

Understanding and Analyzing Effective Ad Design and Impact in the 2023 Alberta Provincial Election

By: Evan Menzies

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Abstract

Political parties in Canada invest heavily in advertising to influence voter behavior, yet the effectiveness of these ads remains challenging to quantify. The introduction of the Meta™ Ad Library in 2019 has provided new insights into ad spending and targeting strategies for researchers, offering data on ad impressions, audience size, and expenditure. This study examines the impact of political advertisements during the 2023 Alberta provincial election, focusing on the use of advertisements on the Meta™ Ad Library.

My research in this project aims to evaluate the effectiveness of ad design and impact by analyzing data from the Meta™ Ad Library, specifically focusing on ad frequency, message repetition, framing, and design characteristics. The study applies principles from existing literature on ad effectiveness to assess the strategies employed by Alberta's New Democratic Party (NDP) and the United Conservative Party of Alberta (UCP) during the election period and what can be learned from it.

Key findings indicate that ad frequency, emotional framing, and video utilization significantly influence voter recall and ad performance outcomes. The study highlights the importance of message repetition and effective design elements, such as video length and text captions, in enhancing ad impact. The research concludes with recommendations for political advertisers to focus on these elements when designing future campaigns to maximize effectiveness and voter engagement.

Introduction

Political parties in Canada spend millions of dollars on advertising every election across multiple platforms to persuade voters before and during elections. These advertisements are an important part of a political party's toolkit to persuade undecided voters into their coalition of support on election day (Issenberg, 2012). While the media, voters, and political strategists often follow daily press conferences, policy announcements, or debates as key influencers in the election process, there is less discussion about the impact of advertisements purchased by parties, their accumulated impact on the decision of voters, and what characteristics in these advertisements are most likely to lead to success. There is general consensus that advertisements themselves do not determine elections, but they do have an important influence on the election process and understanding their impact is valuable for advertisers interested in any form of political persuasion with general audiences. In Canada, political parties dedicate tens of millions of dollars before and during election cycles to advertising alone (CBC News, July 2023). These advertising strategies are generally designed by political parties to: 1) motivate their existing universe of support, 2) persuade undecided voters, and 3) limit enthusiasm for opponents to mobilize for their candidate (Issenberg, 2012). However, despite the amount of money spent on political advertising, the impact of these ads is difficult to measure, leading to questions as to the effectiveness of the investments (Metaxas & Mustafaraj, 2012).

Before the arrival of Web 2.0, advertisements were traditionally reserved by political parties to television, radio, out of home billboards, or direct mail (Issenberg, 2012). In the realm of politics, Facebook™ marked a tectonic shift in how political parties direct their resources, with the Barack Obama campaign for president in the U.S. being widely recognized as the first to successfully utilize its tools and capabilities in its winning election effort in 2008 (Taras, 2015). As a platform, Facebook™ has been utilized as a powerful mobilization tool to identify, persuade, and empower supporters to propagate the campaign's message, and for that reason Facebook™ remains part of any political party's campaign strategy. For advertising, Facebook™ began and continues to offer political parties something much more

lucrative: user information. This information, such as user interests, demographics, living and work locations, even work history, (2015) gives advertisers a tremendous ability to direct advertisements to voters they are most interested in reaching. As David Taras describes it, “by signing on to Facebook™ we give up our right to be left alone and determine how our thoughts and actions should be communicated to the world” (2015). Unlike traditional advertising, where a message broadcasted hit every eyeball where it was placed in a geographic region (i. e. any viewer of a localized newscast or any commuter who travels beside a billboard), this data offered by Facebook™, and soon after other digital platforms, gave political parties the power to target known supporters and likely supporters directly based on interests and demographic groupings. This capability unlocked an unprecedented ability for advertisers to micro-target audiences, track their direct engagement through ads through likes, clicks, comments, or shares. This type of data gave political parties the ability to super surge their appeals to groups of voters they believe to be existing supporters or persuadable undecided voters. Useful as it was, this capability still failed to provide information about ad effectiveness for public study, until 2019.

Prior to 2019 in Canada, advertisements purchased by political parties were shrouded, meaning the public would not be able to see or know what advertisements were purchased and went online. As a result, this limited the ability for observers and ad designers to analyze the impact of ads paid for by political parties on the election process and which ads political parties believed to be the most effective. Instead, the general public would need to rely on anecdotes, public reporting, or what advertisements the parties may have posted on organic or public channels for reference. However, with the rise of public scrutiny, social media companies developed new transparency tools to ensure integrity in political advertisements around elections, especially to avoid the perception foreign interference. Companies like Meta™ (which owns Facebook™ and Instagram™) began to build their own publicly searchable libraries that users could explore (Zalani, 2024). Since 2019, Canadians have been able to access data on Facebook™ regarding the amount invested by political ad buyers, giving any curious onlooker the ability to see advertisements on social issues, elections, or politics with a variety of filters. The availability of this data has dramatically expanded the purview of the ad designer and to measure ad design and impact.

While the Meta™ Ad Library is still limited in sharing key points of data (Dubois, Arteau-Leclerc, & Giasso 2021), it provides valuable indicators to measure the impact of ads. In particular, the library provides users the dates in market of the ad, the content of the ad, the number of impressions of the ad, an estimate on the total audience size, and total dollars spent on each advertisement. Figure 1 shows an example of the information provided in the Meta™ Ad Library record.

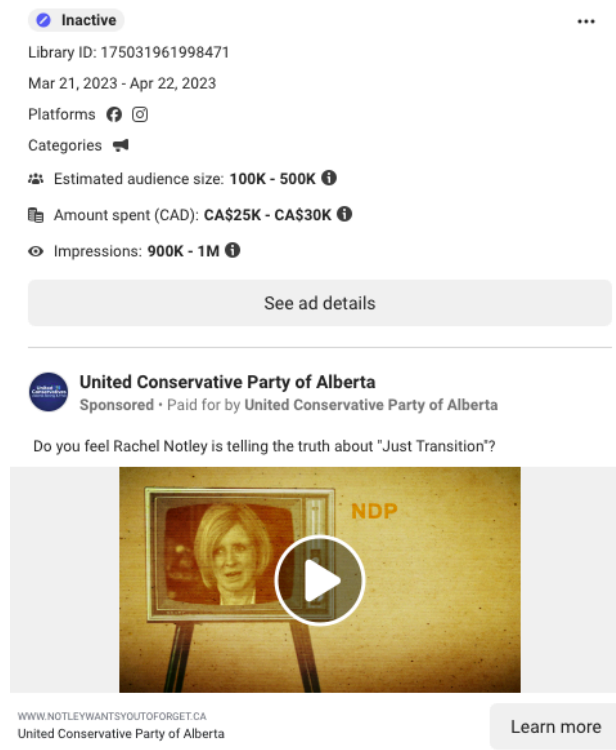


Figure 1. Sample of Information Provided in the Meta™ Ad Library.

With this data in hand, it may be possible to make reasonable inferences on the effectiveness of ad copy and design that political parties place in market towards the key audiences that they're trying to reach, specifically in quantifying the metric of "frequency". Frequency in advertising can be defined as the number of times an advertisement is paid to be placed in front of an individual across communications platforms. The higher the frequency the higher the likelihood the targeted individual is to recall the

message in the ad and have it influence their attitudes, sense of bond to a political party, or likelihood to vote (Taras, 2015). While these analytics provide valuable insights into the performance characteristics of an ad, often political strategists and advertising designers can be overwhelmed by, and may have difficulty, in interpreting these statistics and results. How then can we successfully read these performance analytics and extract useful information?

To understand what features are more likely to generate effective ad recall, this study narrowed in on the Alberta 2023 election and the advertisements published by Alberta's New Democratic Party (NDP) and the United Conservative Party of Alberta (UCP). Between January and election day on May 30, both parties spent more than \$620,000 on advertisements that had 20,000 or more impressions according to the data I extracted through the Meta™ library. These budgets spent through Meta™ only reflect a fraction of the parties' total advertising budgets - financial disclosures on the Elections Alberta website reveal both parties spent a total of \$3,557,968 on advertising during the 28-day election period alone (Elections Alberta, 2023). However, the volume of data available through Meta™ allows researchers to make reasonable inferences about the *effectiveness* of ads purchased on the platform with Alberta voters. As the literature review will reveal, there have been studies investigating what the data on the Meta™ Ad Library says about political party strategy, leading to the question of what type of advertisements are most effective in generating recall with target audiences, especially in the context of the Canadian marketplace. The question my research therefore seeks to answer is:

What do data and features of advertisements listed in the Meta™ Ad Library reveal about effective ad design and impact for advertisers interested in political persuasion?

To study effectiveness in the Meta™ Ad Library, I will first examine the conversation about effectiveness ("impact") in the literature. This study will take that knowledge (in the form of an analytical framework) and use it to evaluate how the data in the Meta™ Ad Library can provide keys to effectiveness. The methodology section will demonstrate how the principles discovered in the literature were applied to ads in the Alberta 2023 election (case). This research process will result in findings that reflect what features of the Meta™ Ad Library are meaningful to "read" when planning ads.

I then applied these principles to measure the effectiveness of the ads published by both the Alberta NDP and Alberta UCP in all the ads published in 2023 until election day on May 29, 2023 and filtered those ads to analyze the top nine performing ads to discover principles on effective ad design. In the discussion, I highlight the gaps in the research, and the opportunities for further research to discover more about how to effectively measure political advertising during Canadian election cycles. The research concludes with recommendations for political advertisers to utilize the following principles when designing future campaigns to maximize effectiveness and voter engagement:

- Video with optimized length improves outcomes.
- Emotional framing in message and ad design is effective.
- Negative ads are more effective in emotional framing.
- Message repetition across all ads published is important.
- Burned-in captions on audio are effective.
- The use of high-speed movement, compelling audio cues, and rapid transitions likely maintains user engagement and recall.

Literature Review

My approach for reviewing the existing literature on effective advertisement in political campaigns was to first study ad efficacy, the impact of digital advertisements in Canadian elections, and how visual elements impact ad performance. This research was collected through accessible books made available through the University of Alberta communications courses, the assistance of the Paperpile research aggregator, Google Scholar, Chat GPT, and resources made available through the University of Alberta library. It was organized and analyzed on Google Sheets and Google Documents.

With the onset of the popularization of the television broadcast medium in the middle part of the 20th century, political ad designers began to utilize the broadcast medium to compliment other traditional advertisements such as radio, billboards, and mailouts, as a key part of their campaign approach (Issenberg, 2012). As a result, researchers conducted extensive research to understand what the right mix of frequency and message repetition across advertisements in the market is needed to generate the desired response by the consumer of the advertisements (voters). The power of digital advertising tools available on Meta™ (along with a wide diversity of platforms online) such as demographic, geographic, and interest-based targeting (Taras, 2015) mean political parties are able to extract and standardize a wealth of quantitative data that can be analyzed which was previously not available through more traditional advertising platforms. Given the level of investment by political parties each election cycle into digital advertisements - my research revealed an estimated \$492,000 spent by the Alberta UCP and Alberta NDP in the 2023 election alone - understanding levels of frequency and the levels of repeated exposure is important to understand efficacy.

If the “medium is the message” as Canadian researcher Marshall McLuhan famously penned in reaction to the onset of television and its cultural impact on communications (McLuhan, 1964), it is impossible to ignore the impact the visuals and text-based messages Meta™ compels advertisers to produce. These visuals reveal assumptions made by political advertisers about what images, text, and formats will provoke the necessary psychological response by a voter to either support their political

cause or be demotivated to support the cause of the opponent. This fact alone means it is necessary to apply the tools of the semiotic tradition of communications theory which studies the “structure of language and other systems of signs, the relationship between language and thought, and the communicative uses of signs” (Craig & Muller, 2007). This foundation for exploration structured the following areas of discovery by asking the questions:

- Do digital advertisements have a history of driving impact in elections through mobilization and persuasion of target audiences?
- How do political advertisers measure the effectiveness of ad campaigns in generating desired responses from voters (i.e. ad consumers)?
- What features of political advertisement design are the most effective in generating a desired response from voters?

Measuring Impact of Digital Advertising

Political campaigns traditionally look at advertising campaign plans by dividing voters into “broad segments - their base of supporters, swing voters, and the opposition’s base” - and organize their budgets to ensure that they “mobilize their base, persuade swing voters... and avoid wasting resources on the opposition’s base” (Endres & Kelly, 2018). If the political advertiser’s goal is to mobilize and persuade accessible voters, the question then needs to be asked, how are political advertisers able to qualify the effectiveness of their ad campaigns in both mobilizing their base and persuading swing voters? In a review of the research, there are three notable themes that have been discussed in trying to understand effective digital political advertising campaigns, notably: 1) a divergence in the belief of whether or not political digital advertising and messaging have any demonstrable impact in a campaign, 2) the rapid “decay” effect after an ad exposure, and 3) the importance of message consistency and frequency.

There has long been debate in research and the literature about if mass communication makes any discernible impact on moving or changing opinion. In the mid-20th century, Joseph Klapper advanced the

argument that a mass communication effort - like a political advertising campaign - rarely moves the needle (Klapper, 1960). That school of skepticism in the space of political digital advertising is embodied and advanced by scholars like Coppock, Green, and Porter, specifically about the impact a digital campaign can have (if any) in increasing voter turnout for their campaigns and moving persuadable voters (2022). Their study in a randomized field experiment measured the impact of third-party advertising for a Democratic congressional candidate in Florida. It showed at best marginal movement and impact as a result of the advertisements that were put in the market. To further depress political advertisers, Coppock, Green, and Porter are not alone in their findings. Kalla and Broockman argue that persuasion political messaging has very limited impacts during general elections and any benefits of rapid decay over a short-period of time, “When we focus on the choices voters actually make on election day in a general election, we find that any early persuasion has decayed and that any persuasion near election day fails reliably” (2018). If these studies are true, it would demand a significant adjustment for campaign strategists when developing their campaign plan and how they implement their budgets, however it appears many political parties have yet to be convinced by the results from these studies as political parties continue to rely on platforms like Meta™ and YouTube™ to advertise campaign messages. It should be noted that studies like Coppock, Green, and Porter’s have acknowledged the limitations of these findings in that they had no mechanism to measure whether or not the messaging or visuals on the ads were effective.

Other studies are much more optimistic about the influence that political digital advertisements can have during election cycles, but provide sober analysis and findings about the rapid decay these advertisements have in their ability to mobilize and persuade voters. Research by Hopmann et al. demonstrated that there is a correlation between the visibility of a party and the likelihood of voters actually voting for that party (2010). Chu et al. make the argument that individuals that are more frequently exposed to online political ads “could develop a positive affect toward the party, which can be reflected in their party preference.”

Measuring Impact of Ad Frequency and Message Repetition

Social psychologists and those interested in the field of mass communication have identified decades worth of findings that show “persuasive communication often produces only short-lived effects” (Hill et al, 2013). Karla & Broockman (2018) found in the space of political campaigns, “early persuasion decays before election day and the very same treatments usually cease working close to election day.” These findings were supported recently by Gerber et al. (2011) when they demonstrated in the Texas advertising study that the week following exposure to ads, individuals show no common persistence of persuasion effects. There have long been studies to analyze the effect and impact of a variety of factors, such as frequency of being exposed to the same message, what type of voice communicated the message, if the message came from a credible source, or if the message confronted value implications for the consumer (Hill et al., 2013). These studies found that they could increase duration of opinion change, but that decay would still have a notable impact in long-term opinion change. It produces the question, is there any way for political advertisers to actually build any long-term memory or attitude change impacts for voters who are exposed to their ads? If so, how do they do it?

One of the more well-known models for how to determine attitude change is the Elaboration Likelihood Model produced by Richard Petty and John Cacioppo (1986). This model determines that an individual responds to a communications event through two primary pathways: the central route of engagement - or the peripheral route - which stimulates lower end of psychological and emotive responses from the brain, or high elaboration, which stimulates more high thought processing, which are more likely to predict and guide long-term behaviors and judgements (Dillard & Shen, 2013). In this context, Hill argues that engaging a voter’s “motivation for effortful information processing is critical. If subjects find the topic of “persuasive communication to be engaging, they... adopt new attitudes as indicated” (2013). In the context of an election campaign and persuading voters, Shaw (1999) studied a variety of presidential election events (such as news releases, campaign speeches, scandals, ads, etc.) to determine what most likely would trigger the lower route of memory engagement or have an impact on long-term

memory processing. His findings indicated that the “bulk of the persuasive effect of advertising decays quickly” but that there is a persistent effect with a “smaller number of citizens” who have stored new attitudes in long-term memory where the impacts of decay much more slowly (Hill, 2013).

For the political advertiser dealing with limited budgets, these findings demand that they consider what the best strategy is in how to maximize the likelihood of impact in long-term memory processing, to limit decay, and generate high recall of the political message. The literature generally affirms that there are two reasons for the decay effect: the first (as outlined above) is due to the rapid on-set of memory loss after an ad exposure, and the second is the lagging positive impacts an ad has on attitude the longer a recipient of communication is exposed to a stimulus (Bornstein, 1989). Schmidt & Eisend (2015) would argue that there is a point where “learning is saturated” and “additional exposures past this point [of familiarity] lead to boredom and to negative thoughts that outweigh positive ones.” The second of the decay impacts would suggest that the advertiser is in a bit of a pickle. If they pull their advertisement, recall from their target audiences is likely to decline rapidly, but the longer they keep repeating the same ad in front of target audiences, there may be declining benefits for each dollar spent.

Advertisers have developed strategies to balance the elastic tension between the benefits of maintaining high frequency ads in the market and the lagging benefit of each ad exposure. Pulsing advertising is one approach that suggests that the ideal strategy to generate more permanent and lasting recall is to effectively “pulse” advertising with regular bursts followed by periods of relative or complete inactivity (Aravindakshan & Naik, 2015). This is supported by studies like Janiszewski et al. (2003) which found that “repeated exposures strengthen the memory for an ad even though time between exposures increases”. Schmidt & Eisend (2015) argue that Learning Theory is able to easily explain these findings, “due to spacing between exposures, recipients have time to process information and form associations with information stored in their memory, which, in turn, increases recall. They argue in favour of utilizing this shorter-term placement of messaging and high frequency ad exposure, stating “if the advertisement exposure is long, boredom and fatigue develop quickly and outweigh the positive effect

of familiarity much sooner” (2015). What then is the ideal number of exposure and within what time scale?

Tellis (2004) in his study of the literature, collapsed studies into two schools of thought: the *minimalists* who believe three exposures is sufficient, and *repetitionists* who argue that repeated exposure is necessary for optimal consumer response. The minimalist view suggests that the earliest exposures produce the maximum positive response and waning impact of the ads rapidly thereafter, and the repetitionist view suggests that more repeated frequency is necessary to generate that initial cognition and to reach a saturation of knowledge. Schmidt & Eisend (2015) in their comprehensive study repudiated the minimalist view that two to three exposures is sufficient for a “maximum response”, and that the high-repetition view holds more merit. More specifically, they find that the “small number of repetitions will lead to small effects only and that up to ten exposure levels should be chosen to maximize effects on attitudes; for effects on recall, even more exposure levels are needed.” They are not alone in suggesting higher exposure leads to stronger results. Chu et al. have stated that when it comes to improving outcomes for a political ad buyer, “a high frequency of exposure to advertising also helps to develop short-term attraction toward a [political] party” (2024). And while measuring high frequency of one ad is a quantifiable metric, another one that needs to be considered is the broader impact of a series of advertisements with a consistent message. Canon and Goldring (1986) broadened the term of effective frequency as the “collective impact” of a particular message to “have the desired effect on a given consumer”. Repeat messages, developed in high frequency, across a series of ads is likely to increase long-term memory response.

Measuring Impact of Message Framing

Frequency is an important lens to understand whether or not a political ad is effective in creating attitude changes and mobilizing target audiences for political ad buyers, but the content of the message needs to be considered when considering how the advertiser can engage high-thought processing (as

referenced above) to induce long-term memory change and behavioural action (in the case of political advertising, the desired action being to go and vote for the political party). Specifically, the advertiser needs to consider message framing, given that framing makes “a piece of information more noticeable, meaningful, or memorable to audiences” and “[calls] attention to some aspect of reality while obscuring other elements, which might lead audiences to have different reactions” (Entmann, 1993). This process of persuasion is essential in guiding how receivers make sense of issues (Gamson & Modigliani, 1989).

In studying message frames commonly used in political advertising, generic frames such as conflict, morality, attribution of responsibility, and emotional frames are commonly employed (Semetko & Valkenburg, 2000). Research conducted by Sahly, Shao, & Kwan (2019) in the 2016 US election indicates that conflict, morality, and emotional frames significantly enhance audience engagement across various platforms. The conflict frame captures audience interest by emphasizing disputes between individuals, groups, or institutions, making it a powerful tool for engaging viewers (Semetko & Valkenburg, 2000). The morality frame, on the other hand, interprets issues through a lens of ethics, religious doctrine, or social responsibility, compelling audiences to consider the moral implications of a policy or action (Boydston et al., 2013). Emotional frames utilize affective language to evoke feelings and attitudes, capturing audience interest through emotional engagement (Kryk-Kastovsky, 1997). By strategically employing these frames, advertisers can more effectively trigger high thought processing and be more confident that their message will stick and generate longer-term recall.

Measuring Impact of Meta™ Platforms (Facebook™ and Instagram™)

The digital advertiser has several platforms available to them for consideration when selecting their advertisements to generate recall and impact, including Google Display™, YouTube™, Connected TV, and Meta™ platforms. For the purpose of this study and keeping in mind the objective of political campaign advertising is to mobilize and persuade accessible voters, it's important to analyze whether Meta™ advertisement placements on its assets in Facebook™ and Instagram™ provide special features

that help deliver impact. Despite the rise of other popular social media platforms like TikTok™, Facebook™ continues to be a dominant force with regards to overall usage by the Canadian population. In 2022, more than 76 per cent of Canadians used Facebook™ as a social media platform, and by 2027 it's expected to reach 88 per cent, with estimates that its systems can reach 64 per cent of the Canadian voting population across demographic and economic groups (Dixon, 2023). Along with Google, Facebook™ has played a “central role in political operations” given its “full spectrum of commercial digital marketing tools and techniques, along with specialized ad products designed for political use” (2023). These digital marketing tools and techniques are large and varied, and many of them are available for study thanks to the release of data available in the Meta™ Ad Library. Below in Table 1, I have listed the capabilities available to the political advertiser (Barker, 2024), and what is available for study on the Meta™ Ad Library (Denney, 2024).

Table 1: Comparison of Meta™ Advertising Capabilities Versus What is Available in the Meta™

Meta™ Advertising Capability (Barker, 2024)	Availability for Study in Meta™ Ad Library (Denney, 2024)
Audience Targeting <ul style="list-style-type: none">• Demographic targeting. This includes specifying age, gender, education, income, and relationship status.• Geographic targeting. Users can be targeted by country, province, city, or within a limited 1 km radius.	Audience Targeting Evaluation <ul style="list-style-type: none">• High visibility on demographic targeting. Estimates on percentage of ad spent on each gender (male and female).• Limited visibility on geographic targeting. Estimates on dollars spent by province. No data available if targeting was more fine tuned to cities or regions within a province.
Custom Audiences <ul style="list-style-type: none">• Build custom audiences through a variety of techniques. These techniques include retargeting website visitors, users who have engaged with the Facebook™ page, or existing email lists. Facebook™ also can build lookalike audiences to try and “prospect” audiences that look similar to known supporters, or those who have engaged with the page.	Custom Audiences Evaluation <ul style="list-style-type: none">• Very limited visibility on custom audiences. Only data available is an estimate on audience size, not how ad audiences were targeted. This had led to criticism of the Meta™ Ad Library about transparency and accountability for political advertisements (Clement, 2019).
Ad Formats and Placements <ul style="list-style-type: none">• Build a variety of ad formats that include	Ad Formats and Placements Evaluation <ul style="list-style-type: none">• Limited visibility on ad formats and

single image ads, carousel ads, video ads, Reel videos. Placements are available across Meta™ assets, which include: Facebook™, Instagram™, Messenger, and the Audience Network.	placements. Only disclosure is whether the ad appeared on Facebook™, Instagram™, or both. Users do have full access to what text and assets were used in the ads that provides significant indicators on placement and design.
Budgeting and Bidding Strategy <ul style="list-style-type: none"> Set daily or lifetime budgets with bidding strategies that focus on different goals, such as awareness, web traffic, or engagement. 	Budgeting and Bidding Strategy Evaluation <ul style="list-style-type: none"> <u>Somewhat limited.</u> While you can study the amount spent by an advertiser in the Meta™ Ad Library, the campaign's goal is not revealed.
Analytics and Reporting <ul style="list-style-type: none"> Detailed analytics on a wide variety of data points, including impressions, clicks, frequency, CPM, cost-per-engagement, engagements on post, cost-per-click, number of conversions (ie email sign up or donation), number of video views, length of video engagement, etc. 	Analytics and Reporting Evaluation <ul style="list-style-type: none"> <u>Limited.</u> The Meta™ Ad Library provides insights on impressions and amount spent on an ad, but does not reveal more in-depth data like cost-per-click, video views, length of video engagement, data that would all be useful to understand ad effectiveness.

Ad Library

Table 1 above reveals that there is a gap between what tools the political advertiser has available to them on Meta™ ad platforms. Researchers have noted that while the level of information revealed in the Meta™ Ad Library is a vast improvement compared to the near total vacuum of public information that was available before it existed, significant gaps in being able to understand who political advertisers are trying to reach through Audience Targeting and Custom Audience Targeting (Bennett & Gordon, 2021). It should be noted that a study of ad design features have shown that historically in recent Canadian election campaigns rarely use the full power of Facebook™ tools to truly exploit sophisticated micro-targeting efforts during election campaigns (2021).

Political ad buyers have been transparent about what they believe advertising on political platforms is most useful for. Tom Pitfield, Chief Digital Strategist with the Liberal Party of Canada in the 2015 and 2019 elections, shared that political advertisers “don’t win close campaigns by trying to convince people something they don’t believe... It’s totally inefficient and a waste of time. You win them by being efficient at finding and mobilizing people that already support you” (Marland, 2020). This would

indicate that political advertisers focus less on persuading individuals who are not identified as supporters or accessible supporters, but mobilizing and persuading accessible and likely supporters to show up on election day. Utilizing the power of the tools available to the political ad buyer (found in Table 1), the advertiser can get a constant feedback loop of data uploaded to a “central database” that becomes an “arsenal of information to inform communication precision, from analytical modelling to get-out-the-vote operations” (2020). Given this information, the researcher can make the assumption that Meta™ advertising, specifically on Facebook™, does have an impact in the election process, specifically with the intensity of support party’s receive from voters, especially on mobilizing them during voting periods, and therefore should be considered when measuring the impact of ads published before and during an election period.

Measuring Ad Design Characteristics

If Meta™ platforms are effective in mobilizing and persuading accessible supporters, Hoch and Ha (1986) argue that the impacts of frequency and impact can be diluted by ineffective visual elements, messaging, or competing background noise, such as placement and design. What type of ad characteristics and design should the political advertiser then prioritize? Meta™ allows the ad buyer to purchase a variety of formats, but specifically presents the binary choice of uploading a single static (i.e. not moving) image or a video . There is a general consensus that video outperforms static images on several metrics from engagement to generating recall with target audiences (Databox, 2024). The distinct advantage of video is its dynamic nature which engages users to “stop the scroll” and piques curiosity in the content (Consumer Media, 2020). This dynamic presentation makes videos particularly effective on mobile platforms, where users often skim content rapidly (2020). Ideally, the content is not long so “boredom and fatigue” does not quickly develop (Schmidt & Eisend, 2015).

If the advantage of video is that it helps “stop the scroll” for users on the platform, it’s important to consider what design characteristics are important to ensure users stay engaged with the video. The

research highlights the effectiveness of interactive advertising that integrates video and audio features to create multisensory experiences. For example, a systematic review published by Giombi et. al (2022) emphasizes that interactive elements, such as clickable or sound-augmented videos, enhance engagement by increasing the time users spend viewing content and encouraging actions like clicks and shares. These elements also improve the comprehension of advertising messages and recall compared to static ads, underscoring their importance in digital marketing.

Similarly, a study by Brengman, Willems, & Gauquier (2022) explores the impact of multi-modal cues—specifically the synergy between visual imagery and auditory components like music or narration. For the ad designer, it demonstrates that there may be an advantage of well-synchronized audio-visual elements to create a more immersive advertising experience, fostering stronger emotional connections and greater message retention. The research further notes that congruence between sound and visuals enhances processing fluency for the ad consumer, which likely increases user engagement and perceptions of the ad's quality.

Another finding of note that is important when observing advertisements is the use of subtitles (either auto-generated or burned in). While a user engaging a video with the sound is more likely to recall the ad and therefore generate attitude change, the use of subtitles and text overlays address the issue of muted autoplay on Meta™ platforms. Subtitles ensure the message remains accessible, making them a critical complement for maximizing ad reach and impact in diverse contexts (Giombi et. al, 2022).

These findings underscore for the political advertiser the value of utilizing video over static images, considering the impact of the length of the video, and the power of audio cues and subtitle features. They highlight the need to align these elements cohesively while considering audience preferences and platform-specific constraints to optimize engagement and message effectiveness.

Summary of Findings from Literature Review

For the purpose of understanding what qualifies as an impactful ad-buying strategy, the literature has revealed several important design elements that reveal effective ad design. First, the research has found that digital advertising can have an impact during a political campaign, although more research needs to be done to determine to what extent ad characteristics have in impacting mobilization and persuasion of voters. Second, that ad recall is increased when engaging “high thought processing” and repeat frequency of ads in front of the target audiences, with ten exposures being the beginning threshold to influence voter attitudes. This exposure is not exclusive to just one ad, but through the collective repetition of messaging that advertisers publish. Third, to engage “high thought processing”, the political advertiser needs effective and compelling message framing, specifically: conflict, emotional, and moral frames in its text and visual design. Fourth, ad design elements are important. Digital ads that are video, minimalistic in length, which include subtitles, and have effective audio cues that match compelling visual elements, are more likely to increase outcomes. The Meta™ Ad Library allows users to extract important details across each of those categories. Specifically, you can extract important metrics on frequency (through impressions, audience size, and amount spent), analyze message framing in the text and transcripts that can be extracted on each ad, and carefully study the design characteristics used on each ad. With those features defined, my study therefore uses the following elements to further study effective ad design principles revealed in Alberta’s 2023 provincial election:

- Ad frequency because it is a key indicator for the likelihood of recall and behavioral change.
- Message repetition across ads because it contributes to frequency on key messages during an ad campaign period.
- Message framing because conflict, emotional, and moral framing is likely to increase engagement in a political ad.
- Effective ad design characteristics such as video and video length because they are likelier to increase engagement and recall with target audiences.

Description of Meta™ Ad Library Record

This study will look at the Meta™ Ad Library data for the top nine ads for Alberta 2023 election (five UCP, four NDP) and evaluate these ads, based on the data provided, specifically: ad frequency, Facebook™ placement, messaging framing, and ad design characteristics. The Meta™ Ad Library provides the following direct data:

- Amount spent (CAD)
- Platforms (ie Facebook™ and/or Instagram™, both platforms owned by Meta™)
- Estimated audience size
- Impressions
- Ad location (by province)
- Ad targeting (by demographics)

From this data, researchers can calculate important numbers on 1) frequency and 2) cost-per-thousand impressions (CPM). For frequency, this is done by dividing the total number of impressions by the number of unique users who saw the ad. For CPM, this was done by dividing the cost of the campaign by the total number of impressions and then multiplying the result by 1,000. On amount spent, estimated audience size, and impressions, Meta™ Ad Library provides a low-end and a high-end estimate. For example, a common audience size provided in this study is 100,000 to 500,000. In order to calculate the “most likely” number, I first calculated the average of each category (for the case of audience size above the average would be 300,000) and then calculated the frequency number and CPM cost.

Beyond quantitative numbers provided in the Meta™ Ad Library, users are able to study the ad design and characteristics directly. The original copy of the ad placed in the market and how it appears on “in-feed display” ads (i.e. the ads that users encounter while scrolling on their homepage or mobile app) is

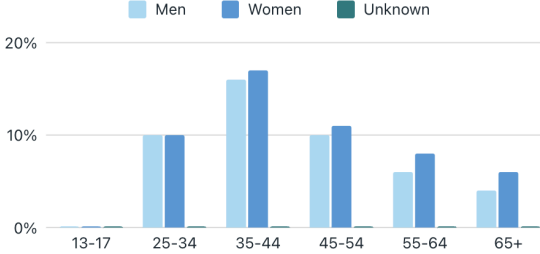

available. For the in-feed display ads, researchers are able to view “post text” as well, which is the text used above the ad to frame the message and try to capture the attention of users scrolling on their feeds. Other text-based features that are available for analysis are the headline text, call to action button, and the website users would be directed to if they clicked on the ad (if any). A further description is available in Table 2 and Table 3.

Table 2 - Sample of Meta™ Ad Library Information Provided

Sample Image	Description
<p>Inactive</p> <p>Library ID: 580076434168214</p> <p>Mar 2, 2023 - Apr 28, 2023</p> <p>Platforms </p> <p>Categories </p> <p>Estimated audience size: 100K - 500K </p> <p>Amount spent (CAD): CA\$8K - CA\$9K </p> <p>Impressions: 900K - 1M </p>	Date in Market, Platforms, Audience Size, Amount Spent, Impressions
<p>United Conservative Party of Alberta</p> <p>Sponsored • Paid for by United Conservative Party of Alberta</p> <p>Library ID: 580076434168214</p> <p>Do you feel Rachel Notley is telling the truth about "Just Transition"?</p>	Post Text
<p>NDP</p> <p></p>	Headline and URL redirect
<p>WWW.NOTLEYWANTSYOUTOFORGET.CA</p> <p>United Conservative Party of Alberta</p> <p>Learn more</p>	Call to Action

Table 3 - Extra Details Provided in the Meta™ Ad Library on An Individual Post

Sample Image	Description
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<p>Ad audience ^</p> <p>Advertisers can target their ads to certain audiences based on factors such as age, gender and location.</p> <div> <p>Estimated audience size</p> <p>100K - 500K</p> <p>Estimated audience size is an estimate of how many Accounts Center accounts met an advertiser's targeting criteria when the ad was created... See more</p> </div>	<p>Audience size estimate and description from Meta™ on how it is designed and captured.</p>
<p>Ad delivery ^</p> <div> <p>Amount spent</p> <p>CA\$8K - CA\$9K (CAD)</p> <p>The estimated total amount of money spent on an ad during its schedule. Learn more</p> </div> <div> <p>Impressions</p> <p>900K - 1M</p> <p>The number of times an ad was on a screen, which may include multiple views by the same people. Learn more</p> </div>	<p>Estimate on amount spent and impressions for the individual ad, with definitions provided by Meta™ Ad Library.</p>
<p>Age and gender ⓘ</p>  <p>Location ⓘ</p> 	<p>Description of location where ad was placed (limited to provincial locations) and which demographics were most exposed to an individual ad.</p>

Methods

With the tools of the Meta Ad Library for extraction, I went through a two-phased process for studying the data that was available, specifically:

- Data Curation.
- Data Filtering.

Data Curation Process

Before I arrived at the Meta Ad Library, I first evaluated a variety of platforms where ads published by political parties in the Alberta 2023 provincial election were available for study. This process included studying all of the major social media platforms and which ones provided the most rich data to analyze and extract. I considered platforms like YouTube, the Google Transparency Centre, and X. While these platforms provide useful information such as total video views, they were rejected because none of them have a robust data portal that could effectively communicate the number of dollars spent on an advertisement, placement of static images, where the advertisements were placed, the number of impressions generated, the audience size, the cost to generate impressions, and the frequency of impressions generated.

I selected the Meta™ Ad Library because the data is comprehensive, and includes all of the above features lacking in the other platforms. Another major reason for selecting the Meta™ Ad Library is because of the findings in the literature review which identified Meta™ and Facebook™ in particular as a powerful tool for political advertisers in achieving their campaign objectives to mobilize and persuade voters to support their party on election day.

My next step was to determine the appropriate time frame to study. In the context of Alberta elections law, the starting pistol for a political campaign period under third party advertising rules formally begins on January 1 of the election year and concludes on election day - which was May 29,

2023 (Elections Alberta, 2023). This was a reasonable time frame because it was during these months political parties invested the most significant amount of dollars on their advertisements in anticipation of an election call at the beginning of May under Alberta's fixed elections law, which stated that the election had to be held on the last Monday of May. This time frame also added important context about the political ad buyers' strategy in advance of the official election campaign period that started on May 1, and how political ad campaign buyers wanted to frame their messages for their target audiences during the election campaign.

With the time period settled, I began to compile all relevant data available into a Google Sheets spreadsheet. This process included creating separate tabs between ads generated by Alberta's United Conservative Party and Alberta's New Democratic Party. Categories for each ad included: ad name, video or static image, video length, ad text content, video transcript (if applicable), budget, impressions, audience size, cost-per-thousand impressions (CPM), frequency, whether the ad had a positive or negative frame, whether it had a male or female narrator, and whether black-and-white imagery was used.

Once the data was fully compiled, I began a filtering process to determine the most effective ads. This process was guided by the literature review that highlighted that the likelihood of attitude change and ad recall can be most effectively determined through monitoring high frequency impressions, message repetition, message framing, and effective ad design and characteristics.

Filtering Process

To measure high impression frequency, I manually calculated the data available through Meta™ Ad Library. Frequency is calculated by the total of impressions divided by the audience size (i.e. the number of individuals who were targeted in the ad campaign). Schmidt & Eisend's (2015) frequency number of 10 was seen as the gold standard in measuring effective recall of messaging, with three being a minimum threshold to trigger an audience response (Tellis 2004).

The next category for measuring ad effectiveness was studying the correlation of ad design and characteristics with impact. The features studied on ad design and characteristics included: the ads' CPM costs which are an indicator of ad effectiveness and design, analysis of the text, including its framing and whether the messaging was consistent across other ads purchased which would increase the likelihood of frequency and recall, the utilization of video or static, the size of the ad (i.e. the aspect ratio of width and length), and other notable design features such as the use of a female or male narrator.

CPM is measured on the total cost of the campaign, divided by the number of impressions, and then multiplied by a thousand. A low CPM cost means that each dollar spent on the ad will generate more impressions than an ad with a high CPM cost. While not determinative, a lower CPM cost could indicate an ad with a more effective ad design than an ad with a high CPM cost (Ads Generator AI, 2024). Other factors that can lead to a high CPM cost include a narrowed audience size or ad placements on the platform, for example restricting the ad to only in-feed displays for users as opposed to other placement fields like "Facebook™ Reels" or "Stories", (2024).

Text analysis was conducted using Voyant Tools to build a full text corpus of all the ads in the market and understand repeated frames and messages used by both political parties and the use of conflict frames, morality frames, and emotional frames. A record of the text was captured manually by transcribing the audio in video ads, and writing down text copy from static images. The reason for categorizing text in this way is two fold. One, frequency literature suggests the power of repeat messages in generating recall and attitude change. Second, literature suggests those textual framings in a political message are more likely to generate positive engagement during an election campaign (Sahly, Shao, & Kwan, 2019). Other considerations were evaluated for study as well. Literature suggests video is more effective on recall than static images (Consume Media, 2020), negative ads may accelerate wear out or decay on desired recall effect.

Finally, given the goal of political advertising is to persuade and mobilize, consideration for movement in the polls and the final results in the election have to be considered. To do so, I collected poll averages aggregated on the website 338canada.com (Fournier, 2024) within the time frame of my study.

Averages of public support for the political parties across all publicly available polling before the ad was in market and after the ad were tracked beside each top performing to consider for evaluation. While there are a variety of factors beyond advertising for why public support for a party can move, for example media coverage or organic word of mouth, the impact of an advertising campaign can not be ignored in its entirety either.

With all of this data, the pressing need was to develop a format that could accurately categorize ad impact. In the next section, I will outline the development of the effective ranking process developed for this study, and what the ranking process showed for the most effective ads published and available for study in the Meta™ Ad Library during the 2023 Alberta election and their common design characteristics. To concentrate and maximize the relevance of findings, I ranked ads into the top ten ads that were published in the market to uncover key findings.

Findings

To effectively rank ads ran in the 2023 Alberta election from January 1 to election day on May 29, I developed an ad impact and recall index (Table 4). This index was developed based on the findings of the literature that defined ad effectiveness based on: frequency, message repetition framing, ad design characteristics, and impact on public support. This provided important filters that could be weighted to appropriately correlate ad design and characteristics with effectiveness. For simplicity, the ranking system was developed so each ad could receive a score of zero to ten. Zero would reflect that the ad had no characteristics that would indicate ad impact or recall, and ten would reflect an ad that had a perfect score on ad impact and recall. To concentrate analysis, I selected the top nine performing ads. Below, I have provided a rationale for the weighting for each of the following categories:

Table 4: Ad Impact and Recall Index

Characteristic	Points Available
Ad Frequency. <ul style="list-style-type: none">• Ten measured as the ideal rate of frequency.• Three is the minimum threshold.	+4 points.
Message Repetition. <ul style="list-style-type: none">• Evaluate if messages in the ad were supported by high repeat messages across the entire ad text corpus.	+3 points.
Cost Per Thousand Impressions. <ul style="list-style-type: none">• Measuring efficiency in cost to drive frequency of impressions based on ad design.	+0.5 point.
Message Framing. <ul style="list-style-type: none">• If ads used message frames likely to generate high engagement in political advertising, specifically the conflict, moral, or emotional frame.	+1 point.
Impact of notable ad characteristics. <ul style="list-style-type: none">• The application of effective ad design principles that were more likely to generate impact, such as use of video, and length of video.	+1 points.
Impact on public support. <ul style="list-style-type: none">• Tracking any discernible movement in polling or election results before and after the ad was in market	+1 point.

Ad Frequency

I developed a scoring system of escalating points based on different tiers of frequency. The points scoring system reflects the literature which reflected the minimalist view that three exposures to the ad

should be considered an effective level of exposure, and the repetitionists view advanced by Schmidt & Eisend (2015) that 10 ad exposures is necessary to begin effectively measuring recall, with additional points for more than 13 exposures indicating an increasing scale of impact. For example, an ad that had a frequency of 14 would get a +4 score, whereas an ad that had a frequency of 8 would have a score of +2. For the consideration of the impacts of negative decay of over exposure highlighted by Schmidt & Eisend (2015), a negative score was incorporated for frequency of 15 or higher with an audience size of 50,000 or smaller.

Score (4/4)	Frequency Measurement
0 points	0-2
2 points	3-9
2 points	10 and above
-1 point	15 or higher, audience size less than 50,000.

Message Repetition

The frequency and performance of one ad needs to be considered within the wider framework and context of repeat messages utilized in the election campaign across all ad sets. This is guided by Canon and Goldring's (1986) definition of effective frequency as the collective impact of a particular message to "have the desired effect on a given consumer" - or in the case of this study, a voter. To understand the high frequency messages during the election campaign, I captured all text (post copy and transcripts on ads, etc.) and uploaded it to Voyant Tools (Sinclair & Rockwell, 2024), a platform that functions as a research aide to analyze any digital texts. Tables 3 and 4 below capture high frequency words and phrases utilized by the Alberta UCP, with Tables 5 and 6 capture the high frequency words and phrases used by the Alberta NDP.

For scoring, I studied key phrases and text used on individual ads and correlated them against the high frequency words and phrases used. If the ad was published by the Alberta UCP, the text was measured against high frequency words and phrases from all ads run by the Alberta UCP. Likewise, if the ad was published by the Alberta NDP, the text was measured against high frequency words and phrases published by the Alberta NDP. Use of common words were given a lower scoring ranking given the inconsequential use of a single word in a text. If the ad utilized five or more words that were of high frequency (above 10), it generated a +0.5 score on the ranking. Phrases were given a higher ranking and charted based on the same rationale of how Schmidt & Eisend (2015) rank frequency, specifically with three exposures being a beginning indicator of recall and impact, and ten being a key indicator for recall to be triggered. The repeat phrases were given a 0.5 point each for each frequency threshold crossed.

Score (1/1)	High Frequency Words
1 point	Use of five words utilized 10 or more times across all ads published.

Score (2/2)	High Frequency Phrases
0 points	0-2
1 point	3-9
1.5 points	10-14
2 points	15 and above

Table 5 High Frequency Words Utilized by Alberta UCP (Sinclair & Rockwell, 2024)

Description	Data
Total Words	4,410
Unique Word Forms	985

Vocabulary Density	0.223
Average Words Per Sentence	13.9
Most Frequent Words Political	ndp (97); rachel (67); notley (54); notley's (24); candidate (18); premier (16); government (13); justin (12); trudeau (11); ucp (11); danielle (9); election (8); campaign (8);
Most Frequent Words Geographic	alberta (51); calgary (23); albertans (17);
Most Frequent Words Issues	just (27); transition (18); plan (20); police (17); afford (14); taxes (14); [Notley want you to] forget (13); energy (13); jobs (12); economy (12); industry (9); families (8); bill (8); arena (8); carbon (8); debt (6); radical (5)

Table 6 High Frequency Phrases Utilized by Alberta UCP (Sinclair & Rockwell, 2024)

Phrase Text	Frequency
Just transition	18
[Notley/NDP/she] wants you to forget	13
Carbon tax	8
Net zero	6
rachel notley and the ndp can we really afford them	6

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again	
ndp anti police candidates	4
Public safety plan	4
Hard drugs	3
Surgical wait times	3
ndp calgary bow candidate	2
ndp calgary elbow candidate	2
Afford the NDP	2
Alberta cannot afford to go back	2
Raised taxes 96 times	2
Would raise business taxes	2
Defund the police	2
Cut police budgets	2
The extremist NDP plan will drive Alberta backwards	2
Raised your taxes 97 times	2
Calgary arena deal	2

Table 7 High Frequency Words Utilized by Alberta NDP (Sinclair & Rockwell, 2024)

Description	Data
Total Words	5,761
Unique Word Forms	1,275
Vocabulary Density	0.221
Average Words Per Sentence	13.8
Most Frequent Words Political	Smith (78); danielle (76); rachel (62); notley (56); ndp (25); ucp (6);
Most Frequent Words Geographic	Alberta (52); calgary (48); albertans (22); alberta's (11); Red Deer (10); canada (10); edmonton (9); province (7)
Most Frequent Words Issues	leadership (41); doctor (39); pay (33); future (33); better (33); kids (27); tax (23); fight (23); count (23); health (20); credit (19); trust (18); family (17); activity (17); pension (15); healthcare (15); government (15); electricity (14); families (13); work (12); insurance (12); voting (11); money (11); care (11); alberta's (11); cancer (10); patients (9); hospital (9); unpredictable (8); strong (8); risky (8); cpp (8); university (7); debt (7); crisis (7); risk (6); losing (6); affordable (6); trusted (5);

	rcmp (5); criminal (5); school (5); poppy (4); gross (4); freeze (4); emergency (4)
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Table 8 High Frequency Phrases Utilized by Alberta NDP (Sinclair & Rockwell, 2024)

Phrase Text	Frequency
A better future	24
You can count on the leadership of Rachel Notley	21
Fight for Calgary	11
Family doctor	7
Rachel Notley will make life affordable for families	6
Rachel Notley will make life more affordable and give kids a better future	6
You deserve better	6
Pay for [their doctor/doctor visits]	10
Kids activity	17
Risky and unpredictable	8
Losing bet	6
Pension scheme	4

Electricity rate	9
Can you trust?	9
What will she do next	7
Gamble with your	5
Wait times	2
Utility bills	2
Trust and leadership	2
South health campus	2
Electricity prices	2
Your pension shouldn't be gambled with but now Danielle Smith wants to do just that	3

Cost-Per Thousand Impressions

CPM provides context of effective ad design when purchasing an ad through the Meta™ Ad Library, whether its an effective audience size for targeting, if the ad was purchased well in advance of its scheduled ad run, or that the ad copy and design of the ad was optimized to generate lower CPM costs (Databox, 2024). In aggregate, the average CPM cost across all ads purchased by the Alberta NDP and Alberta UCP in my ads showed the average CPM cost was \$15 (see Figure 2). Given CPM is a less

effective indicator of ad recall and impact as it only measures the cost to run the ad, ads were only given an extra point if they performed above the average.

**Cost Per Thousand Reached (CPM) between UCP and NDP
Estimates for Performance**

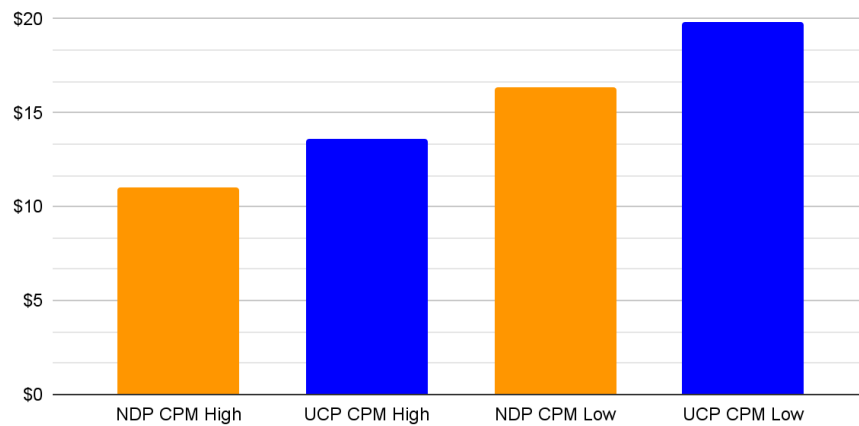


Figure 2: CPM costs across all political ads purchased between January 1, 2023 to May 29, 2023

Score (0.5/0.5)	CPM Cost
0 points	\$15 or higher
0.5 points	\$15 or lower

Message Framing

In evaluating the effectiveness of message framing in each ad, we utilized the findings from Sahly, Shao, & Kwon (2019) which showed that conflict, morality, and emotional frames have been proved the most potent in generating and increasing audience engagement. The intuitive conclusion from these findings is that higher engagement would be more likely to generate the necessary cognitive responses to trigger long-term ad recall. As a result, the use of one of these frames (or several) would

likely impact the overall recall and attitude change that the political ad buyer is trying to generate with their target audience. For that reason, if at least one of these frames was used in the ad there would be a +1 point added to the ads score. How each frame was measured was based on definitions provided by Sahly, Shao, & Kwon (2019).

Score (1/1)	Framing Reference
+1	<p>One reference to a conflict, morality, or emotional frame.</p> <p>Emotional Frames: Uses strong language and imagery to evoke strong emotions such as fear, hope, anger, or pride to persuade or motivate action.</p> <p>Conflict Frames: Highlights disagreement, opposition, or tension between groups, individuals, or ideas.</p> <p>Moral Frames: Appeals to shared values or principles, emphasizing right or wrong. It seeks to appeal to a common sense of justice or values.</p>

Effective Ad Design Characteristics

There are three principles that were gathered from the literature study that were used to evaluate effective ad design for political ads, specifically: if the advertisement is a video or static image and the impact of video and text length. These features were most notably selected for two reasons. First, there is a general consensus that video performs better than static images in driving engagement and recall on Facebook™ (Databox, 2024), with users stating that they “are more likely to stop scrolling and invest additional time to watch and understand the content of a video.” Second, videos that are longer - above one minute or longer to be precise - are more likely to rapidly engage boredom and fatigue with the advertisement (Schmidt & Eisend, 2015). I chose not to add any other characteristics to the points scoring system as part of my study and research question was to discover any other notable design characteristics

or framing in the political ads that may have led to their ad having a higher a stronger recall and impact score.

Score (0.5/0.5)	Ad Design
+0.25 points	Video.
+0.25 points	Video length 60 seconds or less.

Public Sentiment Tracking

Thanks to polling aggregator 338Canada.com, we are able to track the party support averages from January to May of 2023. While support for a political party is due to a variety of factors outside of advertisements such as news reporting, economic conditions, or word-of-mouth sentiment (Issenberg, 2012) - to name a few - I believed it was important if I was going to make definitive claims on an ads likelihood to generate impact on persuasion on mobilization on a political ad buyers key audience to include available public opinion tracking support for each political party. Outside of their own internal research, political parties closely monitor all public polling to evaluate if they need to make a change to their strategic approach or key messages (2012). To effectively measure the public polling environment when an ad was in market, I created the average of political party polling one-month before the ad was in market, and the average impact in public polling a minimum of two-weeks after the ad was in market. If after the ad there was an increase of support for the political party a +1 score was added to the ranking. A full list of public polling findings is available in Table 9 below.

Score (1)	Public Polling Tracking
+1 point	Increased support measured for political party purchasing the ad.

Table 9 - Publicly released polling tracking support for the UCP and NDP (Fournier, 2024).

Firm	Date	UCP	NDP
Abacus Data	2022-12-03	43%	51%
Mainstreet Research	2023-01-20	46%	41%
Think HQ	2023-01-20	48%	45%
Abacus Data	2023-02-04	47%	45%
Pivotal Research	2023-02-05	42%	46%
Leger	2023-02-11	45%	45%
Abacus Data	2023-03-03	45%	45%
Angus Reid	2023-03-10	49%	42%
Innovative Research	2023-03-12	39%	40%
Think HQ	2023-03-15	45%	46%
Mainstreet Research	2023-03-22	45%	46%
Leger	2023-03-26	44%	47%
Innovative Research	2023-04-16	41%	40%
Oraclepoll Research	2023-04-19	44%	46%
Abacus Data	2023-04-23	46%	46%
Think HQ	2023-04-27	46%	46%
Ipsos	2023-04-28	48%	44%
Leger	2023-04-30	43%	45%
Mainstreet Research	2023-05-02	50%	43%
Mainstreet Research	2023-05-11	50%	44%
Abacus Data	2023-05-11	41%	51%
Sovereign North	2023-5-11	45%	50%
Mainstreet Research	2023-05-12	49%	44%
Ipsos	2023-05-12	48%	45%
Mainstreet Research	2023-05-13	49%	45%
Counsel Public Affairs	2023-05-13	38%	48%

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Angus Reid	2023-05-14	51%	43%
Mainstreet Research	2023-5-15	49%	45%
Sovereign North	2023-05-15	47%	49%
Abacus Data	2023-05-16	46%	49%
Mainstreet Research	2023-05-16	48%	46%
Research Co	2023-05-17	47%	49%
Mainstreet Research	2023-05-17	47%	47%
Mainstreet Research	2023-05-18	48%	46%
Mainstreet Research	2023-05-19	47%	46%
Janet Brown	2023-05-19	52%	44%
Mainstreet Research	2023-05-20	49%	44%
Abacus Data	2023-05-21	51%	47%
Mainstreet Research	2023-05-21	50%	44%
Mainstreet Research	2023-05-22	50%	44%
Mainstreet Research	2023-05-23	49%	45%
EKOS	2023-05-23	50%	47%
Mainstreet Research	2023-05-24	48%	46%
Leger	2023-05-24	49%	46%
Oraclepoll Research	2023-05-24	49%	46%
Sovereign North	2023-05-24	46%	48%
Mainstreet Research	2023-05-24	46%	48%
Counsel Public Affairs	2023-05-26	41%	46%
Mainstreet Research	2023-05-27	50%	48%
Ipsos	2023-05-26	51%	46%

Ad Ranking

In Table 10, I have provided a summary of the key findings from the top nine performing ads and their most notable characteristics. The supporting data and application of the ad recall and impact index can be found in Appendix A, with notable features described.

Table 10: Ranks of Top Performing Ads Analyzed in My Study. Full Findings Available in Appendix A.

Rank	Ad	Ad Score
1	UCP - Just Transition	9.5
2	UCP - Can You Afford Rachel Notley	9
3	UCP - Notley Lies	9
4	NDP - Gamble with Your Pension	7.5
5	UCP - Notley Health Care Record	7.5
6	NDP - Insurance and Electricity Rates Are Up	7
7	NDP - Do Ads Have to Be Negative	6.5
8	NDP - Take 1 Minute to Watch This Video	6.5
9	NDP - Trust and Leadership	6.5

Ad Analysis

In the analysis of the top ranking ads, there were several common design characteristics that are worth noting, which have been aggregative in Table 11.

Table 11: Common Design Characteristics

Common Design Characteristics
<ul style="list-style-type: none">• Budget does not directly correlate with impact• Video is better than king• Video length less than 0:60

- Utilization of emotional framing
- Negative ads have impact
- Effective message repetition
- Burned-in captions
- Font design: use of bold sans-serif text.
- Rapid transitions
- Auditory cues such as narration, music, and sound effects

Budget Does Not Directly Correlate to Impact

The findings showed that a higher budget spend does not directly correlate to higher performance on impact. For example, *Rank 3 - UCP Notley Lies*, had a spend of nearly \$8,049 more than *Rank 1 - UCP Just Transition Ad*, and nearly \$36,000 more than *Rank 2 - UCP Can You Afford Rachel Notley*. Despite that increased spend allocation, it failed to utilize the same effective message repetition used across the entire ad corpus and generated an overall lower performance score. *Rank 6 - NDP Insurance and Electricity Rates* demonstrated the power of effective CPM costs to drive up an impact score despite a much lower budget spend of just \$7,449. If a similar CPM of \$8 was applied to the *Rank 1 - UCP Just Transition Ad* (CPM of \$18.70), the ads impressions and recall would have been more than twice as effective.

Video Utilization and Video Length

All of the top performing ads evaluated in the 2023 provincial campaign in the Meta™ Ad Library were video and had a length of less than one minute, with the most commonly used time length at 30 seconds. This is consistent with the research that has shown video performs better than static and is optimized at shorter lengths. Specifically, video creates: higher engagement, longer awareness, and a greater likelihood for recall and retention (Databox 2024). It's clear that both political parties believe in the importance of video assets as well. The top nine ranking ads represented 55 per cent (Figure 3) of the budget spent in the Meta™ Ad Library by both political parties during the time period measured.

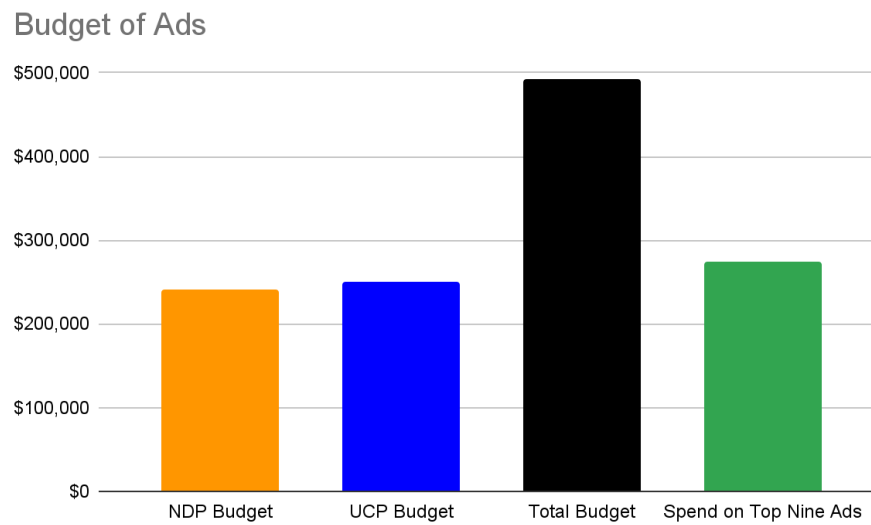


Figure 3: NDP Budget Allocation, UCP Budget Allocation, and Total Budget Allocation, In Contrast of Budget Dedicated to Top Performing Ads

Utilization of Emotional Framing

While all of the top measured ads utilized either the conflict, moral, or emotional frames at least once, the emotional frame was utilized in the text on each of the nine ads measured. This would suggest that emotional frames are likely to lead to higher engagement, lower costs, and increase impact and recall. Emotional frames used were present in the most commonly used phrases and words used across the ad corpus. Notably, moral framing was only used twice among the nine ads studied, suggesting it is a less powerful frame to use in political ad appeals that deliver impact and recall. Table 12 has provided a breakdown of frames used in each ad ranking and examples of emotional frames used.

Table 12 - Framing Used in Each Ad and Samples

Ad	Emotional	Conflict	Moral	Emotional Frame Sample
UCP - Just Transition	x	x		“Wants you to forget”
UCP - Can You Afford Rachel Notley	x	x		“Raised taxes 97 times”

UCP - Rachel Notley Lies	x	x		“Wants you to forget” “Raised taxes 97 times”
NDP - Gamble With Your Pension	x			“Risky” “Unpredictable” “A losing bet”
UCP - Notley Health Care Record	x			“Wants you to forget” “Wait times skyrocketed”
NDP - Insurance and Electricity Rates Are Up	x		x	“Let’s build a better future” “Cutting insurance and electricity rates”
NDP - Do Ads Have to be Negative?	x			“Rachel Notley, strong, stable, competent leadership”
NDP - Take 1 Minute to Watch This Video	x			“Gamble your CPP”
NDP - Trust and Leadership	x	x	x	“Risky and unpredictable”

Negative Ads Have Impact in Framing

While this study was not seeking to answer the question “do negative ads have impact in mobilizing and persuading voters for a political ad campaign” - it’s worth noting that out of the nine top performing ads, seven had a negative message against the political party’s opponent. Creating a threat for voters to identify using the emotional frame highlighted above is important for political ad buyers to consider as a north star when designing ads for future campaigns.

It should be noted that I tracked whether black-and-white imagery was used consistently in negative advertising. While it was a dominant feature in the ads studied, it was not universal. The Alberta UCP ad designers consistently desaturated images of Rachel Notley and the NDP with sepia tone filters,

whereas the Alberta NDP were more likely to rely on black-and-white design for Danielle Smith. Both parties would utilize grainy filters for their opponents. The common design feature is to lean into the emotional frame by generating fear and a sense of distrust through how the political opponent is displayed.

Effective Message Repetition

Each of the top-nine ads analyzed utilized “message discipline” with the messages communicated in their ads. To be more specific, the messages used were strengthened by messages used across the whole ad corpus to strengthen and reinforce the top-line messaging. For the Alberta UCP, the most effective phrases utilized across the ads included “just transition”, “[she/Notley] wants you to forget”, or “raised taxes 97 times”. For the Alberta NDP, the most effective phrases utilized were “for a better future”, or “[Danielle Smith], a losing bet.” Figure 4 shows a comparison between the utilization of top terms utilized by both the Alberta UCP and Alberta NDP.

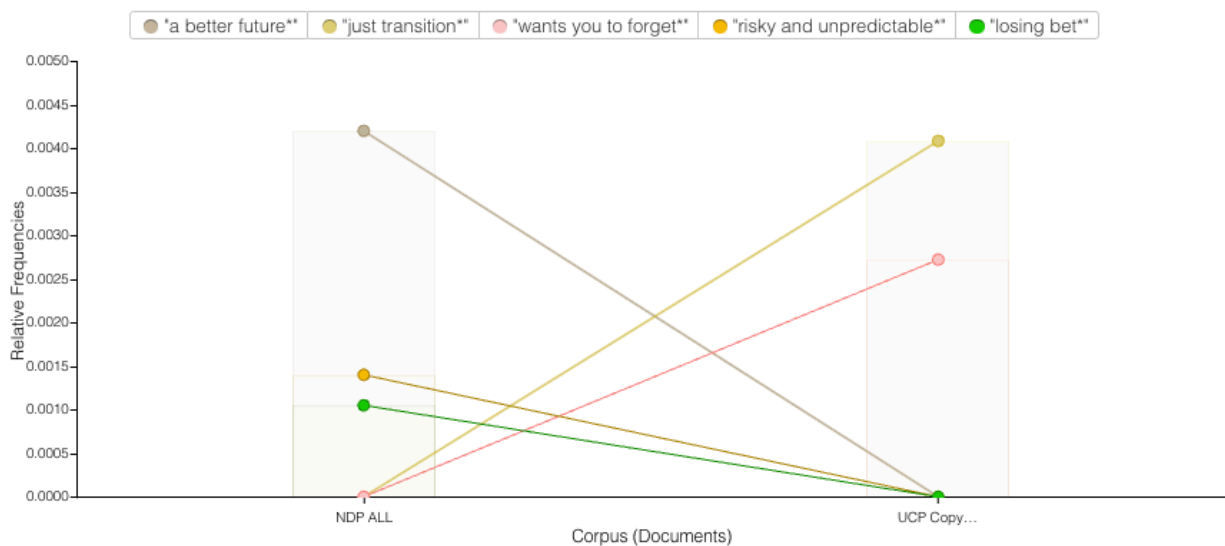






Figure 4 - Comparison of High Frequency Phrases Utilized by the Alberta NDP and Alberta UCP
(Sinclair & Rockwell, 2024)

Burned-In Captions Are Important

Burned-in captions are text permanently on a video file. To put it more plainly, it's the embedded text on a video that the ad recipient sees. In all of the top nine ads studied, both the Alberta NDP and the Alberta UCP used burned-in captions and text to emphasize the audio from either the video narrator or the party representative (see Table 13 as an example). This is important to note because display feeds like on Facebook™ or Instagram™ do not immediately engage audio features for consumers who are scrolling past content, but ad consumers can visually engage with the messages used in the videos as it is playing. These burned-in captions also play a role in emphasizing message repetition across ads where common phrases like “wants you to forget” or “losing bet” were commonly used.

Table 13 - Sample of Burned In Captions Reinforcing Message Repetition

UCP - “Wants You to Forget”	
	
NDP - “Gamble” “Losing Bet”	
	

Font Design

Eight of the nine ads utilized bold sans-serif font design in their ads, with the only exception being a positive ad run by the Alberta NDP where they utilized a bold serif font design. Notably, text presented in ads usually occupied a minimum of 10 per cent of the visual design space as well, speaking to the importance of legibility. Sans-serif font is a font design that does not have any extra strokes or design features. It is seen as a clean and modern font design that is easy to read. Serif fonts are more traditional with the extra design features mentioned above. For ad designers that want to generate high impact ads, bold and easy to read font designs that occupy a generous portion of the ad visual is important to incorporate.

Rapid Visual Transitions

All nine ads consisted of rapid transitions, with no static shots maintained for longer than five seconds. This included a video of Rachel Notley (NDP - Insurance and Electricity Rates Are Up), which had four transitions of Rachel Notley while walking towards a camera in 15 seconds. Ads that had more static design elements (UCP - Just Transition and UCP - Can You Afford Rachel Notley) where a single image of Rachel Notley was consistent for most of the 30 seconds of the ad, there was still rapid movement of new text, charts, or headlines in the ads. One can interpret these findings to suggest that to maintain engagement and increase recall with the target audience, the visual needs constant refreshment through rapid transitions or the introduction of new visual elements.

Audio Cues

Each video ad used in the top performing ads used common audio cues. The music would often set the tone to match with the visuals on screen. For example, negative messaging with emotional framing would often have dark and haunting music as backtrack. Sound effects were also notably used whenever a headline was presented or a rapid transition occurred. The study was not able to discern whether there was

any noticeable benefit in using a male voice or a female voice for narration, however there was diversity across all ad sets.

Discussion: Research Limitations and Further Research

The results from the study can empower ad designers to be able to qualify what effective ad design can look like. Further testing and evaluation on these principles can continue to be measured and identified in other election periods in the Meta Ad Library to build on this research. While the results from the study have provided these strong indicators of effective ad design for political advertisers, there are gaps in the research that are not fully answered by a study of the Meta™ Ad Library alone. The first and most notable of these gaps is that the research is unable to fully quantify whether or not the ads had the intended impact with the intended target audiences, instead only able to make well-reasoned assumptions based on the data provided. Advertisers on Meta™ have the ability to access powerful tools that measure ad design using “Brand Lift” tests (Facebook, 2024). These tests allow the advertiser to measure control groups of audiences who did not see the ad and audiences who did see the ad on metrics like recall, favourability, and likelihood to take action. These tools and study are not available for researchers to access publicly. Without access to similar tools as advertisers, researchers are limited in being able to do a full analysis of design and impact of ads published during an election period. A proposed research method to address this gap would be to develop a own series of political advertisements and test their performance with key audiences. The advertisements would create a series of variables (i.e. static versus video, video with captions and no captions, ads with emotional framing versus conflict framing) to determine which ads performed the best. This study could also use Brand Lift testing available through the Meta™ Ads Manager (Facebook™, 2024). This research study does have a barrier to entry requiring a minimum investment of \$37,500 USD to access the Brand Lift tool.

A second method that could be used to further qualify the results of the findings found in the study that demonstrate effective ad design and impact would be to run a parallel qualitative test by

tracking ad recall and impressions through focus group tracking and measuring responses to ads in the market. The second gap is that the findings in this study are not definitive in determining whether or not they were successful in doing what all political advertisers hope to do, namely mobilize and persuade accessible voters and likely supporters to vote for them on election day. For further research, I propose developing qualitative interviews with voters with identified undecided voters before the beginning of the campaign period. Interview questions would ask interview subjects on what influenced their final vote, their level of recognition of high-frequency advertisements, repeated messages used by political parties, and commonly used message frames to see if any of them were determinative in moving their vote on election day.

Conclusion


Advertisers have long wrestled with how to best construct an optimized campaign that achieves their campaign goals. The rise of the Meta™ Ad Library has provided researchers a vast and publicly searchable library of advertisements purchased to measure ad efficacy and impact. Many questions need to be asked, such as: what is the optimal behavioral or attitude change the campaign is seeking to achieve, what platform or platforms would best achieve that change, and what ad content is most effective. Platforms like Facebook™ have made these questions even more rich and therefore more complicated for the ad buyer. They have supercharged the type of data the buyer is able to access and use to evaluate impact and how it measures against the campaign's objectives through an accurate layout of metrics like impressions, frequency, CPM, with powerful targeting metrics through demographic and geographic tools. For the political advertiser, this is especially noteworthy as political parties are measured every election through a clear quantitative method: votes on election day. Every advantage that can be gained is therefore valuable. What lessons can therefore be extracted from the Meta Ad Library that future advertisers can learn from?

The study of the most effective advertisements published by the Alberta UCP and Alberta NDP in the 2023 provincial election uncovered several key principles for political ad designers to follow when developing a digital advertising campaign on the Meta™ Ad Library. These principles function as a way of reading the Ad Library content to help narrow the focus on planning the requirements for the ad designer to meet. Without these guiding principles, it is unlikely that the campaign the ad designer strives to support will make any meaningful impact in mobilizing or persuading key audiences or any impact can be analyzed. Most important of these principles is the campaign needs a credible plan to generate high frequency advertisements with its target audience that has consistent messaging across its entire set of advertisements published and utilizes effective messaging framing, specifically emotional, conflict, or moral framing. In designing the ad, there are several notable features, uncovered and validated by this research, on design that the advertiser should exploit. First, video is the preferred media when it comes to content, with shorter and compelling content more likely to grip attention and engage high level processing among target audiences. Videos are most effective with burned in captions, combined with rapid movement and visual transitions. Audio cues are also important and should have sound effects and audio cues that match the frame and tone of the visuals. Bold sans-serif fonts perform better than serif fonts. While it may not be a popular finding for those aspiring to see a better and more hopeful political discourse, negative ads that use emotional framing are effective. These effective ad design principles will help to trigger higher level thought processing and ensure higher levels of ad recall and more likely lead to actions (i.e. voting or demonstrating support for a political party).

These findings can be utilized for political ad designers and advertisers to measure success and build objectives for their campaigns where measuring impact can better be quantifiably measured. I recommend further study be done in future election cycles by research advertisers to further advance this area of data-driven research accessible through the Meta™ Ad Library.

Appendix A: Ad Rankings


Rank 1 - UCP Just Transition Ad

<p>Meta™ Ad Library Link</p> <p>Net Score: 9.5 Rank: 1 Total Budget: \$61,250 Total Impressions: 3,562,500 Audience Size Range: 100,000 - 500,000 In Market: March 2 - April 28</p> <p><small>United Conservative Party of Alberta Sponsored - Paid for by United Conservative Party of Alberta</small></p> <p><small>Do you feel Rachel Notley is telling the truth about 'Just Transition'?</small></p>  <p><small>WWW.NOTLEYWANTYOU TOFORGET.CA United Conservative Party of Alberta</small></p> <p><small>Learn more</small></p>						
Ad Frequency +4/4 points	Message Repetition +3/3 points	CPM +0/0.5 points	Message Framing +1 points	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +1/1 points
22	<p>“She wants you to forget”</p> <p>“Trudeau”</p> <p>“Rachel Notley and the NDP can we really afford them again?”</p> <p>“Just transition”</p>	\$18.70	Conflict: Yes Moral: No Emotional: No	Yes	0:30	UCP +2%

Notable Characteristics - UCP Just Transition Ad							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Negative	Female	N/A	N/A	Yes	Yes	Yes	Yes
Other Notable Features: <ul style="list-style-type: none"> Detonated energy infrastructure video Bold text, sans serif Noise and grain filter Notley and Trudeau handshake 16:9 aspect ratio 							

Polling Tracking - UCP Just Transition Ad				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Polling Average General After Poll in Market	Polling Average Calgary After Poll in Market	Change
NDP: 46% (+1) UCP: 45% (December 3 - March 3)	NDP: 41% (+2) UCP 39% (December 3 - March 3)	NDP: 46% UCP: 47% (+1) (April 30 - May 12)	NDP: 44% (+4) UCP: 41% (April 30 - May 12)	General: UCP +2% Calgary: NDP +2%


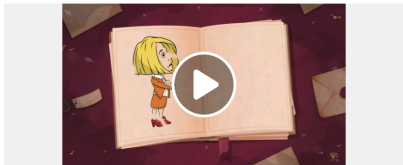
Rank 2 - UCP Can You Afford Rachel Notley

<p style="text-align: center;">Meta™ Ad Library Link</p> <p style="text-align: center;">Net Score: 9 Rank: 2 Total Budget: \$33,000 Total Impressions: 2,200,000 Audience Size Range: 100,000 - 500,000 In Market: March 2 - April 28</p> <div style="text-align: center;">  <p>United Conservative Party of Alberta Sponsored • Paid for by United Conservative Party of Alberta Can you afford Rachel Notley's NDP? Last time they were in government: 97 tax increases 183,000 jobs lost Wages down Record debt</p> <p>WWW.NOTLEYWANTSTOYOUTOFORGET.CA United Conservative Party of Alberta</p> <p>Learn more</p> </div>						
Ad Frequency +4/4 points	Message Repetition +2.5/3 points	CPM +0/0.5 points	Message Framing +1/1 points	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +1/1 points
14.25	“Wants you to forget” “Raised taxes 97 times” “Carbon tax” “Justin Trudeau” “Massive debt” “Can we afford them again?”	\$15.50	Conflict: Yes Moral: No Emotional: Yes	Yes	0:30	UCP +2%

Notable Characteristics - UCP Can You Afford Rachel Notley							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Negative	Female	N/A	N/A	No	Yes	Yes	No
Other Notable Features: <ul style="list-style-type: none"> • Bold text, sans serif font • Grain filter • Graph animations • 16:9 aspect ratio 							

Polling Tracking - UCP Can You Afford Rachel Notley				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Polling Average General After Poll in Market	Polling Average Calgary After Poll in Market	Change
NDP: 46% (+1) UCP: 45% (December 3 - March 3)	NDP: 41% (+2) UCP 39% (December 3 - March 3)	NDP: 46% UCP: 47% (+1) (April 30 - May 12)	NDP: 44% (+4) UCP: 41% (April 30 - May 12)	General: UCP +2% Calgary: NDP +2%


Rank 3 - UCP Notley Lies

<p style="text-align: center;"><u>Meta™ Ad Library Link</u></p> <p style="text-align: center;">Net Score: 9 Rank: X Total Budget: \$69,299 Total Impressions: 2,781,500 Audience Size Range: 100,000 - 1,000,000 In Market: May 12 - May 30</p> <p style="text-align: center;">  United Conservative Party of Alberta <small>Sponsored · Paid for by United Conservative Party of Alberta</small> </p> <p style="text-align: center;"> <small>Once upon a time, Rachel Notley told Albertans they would have to pay to see a doctor...</small> <small>For more of Notley's lies, visit www.NDPlies.com</small> </p> <div style="text-align: center;">  </div>						
Ad Frequency +4/4 points	Message Repetition +2.5/3 points	CPM +0/0.5 points	Message Framing +1/1 points	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +1/1 points
15.49	"Wants you to forget" "Raised taxes 97 times" "Carbon tax" "Justin Trudeau" "Massive debt" "Can we afford them again?"	\$18.97	Conflict: Yes Moral: No Emotional: Yes	Yes	0:30	UCP +2%

Notable Characteristics - UCP Notley Lies							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Negative	Male	N/A	N/A	No	Yes	Yes	No
Other Notable Features: <ul style="list-style-type: none"> • Attack ad negative • Story book animation • Rachel Notley animation • Seniors and family animation. • Male voice over. • Serif font. • Horizontal 16:9 							

Polling Tracking - UCP Notley Lies				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Final Results General	Polling Average Calgary After Poll in Market	Change
NDP: 46% (+1) UCP: 45% (April 15 - May 12)	NDP: 41% (+2) UCP 39% (April 25 - May 12)	NDP: 52.6% (+8) UCP: 44% May 29 Results	NDP: 49% (+2) UCP: 47% May 29 Results	General: UCP +2% Calgary: NDP +2%



Rank 4 - NDP Gamble With Your Pension

<p style="text-align: center;"><u>Meta™ Ad Library Link</u></p> <p style="text-align: center;">Net Score: 7.5 Rank: 4 Total Budget: \$37,900 Total Impressions: 2,094,000 Audience Size Range: 100,000 - 500,000 In Market: April 25-May 11</p> <div style="text-align: center;">  </div>						
Ad Frequency +4/4 points	Message Repetition +2/3 points	CPM +0/0.5 points	Message Framing +1/1 point	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +0/1 point
13.12	“Risky and unpredictable” “Danielle Smith” “Pension scheme” “Gamble with your pension” “A losing bet”	\$18.59	Conflict: No Moral: No Emotional: Yes	Yes	0:30	UCP +1%

Notable Characteristics - NDP Gamble with Your Pension							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Negative	Male	N/A	N/A	No	Yes	Yes	No
Other Notable Features: <ul style="list-style-type: none"> • Bold text, sans serif font. • Imagery of older, white Albertans. • Haunting music. • Blue and red dominant colours. • Horizontal 16:9. 							

Polling Tracking - NDP Gamble with Your Pension				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Polling Average General After Poll in Market	Polling Average Calgary After Poll in Market	Change
NDP: 45% (-) UCP: 45% (-) (December 3 - April 23)	NDP: 42% (+2) UCP 40% (December 3 - April 23)	NDP: 46% UCP: 47% (+1) (April 30 - May 12)	NDP: 44% (+4) UCP: 41% (April 30 - May 12)	General: UCP +1% Calgary: NDP +2%

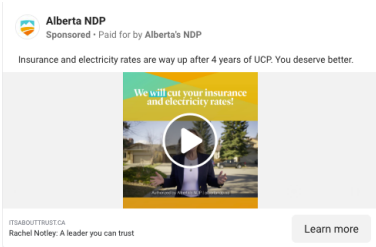
Rank 5 - UCP Notley Health Care Record

<p style="text-align: center;"><u>Meta™ Ad Library Link</u></p> <p style="text-align: center;">Net Score: 7.5 Rank: 2 Total Budget: \$27,750 Total Impressions: 1,090,000 Audience Size Range: 100,000 - 500,000 In Market: April 17 - April 28</p> <p style="text-align: center;">  United Conservative Party of Alberta <small>Sponsored • Paid for by United Conservative Party of Alberta</small> <small>Notley's NDP talk a big game on healthcare, but here are the real facts they don't want you to see 🤔👉</small> </p> <p style="text-align: center;">  </p> <p style="text-align: right;">Learn more</p>						
Ad Frequency +4/4 points.	Message Repetition +2/3 points	CPM +0 points	Message Framing +1 points	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +0 points
10.55	“NDP Leader Rachel Notley” “Wants you to forget” “Wait times skyrocketed” “Can we really afford them again?”	\$33.93	Conflict: No Moral: No Emotional: Yes	Yes	0:30	UCP +2%

Notable Characteristics - UCP Notley Health Care Record							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Negative	Female	N/A	N/A	Yes	Yes	Yes	Yes
Other Notable Features: <ul style="list-style-type: none"> • Contrast of records. • Bold text and sans serif font. • Graph animations. • Check list of positive record. • Sepia saturation. • Hospital images. • Doctor stock video. • Uplifting music. 							

Poll Tracking - UCP Notley Health Care Record				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Final Results General	Polling Average Calgary After Poll in Market	Change
NDP: 46% (+1) UCP: 45% (December 3 - March 3)	NDP: 41% (+2) UCP 39% (December 3 - March 3)	NDP: 46% UCP: 47% (+1) (April 30 - May 12)	NDP: 44% (+4) UCP: 41% (April 30 - May 12)	General: UCP +2% Calgary: NDP +2%


Rank 6 - NDP Insurance and Electricity Rates Are Up

<p style="text-align: center;">Meta™ Ad Library Link</p> <p style="text-align: center;">Net Score: 7 Rank: 6 Total Budget: \$7,449 Total Impressions: 947,500 Audience Size Range: 50,000-500,000 In Market: May 19-May28</p> <div style="text-align: center;">  </div>						
Ad Frequency +2/4 points	Message Repetition +3/3 points	CPM +0.5/0.5 points	Message Framing +1/1 points	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +0/1 points
6.3	“No sales tax” “A freeze on income taxes” “Cutting insurance and electricity rates” “I’m Rachel Notley, let’s build a better future”	\$8	Conflict: No Moral: Yes Emotional: Yes	Yes	0:15	UCP +2%

Notable Characteristics - NDP Insurance and Electricity Rates Are Up							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Positive	Female	N/A	Yes	No	Yes	Yes	No
Other Notable Features: <ul style="list-style-type: none"> • Bold font, serif font • Uplifting music • Video background of suburban neighbourhood • Square 1:1 • Burned in headline caption 							

Polling Tracking - NDP Insurance and Electricity Rates Are Up				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Polling Average General After Poll in Market	Polling Average Calgary After Poll in Market	Change
NDP: 46% (+1) UCP: 45% (April 15 - May 12)	NDP: 41% (+2) UCP 39% (April 25 - May 12)	NDP: 52.6% (+8) UCP: 44% May 29 Results	NDP: 49% (+2) UCP: 47% May 29 Results	General: UCP +2% Calgary: NDP +2%

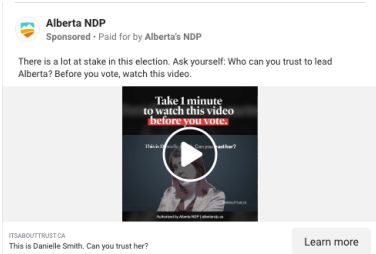
Rank 7 - NDP Do Ads Have to be Negative?

<p style="text-align: center;">Meta™ Ad Library Link</p> <p style="text-align: center;">Net Score: 6.5 Rank: 2 Total Budget: \$16,899 Total Impressions: 1,090,000 Audience Size Range: 1,000 - 1,000,000 In Market: April 17 - April 28</p> <p style="text-align: center;"><small>Alberta's NDP Sponsored • Paid for by Alberta's NDP</small></p> <p style="text-align: center;"><small>WATCH: Who says negative ads have to be negative?</small></p> <div style="text-align: center;">  <p style="font-size: 8px;">WWW.ALBERTANDP.CA Actually... Learn more</p> </div>						
Ad Frequency +3/4 points	Message Repetition +2/3 points	CPM +0 points	Message Framing +1/1 points	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +0/1 points
85.13	<p>“Rachel Notley, strong, stable, competent leadership”</p> <p>“Puts everyday Albertans ahead of corporations”</p> <p>“Someone relatable and your needs in mind”</p> <p>“Rachel Notley, actually that sounds pretty great”</p>	\$33.93	Conflict: No Moral: No Emotional: Yes	Yes	0:30	UCP +2%

Notable Characteristics - NDP Do Ads Have to be Negative							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Positive	Male	N/A	N/A	Yes	Yes	Yes	No
Other Notable Features: <ul style="list-style-type: none"> • Bold font, sans serif • Uplifting piano • Quick transitions • Film burn transitions • Film grain filter 							

Polling Tracking				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Polling Average General After Poll in Market	Polling Average Calgary After Poll in Market	Change
NDP: 45% (-) UCP: 45% (-) (December 3 - April 19)	NDP: 42% (+2) UCP 40% (December 3 - March 3)	NDP: 46% UCP: 47% (+1) (April 30 - May 12)	NDP: 44% (+4) UCP: 41% (April 30 - May 12)	NDP +2%

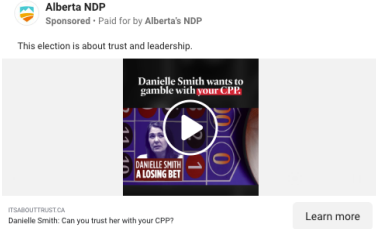
Rank 8 - NDP Take 1 Minute to Watch This Video

<p style="text-align: center;"><u>Meta™ Ad Library Link</u></p> <p style="text-align: center;">Net Score: 6.5 Rank: 7 Total Budget: \$13,049 Total Impressions: 947,500 Audience Size Range: 100,000 - 500,000 In Market: May 23-May 28</p> <div style="text-align: center;">  </div>						
Ad Frequency +2/4 points	Message Repetition +2.5/3 points	CPM +0.5/0.5 points	Message Framing +1/1 points	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +0/1 points
6.8	“Pay to see a doctor” “Fire the RCMP” “Gamble your CPP” “Danielle Smith, can you trust her?” “Danielle Smith on cancer patients”	\$12.72	Conflict: Yes Moral: No Emotional: Yes	Yes	0:57	UCP +2%

Notable Characteristics - NDP Take 1 Minute to Watch this Video							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Negative	Female	N/A	N/A	Yes	Yes	Yes	Yes
Other Notable Features: <ul style="list-style-type: none"> • Bold font, sans serif • Clips of Danielle Smith • Red saturation • Blue background • Ominous music • Square 1:1 • Burned in headline caption 							

Polling Tracking - NDP Take 1 Minute to Watch this Video				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Polling Average General After Poll in Market	Polling Average Calgary After Poll in Market	Change
NDP: 46% (+1) UCP: 45% (April 15 - May 12)	NDP: 41% (+2) UCP 39% (April 25 - May 12)	NDP: 52.6% (+8) UCP: 44% May 29 Results	NDP: 49% (+2) UCP: 47% May 29 Results	General: UCP +2% Calgary: NDP +2%

Rank 9 - NDP Trust and Leadership

<p style="text-align: center;"><u>Meta™ Ad Library Link</u></p> <p style="text-align: center;">Net Score: 6.5 Rank: 7 Total Budget: \$8,000 Total Impressions: 850,000 Audience Size Range: 50,000 - 500,000 In Market: May 19-May 27</p> <div style="text-align: center;">  </div>						
Ad Frequency +2/4 points	Message Repetition +2.5/3 points	CPM +0.5/0.5 points	Message Framing +1/1 points	Video +0.25/0.25 points	Video Length +0.25/0.25 points	Public Poll Tracking +0/1 points
5.3	“Trust and leadership” “Your pension shouldn’t be gambled with” “Pension plan scheme” “A losing bet” “Risky and unpredictable”	\$9.48	Conflict: Yes Moral: Yes Emotional: Yes	Yes	0:15	UCP +2%

Notable Characteristics - NDP Trust and Leadership							
Positive or Negative	Male or Female Voice Over	Interview or Streeter	Narrated by Party Representative	Black and White Imagery	Use of Text Captions	Use of Transitions	Use of News Headlines
Negative	Male	N/A	N/A	Yes	Yes	Yes	No
Other Notable Features: <ul style="list-style-type: none"> • Bold font, sans serif • Danielle Smith image • Senior image • Roulette video • Gambling images • Ominous Music • Square 1:1 • Burned in headline caption 							

Polling Tracking - NDP Trust and Leadership				
Polling Average General Before Ad in Market	Polling Average Calgary Before Ad in Market	Polling Average General After Poll in Market	Polling Average Calgary After Poll in Market	Change
NDP: 46% (+1) UCP: 45% (April 15 - May 12)	NDP: 41% (+2) UCP 39% (April 25 - May 12)	NDP: 52.6% (+8) UCP: 44% May 29 Results	NDP: 49% (+2) UCP: 47% May 29 Results	General: UCP +2% Calgary: NDP +2%

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