

CORONAVIRUS



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PRIORITIES USA

Dates on Air: 7/1-7/16
Target: Trump
Tone: Negative
Total Airings: 5,998
Total Spend: \$2.5M

ADVERTISERS

Priorities USA Action, Protect Our Care, The Lincoln Project, Nuestro PAC, DNC/Biden, Biden

MAJOR THEMES

- ~\$8.8M spent in total
- All but one coronavirus ads in the general have come from Biden or pro-Biden PACs
- Trump's only mentions the "pandemic" is his economy-focused ad Great American Comeback
- 11 of 13 ads are negative about Trump or contrast him to Biden, two are positive about Biden

KEY WORDS - TRANSCRIPT SEARCH

Coronavirus, Virus, Covid, Disease, Pandemic

ECONOMY



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TRUMP FOR PRESIDENT

Dates on Air: 6/6-6/14
Target: Trump
Tone: Positive
Total Airings: 7,270
Total Spend: \$2.6M

ADVERTISERS

Trump, Biden, America First Action, America First Policies, American Bridge 21st Century, Unite the Country, The Lincoln Project, DNC/Biden

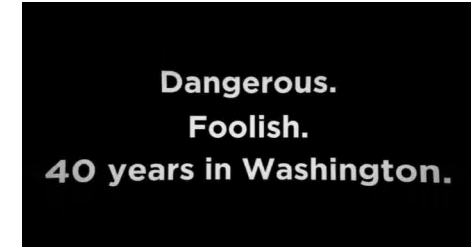
MAJOR THEMES

- ~\$17.7M spent in total
- Six out of nine advertisers are either pro-Biden or anti-Trump
- America First Action has aired six exclusively negative ads targeting Biden
- All three of Trump's ads mention China
- Biden's messaging centers on jobs and the middle class

KEY WORDS - TRANSCRIPT SEARCH

Economy, Jobs

CHARACTER



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TRUMP FOR PRESIDENT

Dates on Air: 6/5-7/7
Target: Biden
Tone: Negative
Total Airings: 17,067
Total Spend: \$5.3M

ADVERTISERS

Trump, Priorities USA Action, American Bridge 21st Century, Protect Our Care, America First Action, The Lincoln Project, DNC/Biden

MAJOR THEMES

- ~\$15.5M spent in total (on ads feat. the six key words below)
- Trump is the target of 12 of 16 ads, all negative or in contrast to Biden
- Trump is the only advertiser to air an ad focused on age
- The Lincoln Project has aired five negative ads targeting Trump

KEY WORDS - TRANSCRIPT SEARCH

Character, Divisive, Weak, Old, Dangerous, Corrupt