

Why you should invest in Swing State Project

Swing State Project is in one medium: Digital. We're centering the voices of voters, not consultants. And we're driven by data and by recent research that shows fact-based, pro-Biden ads can move the kinds of voters we need to move for a convincing Biden victory in November.

Here's what you need to know about Swing State Project...

Voters are currently voting against Trump more than voting for Biden

Biden supporters are far more likely than Trump supporters to see their vote as a vote against the opponent: 67% say their choice is more of a vote against Trump, while only about half as many (33%) say it is more of a vote for Biden. [Pew Research Center, 6/30/20]

Voters don't know Joe Biden

A recent article in *The Atlantic* featured the headline, "What Americans Don't Know About Joe Biden" and noted the following:

There is some awareness that he is a longtime politician, but there is little substance or specificity behind the impressions," consultants associated with the pro-Biden super PAC Unite the Country warned in an April memo about swing-voter focus groups they had conducted. When told a little bit about Biden, though, participants in the groups were inclined to support him, because they saw him as decent and his biography left an impression on them.

"Information about Biden is significantly more persuasive than information about Trump"

Prominent political scientists at UC Berkeley and Yale recently reported that, "both positive and negative messages about Biden have significantly larger effects on stated vote choice than either positive or negative messages about Trump." The authors found that "respondents' favorability ratings for Biden change dramatically in response to information about Biden, even as changes in Trump favorability are significantly smaller."

The study's findings illustrate exactly why Swing State Project fills such an important lane for the campaign's final 90 days: "The precision-weighted average effect of the Biden statements is 3.90 percentage points on vote margin (SE = 0.76), as compared with 1.44 percentage points for Trump (SE = 0.48)."

The authors conclude that this effect occurs because, "people do not uniformly resist persuasion about partisan elections, but they are more difficult to persuade with information that seeks to change strong priors (such as about Trump) than with information that seeks to change weaker priors (such as about Biden)."

Despite the effectiveness of pro-Biden ads, as of June 2020, only 11% of ads run by Democratic campaigns and independent expenditure groups were positive ads about

Joe Biden, whereas 88% of their ads were attacks on Donald Trump with little to no mention of Biden. (David E. Broockman and Joshua L. Kalla, “When and Why are Campaigns’ Persuasive Effects Small? Evidence from the 2020 US Presidential Election,” June 8, 2020.)

There’s a need for a voter-driven approach

Swing State Project responds to an important need: We highlight the views of voters in their own words. We provide an immediate, emotional, and compelling complement to existing pro-Biden IE advertising, only 21% of which centers voter voices.

It’s cost-effective

By targeting non-Republican voters in the middle of the Partisanship scale (scores 40-80), Swing State Project provides a cost-effective way to convince persuadable voters in key Congressional districts around America to support Biden. The average investment per district will be about \$119,000 for a program starting on August 25th, extending through Election Day, and delivering an average of 4 million impressions per district — about 162 impressions per voter over 10 weeks, with frequent creative refreshes and multiple delivery channels (Pre-Roll, Social, and OTT).

It ain’t over yet

Despite poll results showing Biden in the lead nationally and in swing states, there is still cause for concern about the outcome on Election Day. A wide range of scholars and political professionals point to Republican voter suppression efforts, elimination of polling locations, the use of Federal troops in U.S. cities, and Trump’s own words to show that unless Biden’s victory is overwhelming, the incumbent will use all methods at his disposal to cling to power. Just the other day, Trump said he might postpone the election.

We have to beat Trump and we have to beat him decisively.

Swing State Project will help make that happen.

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