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Audiences

Republican (R):

- The primary audience included upper-class, rural, and suburban voters.
- Targeted older people and young males, particularly those associated with “frat bro” or “finance bro” culture.
- Focused on non-college-educated individuals.
- Received more Latino votes than any other Republican candidate in history and doubled the share of Black male voters.

Democratic (D):

- Primarily appealed to passionate Democrats who strongly opposed Trump.
 - Historically attracted Hispanic, Black, LGBTQ+, women, and younger voters.
 - In this election, the campaign appeared to narrow its focus to specific marginalized communities.
 - Democrats emphasized anti-Trump messaging, which may have alienated less politically engaged individuals.
 - Hyper-focus on Trump’s dangers overshadowed positive messaging about Democratic policies, potentially limiting their appeal to undecided voters.
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Messaging and Themes

Republican (R):

- Key themes:
 - Protection and safety.
 - Economic growth and job creation.
 - Anti-establishment sentiment.
 - Criticism of Harris’ competency.
 - Opposition to illegal immigration and crime; links these issues to economic success and public safety.
- Broader objectives:
 - Framed Trump as an outsider, appealing to disillusioned working-class voters.
 - Avoided focusing heavily on divisive social issues to maintain moderate voter support.
 - Differentiated from traditional political elites to foster loyalty among alienated voters.

Democratic (D):

- Key themes:
 - Critique of Trump's past actions and policies.
 - Promotion of diversity, equity, and inclusion (DEI) in schools, the workforce, and society.
 - Focused on women's rights and abortion as key issues.
 - Broader objectives:
 - Emphasized DEI to align with the party's progressive goals.
 - Continued focus on opposing Trump as a central strategy, consistent with the party's messaging over the past decade.
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Media Channels Used

Republican (R):

- Utilized long-form podcasts with popular hosts like Joe Rogan, Theo Von, and Logan Paul to reach young male voters.
- Leveraged traditional media, including 30 legacy TV interviews and regular appearances on Fox News, to maintain older audiences.
- Collaborated with influential figures like Elon Musk, Dave Portnoy, and Vivek Ramaswamy to reinforce the "finance bro" culture.

Democratic (D):

- Heavy use of TV commercials, particularly in October, focusing on abortion and women's rights.
 - Significant spending on Meta platform ads but lagged behind Trump on X (formerly Twitter).
 - Harris appeared on podcasts like *Call Her Daddy* and *Howard Stern*, targeting politically diverse women.
 - Engaged Gen Z through TikTok by leveraging trends and relatable content, such as using popular audio clips and influencers.
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Engagement Techniques

Republican (R):

- Trump connected with Gen Z and young male voters by appearing on youth-centric podcasts.

- Gained popularity among Latino, white suburban, rural voters, and the working class by focusing on economic dissatisfaction.
- Avoided heavy emphasis on polarizing social issues, broadening appeal to moderate voters.

Democratic (D):

- Harris engaged Gen Z through influencer rallies and TikTok trends, resonating with younger voters.
 - Leveraged cultural icons like Megan Thee Stallion and Gracie Abrams to attract diverse audiences.
 - Appealed to politically diverse women through podcasts and relatable messaging.
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Issues Management

Republican (R):

- Framed traditional media as biased, favoring alternative platforms like podcasts and influencer networks.
- Adopted moderate stances on divisive issues like abortion and same-sex marriage to attract broader support.
- Shifted focus to Medicare and Social Security, aligning with public opinion.

Democratic (D):

- Responded to Biden's departure with themes of energy and optimism, contrasting with prior perceptions.
 - Tapped into social media and new media to humanize Harris and Walz.
 - Gradually shifted focus from scripted appearances to more authentic, relatable engagements.
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Recommendations

Republican:

1. Select a Vice President with a broader appeal to complement Trump's polarizing persona.
2. Strengthen social media strategies to further capitalize on younger audiences.
3. Enhance messaging around the economy to address voters' immediate concerns more effectively.

Democratic:

1. Continue leveraging TikTok trends to mobilize the Gen Z audience further.
2. Emphasize policy-specific messaging, particularly on social issues, earlier in the campaign.
3. Shift focus from negative Trump messaging to highlighting the benefits of Democratic leadership.