

Election 2024

BUILDING A RESILIENT BRAND



**Listen
Deeply &
Engage
Thoughtfully**

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BY RACHEL CAGGIANO
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LISTEN DEEPLY
& ENGAGE
THOUGHTFULLY



AI empowered social listening: Utilize AI-powered tools to analyze sentiment across platforms, identify emerging trends and understand how specific issues affect different consumer segments. Pay close attention to the battleground states of Arizona, Georgia, Michigan, North Carolina, Nevada, Pennsylvania and Wisconsin, where the media environment and online conversation will be even more intense.

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Empathy mapping: Go beyond data points and step into the shoes of your audience. What are their hopes and fears? How does the political climate impact their daily lives and purchasing decisions? Remember, the so-called algorithmic divide means different demographics are exposed to vastly different information online, shaping their perceptions.

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Use Values as North Star

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USE VALUES AS
NORTH STAR

Define core values: Clearly articulate the values that are nonnegotiable. These should be deeply ingrained in company culture and reflected in actions, not just marketing campaigns.

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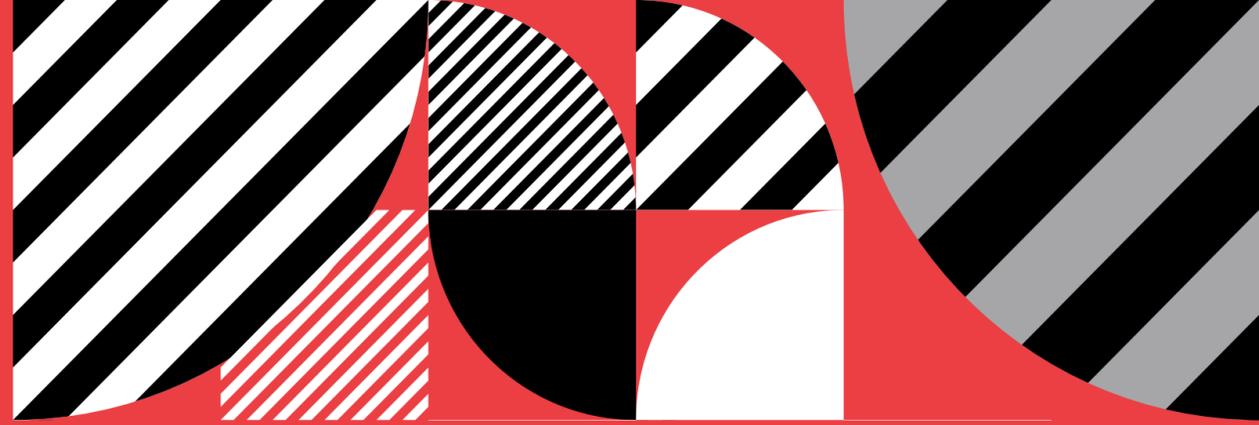
USE VALUES AS
NORTH STAR



Walk the talk: Consumers are quick to spot hypocrisy. Ensure your internal policies, supply chain practices and employee treatment align with your stated values.

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USE VALUES AS
NORTH STAR



Choose battles wisely: Not every issue requires a public stance. Focus on causes that genuinely resonate with brand purpose and where you can make a tangible difference. Remember, what plays well on one platform might not on another. Understand the unique political temperature of different platforms— from the riskier environment of X to the potential for virality and scrutiny on TikTok.

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Prepare for the Unexpected

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PREPARE FOR
THE UNEXPECTED

Scenario planning 2.0: Brands will need to go beyond A-B scenario planning. Anticipate potential risks related to the election, such as negative associations with political figures or backlash against brand stances. Develop contingency plans to mitigate damage and communicate effectively. Consider “what if” scenarios such as being targeted by misinformation or an influencer partner making inflammatory political statements.

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PREPARE FOR
THE UNEXPECTED



Develop crisis comms plan: Outline clear protocols for responding to potential controversies, including designated spokespeople, pre-approved messaging and escalation procedures.

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PREPARE FOR
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Align all stakeholders: Avoiding accusations of hypocrisy requires strong internal alignment. Marketing messages must reflect genuine commitment, not just a desire to capitalize on a trending hashtag. This involves aligning internal policies, HR practices and even supply chain decisions with the brand's stated values, ensuring a unified message across all touchpoints.

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