

2014 CASE STUDY:

Texans for Greg Abbott Conquest Advertising with the Kudzu Dashboard



Situational Analysis:

On October 10, 2014, Wendy Davis went on the air with a now infamous ad that drew attention to her opponent's disability. The ad was widely panned, but the Abbott campaign responded calmly – both in the press and internally. That's because the Abbott team was able to track on a daily basis where Davis was placing the wheelchair ad and how it was performing on pre-modeled target audiences across the state through Deep Root Analytics.

In addition to producing custom ratings data for a campaign's desired audiences, Deep Root also matches ratings data into CMAG ad occurrence data from Kantar Media. With data updated daily, the campaign can track in near-real time exactly how opponents and allies are performing on those targets – and respond accordingly.

While pundits argued over the effectiveness of the ad, Deep Root's data clearly indicated that Davis was targeting her base voters with the spot. In a move to the left, Davis was sacrificing a persuadable 55+ audience – a trend that was evident in her ad buying and the campaign's nightly tracking.

Deep Root worked directly with the campaign's media buyer to ensure that Abbott's ads buried the wheelchair ad – and Davis – in the eyes of these targeted viewers.

Using Deep Root's Kudzu Marketing Dashboard, the campaign could identify the specific television programs where Davis was out-advertising Abbott on the campaign's targets, as well as those where Abbott overpowered Davis on those voters most important to the campaign. This allowed the buying team to adjust accordingly – increase spot counts on shows frequented by Davis and pull back on programs where Davis wasn't advertising.



For the bulk of the time the wheelchair ad was on the air, Abbott aired two spots heavily in the four major Texas media markets. The visualization below shows how the wheelchair ad was buried by Abbott ads during shows frequented by targeted viewers. The horizontal x-axis indicates the net-Abbott impressions per show. The vertical y-axis indicates the target index, or the likelihood that the target audience was viewing each show.

While Davis chased her base, Abbott ran up the score with its persuadable 55+ audience:

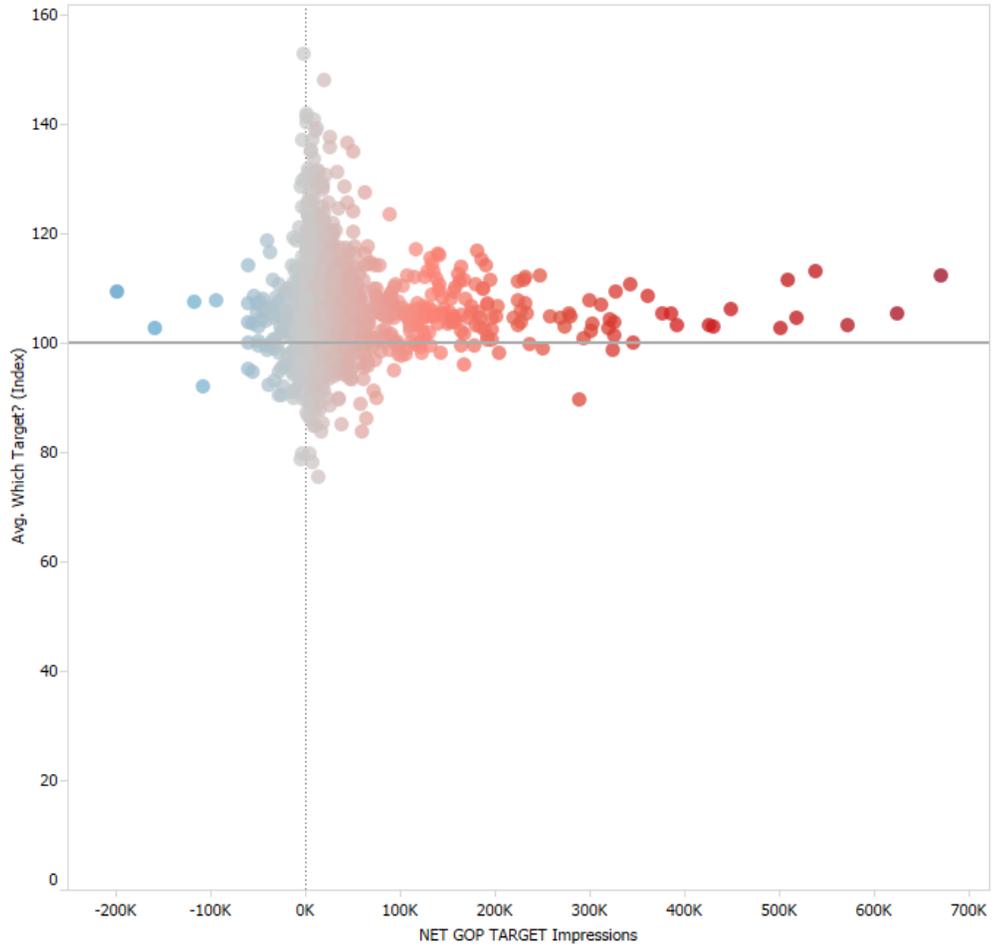


KUDZU MARKETING - Dashboard

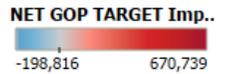
Which Market? All
 Which Target? (Net Imp.) Persuadable
 Which Target? (Index) Persuadable
 Which Target? (Rating) Persuadable
 10/10/2014 to 10/24/20..

Pick Creatives
 Hold CTRL (on PCs) or SHIFT (on MACs)
 to select multiple

Affiliation	Sponsor	Creative	
DEMOCRAT	DAVIS, WENDY	TEXAS SURGEON	1.44M
		OUR MOMENT SP	0.42M
		MARCH 26	9.97M
		IMPORTANCE OF EDUCATIO..	1.10M
		EDUCATION LED ME	6.93M
		DIFFERENT PRIORITIES	6.03M
		AGAINST OUR CHILDREN SP	3.00M
		ABBOTT VS EDUCATION	1.55M
		A TREE	16.68M
		REPUBLICAN	ABBOTT, GREG
SCANDAL	15.43M		
ROSIE PHALEN SP	2.34M		
NEW ALLEGATIONS	3.77M		
MIRANDA SP	0.11M		
MIRANDA	13.33M		
MARY PHALEN SP	0.02M		
MARY PHALEN	37.45M		
GOVERNOR BARACK OBA..	30.89M		
EDUARDO VERASTEGUI ..	2.17M		



Broadcast Data ONLY, some stations not tracked, GRPs & cost data are estimates
 Underlying Ad Occurrence Data: © 2014 by KANTAR MEDIA INTELLIGENCE. All rights reserved.



Deep Root Analytics is able to combine its proprietary platform that produces a customized data product for clients with an analytics-driven approach to advertising. Not only will Deep Root inform your campaigns buying strategy from the outset, but it will also inform that strategy for the duration of the campaign with real-time insights to drive effectiveness and efficiency.

Deep Root Analytics, an innovator in predictive media analytics, surfaces hidden data insights and provides greater efficiency, effectiveness and accountability so your media buying decisions can be deeply rooted in data.

For more information on Deep Root's work in 2014, visit:

DeepRootAnalytics.com

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