

# SS236 Unit 7 Discussion | Sample

On April 12, 2015, democrat Hilary Clinton formally announced her candidacy for President of the United States. (NY Times, 2015) Coinciding with Clinton's announcement came the campaign's first political advertisement, titled, 'Hilary Clinton's 2016 Presidential Campaign Announcement'. ([www.hillaryclinton.com](http://www.hillaryclinton.com), 2015)

The political advertisement is a short, two minute video that simultaneously appeared on both the official campaign's website, [www.hillaryclinton.com](http://www.hillaryclinton.com), and also upon the campaign's YouTube page – <https://www.youtube.com/channel/UCLRYsOHrkk5qclhtq033bLQ>. Since then, major news outlets, including USA Today and ABC News have replayed the political advertisement on their official websites (USA Today, 2015) (ABC News, 2015)

The first 1:45 minutes of the political advertisement showcases normal Americans conducting normal activities: gardening, a daughter starting kindergarten, a couple planing home renovations, a women planning retirement, a couple planning a wedding, and a man starting a new job. All of the individuals and groups shown declare some sort of positive change in the near future. The last person shown is Hilary Clinton. In the waning minutes of the advertisement places Hilary Clinton next to a normal house with a white picket fence (a nice touch, I thought) as she says, "I'm getting ready to do something, too. I'm running for president. Americans have fought their way back from tough economic times, but the deck is still stacked in favor of those at the top. Everyday Americans need a champion and I want to be that champion. So you can do more than just get by, you can get ahead and stay ahead, because when families are strong, America is strong. So I'm hitting the road to earn your vote, because it's your time and I hope you'll join me on this journey." ([www.hillaryclinton.com](http://www.hillaryclinton.com))

Although I am no expert in such things - the production value of the political advertisement appeared quite high. A number of actors and settings suggests a sophisticated production. This political advertisement was paid by the official 'Hilary for President' campaign. Although the campaign has yet to disclose actual funding numbers (as of June, 2015), the Clinton campaign hopes/plans to raise in excess of a billion dollars. (Yahoo Finance, April 13, 2015)

The purpose of the political advertisement was to officially declare Hilary Clinton's candidacy for president. The explicit use of women, minorities, a gay couple, blue collar workers, young and old people within the first 1:45 of the advertisement suggests that the Clinton campaign hopes to attract this diverse demographic in the upcoming election. The Clinton's campaign advertisement, although short on particulars, articulates Hilary Clinton's avocation of America's middle class. Indeed, half of Clinton's actual speech concerned the continued plight of the middle class. Clinton intones, "Americans have fought their way back from tough economic times, but the deck is still stacked in favor of those at the top. Everyday Americans need a champion and I want to be that champion." ([www.hillaryclinton.com](http://www.hillaryclinton.com))

Overall, this political advertisement was rather staid but effective. Considering Clinton's already frontrunner status (as of June, 2015), all this political advertisement had to do was 'formally' announce the candidacy. Ultimately, considering that Clinton's own campaign funded this advertisement and plopped the video on free spaces (Clinton campaign website and YouTube), the video reached the people that wanted to watch Clinton announce her candidacy. This political advertisement was not 'sold' to major networks or cable advertising slots. Nor, was this political advertisement funded by an outside, special interest. If only politicians could run for office without having to resort to a multimillion, advertising campaign?

## References

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