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## **Ad Test Alert: Dr. Oz's First TV Spot Pushes Him to 50% in the PA-SEN Republican Primary**

### ***Daytime TV Host in First With 11% Among Those Who Didn't See His Ad***

ALEXANDRIA, VA — Days after entering the Pennsylvania Senate race, daytime TV personality Dr. Mehmet Oz holds a small 4 percent lead in the Republican primary, but this lead grows to a commanding 50 to 4 percent for his closest competitor among a test group who are shown Dr. Oz's introductory TV ad.

Immediately upon Dr. Oz's entry into the race, Echelon Insights ran an ad test of his first TV spot using [Creative Optimizer](#), the company's self-serve ad-testing platform. The test was a randomized control trial where half of 400 Pennsylvania Republicans taking an online survey saw [Dr. Oz's first ad](#), and half saw a non-political control spot. The test shows significant double digit movement in Dr. Oz's support on the ballot, his favorability rating, and those who say they will consider voting for him.



“The Pennsylvania Senate primary is wide open, but this data shows that Dr. Oz has the potential to blow the race wide open with a sustained media buy using this introductory spot,” said Patrick Ruffini, partner and co-founder of Echelon Insights. “Dr. Oz won’t be alone in getting his message across on the TV airwaves, and any candidate in this race with a well-honed and tested message has the opportunity to do what our data shows that Dr. Oz is poised to do with his introduction to voters.”

Dr. Oz starts with favorables that are underwater with Pennsylvania Republicans, 30-36. Among ad viewers, favorability shifts to 71-19. Initially, just 44 percent of Republican voters say they are willing to vote for Dr. Oz, a number which grows to 71 percent among ad viewers. Full results from our effect questions are below:

**PA-SEN Primary Ballot:**

	<b>Control Group</b>	<b>Ad Viewers</b>
Mehmet Oz	11%	50%
Kathy Barnette	7%	3%
Jeff Bartos	4%	4%
Sean Gale	4%	*%
Robert Jeffries	2%	2%
Carla Sands	5%	1%
David Xu	1%	-
Everett Stern	-	-
Someone else (please specify)	3%	*%
Unsure	63%	39%

**Dr. Oz Favorability:**

	Control Group	Ad Viewers
Very/Somewhat Favorable	30%	71%
Very/Somewhat Unfavorable	36%	19%
Heard of, No opinion	24%	14%
Never heard of	31%	6%

**Dr. Oz Vote Consideration:**

	Control Group	Ad Viewers
Definitely/Probably would consider voting for Mehmet Oz	44%	71%
Definitely/Probably would not consider voting for Mehmet Oz	25%	13%
Unsure	31%	16%

The survey also addressed questions surrounding Dr. Oz's New Jersey residency, asking, "As far as you know, is Mehmet Oz's primary residence in Pennsylvania?" 20 percent said yes, 25 percent said no, and 55 percent were unsure. 13% report watching Dr. Oz on television very or somewhat often, 58% occasionally (not very often, not at all often), and 26% said they have never watched him.

***Voter Reactions to Dr. Oz's Ad:***

Voters were asked to rate the spot on a variety of attributes, with ratings as follows:

Overall: 7.34

Understandable: 8.22

Believable: 7.61

Agree With The Message: 7.86

Changed My Thinking: 5.18

Would Share With Friends and Family: 6.22

Selected comments from voters include:

*"He is about freedom of choice with health decisions and I like that."* — Female, 39, Mehmet Oz voter

*"I really enjoy listening to him. He makes a credible stance for running for Senate. The concern is that he's not a resident of PA"* — Female, 46, undecided

*"I think of "Dr Oz" as an entertainer and "Mehmet Oz" as the person. Although his medical history is interesting and his TV show is entertaining I don't get the connection to his Senate run"* — Male, 54, undecided

*"He has an awkward presence. There is nothing but tired and cliché talking points. He just looks like a reality star and thinks that because it worked for Trump it will give him something."* — Male, 40, undecided

*"It was confusing, Dr oz is running for senate?"* — Female, 42, Mehmet Oz voter

*"It addresses some important issues. I want to know why Dr. Oz thinks that using his in-laws address as his "primary" address keeps him from being a carpetbagger and why he thinks he represents the citizens of the state."* — Female, 65, undecided

### **Methodology:**

400 Pennsylvania Republicans were surveyed via online panels from December 1 to 3, 2021 using Echelon Insights' Creative Optimizer, with half being shown Dr. Mehmet Oz's TV spot prior to being asked questions about the Senate race and half seeing an unrelated control video. The confidence interval for the survey as a whole is +/- 4.9% and the confidence interval for each of the test and control groups is +/- 6.9%. The sample overall and for each of the test and control groups weighted to known demographic characteristics of the Pennsylvania Republican electorate, as well as to the overall survey proportions on ideology and whether a voter considers themselves primarily a supporter of Donald Trump or a supporter of the Republican Party. This survey was paid for and conducted independently by Echelon Insights.

### **About Creative Optimizer:**

Creative Optimizer is a scientific, self-serve ad testing platform for campaigns, advocacy organizations, and brands. Creative Optimizer lets organizations quickly launch ad tests, comparing the performance of their creative to a control group to scientifically measure the persuasive impact of their advertising. The platform has won numerous awards following its launch in 2019, including a 2021 Gold Pollie Award for Best Data Analytics Solution, a 2020 Bronze Pollie Award for Best Ad Technology Innovation, a 2021 Reed Award for Innovation in TV

Ad Measurement, and a 2021 CampaignTech Award for Innovation in Ad Testing. To schedule a demo, please contact Benjamin Khoshbin at [benjamin.khoshbin@echeloninsights.com](mailto:benjamin.khoshbin@echeloninsights.com).