

# Trump Advertising Research

This deck tracks a sampling of Trump campaign immigration ads from September 1-18.

## Background

### September 1-18 Observations

- The majority of ads focus on tying Joe Biden to the “radical left” along with threats to raise taxes, grant amnesty to undocumented immigrants and defunding the police.
- Most recent ads target adults over age of 55 with threats on social security.
- Ads consistently attempt to incite the scarcity mindset and accuse Democrats of giving immigrants preferential treatment.
- Even if the accompanying video has nothing to do with immigration, the text/copy lists amnesty as a top policy priority of the “far left.”

### General

- Campaign ran four main ads, each with multiple versions that vary in creative. (e.g., One ad had 11 variations)
- Most ads run from “Donald J. Trump” but identical ads are also run, often with greater spending, from “Team Trump” and “Promises Made Promises Kept” FB pages.
- Audience is concentrated in battleground states, including PA and MI, with Florida usually ranked the highest.
- All ads were ran on both Facebook and Instagram.

# Immigration Ad 1

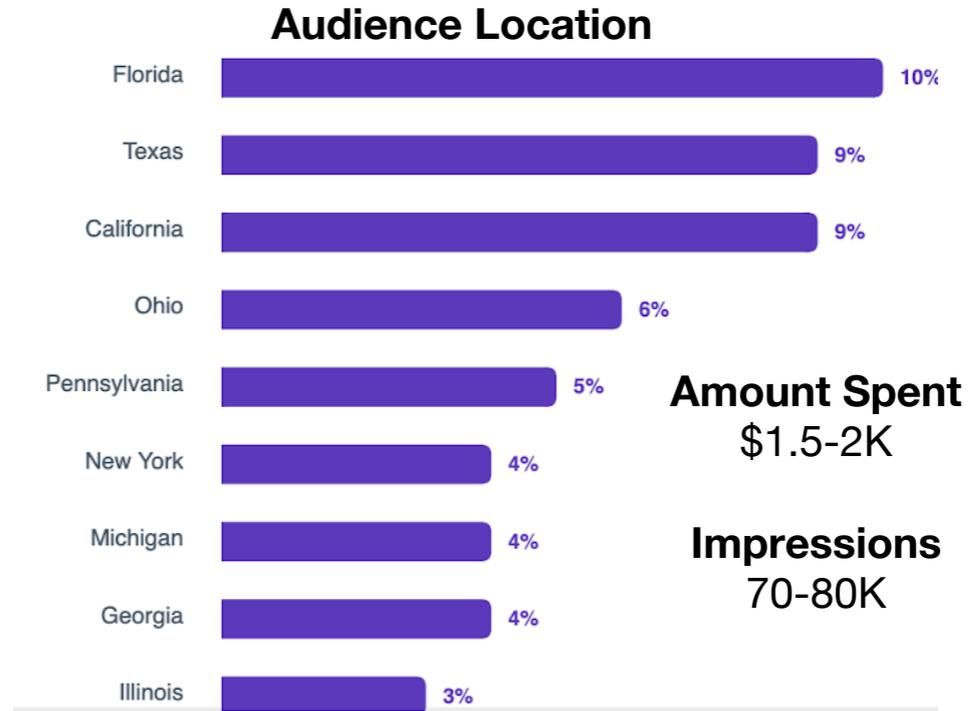
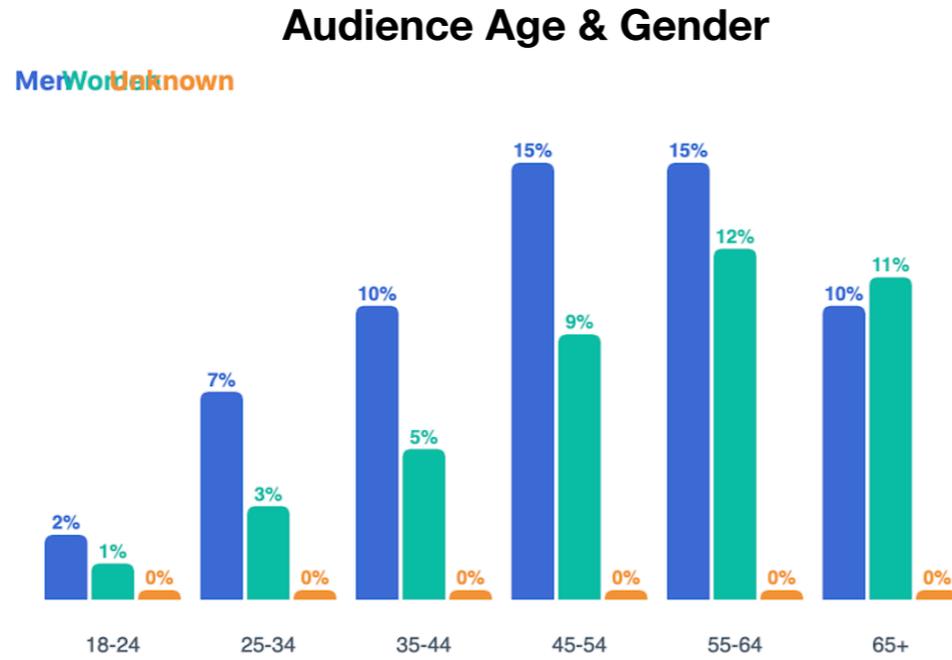
Ad ran September 15-16, coinciding with ABC Town Hall where Trump was asked about his plans for immigration. The ad claims that Trump supports legal immigration while accusing Democrats of giving immigrants preferential treatment over U.S. citizens. Two identical versions of the ad ran with different video layouts. [Video](#) shows Trump speaking at a rally about his support among Latinos and support for legal immigration. Ad was posted 12 times each with unique target audiences, below shows summaries for all 12.

**Donald J. Trump**  
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants....

**SUPPORT LEGAL IMMIGRATION**



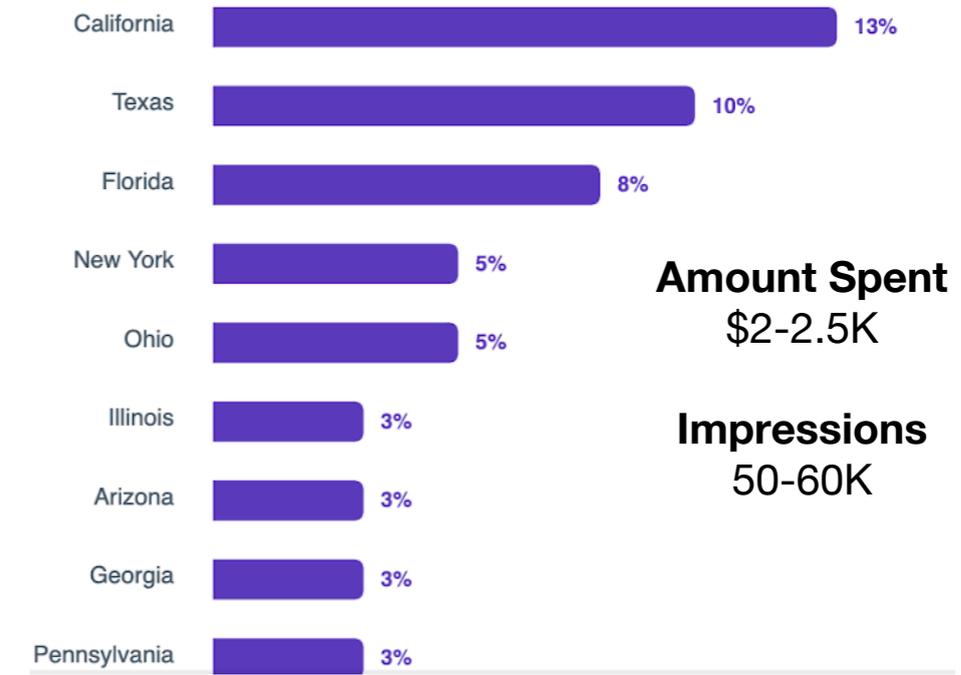
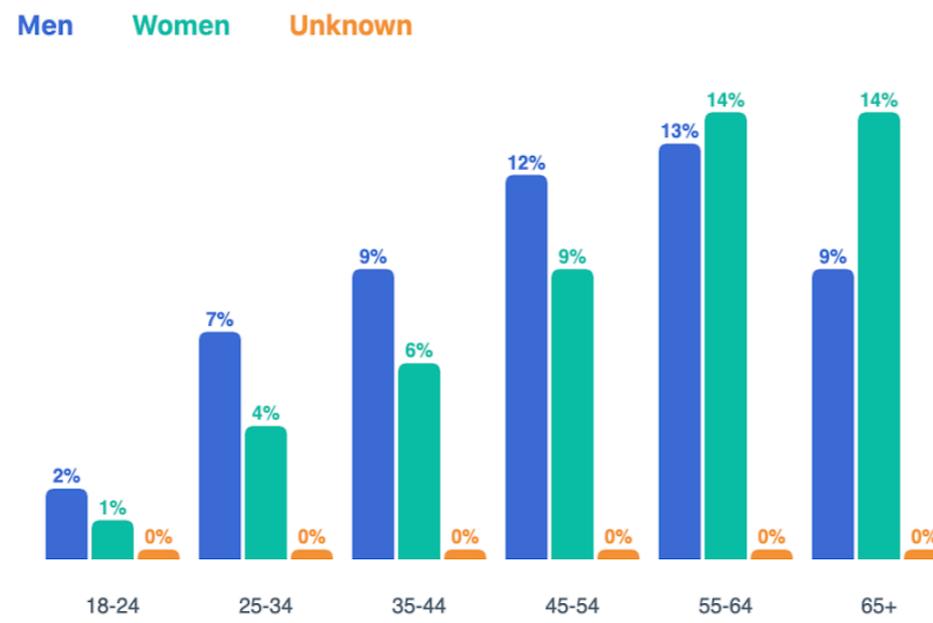
**Donald J. Trump**  
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

DEMOCRATS HAVE CHOSEN ILLEGAL IMMIGRANTS OVER THE AMERICAN PEOPLE FOR TOO LONG!

Joe Biden supports giving taxpayer-funded health care to illegal immigrants for FREE. He voted for and supported efforts to GRANT AMNESTY to MILLIONS of illegal immigrants....

**SUPPORT LEGAL IMMIGRATION**

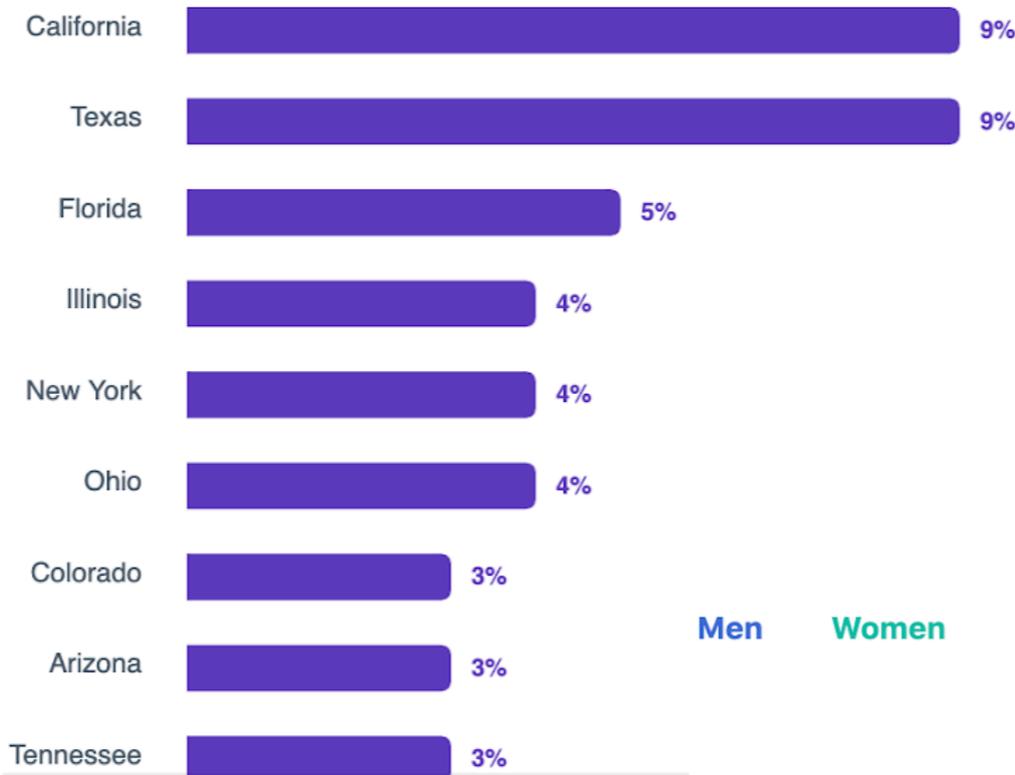
**PROMISES MADE, PROMISES KEPT**



# Immigration Ad 2

Ad ran August 31- September 11 and was posted 11 times. It is a [fundraising ad](#) that has the same copy as all other fundraising ads but the graphic argues that Joe Biden has not passed comprehensive immigration reform in 47 years. This was the only fundraising ad to tie in the issue of immigration. The target audience is men and women over the age of 45, in states with high Latino populations.

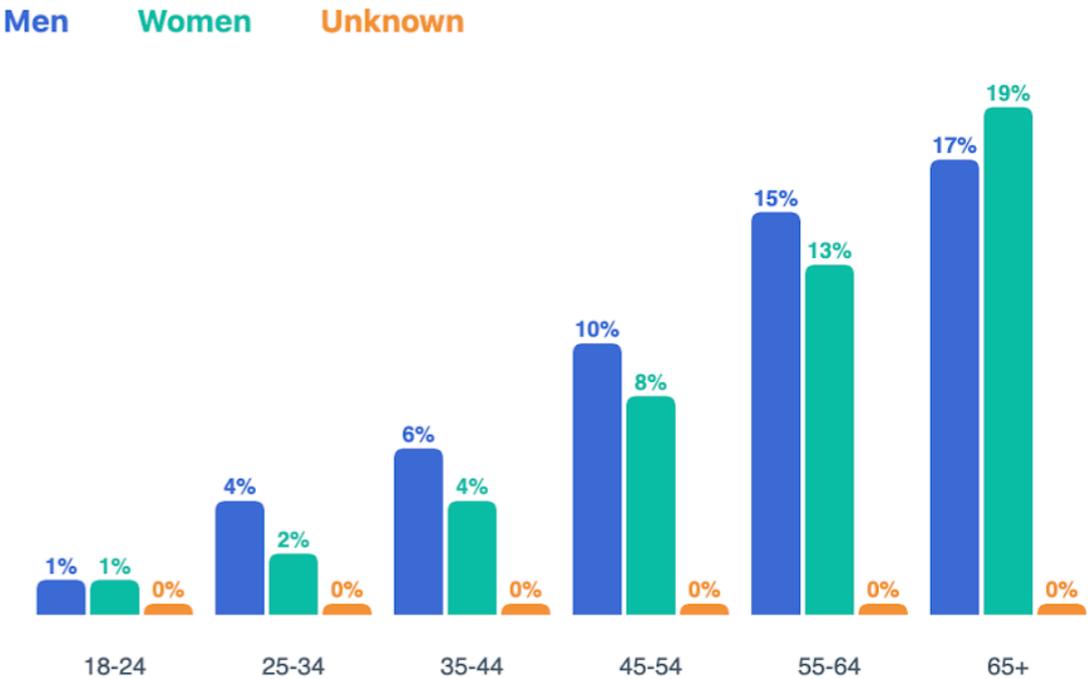
### Audience Location



**Amount Spent**  
\$15-20K

**Impressions**  
450-500K

### Audience Age & Gender



11 ads use this creative and text

# Immigration Ad 3

From Sept 1-11, the campaign tested ads with the same copy and 11 different videos. Most ads were tested September 1-5 with two final versions run September 10-11 and **duplicated on other campaign pages**. The ad lists “amnesty for 11 million illegal immigrants” as a top 3 policy priority of the “far left” and claims Joe Biden has been taken over by the progressive wing of the Democratic party. Most of the accompanying videos have nothing to do with immigration.

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden has embraced the policies of the far Left.

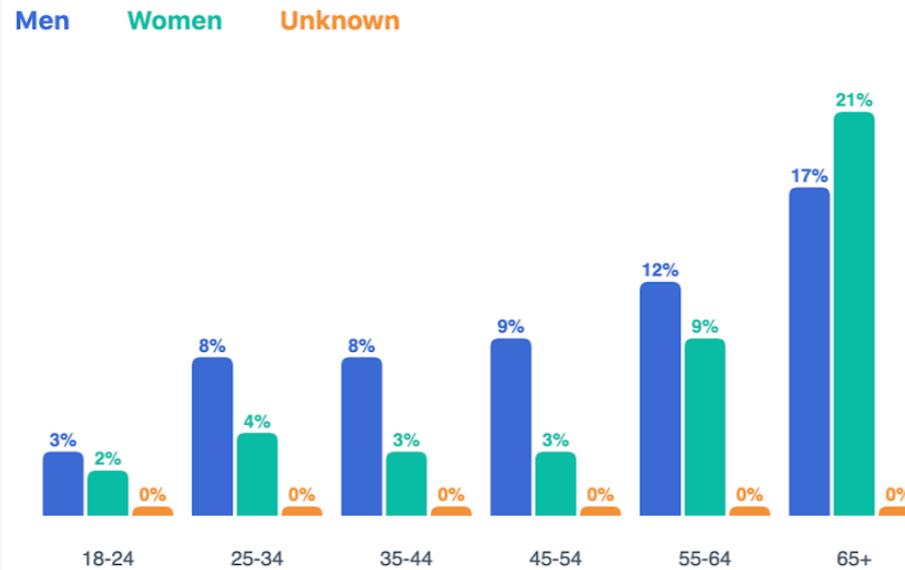
- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the Democratic Party. Don't let them take over America.



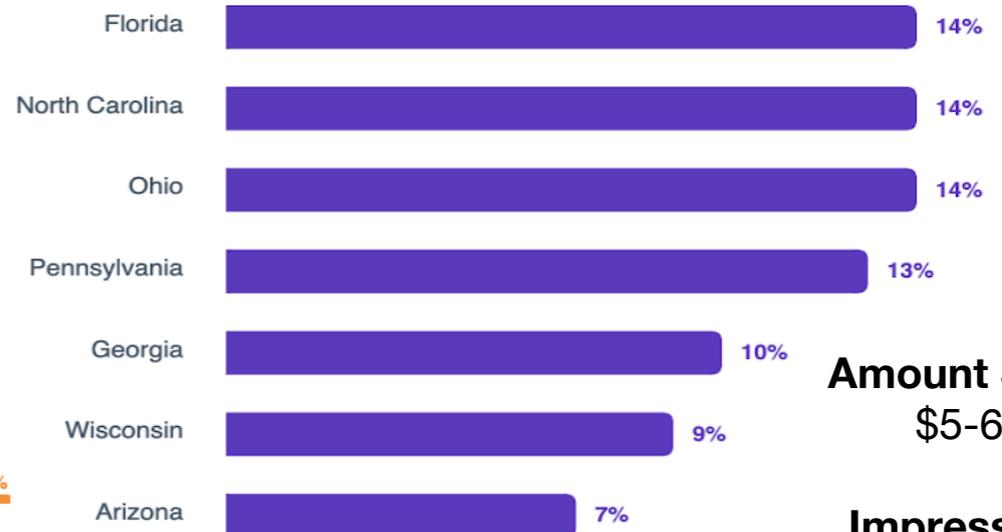
318 ads use this creative and text

## Audience Age & Gender



Version #1 video shows a puzzle spelling “The Democrats are corrupt”. Ad was posted 318 times from September 1-5.

## Audience Location



Amount Spent  
\$5-6K  
Impressions  
400-450K

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

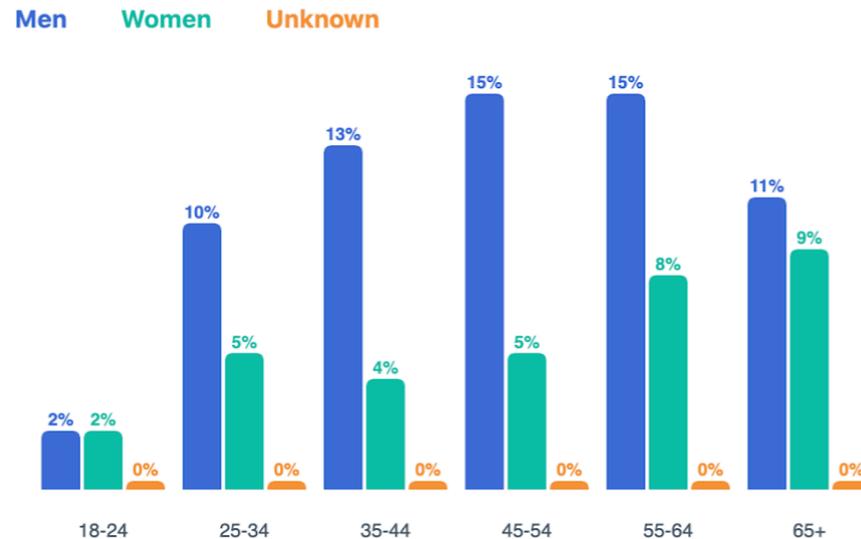
Joe Biden has embraced the policies of the far Left.

- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

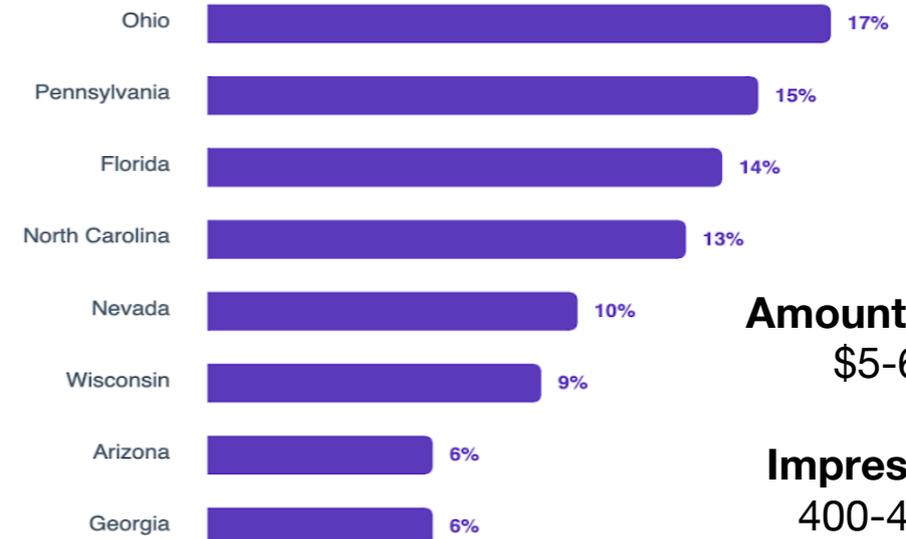
The RADICAL Left has taken over Joe Biden and the...



316 ads use this creative and text



Version #2 video uses audio clips of Biden speaking on the Black community including “you ain’t Black” comment that he apologized for and exchange with Sen. Harris during Democratic primary debate. Ad was posted 316 times from September 1-11.



Amount Spent  
\$5-6K  
Impressions  
400-450K

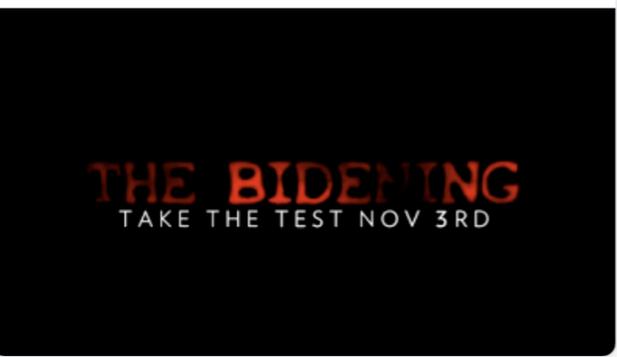
Immigration Ad 3 (continued)

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden has embraced the policies of the far Left.

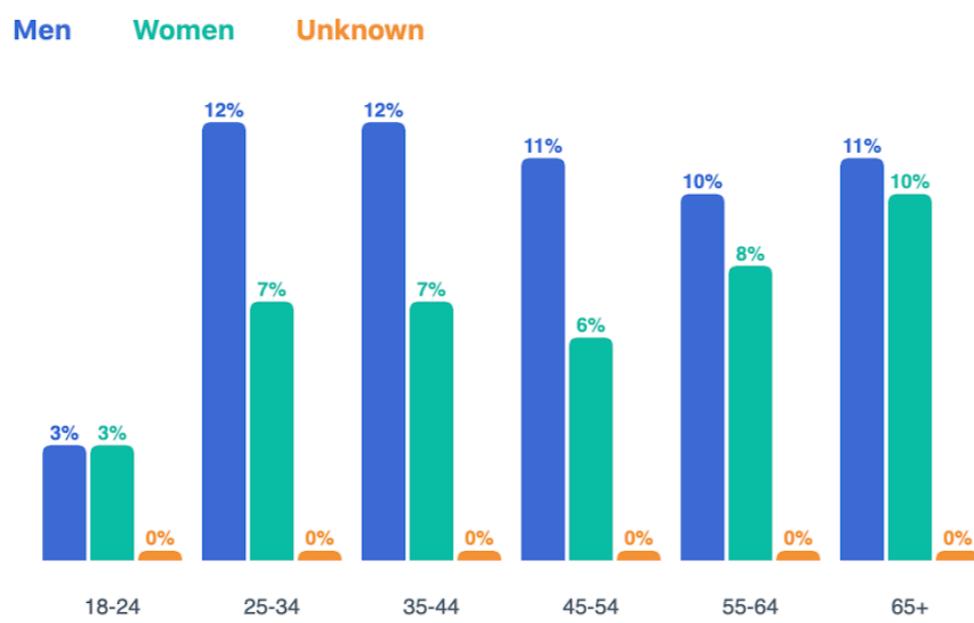
- ✓ TRILLIONS in new taxes
- ✓ AMNESTY for 11 MILLION illegal immigrants
- ✓ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the...

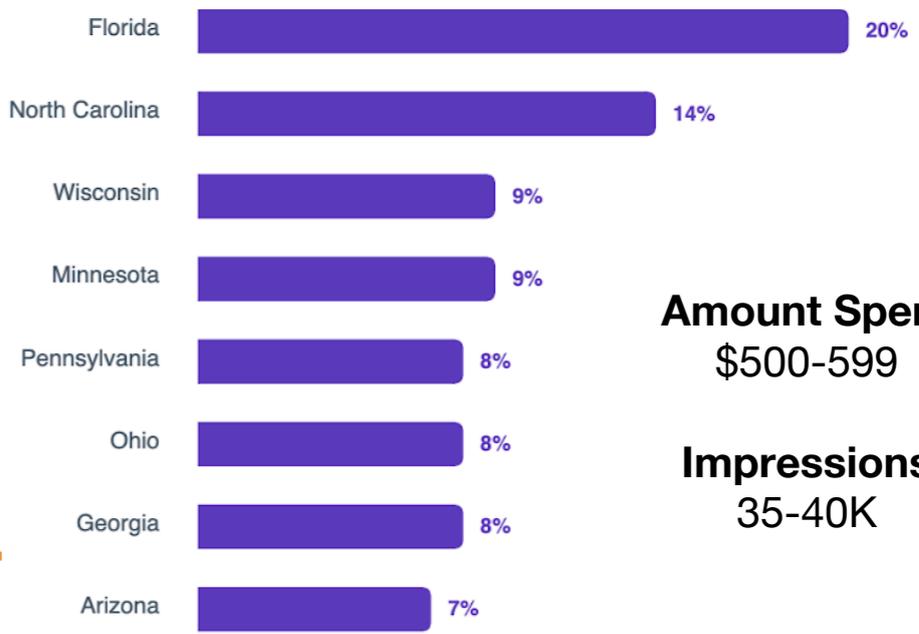


307 ads use this creative and text

Audience Age & Gender



Audience Location



Amount Spent \$500-599

Impressions 35-40K

Version #3 uses highly edited and manipulated video to suggest Biden's cognitive ability is compromised. Ad was posted 307 times from September 1-4.

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden has embraced the policies of the far Left.

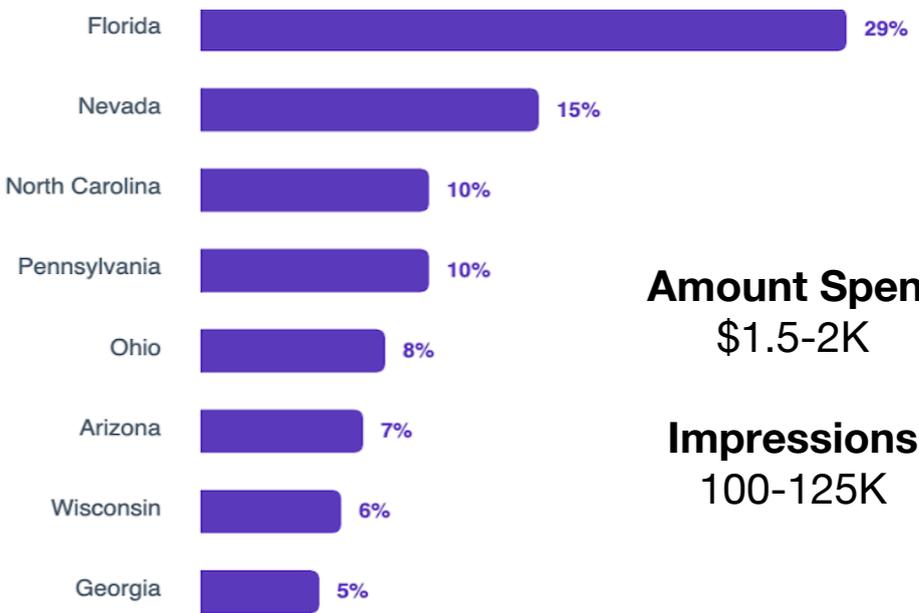
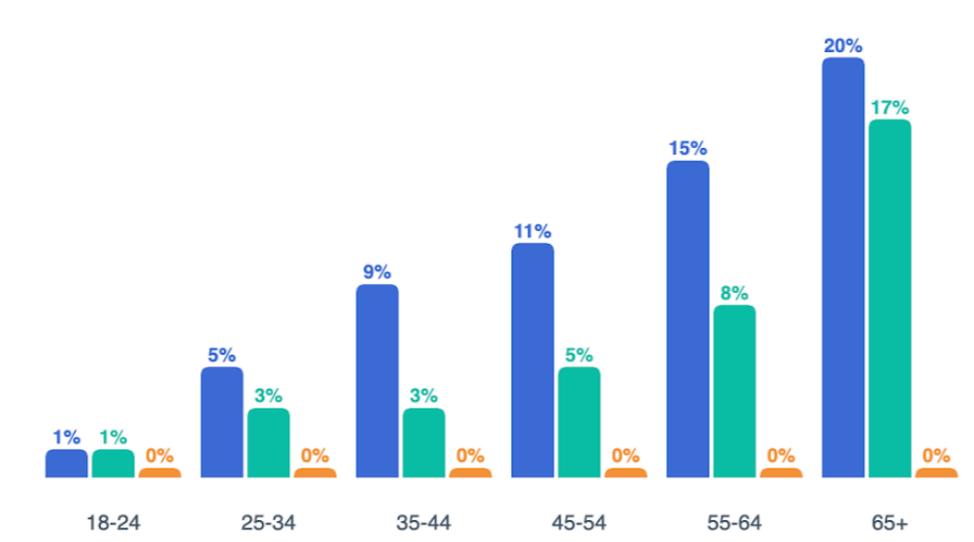
- ✓ TRILLIONS in new taxes
- ✓ AMNESTY for 11 MILLION illegal immigrants
- ✓ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the Democratic Party. Don't let them take over America.



316 ads use this creative and text

Audience Age & Gender



Amount Spent \$1.5-2K

Impressions 100-125K

Version #4 includes voiceover reading the text included above the video accompanied with Biden audio on each of the three policies. Ad was posted 316 times from September 2-5

Immigration Ad 3 (continued)

**Donald J. Trump**  
 Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

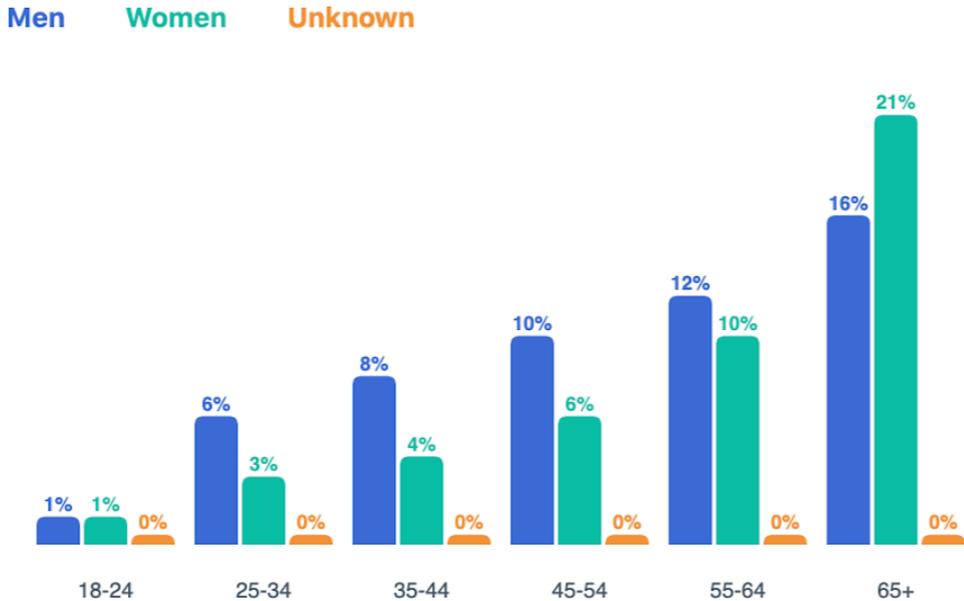
Joe Biden has embraced the policies of the far Left.

- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

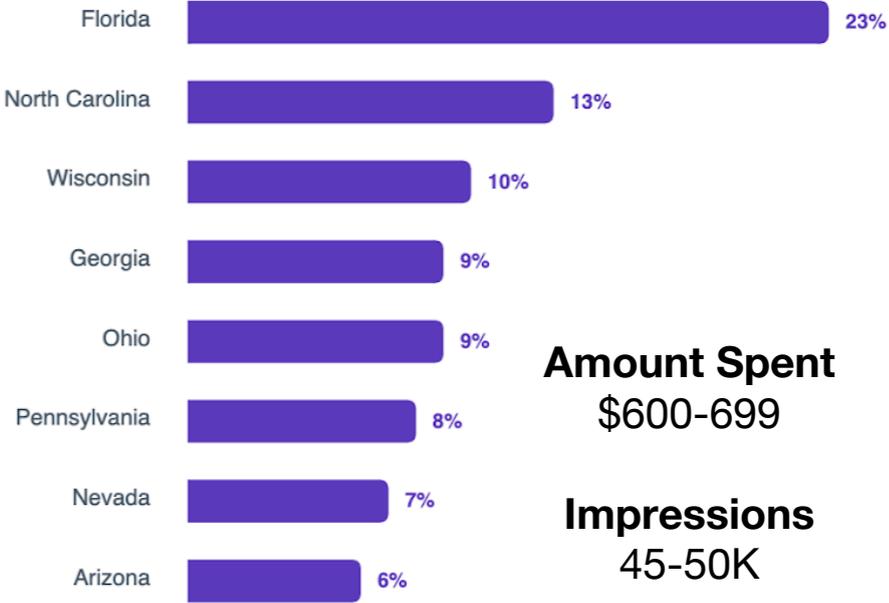
The RADICAL Left has taken over Joe Biden and the Democratic Party. Don't let them take over America.

305 ads use this creative and text

Audience Age & Gender



Audience Location



**Amount Spent**  
 \$600-699

**Impressions**  
 45-50K

Version #5 includes voiceover reading the text included above the video. Ad was posted 305 times from September 2-5

**Immigration Ad 3 (continued)**

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

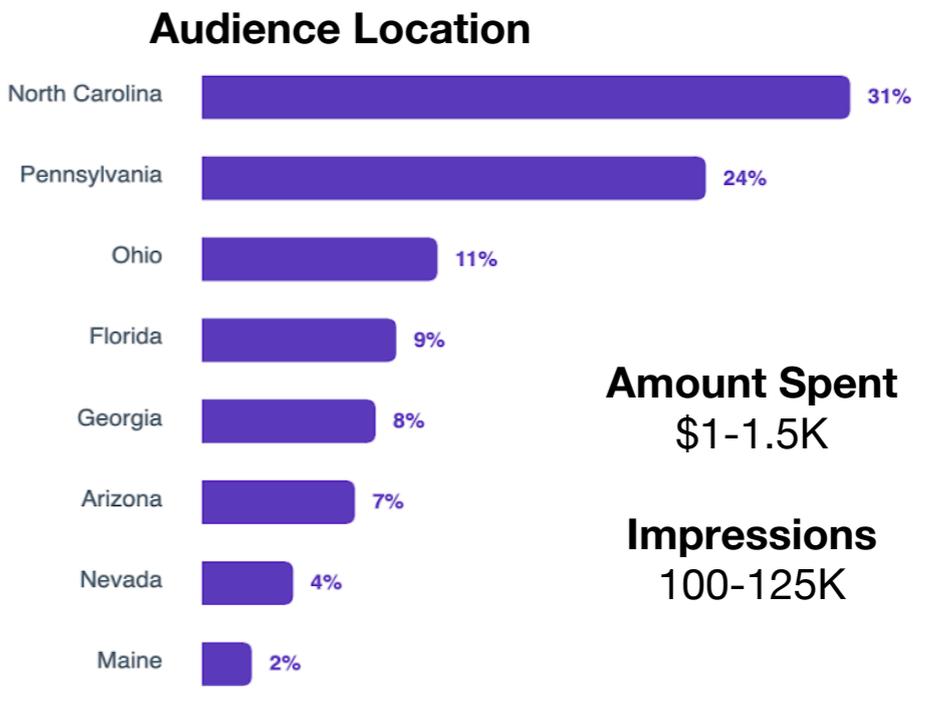
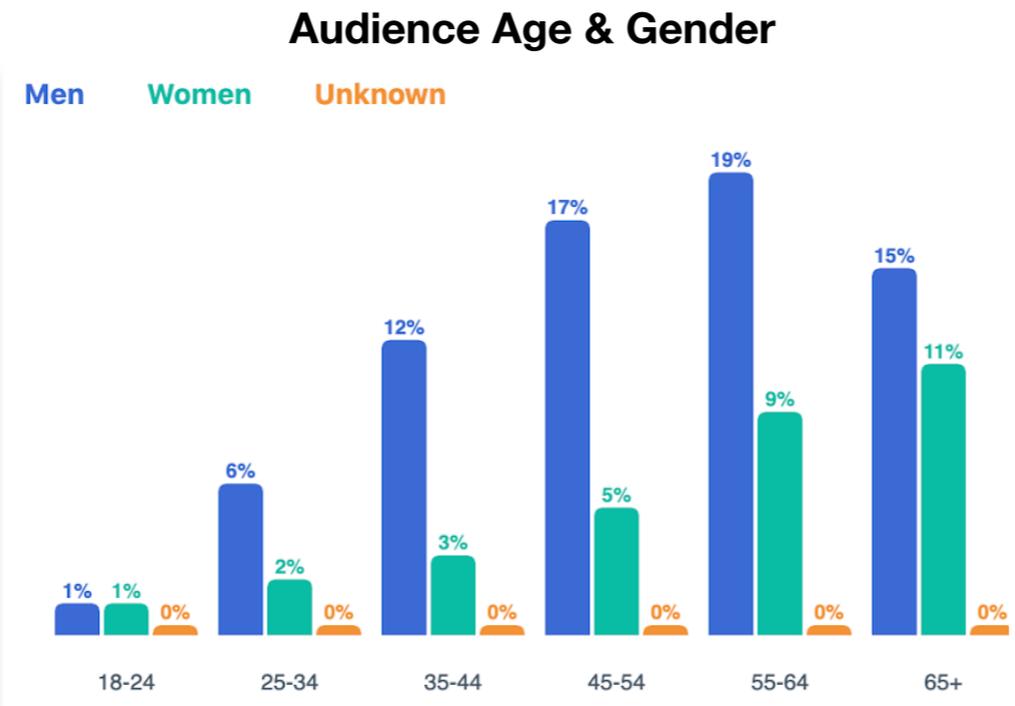
Joe Biden has embraced the policies of the far Left.

- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the...

Paid for by Donald J. Trump for President, Inc.

160 ads use this creative and text



**Amount Spent**  
\$1-1.5K

**Impressions**  
100-125K

[Version #6](#) uses highly edited video clips to suggest Biden's cognitive ability is compromised. Copy and video is identical to Version #7 below with different video layout. Ad was posted 160 times from September 1-5.

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

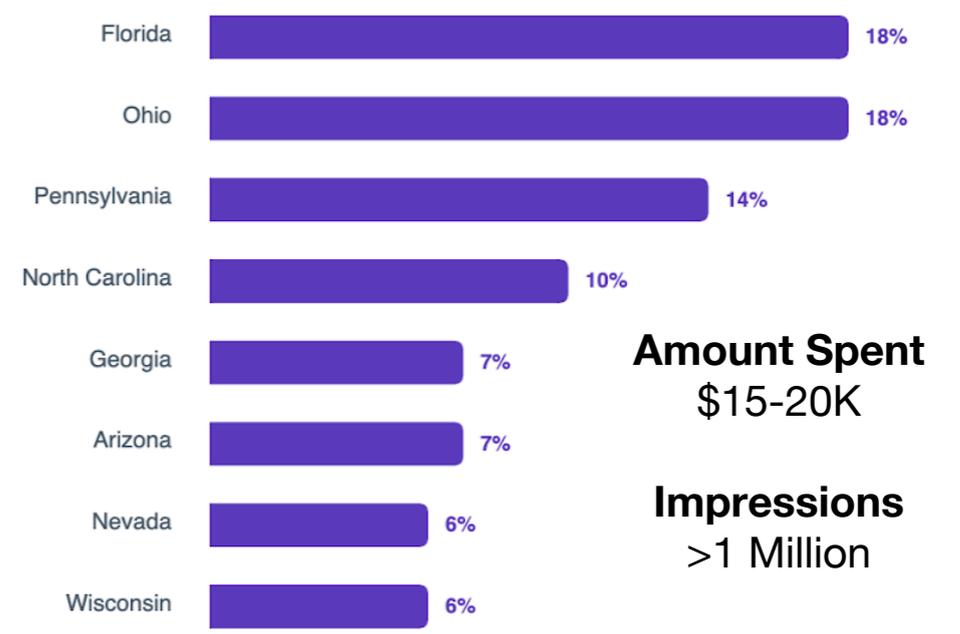
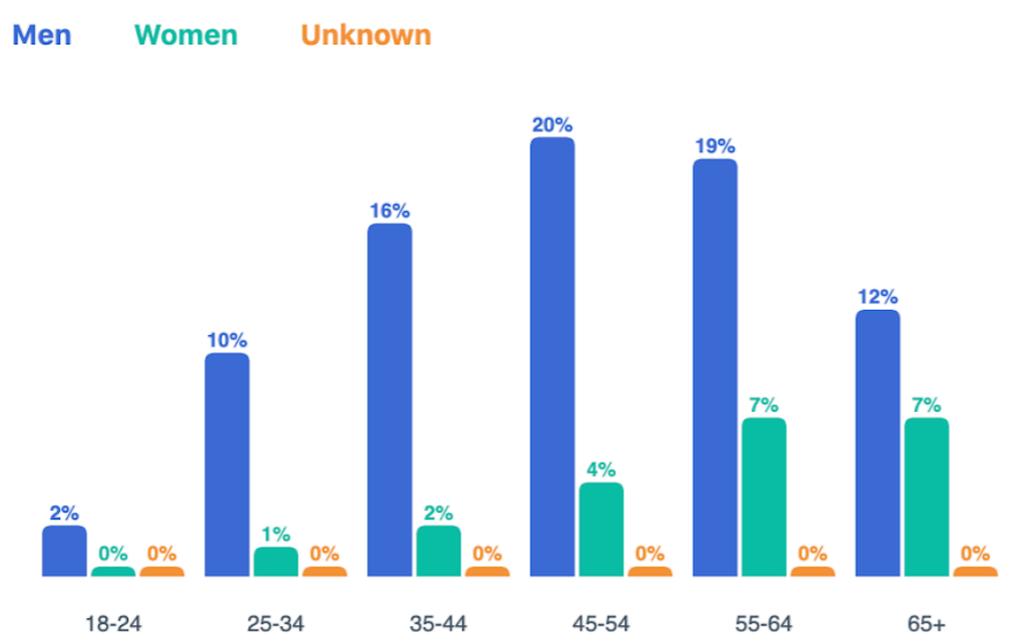
Joe Biden has embraced the policies of the far Left.

- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the...

Paid for by Donald J. Trump for President, Inc.

164 ads use this creative and text



**Amount Spent**  
\$15-20K

**Impressions**  
>1 Million

[Version #7](#) uses highly edited video clips to suggest Biden's cognitive ability is compromised. Copy and video is identical to Version #6 above with different video layout. Ad was posted 164 times from September 1-5.

Immigration Ad 3 (continued)

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden has embraced the policies of the far Left.

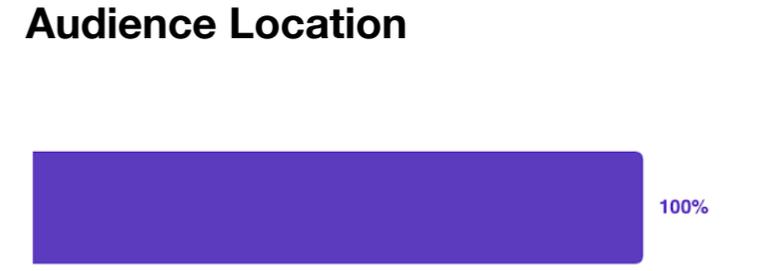
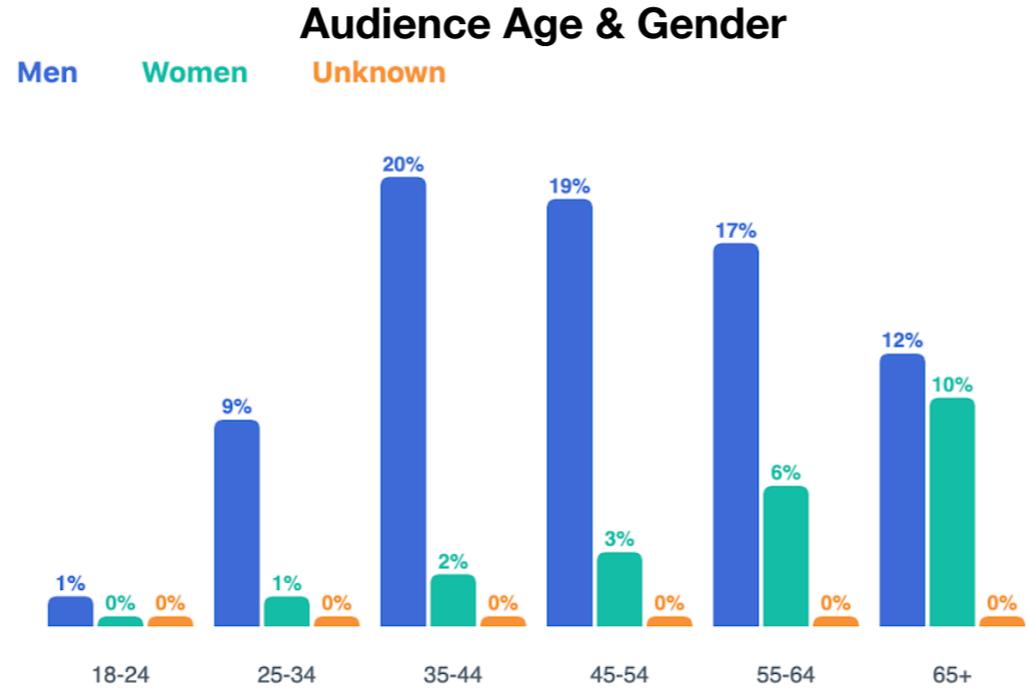
- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the...



MINNEAPOLIS, MN

5 ads use this creative and text



**Amount Spent**  
\$200-299

**Impressions**  
30-35K

Version #8 uses video of protests and riots in Minneapolis, MN tying Biden to Rep. Ilhan Omar and calling Biden's response "weak." Ad was posted 5 times from September 1-11 and mostly targets men.

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden has embraced the policies of the far Left.

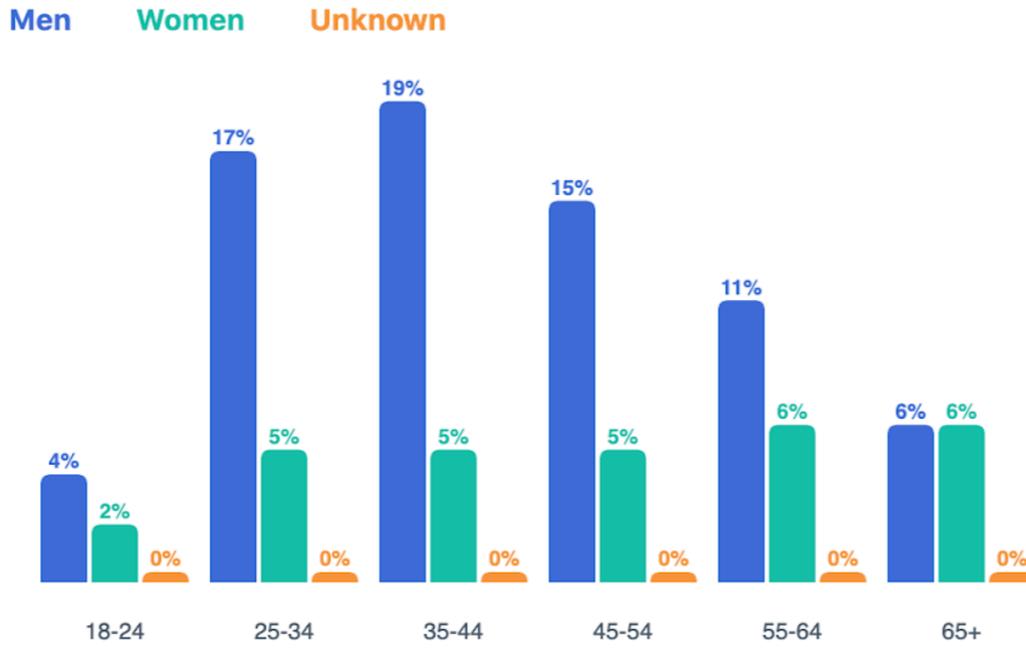
- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the Democratic Party. Don't let them take over America.



KENOSHA, WI

6 ads use this creative and text



**Amount Spent**  
\$2-2.5K

**Impressions**  
300-350K

Version #9 uses video of protests and riots in Kenosha, WI tying Biden to "radical left" and calling Biden's response "weak." Ad was posted 6 times from September 2-7, 10-11 and mostly targets men.

Immigration Ad 3 (continued)

Version #10 uses videos of civil unrest across the country and ends with audio of Vice President Pence saying "You won't be safe in Joe Biden's America." Ad was posted 307 times on September 10

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden has embraced the policies of the far Left.

- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the Democratic Party. Don't let them take over America.

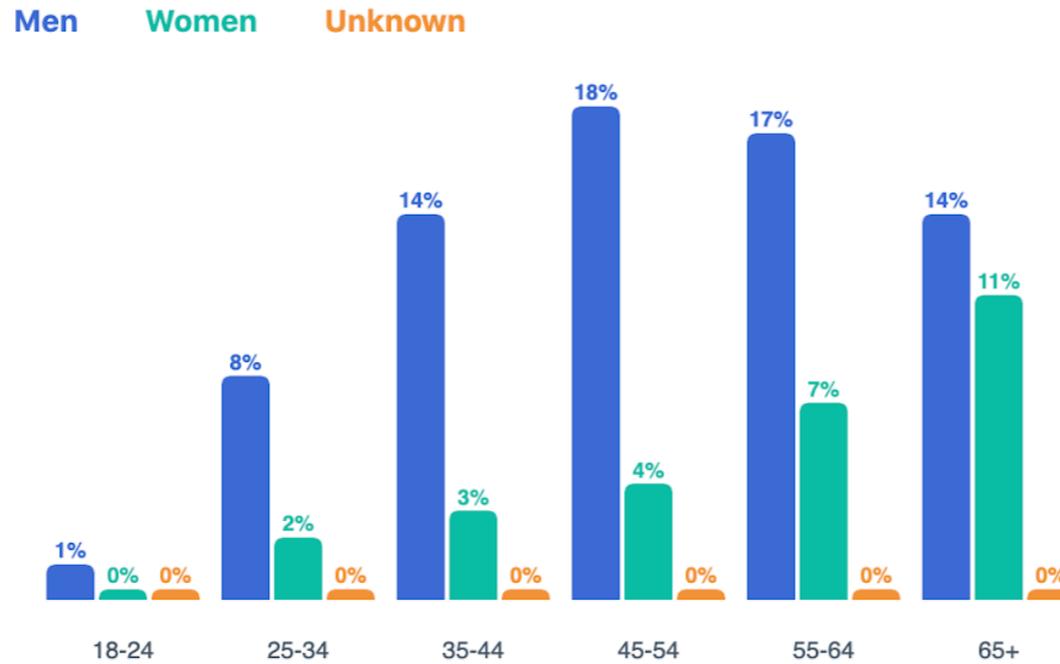
**STOP JOE BIDEN AND HIS RIOTERS**

TEXT VOTE TO 88022

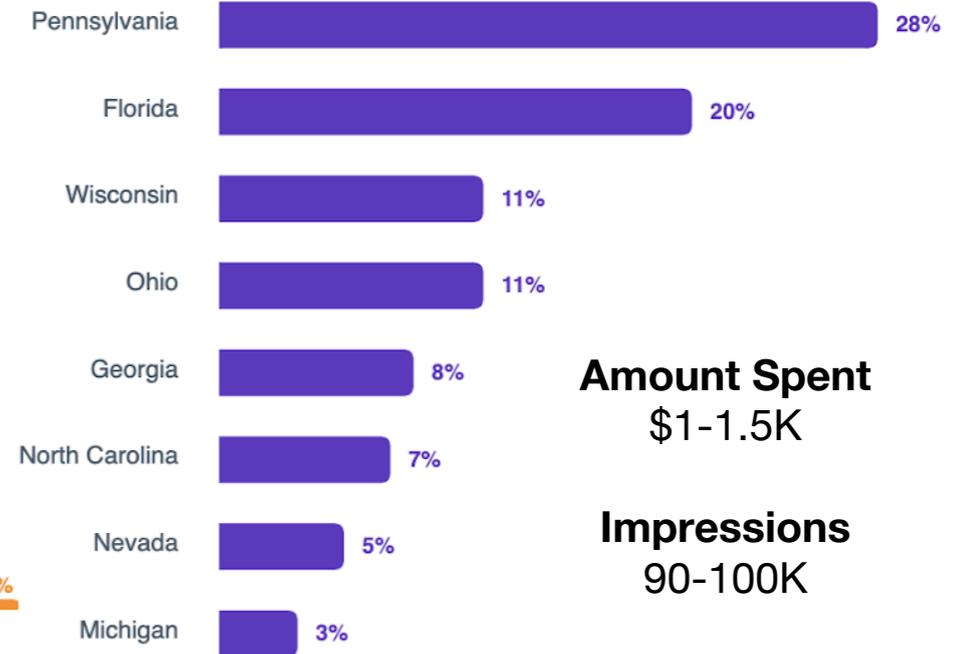
PAID FOR BY DONALD J. TRUMP FOR PRESIDENT, INC.

307 ads use this creative and text

Audience Age & Gender



Audience Location



Amount Spent \$1-1.5K

Impressions 90-100K

"Team Trump" ran identical video/copy for 329 ads Sept 10.

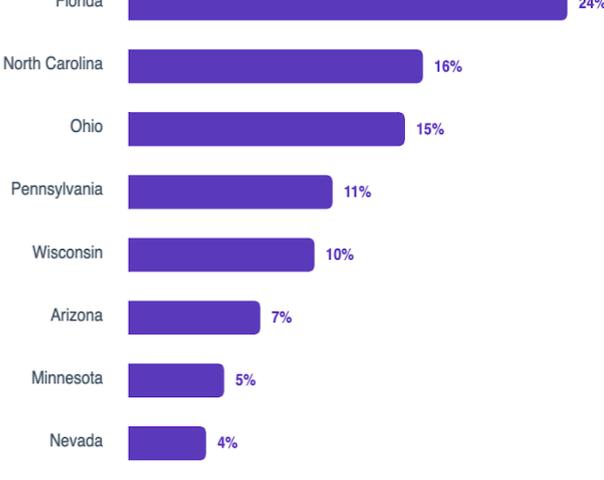
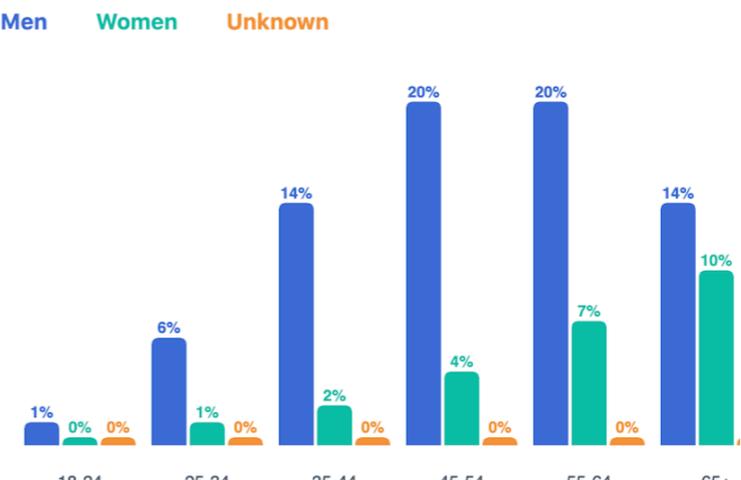
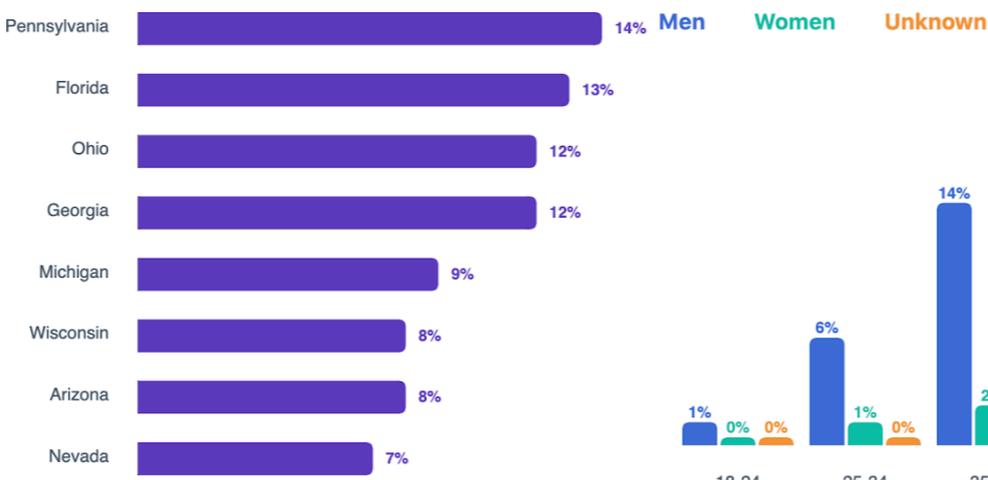
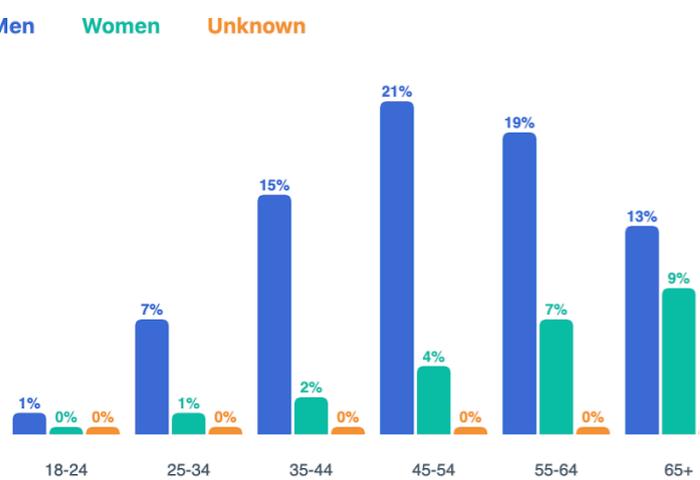
Amount Spent: \$2-2.5K

Impressions: 200-250K

"Promises Made Promises Kept" ran identical video/copy for 314 ads Sept 10.

Amount Spent: \$2.5-3K

Impressions: 200-250K



Immigration Ad 3 (continued)

Version #11 uses videos of civil unrest across the country against audio of Senator Harris laughing. Ad was posted 388 times from September 10-11.

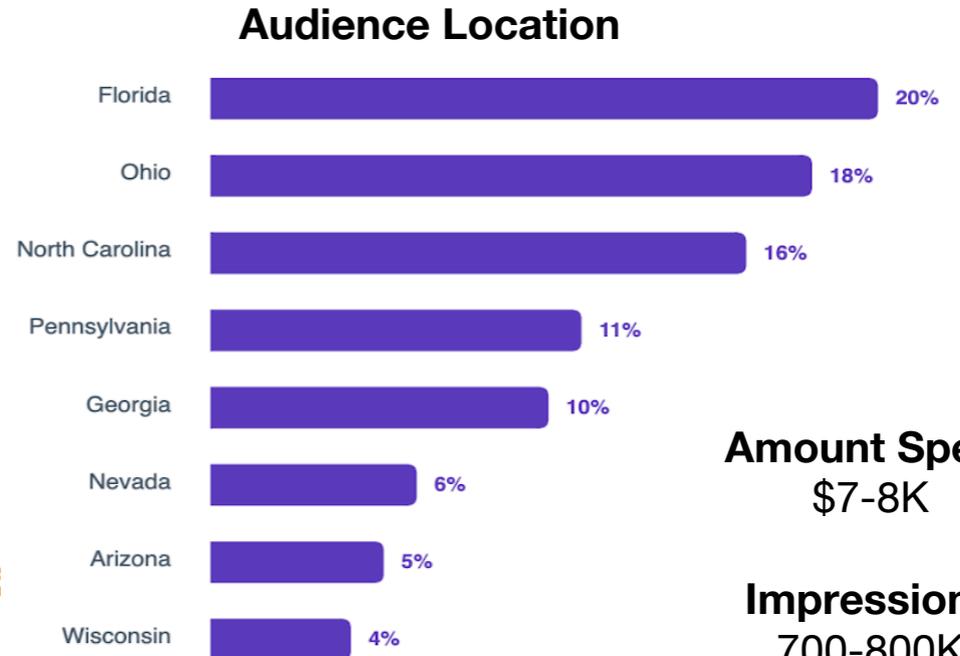
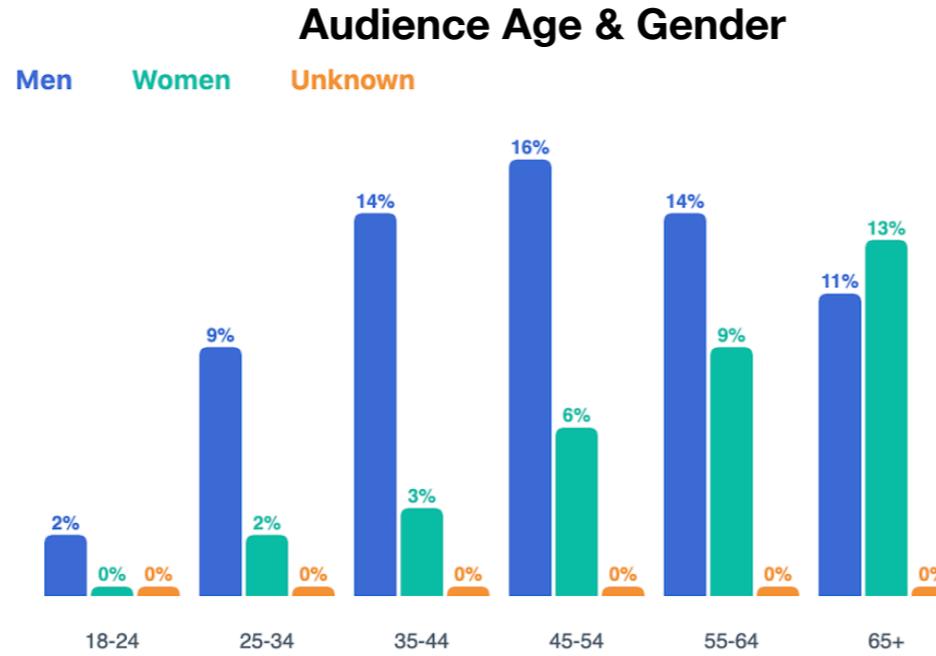
**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden has embraced the policies of the far Left.

- ✔ TRILLIONS in new taxes
- ✔ AMNESTY for 11 MILLION illegal immigrants
- ✔ A REDUCTION in police funding

The RADICAL Left has taken over Joe Biden and the Democratic Party. Don't let them take over America.

388 ads use this creative and text



Amount Spent  
\$7-8K

Impressions  
700-800K

“Team Trump” ran identical video/copy for 362 ads Sept 10.

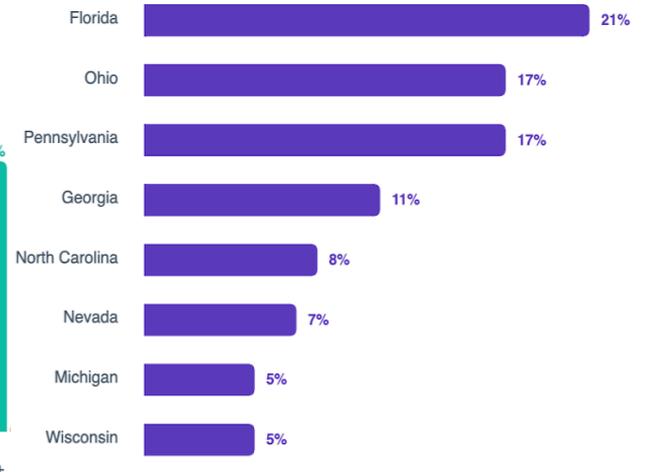
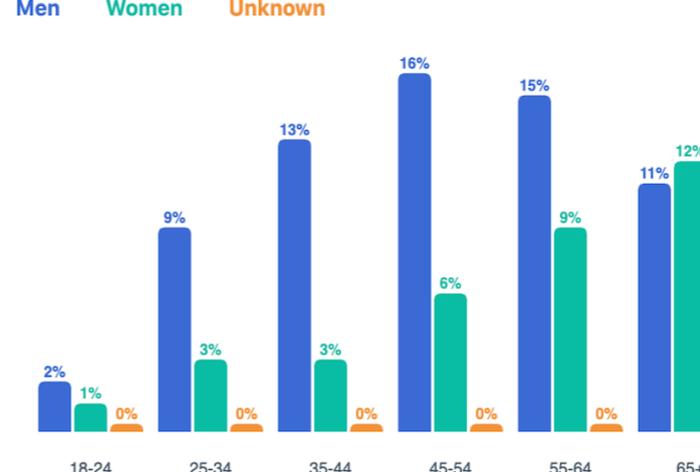
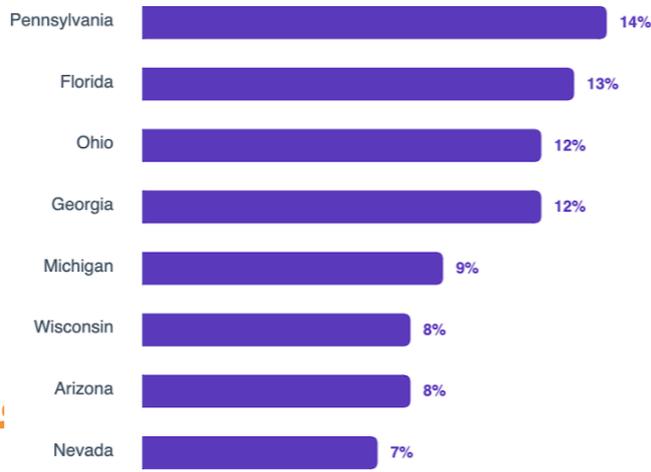
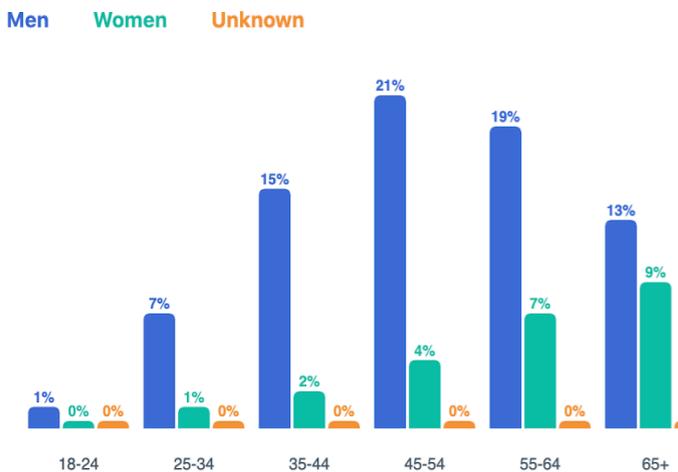
Amount Spent: \$3-3.5K

Impressions: 300-350K

“Promises Made Promises Kept” ran identical video/copy for 384 ads Sept 10-11.

Amount Spent: \$7-8K

Impressions: 400-450K



# Immigration Ad 4

On September 17, the campaign began running ads with the same copy and two different videos, each with different video dimensions for a total of four versions. Copy for versions #1 and #2 do not mention immigration but the voice over says Biden will raise taxes, resulting in citizens competing with undocumented immigrants to keep their jobs.

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

President Trump has spent the past three and a half years fighting for YOU!

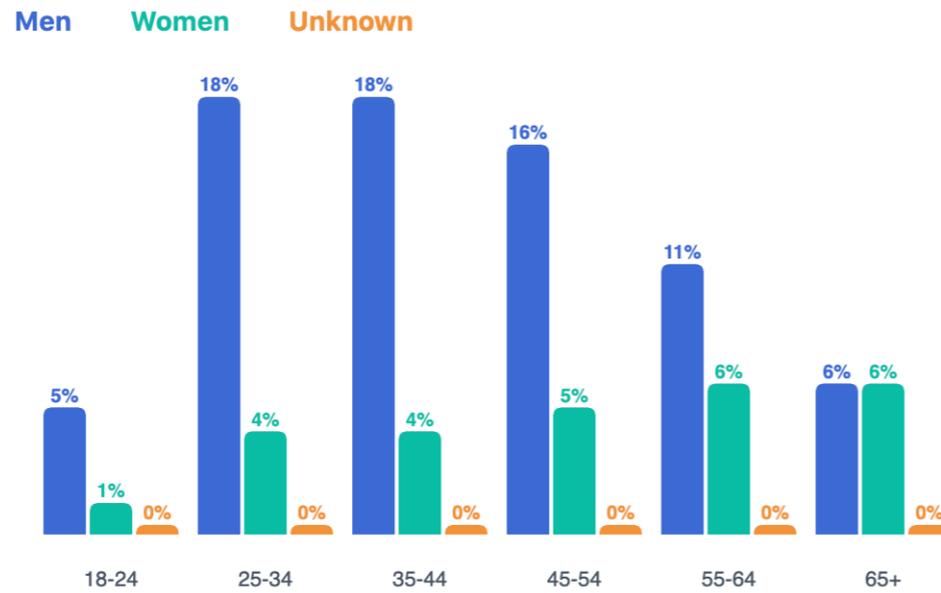
He has worked day and night to fight for the forgotten men and women in this country.

Under the Trump Administration, every single citizen will...



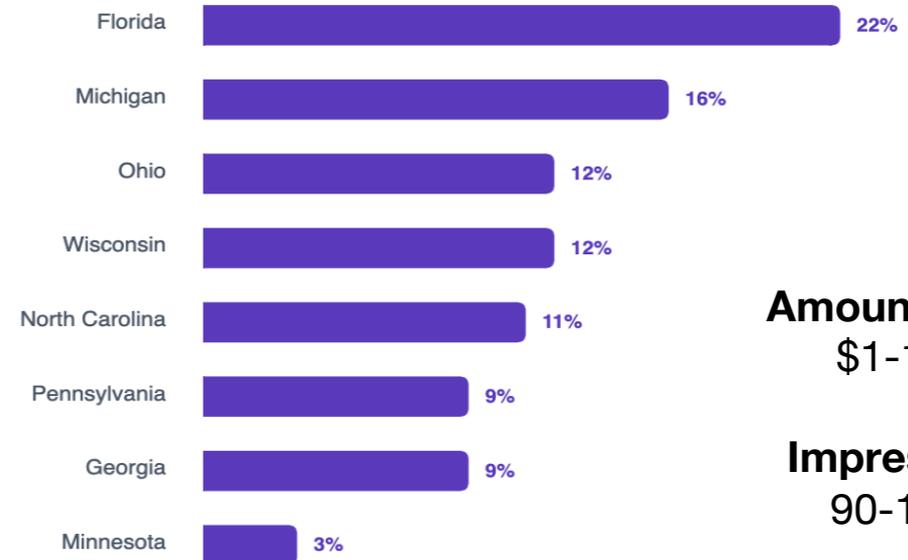
60 ads use this creative and text

## Audience Age & Gender



[Version #1](#) uses same copy and creative as version #2 below, with a different layout. Ad has been posted 60 times and began running on September 17.

## Audience Location



**Amount Spent**  
\$1-1.5K

**Impressions**  
90-100K

**Donald J. Trump**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

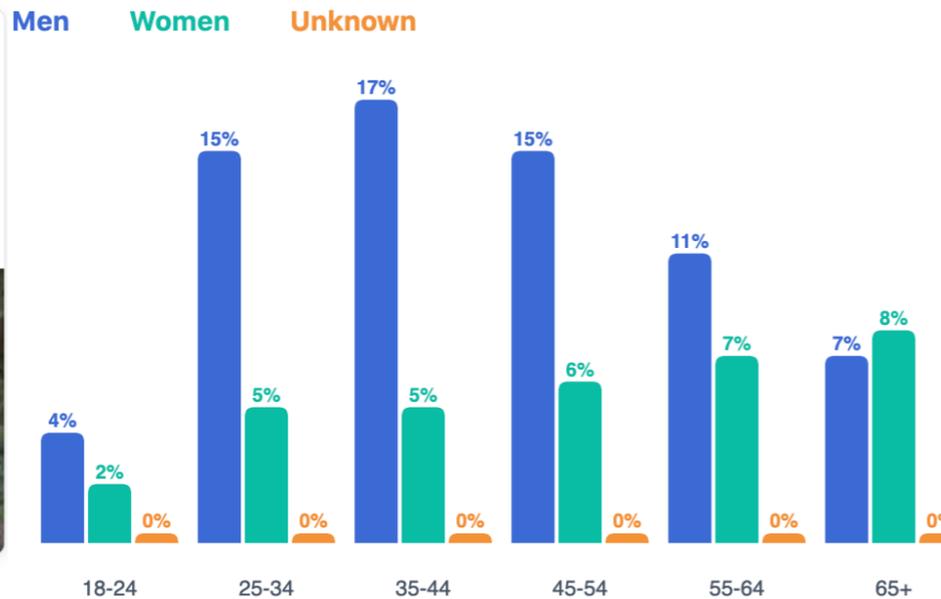
President Trump has spent the past three and a half years fighting for YOU!

He has worked day and night to fight for the forgotten men and women in this country.

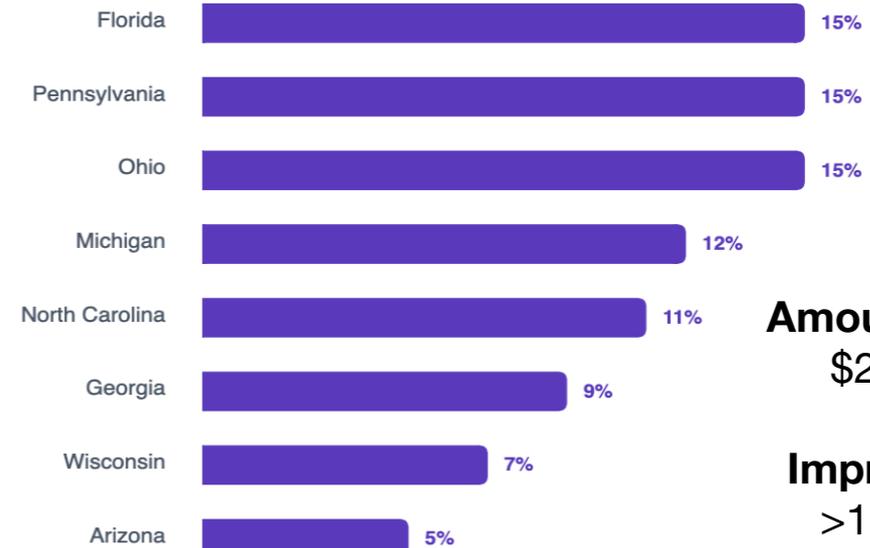
Under the Trump Administration, every single citizen will...



119 ads use this creative and text



[Version #2](#) uses same copy and creative as version #1 above, with a different layout. Ad has been posted 60 times and began running on September 17.



**Amount Spent**  
\$20-25K

**Impressions**  
>1 Million

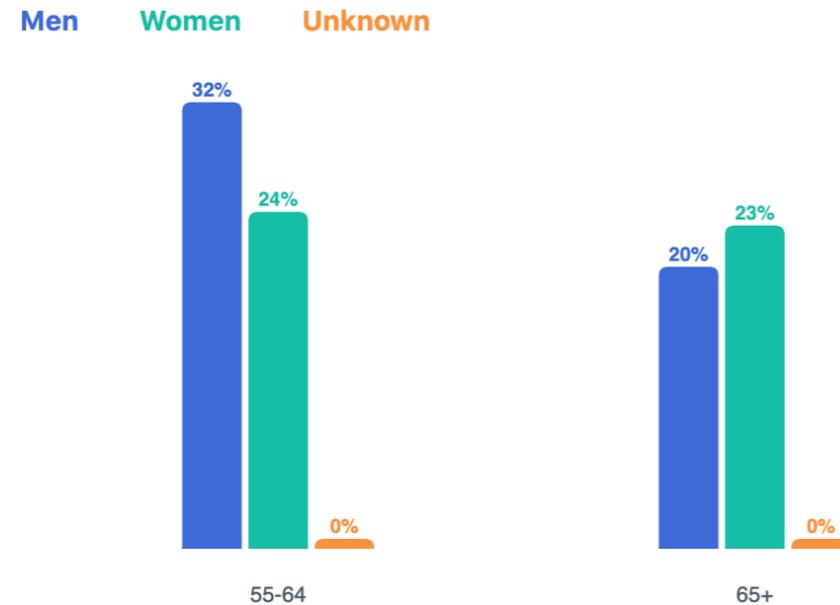
Immigration Ad 4 (continued)

On September 17, the campaign began running ads with the same copy and two different videos, each with different video dimensions for a total of four versions. Copy for versions #3 and #4 do not mention immigration but the voice over suggests Biden will cut social security and medicare and promised those benefits to undocumented immigrants. Each of these versions are targeted to people over the age of 55 in battleground states.



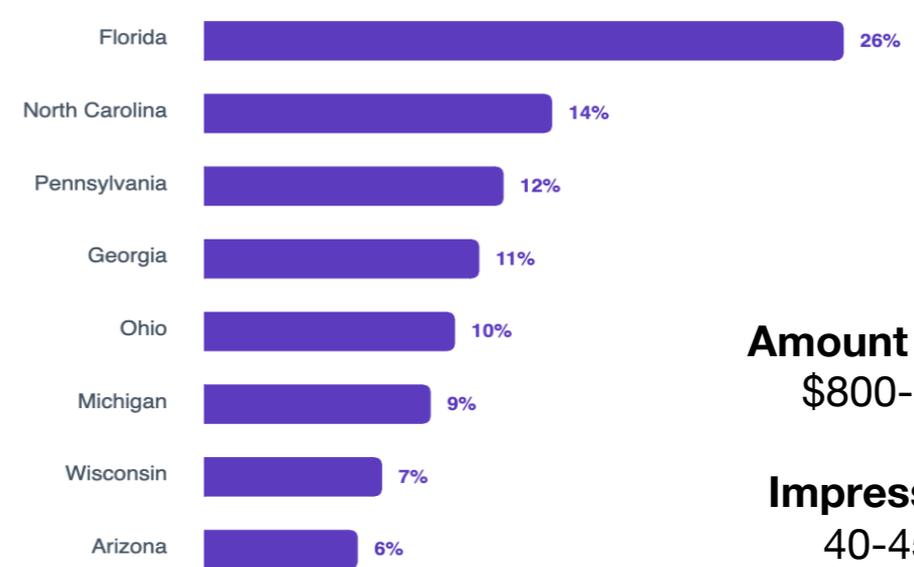
53 ads use this creative and text

Audience Age & Gender



Version #3 uses same copy and creative as version #4 below, with a different layout. Ad has been posted 53 times and began running on September 17.

Audience Location



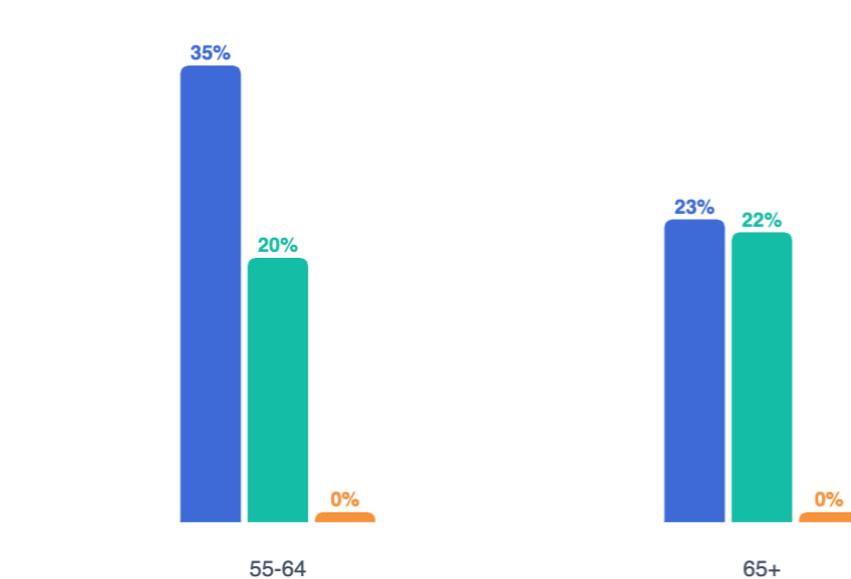
Amount Spent \$800-899

Impressions 40-45K

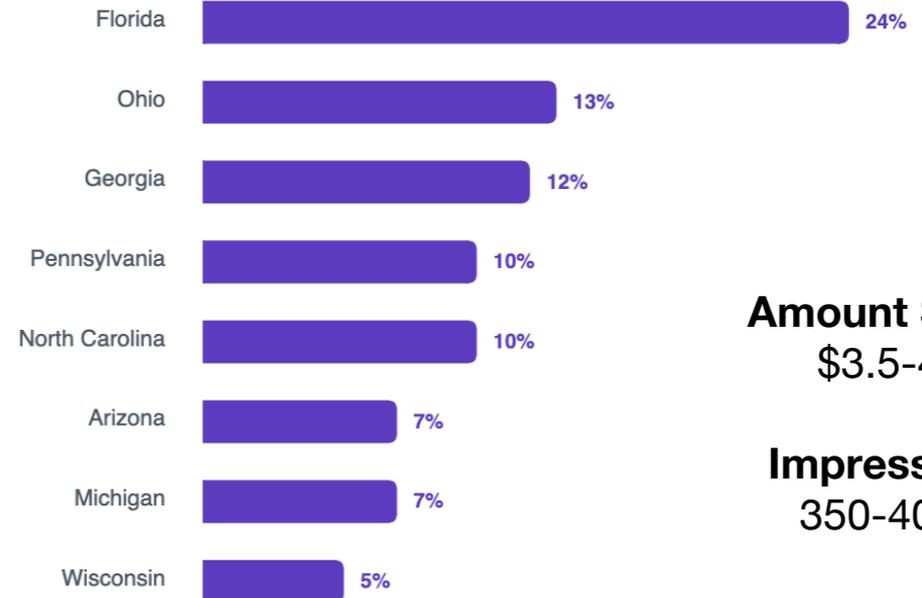


117 ads use this creative and text

Audience Age & Gender



Version #4 uses same copy and creative as version #3 above, with a different layout. Ad has been posted 117 times and began running on September 17.



Amount Spent \$3.5-4K

Impressions 350-400K

Immigration Ad 4 (continued)

“Promises Made Promises Kept” ran identical video/copy for 119 ads

“Promises Made Promises Kept” ran identical video/copy for 59 ads

“Promises Made Promises Kept” ran identical video/copy for 52 ads

“Promises Made Promises Kept” ran identical video/copy for 114 ads

**Promises Made Promises Kept**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

President Trump has spent the past three and a half years fighting for YOU!

He has worked day and night to fight for the forgotten men and women in this country.

Under the Trump Administration, every single citizen will...

119 ads use this creative and text  
Amount Spent: \$4.5-5K  
Impressions: 450-500K

**Promises Made Promises Kept**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

President Trump has spent the past three and a half years fighting for YOU!

He has worked day and night to fight for the forgotten men and women in this country.

Under the Trump Administration, every single citizen will...

59 ads use this creative and text  
Amount Spent: \$400-499  
Impressions: 15-20K

**Promises Made Promises Kept**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

President Trump has spent the past three and a half years fighting for YOU!

He has worked day and night to fight for the forgotten men and women in this country.

Under the Trump Administration, every single citizen will...

52 ads use this creative and text  
Amount Spent: \$1-1.5K  
Impressions: 60-70K

**Promises Made Promises Kept**  
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

President Trump has spent the past three and a half years fighting for YOU!

He has worked day and night to fight for the forgotten men and women in this country.

Under the Trump Administration, every single citizen will...

114 ads use this creative and text  
Amount Spent: \$4.5-5K  
Impressions: 400-450K

Youtube Ad



**“For You”**

- Posted on September 16, 2020
- Video featured in new Facebook/Instagram ads that began September 17
- Voice over says Biden will raise taxes, resulting in citizens competing with undocumented immigrants to keep their jobs.



**“Seven Hundred Percent”**

- Posted on September 18, 2020
- Voice over contrasts Trump banning travel from China in response to the pandemic to Biden’s support for accepting refugees