

## On the Election Commercials

*Martin James*



Both commercials are saying the same thing... and all messages are populist platitudes.

Labor sure has rolled out the messages: five on my count. Further, the education message appears to be an afterthought. Our research shows that the more messages you cram into an ad the lower the attention the commercial will gain. Further, message take-out will be confused and fragmented.

The dramatic military boat “defence” of our borders may highlight this issue; and issue Labor is weak o, and it will be hard to convince the electorate that Labor will be “tough”. It is ironic that the Liberal ad focuses less on this than does the Labor commercial.

The tone of the commercial could not be more “generic political” if it tried. A lack of drama will result in little motivation.

The Liberals have followed this multiple message format. Indeed, Abbott proudly displays his four platitudes in the final frames. Again, there is only the “head and shoulders” of Abbott and no drama at all.

Voters are nothing like as stupid as most politicians appear to believe. The Liberal Party may well find its disingenuous economic statements backfiring on them; the electorate knows inflation is low, unemployment is negligible and we are proud our economy survived the GFC. Keating educated the electorate on matters economic and voters will see though the Liberals claims.

*Martin James is managing director of Celsius Research*