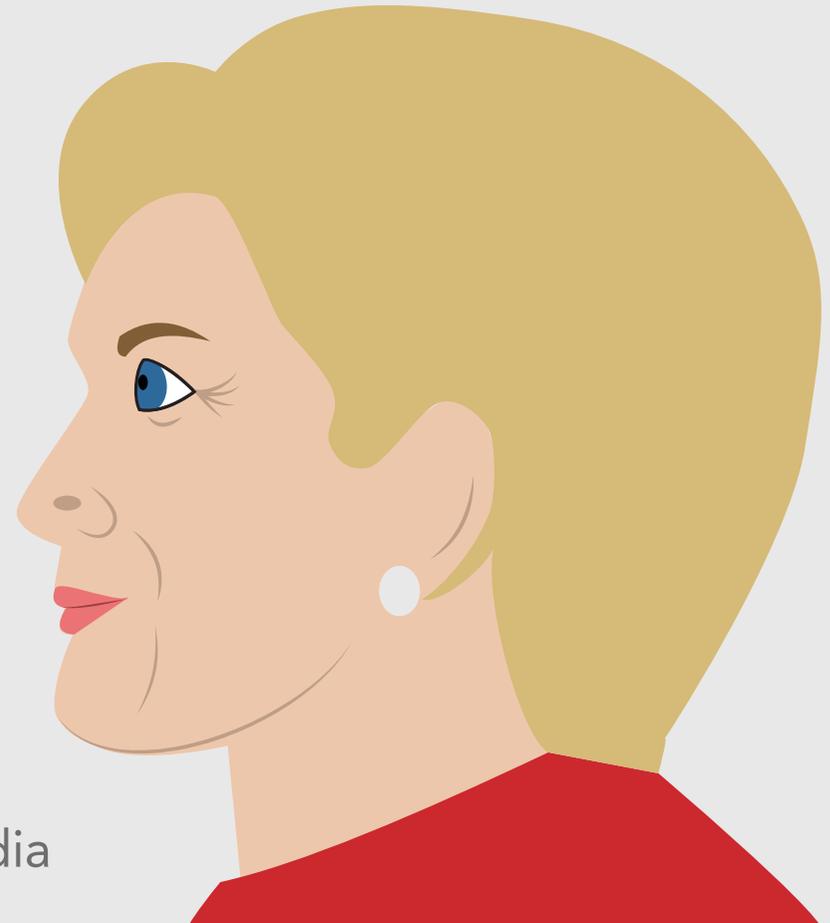
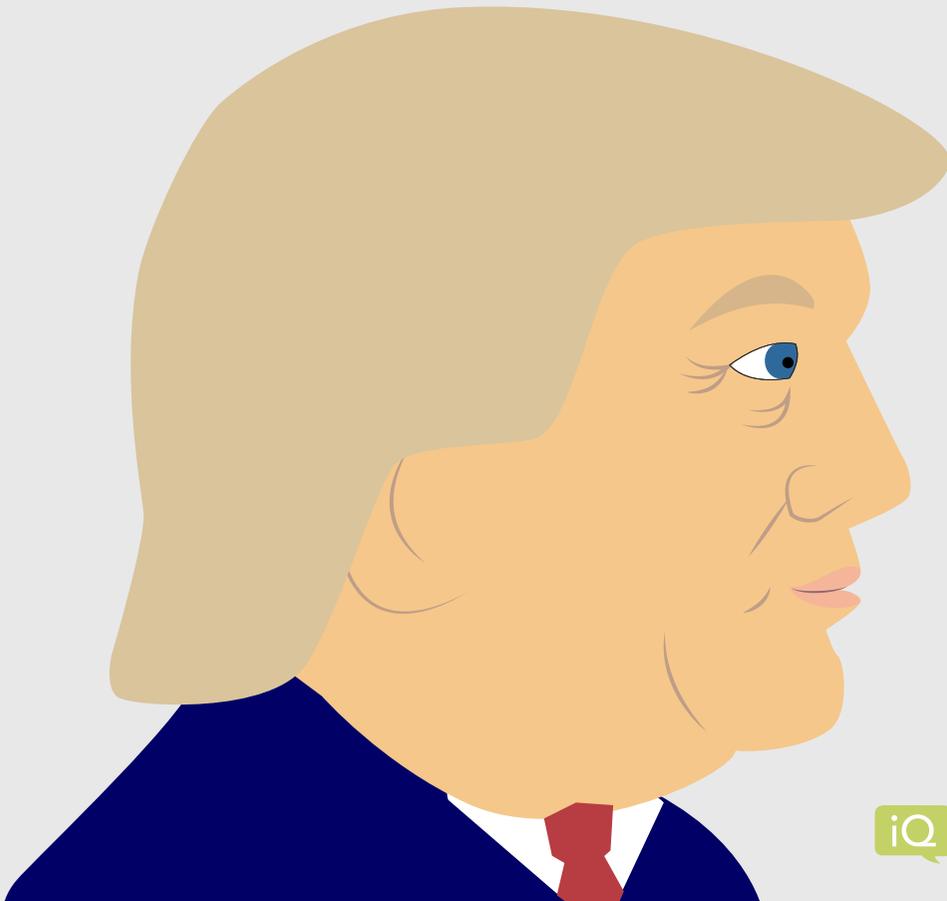


**THE 2016 ELECTION
MEDIA MATCH UP
EARNED VS. PAID**



Everyone can take a deep breath, because we've finally entered the home stretch of the 2016 election.

Never have there been two more polarizing candidates on either side of the ticket. Love them or hate them, Hillary Clinton or Donald Trump will become the next Commander in Chief.

Election cycles breed vast media attention—that's nothing new—but there is most definitely something different about this particular year. Never before have we had so many channels to absorb constant coverage of press events, attack ads, scandals, and 140-character proclamations.

News outlets are determined to report on every single moment, incident or tweet, and more than ever, both candidates are exceptional at earning their share of media.

Which is why it makes it even more interesting that one of the biggest contrasts between Mr. Trump and Ms. Clinton is their media strategy. (And yes, we recognize that there are a few other key differences, but in the spirit of political neutrality, we're sticking with the media strategy.)

It's this media dichotomy that makes the 2016 election as unpredictable as a hanging chad. And while paid media is essential, the sudden uptick in the power of earned media is indisputable. If anything, what we can learn as brands is that earned media deserves just as much consideration as paid.

“I know more about ISIS than the generals do...”

“...half of them are deplorables...”

“...build a great, great wall on our southern border...”

“I thought my private email server was allowed.”

“make america great again”



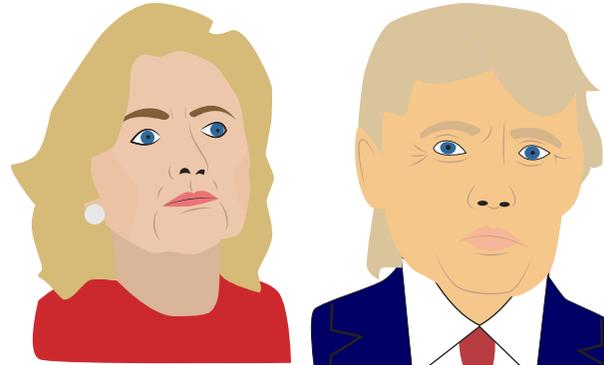
THE MATCH UP

HILLARY CLINTON

Plays by the rules

(of media strategy, not email servers)

Her campaign is raising the hundreds of millions of dollars necessary to support massive amounts of paid media, and she continues pushing a significant portion of her funds towards attack ads in battleground states.



DONALD TRUMP

Breaks all the rules

(even the Geneva Convention)

His campaign has raised far less than Clinton's, but that hasn't slowed him down. As the King of Twitter, he's leveraged social media to become the most talked about person on the planet via an unstoppable earned media engine.

CAMPAIGN MONEY RAISED

(as of August 21, 2016)



Campaign Raised to Date
Spent
Cash on Hand

\$315.4M
\$256.9M
\$44.4M

Super-PACs Raised to Date
Spent
Cash on Hand .

\$131.0M
\$92.7M
\$40.0M

Total Raised
Total Spent
Total Cash on Hand

\$446.4M
\$349.6M
\$84.4M

Campaign Raised to Date
Spent
Cash on Hand

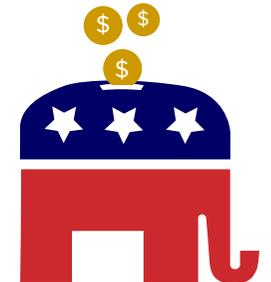
\$125.2M
\$86.8M
\$38.4M

Super-PACs Raised to Date
Spent
Cash on Hand .

\$12.1M
\$8.9M
\$3.7M

Total Raised
Total Spent
Total Cash on Hand

\$137.3M
\$96.7M
\$42.1M



SOURCE: BLOOMBERG POLITICS

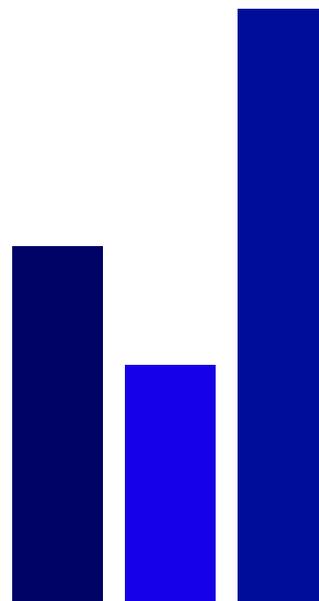
PAID MEDIA

ADVANTAGE: CLINTON

Paid media is essential to any election campaign, as television remains the most effective medium for advertising and has a strong influence over voter behavior. Candidates can craft and deliver messages to their constituents on their terms, but reaching and engaging with 229 million eligible voters is expensive.

CLINTON TV AD SPEND TO DATE

- Clinton Campaign
- Pro-Clinton outside groups
- Total Team Clinton



TRUMP TV AD SPEND TO DATE

- Trump Campaign
- Pro-Trump outside groups
- Total Team Trump



SOURCE: Advertising Analytics/NBCNews

Clinton is set to spend **\$80M through November**, continuing her barrage of attack ads. One of those ads is probably replaying in your mind right now. That's what spending \$70M (her investment thus far) in advertising accomplishes.¹

Trump's own team **spent \$0 (yes, zero) on paid media through July 31**. In August, they released a \$4.8M 10-day ad campaign across key states.¹ Are any immediately coming to mind? Probably not. Combined with outside groups, Trump has only spent \$18.7M total through August.

1. <http://www.cbsnews.com/news/2016-election-numbers-hillary-clinton-donald-trump-tv-advertisement-spending/>

EARNED MEDIA

ADVANTAGE: TRUMP

Both candidates have benefitted from an incredible amount of exposure throughout the last 12 months. Journalists love a good story, and lucky for them, Clinton and Trump offer plenty to talk about nearly every single day. And while Clinton has made earning media look easy, Trump is even better.

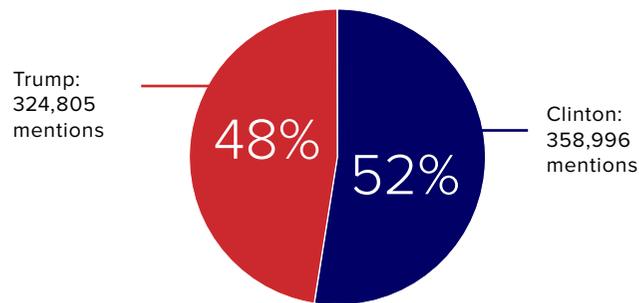
Whether it's good or bad, right or wrong, Democratic or Republican, Trump will talk or tweet about it. From his "great wall" to a calling for mass deportation, that filterless, constant communication has steered the entire world's attention toward him, **earning Trump nearly double the share of earned media than Clinton.**²

A great example of Trump's earned media power lies in coverage over the two-week period of the Republican and Democratic National Conventions. Not only did he maintain a large lead in coverage throughout his convention, but he closely tailed Clinton during hers.

CLINTON EARNED MEDIA \$2.5 BILLION

DEMOCRATIC NATIONAL CONVENTION

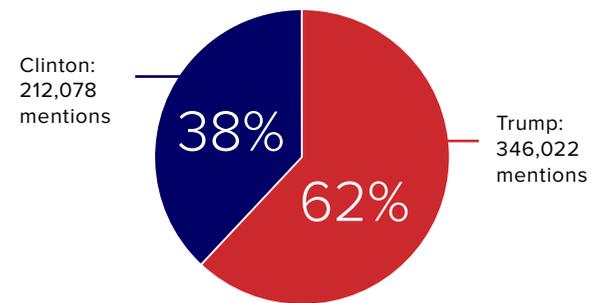
7/25-7/28



TRUMP EARNED MEDIA \$4.6 BILLION

REPUBLICAN NATIONAL CONVENTION

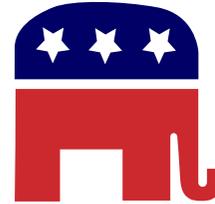
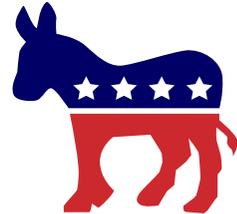
7/18-7/21



2. <http://www.mediapost.com/publications/article/284196/trump-is-king-of-earned-media.html>

THE POLLS

ADVANTAGE: TOSS UP



SOURCE: THE NEW YORK TIMES

As of September 9, the New York Times aggregated the latest polls and puts Clinton ahead of Trump by a narrow margin of 43% vs. 41%. While a majority of polls show Clinton in the lead, they are inconsistent. Most reveal the candidates to be neck and neck, and a few even give Trump the advantage.

For a candidate with a primarily self-contained, self-run media strategy largely dependent on earned and social, Trump is a force to be reckoned with.

The downside is having little control of how he's portrayed by the media, and with negative headlines regularly plaguing his campaign, his polling numbers inevitably suffer.

Regardless, the power of earned media is palpable, and it might catapult him into the White House. He's not quite there yet, but at this point he'd at least reach the front lawn.

REAL-TIME MEDIA INTELLIGENCE

Now imagine all that earned media data across television, online and social channels, available in real time, ready to analyze. Hundreds of millions of articles, mentions, impressions; an entire media footprint transformed into the information you need to manage your brand and identity and achieve ROI.

We're iQ media, a media intelligence platform that enables you to gain the insights you need to execute your campaigns and optimize your strategy—in real-time.

Get in touch: info@iq.media