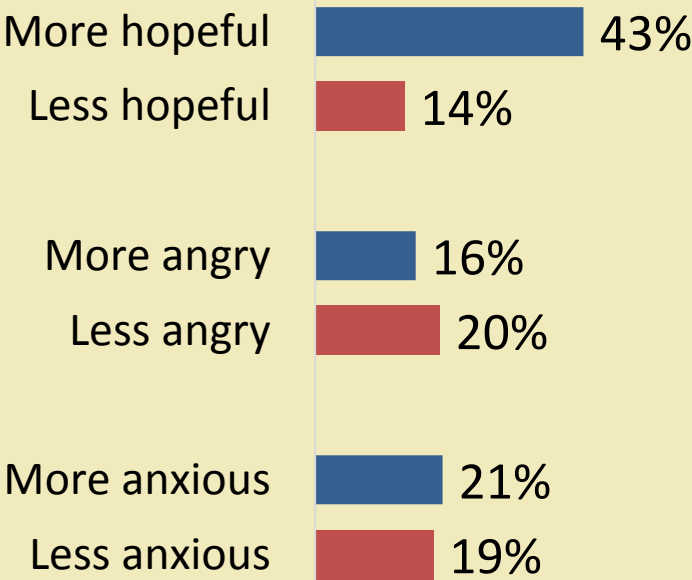


Diagnostic Score: **+37**

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

Out of Touch



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

This ad uses a clip of Harper explaining how the middle class has had “good growth over the past few years” to argue the PM is “out of touch”.

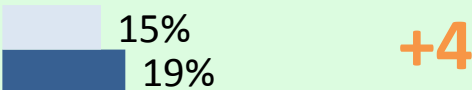
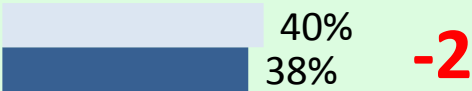
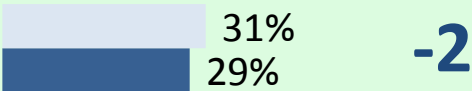
Which Ad?

Does it impact vote choice?

48%
had seen the
ad before

*Of those seeing it for
the first time:*

Vote Impact



Undecided



Pre-test Post-test

Impact Scores*

Sponsor Impact:
0
6/10 ads tested
so far have
been more
effective

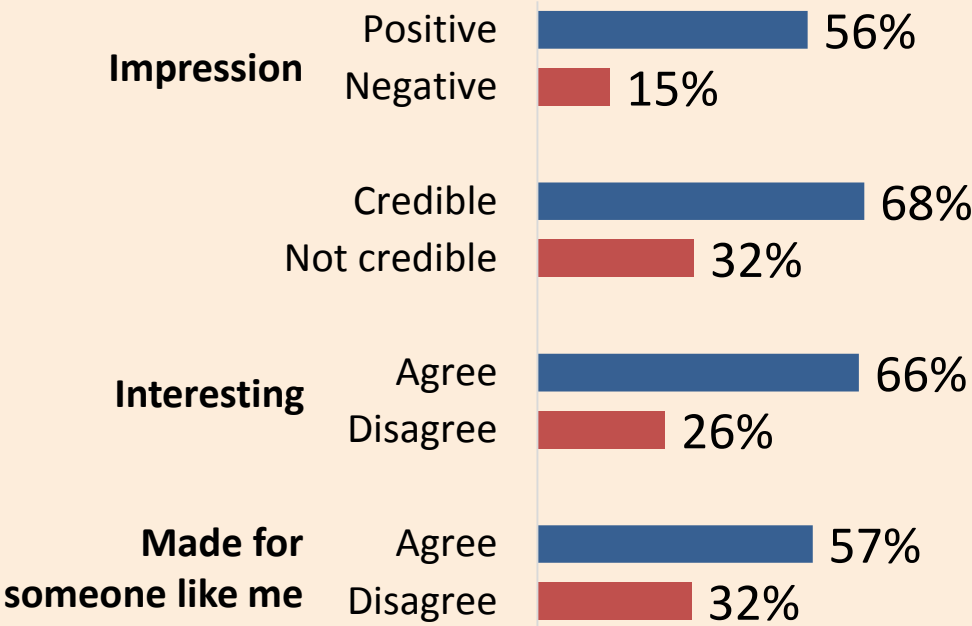
Target Impact:
-9
5/10 ads tested
so far have
been more
effective

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.

What do people think of it?

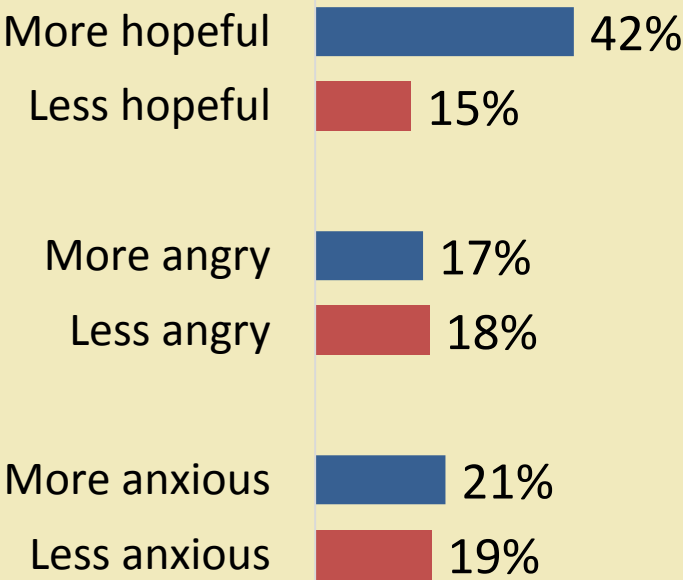
Diagnostics**



Diagnostic Score: +35
2/10 ads tested so far have scored better;
8/10 have scored worse

Emotional Response


The ad left me feeling...






Emotional Impact: +6
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?



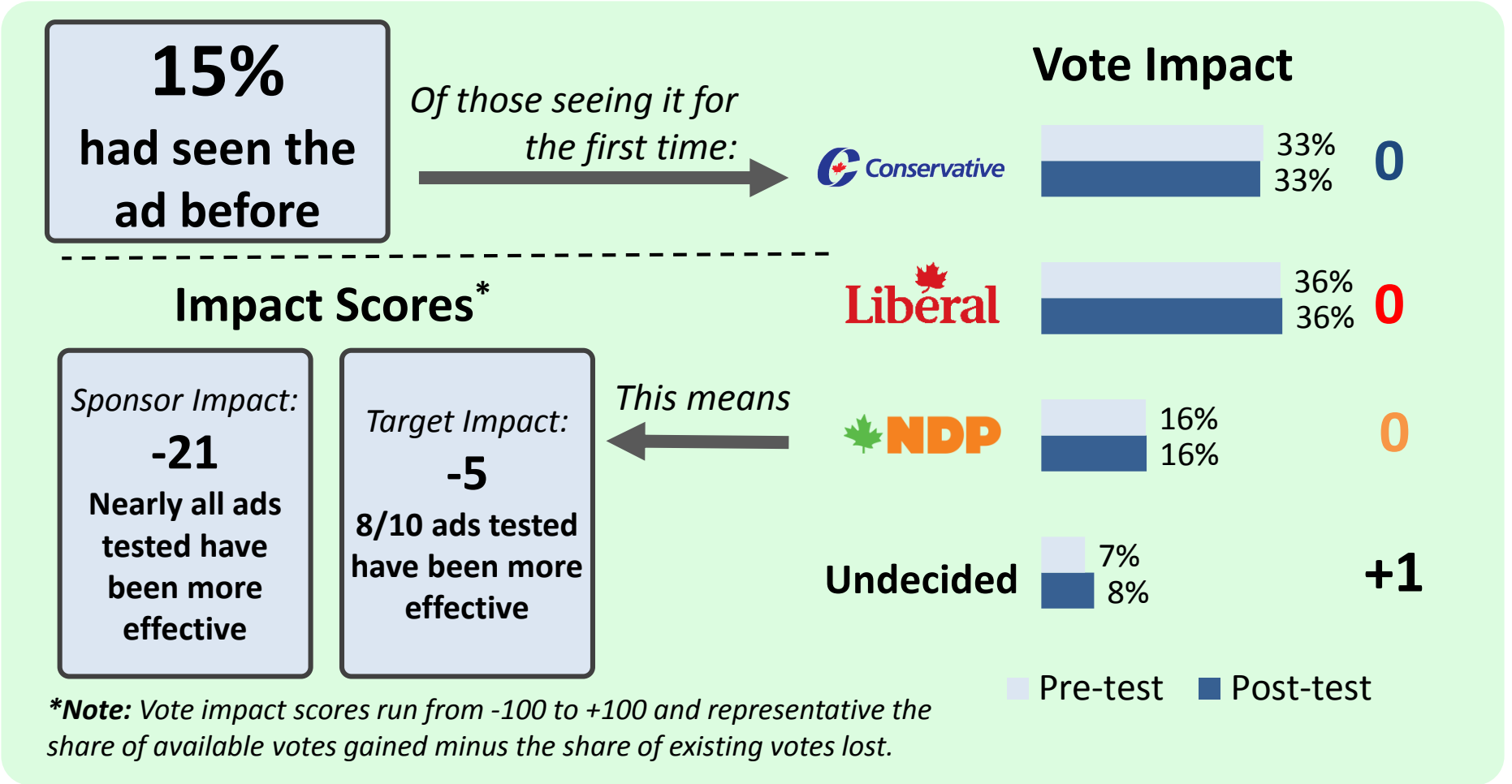
Stop Harper’s Secretive TPP

Sponsor: New Democratic Party
Target: Conservative Party of Canada

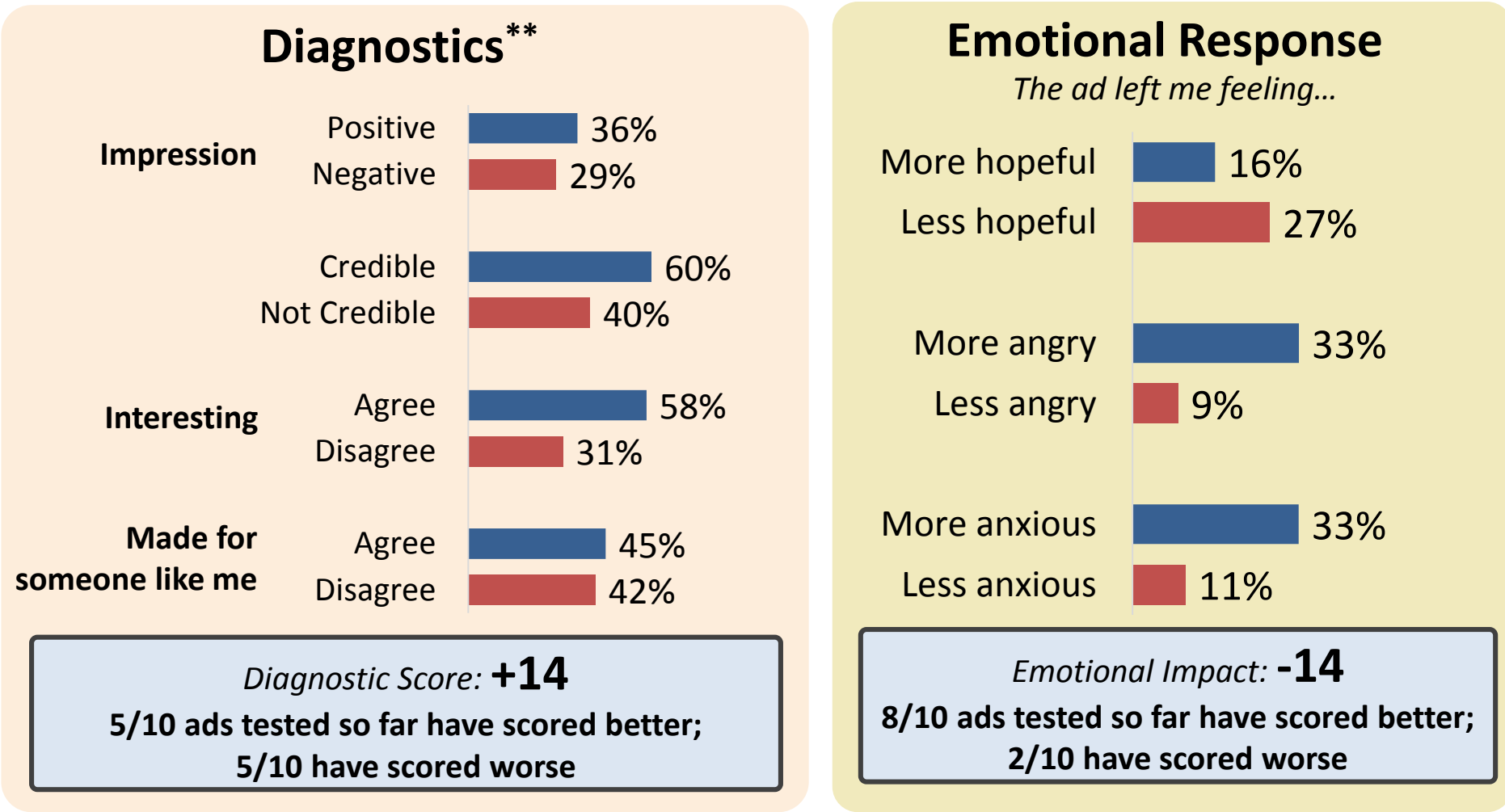
A voice-over in this new NDP ad explains the alleged costs of Harper’s “secretive” Trans-Pacific Partnership on Canadians, from cost of drugs to reduced wages.

Which Ad?

Does it impact vote choice?



What do people think of it?



What’s the ad?

Economically Clueless

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



This CPC ad frames “Justin” as “economically clueless” for his plan to “risk our economy with a \$10 billion deficit” and higher taxes to pay for “out of control” spending. “We’ll all pay for” the fact that Justin is “just not ready”.

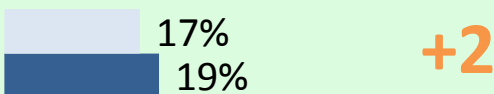
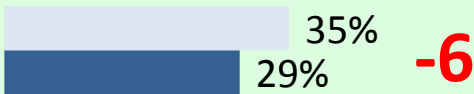
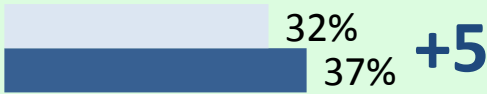
Which Ad?

Does it impact vote choice?

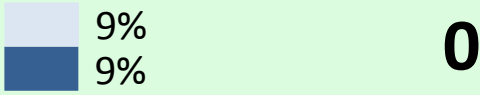
35%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Undecided



Pre-test Post-test

Impact Scores*

Sponsor Impact:
0
5/10 ads tested so far have been more effective

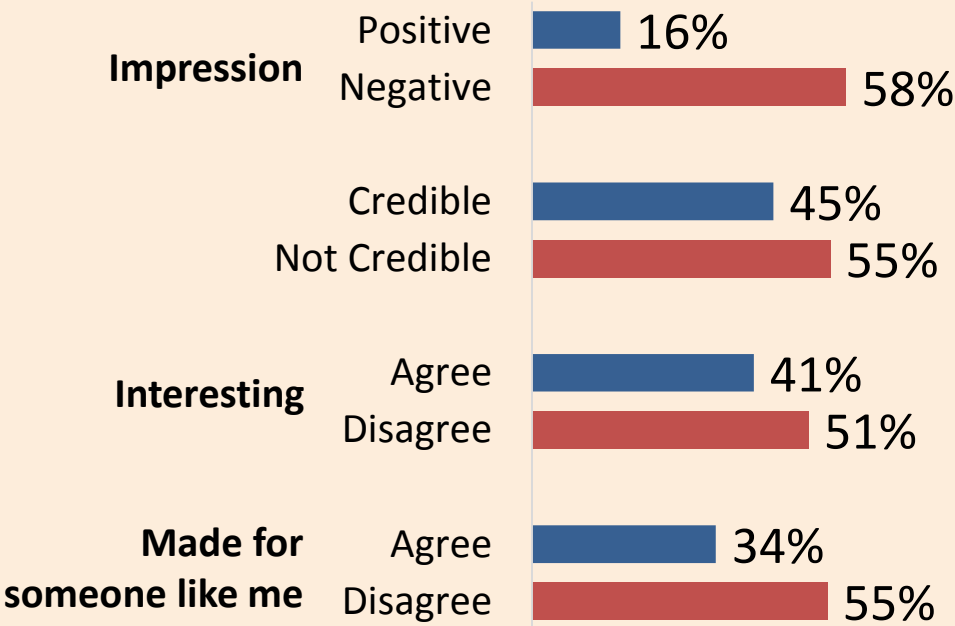
Target Impact:
-15
Only 2/10 ads tested so far have been more effective

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.

What do people think of it?

Diagnostics**

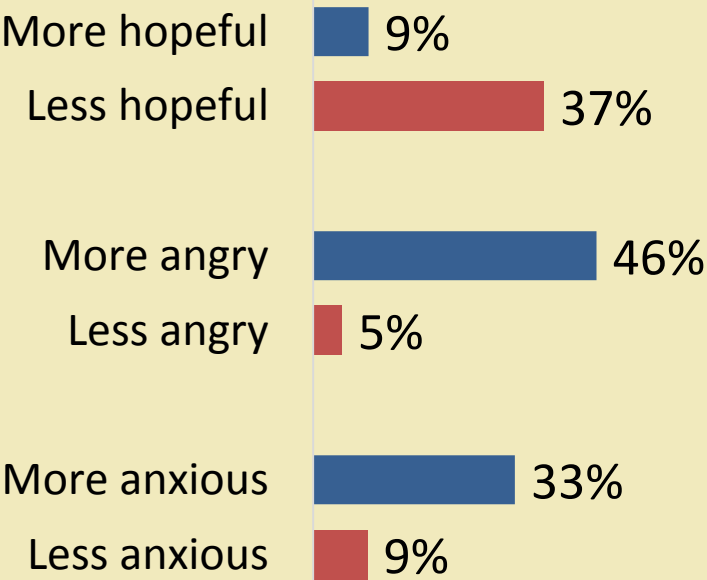


Diagnostic Score: **-21**

Nearly all the ads tested so far have scored better

Emotional Response

The ad left me feeling...



Emotional Impact: **-23**

Nearly all the ads tested so far have scored better

****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?



Not about Me (Radio)

Sponsor: Conservative Party of Canada
Target: N/A

In this radio ad, Stephen Harper addresses Canadians on thanksgiving to talk about “the things that really matter.” He states that “managing the economy isn’t a popularity contest”, and the election “isn’t about him”, it’s about families. Harper outlines his plans to help working families and “protect the economy” “on a balanced budget.”

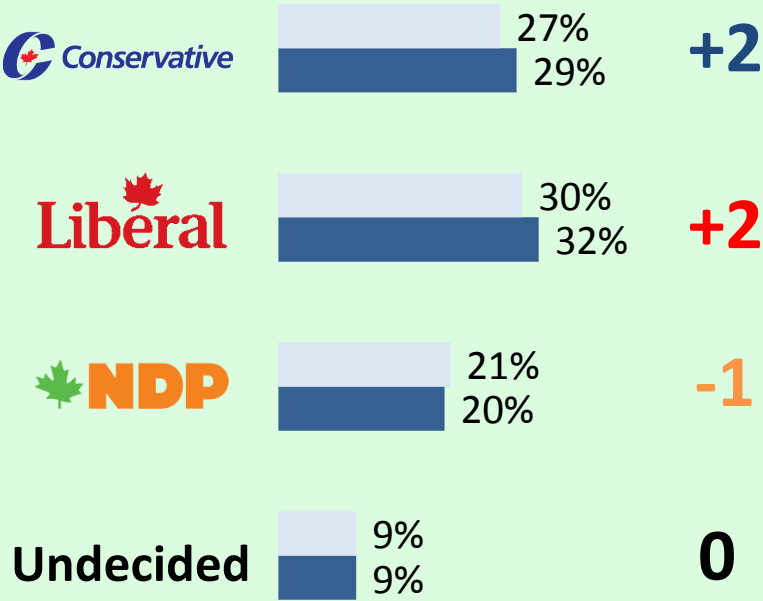
Which Ad?

Does it impact vote choice?

19%
had heard the
ad before

*Of those seeing it for
the first time:*

Vote Impact



Impact Scores*

Sponsor Impact:

-2
8/10 ads tested so far have been
more effective

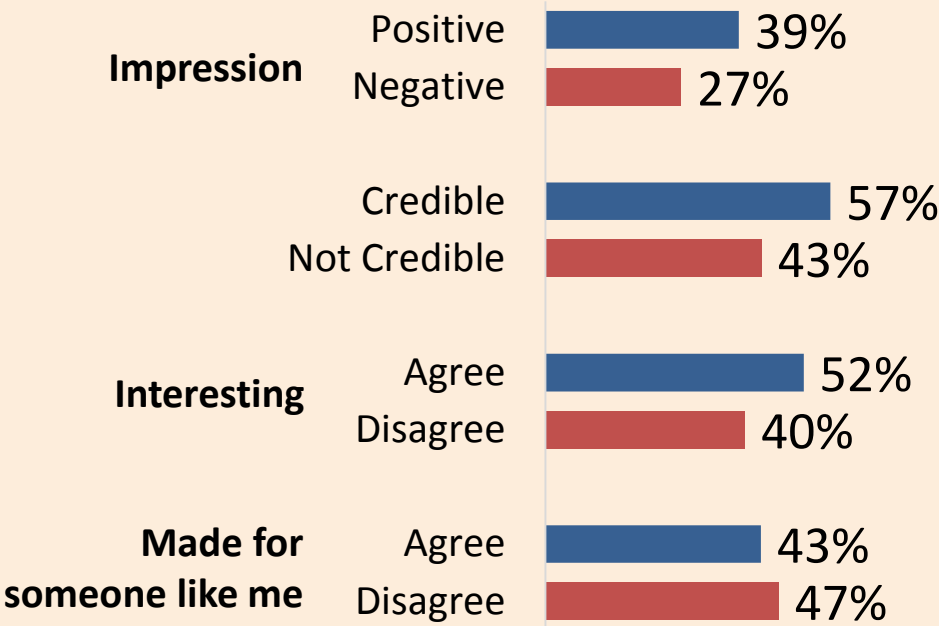
This means

***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?

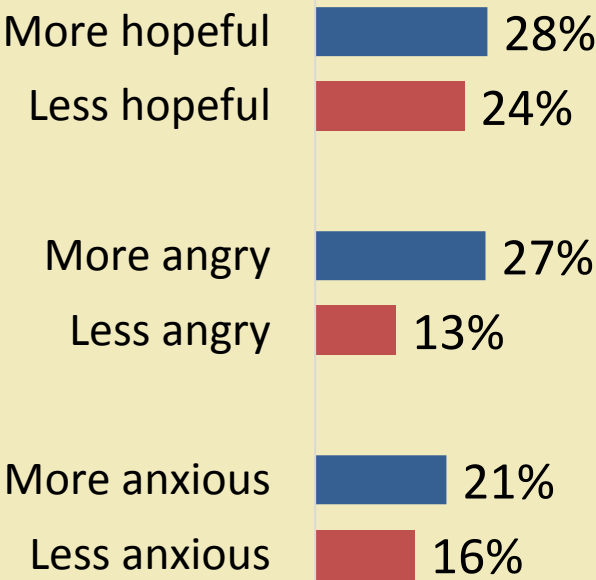
Diagnostics**



Diagnostic Score: +8
4/10 ads tested so far have scored better;
6/10 have scored worse

Emotional Response

The ad left me feeling...



Emotional Impact: -4
6/10 ads tested so far have scored better;
4/10 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?

This election isn’t about me

Sponsor: Conservative Party of Canada
Target: N/A



Addressing Canadians head-on, Harper states that “managing Canada’s economy isn’t a popularity contest” and that it “isn’t about him”, it’s about helping families through lower taxes and a balanced budget.

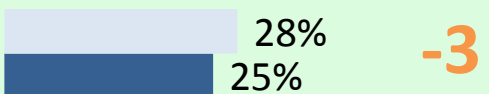
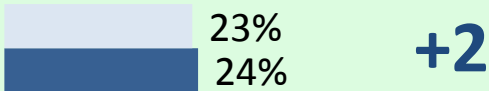
Which Ad?

Does it impact vote choice?

43%
had seen the
ad before

Of those seeing it for
the first time:

Vote Impact



Undecided



Pre-test Post-test

Impact Scores*

Sponsor Impact:
0

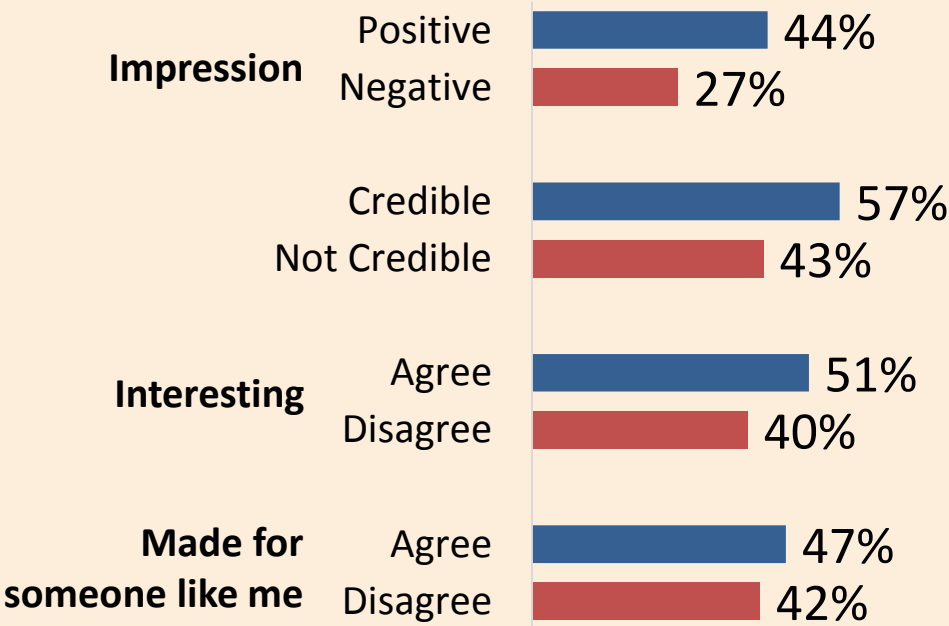
Less effective than 6/10 ads
tested so far

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.

What do people think of it?

Diagnostics**

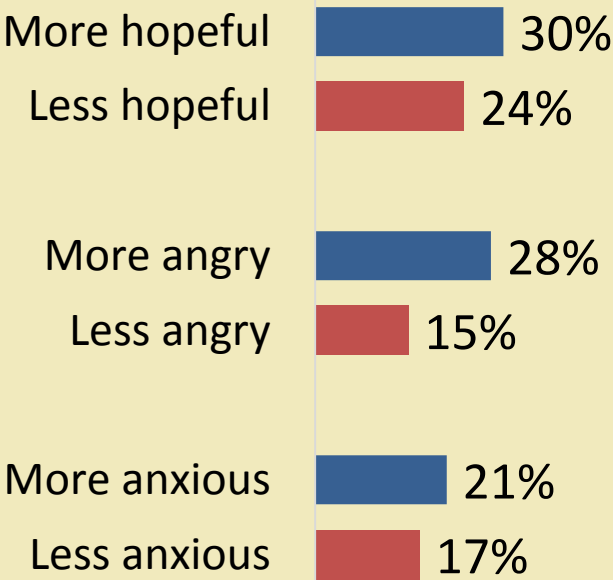


Diagnostic Score: +12

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

Emotional Response

The ad left me feeling...



Emotional Impact: -3

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

Changer ensemble maintenant!

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



In this French ad at a rally of supporters, Trudeau exclaims “it’s time for a change in this country, my friends”. The candidate criticizes Harper for his “politics of fear and division” and explains his plan to grow the economy.

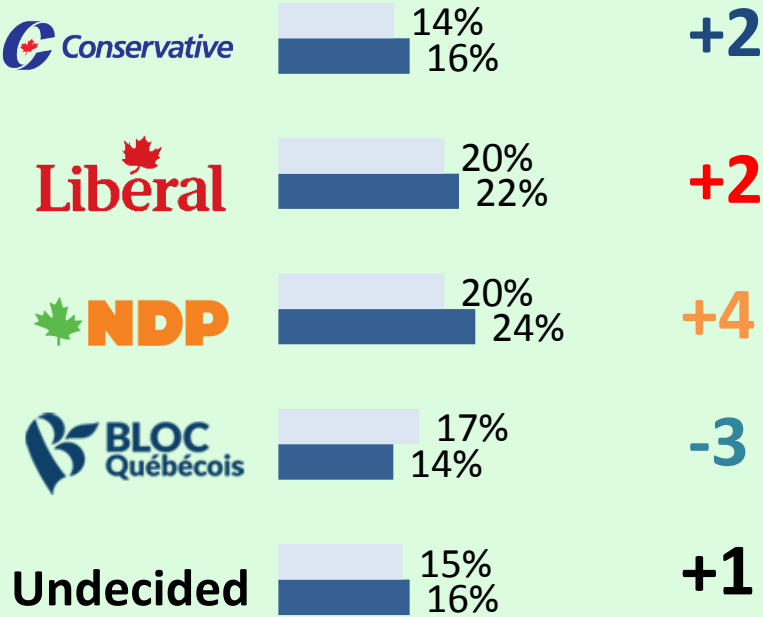
Which Ad?

Does it impact vote choice?

40%
 had seen the
 ad before

*Of those seeing it for
 the first time:*

Vote Impact



Impact Scores*

Sponsor Impact:
+4
 3/10 ads tested
 so far have
 been more
 effective

Target Impact:
+2
 Nearly every
 other ad tested
 so far has been
 more effective

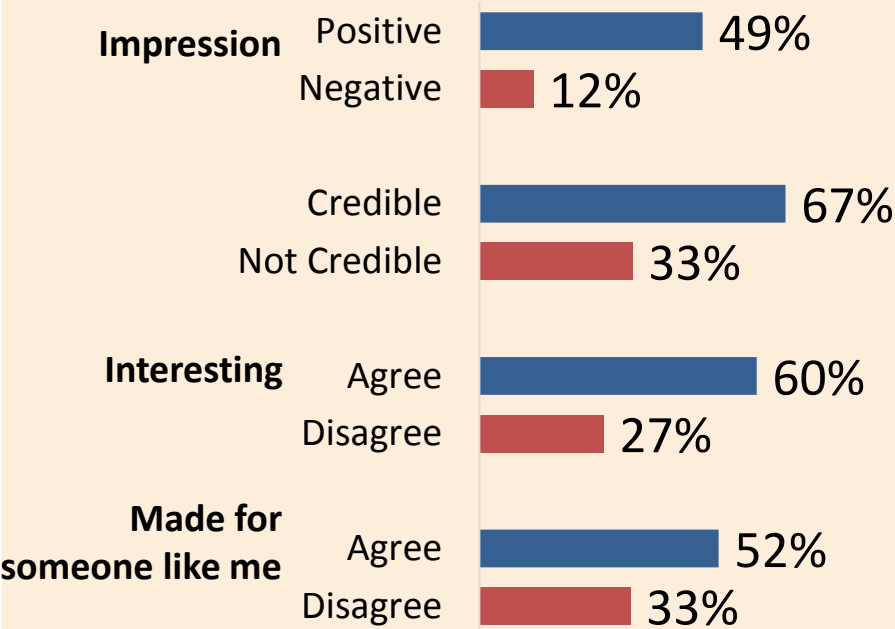
This means

***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**

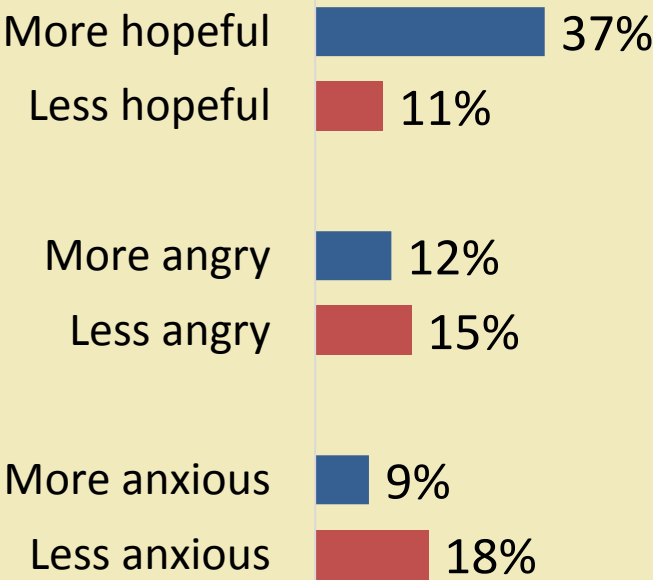


Diagnostic Score: +31

3/10 ads have scored better; 7/10 have scored worse than this ad

Emotional Response

The ad left me feeling...



Emotional Impact: +10

1/10 ads have scored better so far; 9/10 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?

Changer ensemble - Investir dans la croissance économique

Sponsor: Liberal Party of Canada
Target: N/A



This French ad shows a polling booth with a Canadian ready to vote. The booth turns into a TV with Trudeau at a rally outlining his platform for change and growth. The music ends with a percussive beat on each candidate.

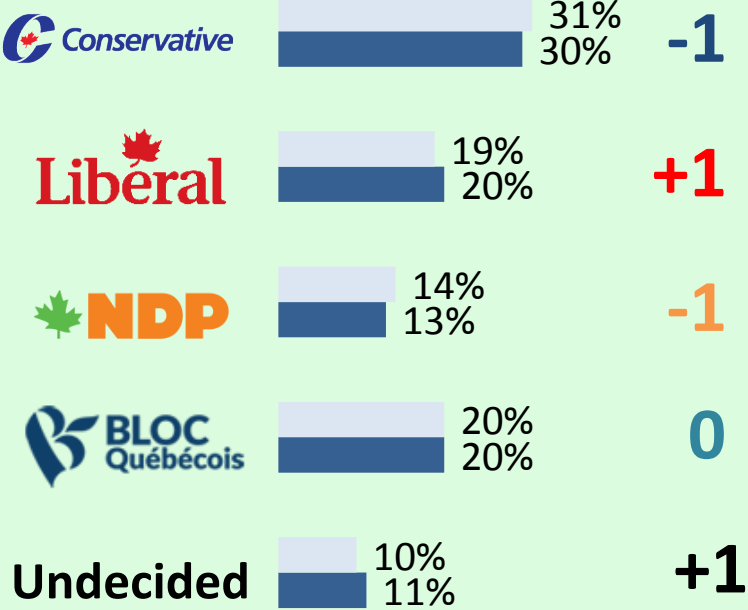
Which Ad?

Does it impact vote choice?

49%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Impact Scores*

Sponsor Impact:

+2

4/10 ads so far have been more effective

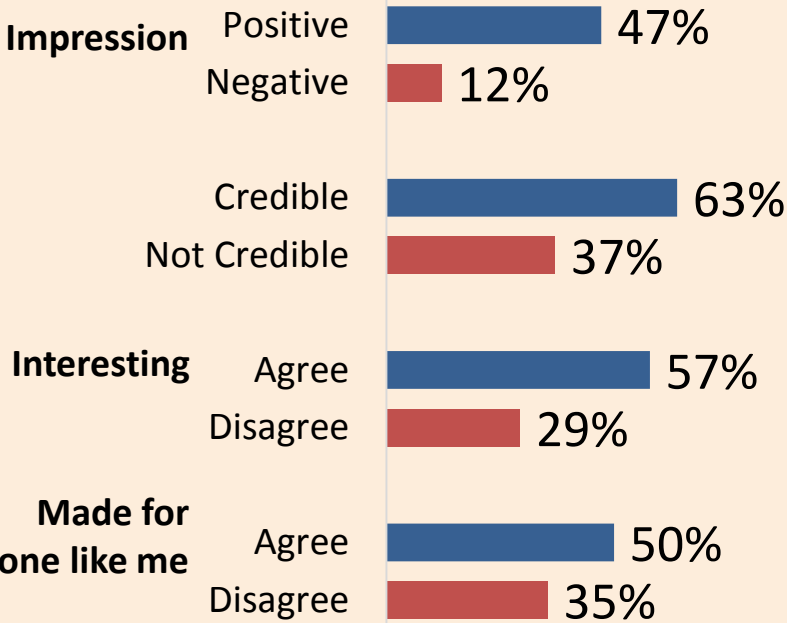
This means

***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**

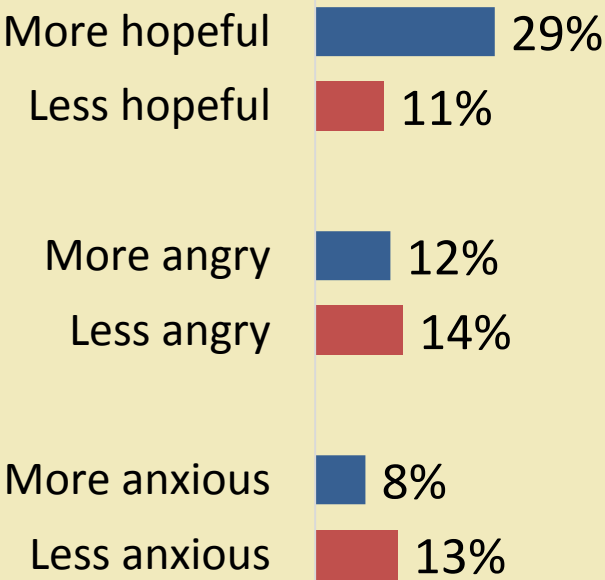


Diagnostic Score: +26

4/10 ads have scored better; 6/10 have scored worse than this ad

Emotional Response

The ad left me feeling...



Emotional Impact: +6

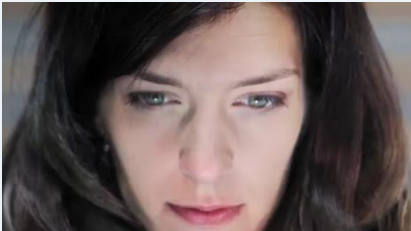
4/10 ads have scored better so far; 6/10 ads have scored worse

****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?

**Changer ensemble - Allocation
familiale**

Sponsor: Liberal Party of Canada
Target: N/A



This French ad shows a polling booth with a Canadian ready to vote. The booth turns into a TV with Trudeau outlining his plan for families and the middle class. The music ends with a percussive beat on each candidate.

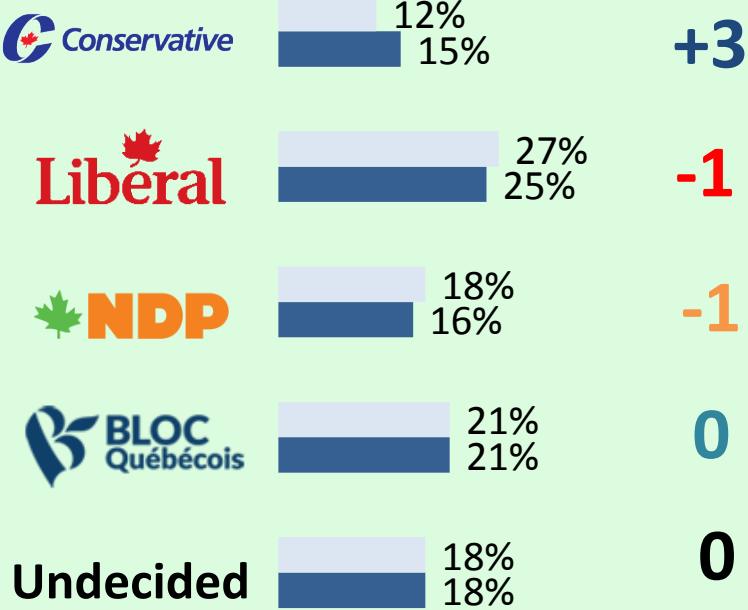
**Which
Ad?**

Does it impact vote choice?

53%
had seen the
ad before

*Of those seeing it for
the first time:*

Vote Impact



Impact Scores*

Sponsor Impact:

-8

9/10 ads so far have been more
effective

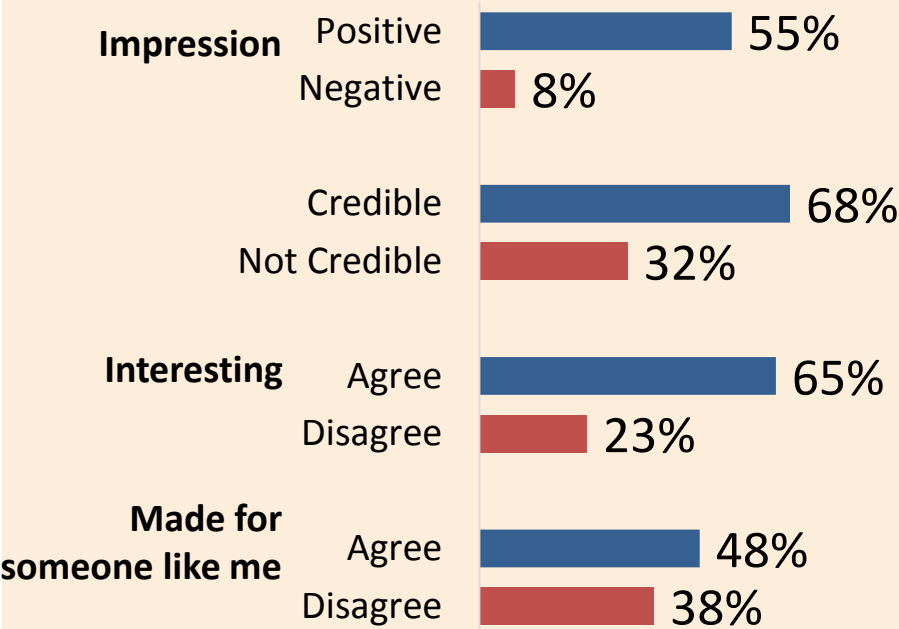
This means

***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**

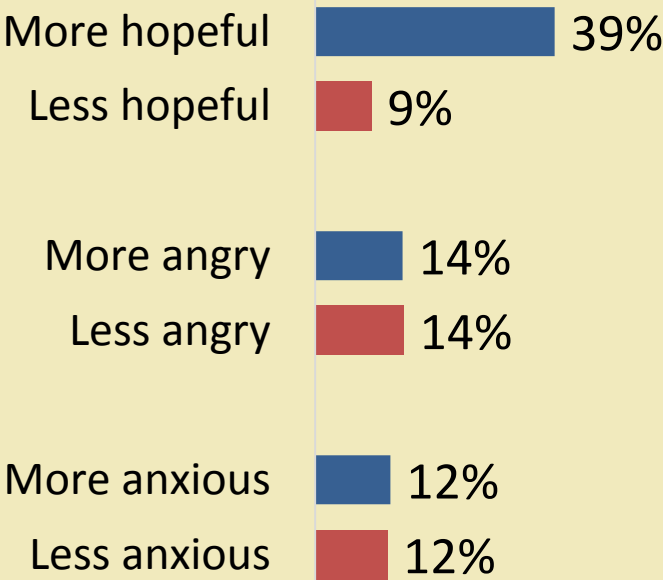


Diagnostic Score: +33

2/10 ads have scored better; 8/10 have scored
worse than this ad

Emotional Response

The ad left me feeling...



Emotional Impact: +7

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

Justin Trudeau est déconnecté des valeurs et priorités des Québécois

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



This French CPC ad argues that Trudeau is “disconnected” from the majority of Quebecois on the Niqab citizenship ceremony issue and that he’s “not ready” to lead.

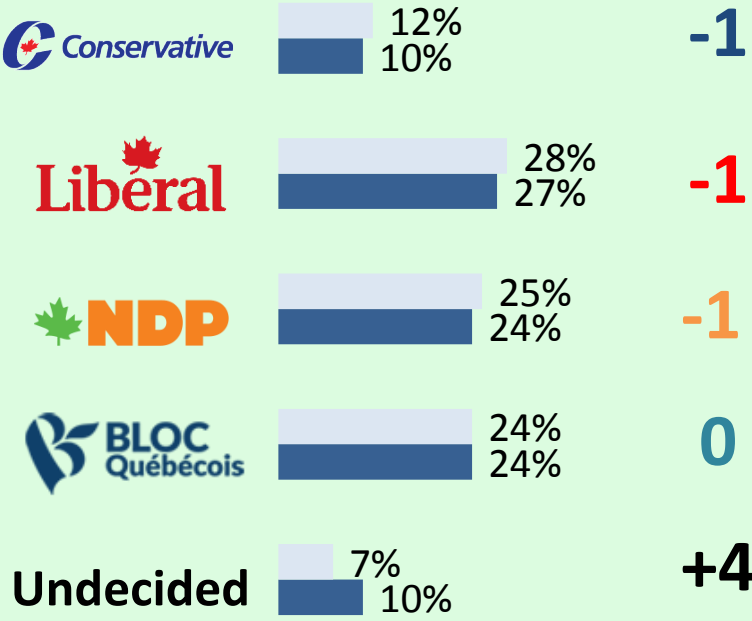
Which Ad?

Does it impact vote choice?

21%
had seen the ad before

Of those seeing it for the first time:

Vote Impact



Impact Scores*

Sponsor Impact:
0
6/10 ads tested so far have been more effective

Target Impact:
0
Nearly every other ad tested so far has been more effective

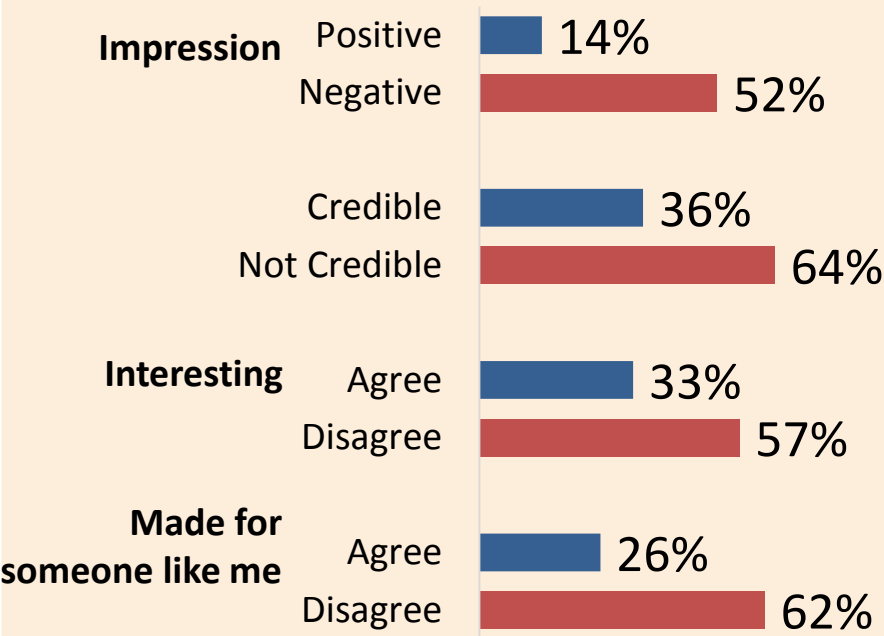
This means

***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**

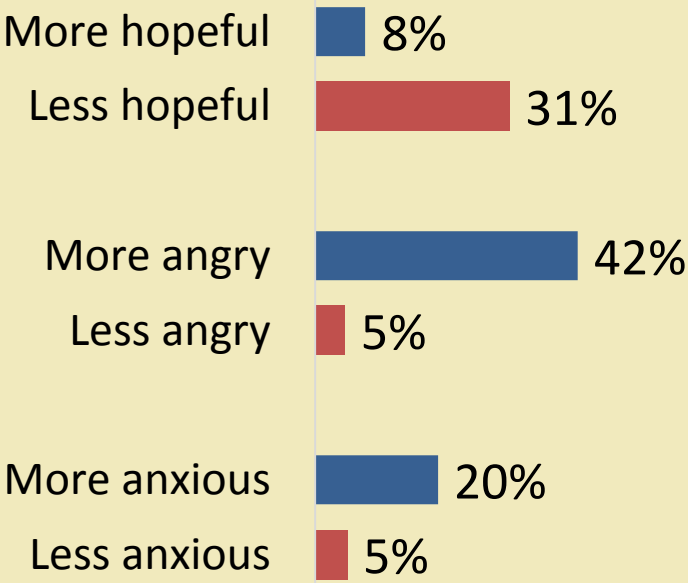


Diagnostic Score: -31

Nearly every other ad tested has scored higher

Emotional Response

The ad left me feeling...



Emotional Impact: -19

Nearly every other ad tested has scored higher

****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?

Le 19 octobre, il faut garder le cap avec un plan qui a fait ses preuves pour notre economie





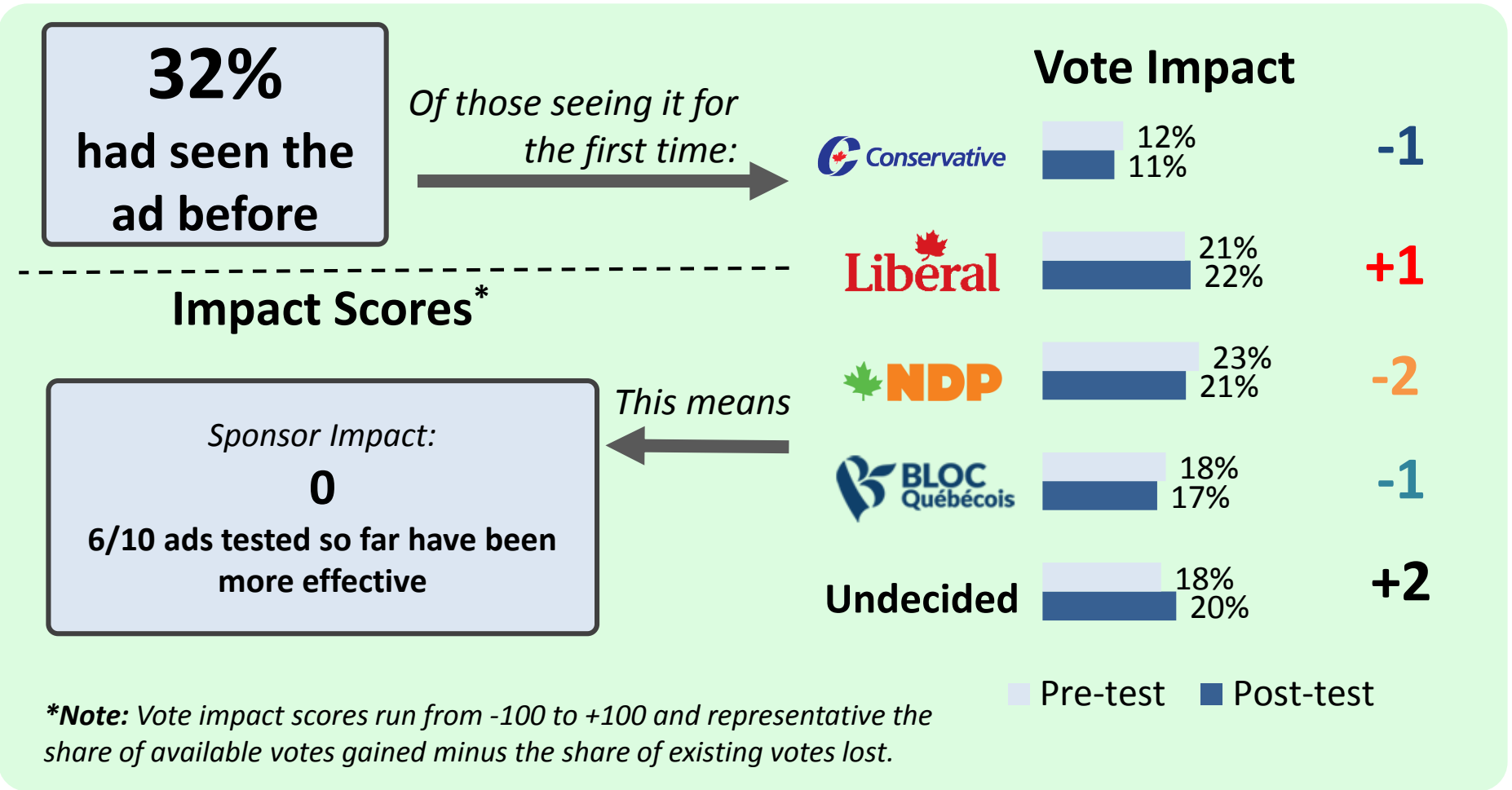

Sponsor: Conservative Party of Canada

Target: N/A

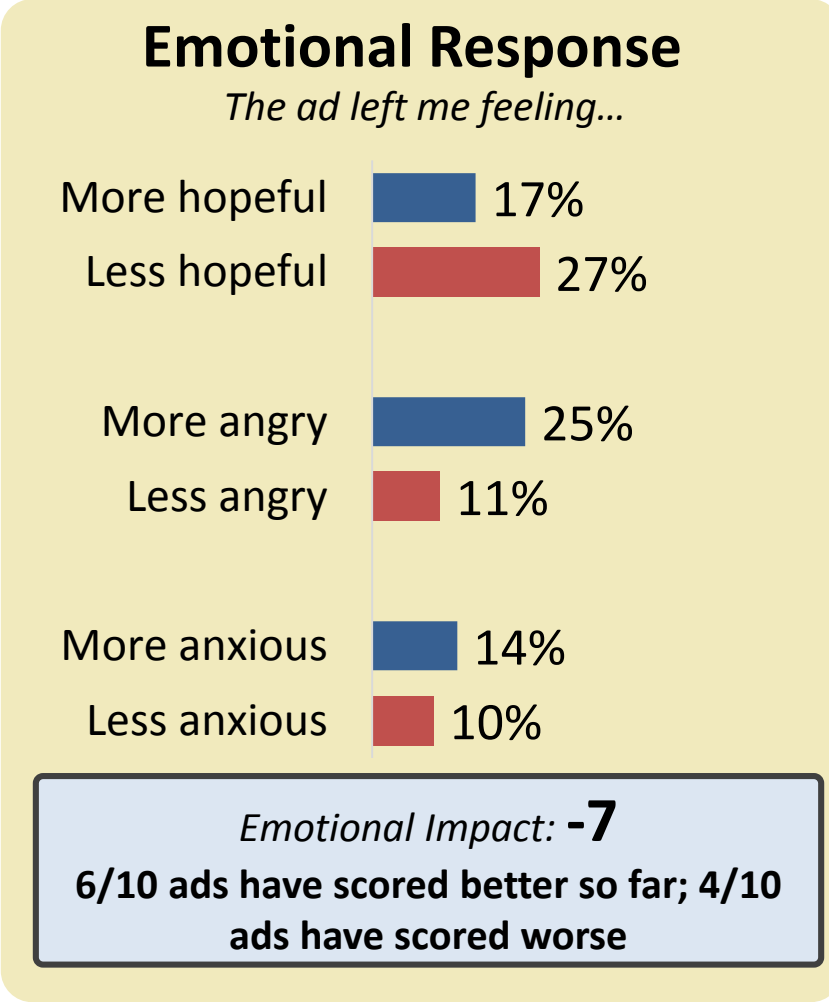
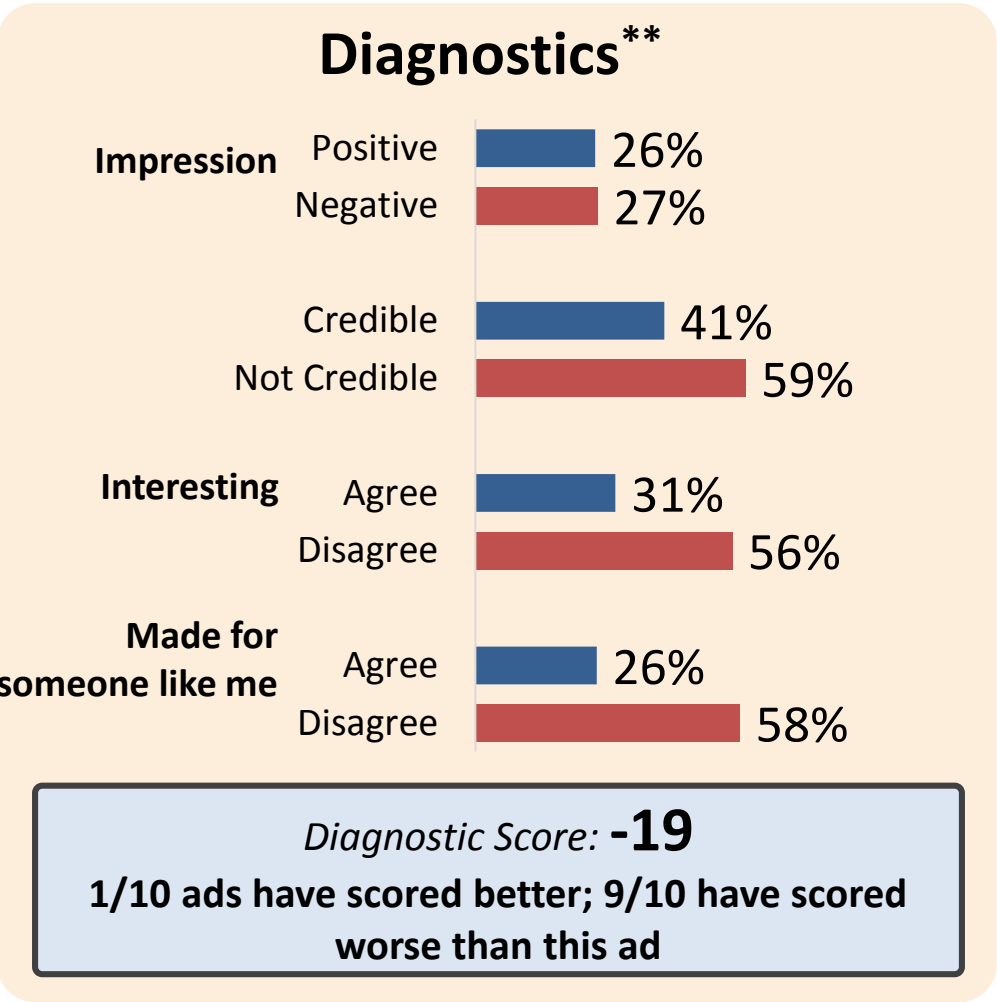
This French CPC ad sits Harper at a roundtable of Canadians. Harper states that the role of a PM isn’t to be the most popular, but to make the tough choices. “Now is not the time to play with our prosperity or security.”

Which Ad?

Does it impact vote choice?



What do people think of it?



****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