

Super Political

Super Tuesday is here. There is a lot of media hoopla about this—ABC, CBS and NBC were discussing it non-stop during the morning news shows. All candidates have ramped up advertising for the primary, and Barack Obama even ran an ad during the Super Bowl.

Political advertising is tough, especially on a national level. You want to hit the right chord to get out your supporters, convert non-supporters and not alienate everyone else. Obama has to be very careful not to alienate Clinton supporters (and vice versa for Hillary Clinton with Obama supporters), because there is a potential ticket of Obama/Clinton to contend with after the presidential candidate is chosen.

Since I have only seen the Obama ad, I can only comment on that. His strategy is very clear: emphasize change to appeal to everyone disenchanted with the current administration AND to everyone who doesn't want to see Bill Clinton back in the White House. He is also working hard to appeal to the Millennials. This is wise—I think Millennials will turn out for this election, and of all the candidates currently out there, Obama probably has the most appeal.