

Trump Advertising Research

This deck tracks a sampling of anti-immigration campaign ads
with a focus on national, Pennsylvania and Michigan audiences from September 26 to October 17

Observations

- Trump campaign has completely integrated anti-immigration videos and photos in their line up of attacks against Joe Biden and fundraising ads.
- Total of 14 different ads include anti-immigrant rhetoric.
- From Sept 26- Oct 17, Trump spent over \$7 million on ads attacking Joe Biden, with over 20% of these ads featuring anti-immigration messages.
- Ads promoting fundraising or GOTV outnumber all other types of ads.
- Ads on specific policy issues include, China, immigration, taxes and guns.
- **Immigration is one of the top mentioned issues** in Trump's fundraising ads, only 3rd to generic attacks on Biden and COVID-19.
- **Outside groups** continue to run anti-immigration ads focused on “sanctuary cities”.

Immigration Ad 1

Immigration Ad 2

“Biden is promising your benefits to illegal immigrants”

“Biden wants to increase refugees by 700%”



Donald J. Trump

Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden’s supporters are pushing to "DEFUND THE POLICE" and violent crime has EXPLODED.

Learn more about why Sleepy Joe is DANGEROUS for America.



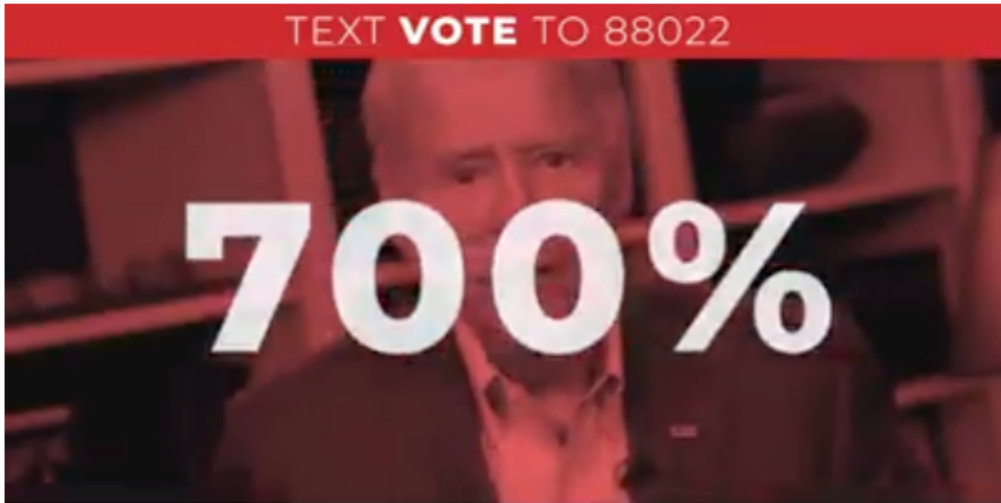
Donald J. Trump

Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden wants to INCREASE refugees from Syria and Somalia by 700% PERCENT.

Biden said as President he would make sure to IMMEDIATELY SURGE the border with all those who are seeking asylum

...



Immigration Ad 3

“Biden will... Give amnesty to 11 million illegal immigrants”



Donald J. Trump

Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

We cannot count on Joe Biden to lead us through times of crisis.



Immigration Ad 4

“The Real Biden Plan: Give Illegal Immigrants Amnesty and Healthcare”



Donald J. Trump

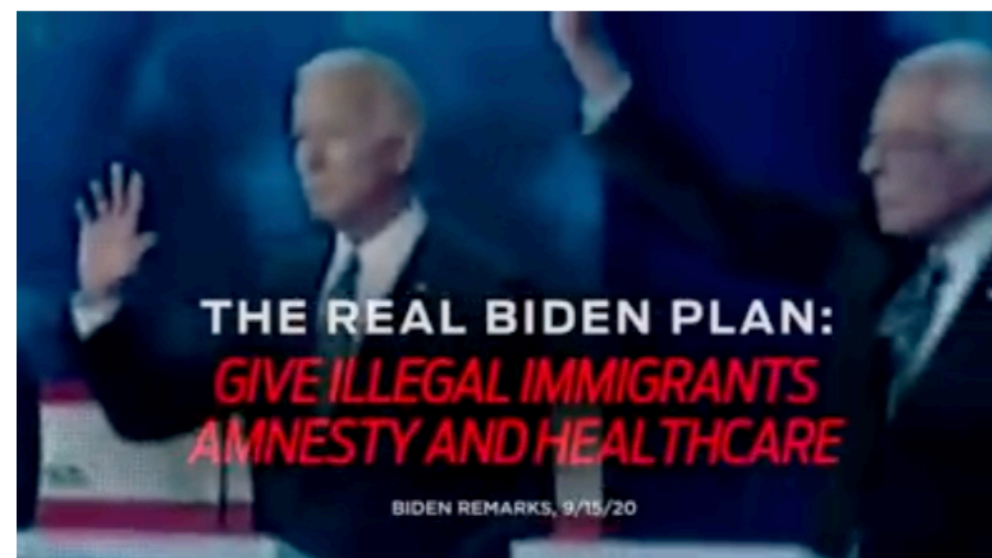
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden is a career politician who spent decades RAISING taxes.

THE REAL BIDEN PLAN:

- ✳ A 14% tax hike on middle class families
- ✳ Give illegal immigrants amnesty and healthcare.

What would the Biden Plan do for you? Raise your taxes.



Immigration Ad 5

“Biden is partnering with self-described socialist Bernie Sanders... Biden supports amnesty and sanctuary cities”



Donald J. Trump

Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

DONALD TRUMP IS FIGHTING FOR LAW & ORDER!

Joe Biden has turned his back on law enforcement, and supports redirecting funds away from the police.

Biden is RADICAL, CORRUPT, EXTREME, AND DANGEROUS....



Immigration Ad 6

”Biden voted for and supported efforts to grant amnesty to millions...”



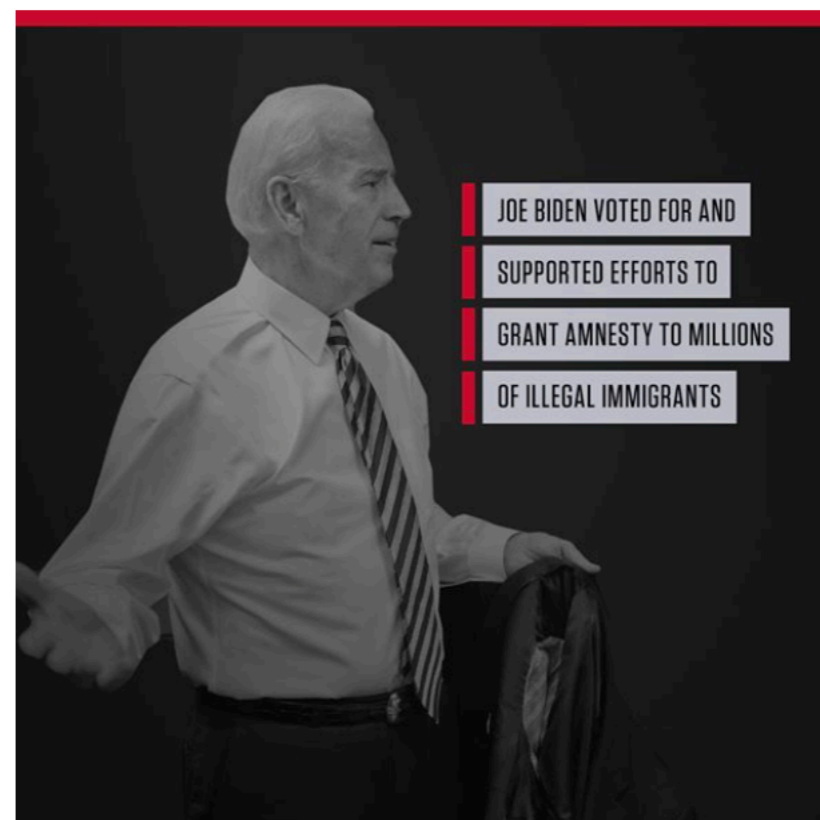
Donald J. Trump

Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

BIDEN HAS SPENT THE LAST 47 YEARS BETRAYING THE AMERICAN PEOPLE

President Trump just delivered an EPIC speech and we're giving him the FINAL Presidential Donor List in his office soon and we know he'll be looking for YOUR NAME.

...



Immigration Ad 7

“We’re going to have every person in the world, pouring into our country from all over the world...”



Donald J. Trump

Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

BIDEN HAS SPENT THE LAST 47 YEARS BETRAYING THE AMERICAN PEOPLE

President Trump just delivered an EPIC speech and we're giving him the FINAL Presidential Donor List in his office soon and we know he'll be looking for YOUR NAME.

...

★ TEXT TRUMP TO 88022 ★



HEAVILY INFECTED AREAS OF MEXICO.

STAND WITH PRESIDENT TRUMP

Immigration Ad 8

“If you come in here illegally, you’ve got a work permit...”



Donald J. Trump

Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

BIDEN HAS SPENT THE LAST 47 YEARS BETRAYING THE AMERICAN PEOPLE

President Trump just delivered an EPIC speech and we're giving him the FINAL Presidential Donor List in his office soon and we know he'll be looking for YOUR NAME.

...

★ TEXT TRUMP TO 88022 ★



SO, IF YOU COME IN HERE ILLEGALLY, YOU'VE GOT A WORK PERMIT.

STAND WITH PRESIDENT TRUMP

Immigration Ad 9

"The Real Biden Plan"



Donald J. Trump

Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden is a career politician who spent decades RAISING taxes.

THE REAL BIDEN PLAN:

- 🇺🇸 A 14% tax hike on middle class families
- 🇺🇸 Give illegal immigrants amnesty and healthcare.

...



Immigration Ad 10

"Biden supports giving taxpayer-funded health care to illegal immigrants for free"



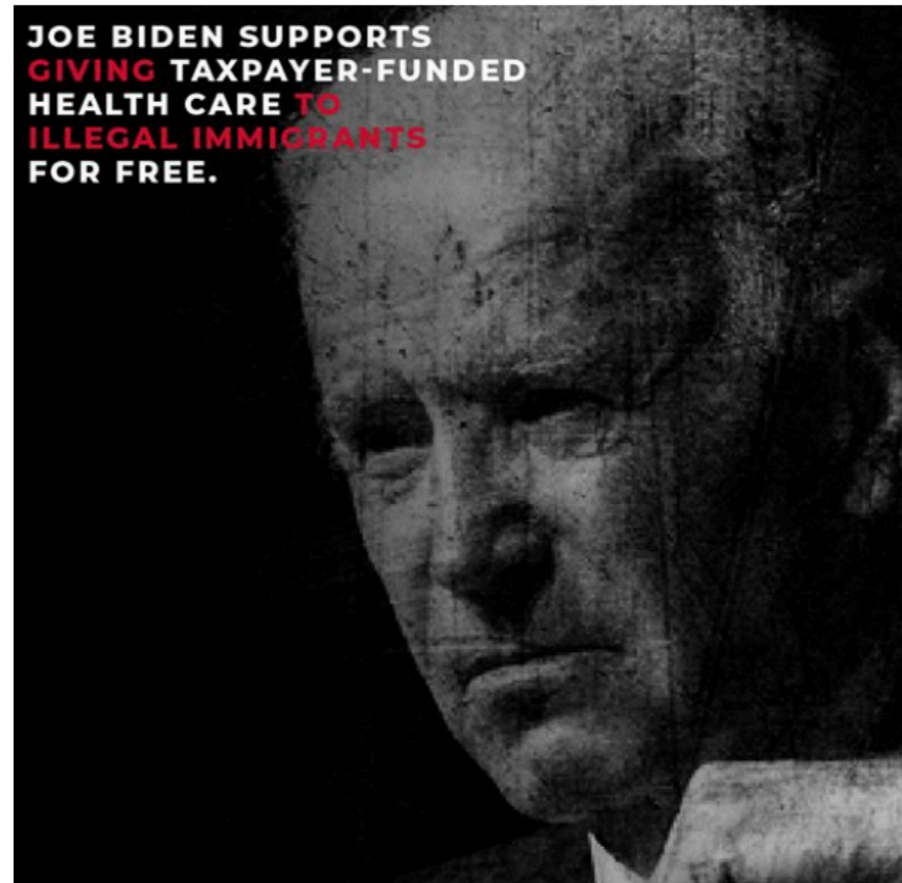
Donald J. Trump

Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

BIDEN HAS SPENT THE LAST 47 YEARS BETRAYING THE AMERICAN PEOPLE

President Trump just delivered an EPIC speech and we're giving him the FINAL Presidential Donor List in his office soon and we know he'll be looking for YOUR NAME.

...



Immigration Ad 11

“Biden supports giving taxpayer-funded health care to illegal immigrants for free”



Donald J. Trump

Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

BIDEN HAS SPENT THE LAST 47 YEARS BETRAYING THE AMERICAN PEOPLE

President Trump just delivered an EPIC speech and we're giving him the FINAL Presidential Donor List in his office soon and we know he'll be looking for YOUR NAME.

...



Immigration Ad 12

“Wants to sign new immigrants up for welfare immediately, this is Joe Biden”



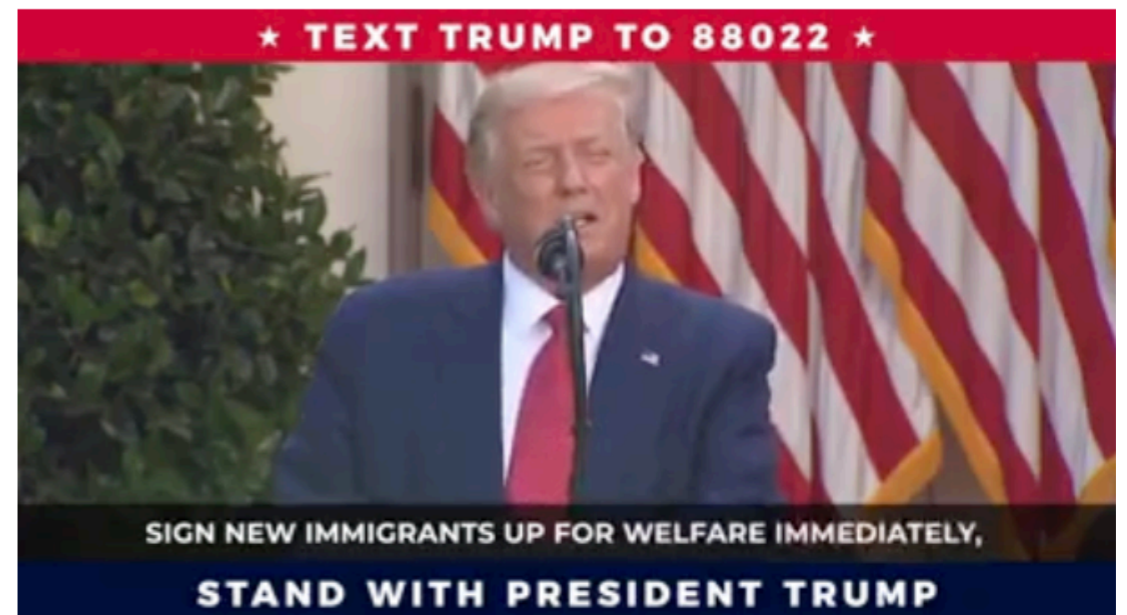
Donald J. Trump

Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

BIDEN HAS SPENT THE LAST 47 YEARS BETRAYING THE AMERICAN PEOPLE


President Trump just delivered an EPIC speech and we're giving him the FINAL Presidential Donor List in his office soon and we know he'll be looking for YOUR NAME.

...



Immigration-focused Fundraising Ads

- **Nine versions** of fundraising ads feature anti-immigrant messages in video or photos
- **Immigration is one of the top mentioned issue** in fundraising ads, only 3rd to generic attacks on Biden and COVID-19




Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

BIDEN HAS SPENT THE LAST 47 YEARS BETRAYING THE AMERICAN PEOPLE

President Trump just delivered an EPIC speech and we're giving him the FINAL Presidential Donor List in his office soon and we know he'll be looking for YOUR NAME.

Please contribute ANY AMOUNT RIGHT NOW to get on the list and your gift will be 700%-MATCHED!




Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

BIDEN HAS SPENT THE LAST 47 YEARS BETRAYING THE AMERICAN PEOPLE


President Trump just delivered an EPIC speech and we're giving him the FINAL Presidential Donor List in his office soon and we know he'll be looking for YOUR NAME.

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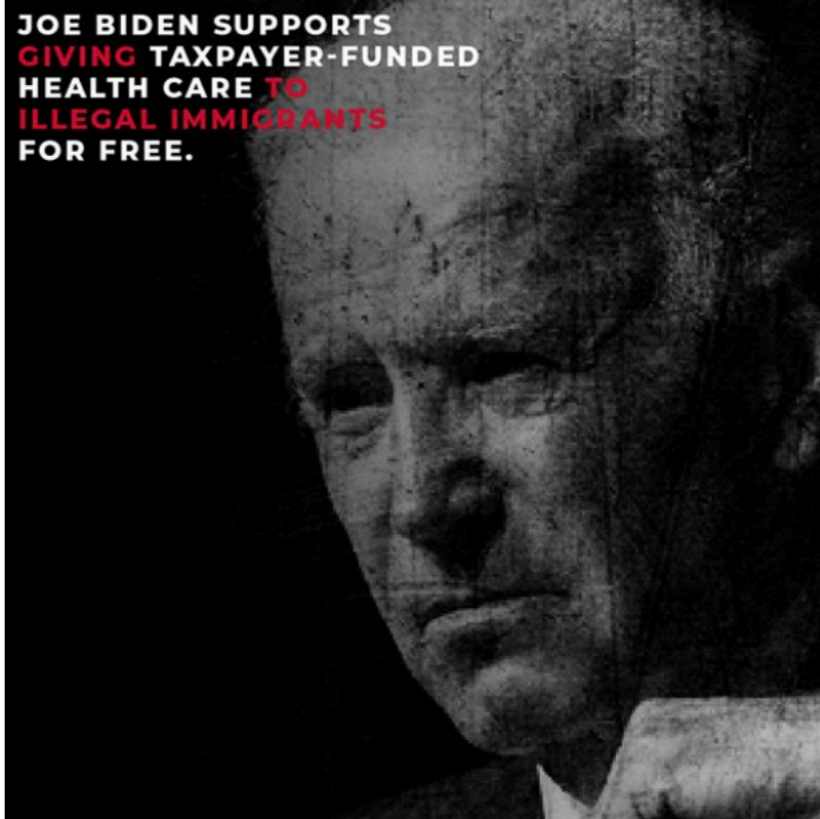


Donald J. Trump
Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

Did you watch the debate with Sleepy Joe? Our Administration is fighting for the future of our great Nation, and your support means so much to us right now. We want to have our STRONGEST fundraising day ever. We know we can get there, but to help, we are giving you an exclusive offer. ALL GIFTS 800%-MATCHED!



JOE BIDEN VOTED FOR AND SUPPORTED EFFORTS TO GRANT AMNESTY TO MILLIONS OF ILLEGAL IMMIGRANTS



JOE BIDEN SUPPORTS GIVING TAXPAYER-FUNDED HEALTH CARE TO ILLEGAL IMMIGRANTS FOR FREE.



PRESIDENT TRUMP WILL ENFORCE MANDATORY DEPORTATION FOR NON-CITIZEN GANG MEMBERS

DONATE NOW

Outside Spending: One Nation

- One Nation is a dark money group linked to GOP Senate Leadership Fund.
- Continues running attacks on Facebook against Sen. Peters on “sanctuary cities”
- Sanctuary cities is the top attack against Peters, followed by Green New Deal and military funding
- Sen. Peters is by far the top targeted candidate followed by Senator Doug Jones



One Nation

Sponsored • Paid for by One Nation

Sanctuary cities are making Michigan more dangerous. But 4 times, Senator Gary Peters voted with radical liberals to protect their funding, encouraging even more cities to protect criminals.

Contact Senator Gary Peters. Urge him to pass S.1644.



One Nation

Sponsored • Paid for by One Nation

Sanctuary cities are making Michigan more dangerous. But 4 times, Senator Gary Peters voted with radical liberals to protect their funding, encouraging even more cities to protect criminals.

Contact Senator Gary Peters. Urge him to pass S.1644.



One Nation

Sponsored • Paid for by One Nation

Sanctuary cities provide a safe haven for criminals.

But Senator Gary Peters voted four times to protect their funding.

We need to protect Michigan families.

Tell Gary Peters to cut funding for sanctuary cities.



Outside Spending: FAIR (Federation for American Immigration Reform)

- FAIR has been listed as a hate group by the Southern Poverty Law Center
- Currently running 16 different ads with anti-immigrant messages
- Targeted states include TX, CA, FL, PA, OH, NY, IL

 **FAIR**
Sponsored • Paid for by FEDERATION FOR AMERICAN IMMIGRATION REFORM

Why should American taxpayers be required to subsidize healthcare benefits for people who are here illegally?



 **FAIR**
Sponsored • Paid for by FEDERATION FOR AMERICAN IMMIGRATION REFORM

FAIR is fighting for an immigration system that puts American citizens first.



 **FAIR**
Sponsored • Paid for by FEDERATION FOR AMERICAN IMMIGRATION REFORM

Big tech says America's success rides on the back of imported foreign workers. With millions of Americans out of work, isn't it time to invest in Americans? Real recruitment begins at home.

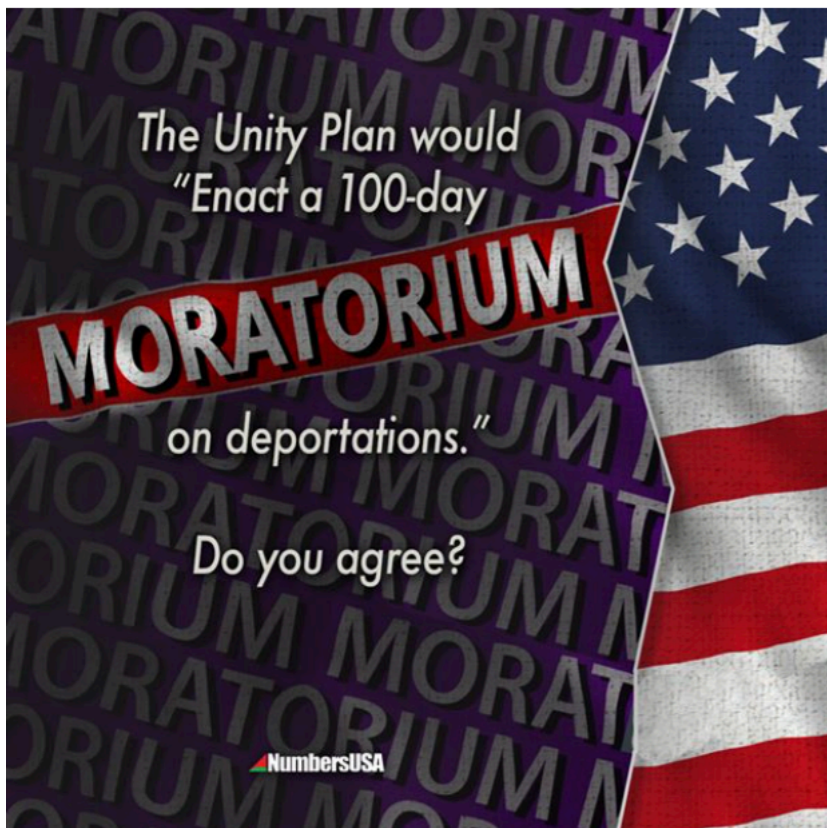



Outside Spending: NumbersUSA

- Currently running 25 different ads with anti-immigrant rhetoric and indirectly attacking Biden in battleground states
- Named by the Southern Poverty Law Center as part of the core of the nativist lobby in America, along with FAIR and the Center for Immigration Studies (CIS).
- Ads with the highest dollar spends are concentrated in PA, MI, NC, AZ, GA, IA

 **NumbersUSA**
Sponsored • Paid for by NUMBERSUSA EDUCATION AND RESEARCH FOUNDATION


Should the U.S. suspend all deportations for 100 days?
(SOURCE: Page 103 of the Unity Plan)



 **NumbersUSA**
Sponsored • Paid for by NUMBERSUSA EDUCATION AND RESEARCH FOUNDATION

Should the U.S. grant amnesty to 11 million illegal aliens?
(SOURCE: Page 102 of the Unity Plan)



 **NumbersUSA**
Sponsored • Paid for by NUMBERSUSA EDUCATION AND RESEARCH FOUNDATION

Should local police be allowed to cooperate with federal immigration officers?
(SOURCE: Page 58 of the Unity Plan)

