Jivox

Jivox Interactive Video ads for Political Campaigns

Engage your Voters with Online Video Ads: Interactive Widgets, Social Sharing and Expanding Video

TV has always been a great medium for political campaigns – video delivers the message visually, enables candidates to get in front of their audience without having to be physically present. These days however, voters spend as much time online as they watch TV. It is therefore just as important to reach voters online. Interactive Video Advertising is a powerful way to not only deliver a TV message online but also to engage voters using Social Media and other interactive elements in the video ad.

Jivox's high-impact engagement-based ad formats provide advertisers with more ways than ever before to connect with their target audience.

Jivox video ad units powered by interactive and social widgets add significant uplift to user engagement by allowing advertisers to communicate directly with Internet users. Interactive widgets provide social sharing options, endorsements, campaign/voter information and many other ways to interact with candidates. These interactions can also be tracked in real-time. Online video ads deliver 5-10 times the interaction rates as comparable display ads.

Jivox technology provides just the right solution to reach your audience with online video ads:

- Interactive video ads for optimal engagement
- Custom interactive widgets for impactful messaging
- Social sharing options for maximum reach
- Rich campaign analytics for real-time campaign optimization

The Jivox platform enables candidates to build a following on multiple social networks including Facebook, Twitter, and YouTube Channels to continue communicating to the public and build trust among voters. Leveraging social media provides a great opportunity to re-engage with followers on an ongoing basis.

Embed video messages including speeches and messages on specific issues
- Use additional longer form videos embedded in the video ad
- Tailor messages to specific audiences
- View debates on important issues

Build following on social media channels
- Participate in conversation on Twitter
- Learn more about community outreach through Facebook pages
- Enable voters to become fans on Facebook

Viral Sharing
- Viewers can share on their social networks and enable a viral spread of the message
- Email the video ad to friends or online communities
- Embed on their website or blog

Interact with your voters/supporters
- Collect donations
- Conduct polls on important campaign issues
- Establish contacts with voters via email and SMS features

Click on the Thumbnails below to View Sample Political Ad Campaigns:

Video Ad Formats

Jivox's high-impact engagement-based ad formats provide advertisers with more ways than ever before to connect with their target audience:

The in-stream units can be pre-, mid- or post-rolls within a publishers' video content.

A 300×250 video ad unit with an interactive panel that - when hovered over - pauses the video ad and overlays on the video player.

Side by side ad units combining a 300×250 video unit with a 300×250 interactive panel expanding to the right or left of the video upon mouse-over.

300×250 video ad unit that - when hovered over - pauses the video ad and expands to a 810x550 ad unit with an enlarged video player, interactive panel and featured twitter feed or companion banner.

Mobile video ads delivered via WAP or mobile web pages using all common banner ad unit sizes.

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