All Video is NOT Created Equal:
Why, When and How to Buy Different Types of Video Advertising
INTRODUCTION

Video has an incredible ability to impact viewers. The combination of audio and visual elements can create powerful emotions while easily sharing information, and that makes it a critical tool for marketers to fully engage customers and influence the decisions they make. However, in terms of marketing, it’s important to remember that not all video is created equal—and not all businesses or their audiences are the same. There isn’t a one-size-fits-all solution for how to use video in your marketing.

That’s why we created this ebook. Inside you’ll find a breakdown of each video format along with tips for how to use it effectively, so you can decide which make sense to invest in as part of your marketing strategy.

• Television
• Online Pre-Roll
• OTT
• Facebook and Other Paid Social
• Plus, 8 Steps to Get Started with Video
TELEVISION
According to a 2016 TVB Media Comparisons Study, television ranked highest for reach out of all ad-supported platforms (75.7% of adults 18+), beating social media (45.7%), radio (54.1%) and even email (62.5%). Of all ad supported platforms, people also spend the most time with television, almost five hours daily—with smartphones (1:15), radio (1:02), email (0:56) and even social media (0:50) trailing behind. This means television has the largest viewership and audience in terms of minutes used, which creates a low cost per 1,000 people.

**WHEN TO UTILIZE BROADCAST TELEVISION**

**To influence purchase decisions.** Consumers credit TV ads as the most influential medium in making a purchase decision (36.5%), which is more than double that of the second ranked medium, newspaper, at 13.8%.

**To reach an audience on a trusted channel.** Local broadcast news is the number one source for news (22%), followed by network broadcast TV news (14%) and cable news channels (13%).

36.5% of consumers say TV ads are the most influential medium in making purchase decisions. 22% rely on local broadcast as the number one source for news.
OTHER CONSIDERATIONS

Sometimes businesses will “try” advertising on broadcast TV, but find it ineffective. This is usually due to a few key mistakes:

**Mistake #1: The creative did not inspire action.** It’s easy to blame the format, but sometimes creative falls flat. Always test to make sure your ads have the sense of urgency needed as well as a clear call-to-action.

**Mistake #2: The budget was too small.** There are costs associated with TV spots, and a budget that’s too small will undermine your advertising effectiveness, impacting how long your ad can run and other factors that can combine to hurt your results.

**Mistake #3: You chose the wrong daypart, programs or station.** Identifying and understanding your target audience is important. If your ad runs during a show they don’t like or a station they don’t watch, they won’t see it. One mistake we often see is when an advertiser selects the programs their ads run in because they think the program costs less rather than if their audience is watching the program. Television is priced based on the number and types of people watching a program, so a more expensive spot might mean that you are simply reaching more of your target audience at one time.

**EXAMPLE**

An automotive care company is running a special promotion for a free tire rotation with the purchase of an oil change. As an effective use of broadcast, they could run a high-frequency broadcast campaign featuring footage of staff performing tire rotations and oil changes, as well as offer details and a clear call to action. Running the ad in the two weeks prior to the promotion date, both in the mornings and during prime time, will allow them to reach their target audience when they’re already tuned in.
ONLINE PRE-ROLL
WHEN TO UTILIZE IN-STREAM ADS

To target a very specific audience. This format is perfect for reaching out to highly targeted audiences that are searching for specific kinds of content. Aligning your advertising with video content that your audience is already looking for positions your brand favorably (e.g., unboxing videos for products like the ones you sell, how-to videos for tips, DIY help and more).

To improve brand awareness. In our experience, conversion rates for pre-roll are lower than for other forms of video, so it may be most appropriate for awareness campaigns that don’t ask the viewer to take a particular action. Leverage the brief amount of time to lift brand perception and keep your company top of mind.

In-stream ads are generally 15 to 30 seconds long and are featured before (pre-roll), during (mid-roll) or after (post-roll) digital video content played within a video player.

Many video platforms will allow viewers to skip the ad after a certain amount of time, usually 5 to 10 seconds, but some force the viewer to watch the entire ad. For obvious reasons, post-roll provides the least value because the viewer is already done watching their content.

In-stream ads should engage the viewer quickly and offer value to their experience. For formats that allow ad skipping after 5-10 seconds, make sure that you include your call to action before then.
OTHER CONSIDERATIONS

Local broadcast digital sites are the top digital source for news. Pre-roll can be used on both local and national news sites (e.g., Yahoo, MSN or USA Today, to name a few) or alongside user-generated videos on sites like YouTube. Either or both could be effective for a brand, but you should examine your options carefully. News sites are considered brand safe, which is to say that the advertiser can trust the brands to lend reputation and it’s easier to align your targeting with the right audiences. User-generated content can present more of a risk, because it can be harder to protect your brand. This topic has become more important in the past year as many brands experienced backlash from consumers who found the brands ads running adjacent to controversial user-generated content.

You can purchase instream advertising either directly from the publisher or through a DSP/Programmatic Exchange. The DSP or Exchange can offer a lower cost, but the tradeoff is that the inventory quality is not guaranteed and the CPM is determined by the advertiser’s preference for risk of fraud and quality assurance. If you’re in a position to take the risk, the DSP or Exchange could be a good choice, but otherwise you should stick to the direct publisher.

Always understand whether you’re buying pre-roll, or if mid-roll or post-roll are blended in the buys and CPM. If the latter two are blended in, it can be very hard to determine what you’re actually getting, especially since post-roll ads provide the least value.

A NOTE ON YOUTUBE

Leveraging both YouTube ads and content can bring some great benefits. Both can provide fairly specific demographic and behavioral targeting (like search history, for example). YouTube also provides TrueView ads which allow users to take actions, and while some are skippable, they do provide ads that can’t be skipped.

EXAMPLE

A healthcare company wants to educate people about their new patient portal. As part of an integrated campaign, they could run pre-roll ads on YouTube showing how easy the portal is to use, the benefits as well as a call to action button to visit a landing page with more information. A good option would be to add non-skippable TrueView ads before health-related videos from MSN and local news stations. To further create awareness for the new portal, the company can run pre-roll ads for videos on local TV news sites to reach local consumers.
OTT
OTT stands for “over-the-top” and refers to content that is transmitted via the internet, bypassing traditional cable or linear distribution. Viewers can stream OTT video content through an array of platforms including Smart TVs, computers, mobile devices, gaming consoles and streaming devices like Roku, Apple TV and Amazon Fire TV Stick. Some of the more popular OTT service providers include Netflix and Amazon Prime, but for the purposes of this eBook, we will be referring specifically to ad-supported OTT services such as Hulu, Sling TV, Sony Crackle, Pluto and Tubi TV, as well as standalone APPs like Fox Now.
WHEN TO UTILIZE OTT

To take advantage of a new opportunity. OTT is now mainstream—78% of U.S. consumers have OTT subscriptions, and OTT ad revenues are forecasted to rise to $31.5 billion by 2018.

To reach digital natives and cord extenders alike. Millennials are watching OTT, but they’re not the only ones. In fact, 60% of OTT viewers are ages 25-54. And it’s not just cord-nevers or cord-cutters that enjoy OTT; 52% of U.S. broadband households subscribe to both Pay-TV and OTT services.

For unduplicated reach. OTT is a great way to extend your campaign reach to include audiences that no longer subscribe to cable or satellite, or who are migrating away from those services—cord-cutter homes consume 79 hours of OTT content a month (2.5 hours per day), according to comScore.

78% of U.S. consumers have OTT subscriptions.

By 2018, OTT ad revenues are forecasted to rise to $31.5 billion.

The amount of time cord-cutter homes spend watching OTT content per day.

More than 60% of OTT viewers are ages 25-54. That’s more than 90 million viewers!
OTHER CONSIDERATIONS

Be sure you’re clear about what you’re getting. OTT blends the attribution of TV advertising with digital media’s precision, but it’s still evolving and highly fragmented. Buying ad inventory on long-form, premium content is the best approach for addressing brand safety, viewability and fraud. Another factor to consider is whether your ads are skippable or non-skippable. The most relevant metric to evaluate with OTT advertising is the ‘completion rate,’ which should be above 95%. Anything less is not pure long-form OTT.

Reaching the right local and regional audiences is complex and it requires working with many different OTT service providers. You can simplify your OTT media buying by picking a partner that will streamline your media buy across multiple OTT providers and platforms. For example, you could place your OTT media buy through Premion, a one-stop shop for OTT advertising. Through Premion’s direct relationships with 100+ top-tier branded content providers, your ads would be placed alongside premium long-form (full-episode) and live streaming content across branded networks and providers in just one easy transaction.

The OTT environment offers advertisers a far more targeted audience, where viewers see fewer, more relevant ads. Furthermore, the emergence of precision audience targeting in OTT will yield even greater efficiencies in reach and relevancy.

EXAMPLE

A regional quick-service restaurant wants to advertise their new specialty sandwiches to customers in their area. To effectively reach their desired audience, and to eliminate the hassle of working with multiple OTT service providers, they could book their campaign through Premion and know that their ads will only run in premium long-form (full-episode) content, in a brand-safe and fraud-free environment. Premion would zip target by radius around their specific restaurant locations and serve ads by daypart, so that morning ads would feature their new breakfast sandwiches, afternoon ads would promote their lunchtime coupon offer and early evening ads would tout their dinner specials. All Premion ads are non-skippable, fast-forward disabled and boast a 97%+ completion rate.
FACEBOOK & OTHER PAID SOCIAL
While Facebook can support video content as an original post, its strength is in video ads. More than 20% of the 4 million brands advertising with Facebook use their video ads, and video can be used in many of their ad formats (e.g., carousel) that are folded into users news feeds like native content. Facebook has a broad selection of targeting tools, allowing you to select your audience based on your current customers (Lookalike audiences), behaviors on Facebook (Likes, interests and more), who visits your site (via the Pixel) and simple demographics.

It’s important to recognize that a TV spot doesn’t necessarily translate to a Facebook ad. For instance, Facebook video auto-plays without audio on mobile devices, so you need to capture attention in a different way.

Other social platforms also support video ads, like Instagram, or video content marketing, like Snapchat. Some social networks, including Twitter, are adding in-stream advertising to videos from some partners, including TV stations (e.g., during news highlight videos) or major sports teams (e.g., live-stream games).
HOW TO GET STARTED WITH VIDEO
1: Determine Your Goals and Target Audience

A marketing campaign should always support your business goals, and video is no different. What are you trying to achieve overall, and what are you trying to achieve with your campaign specifically? This will help you make a variety of important decisions, including drafting the best creative and selecting the appropriate placement and schedule.

Furthermore, you need to know who your target audience is. Audience segmentation is important to ensure you’re reaching each part of your audience on the right channels with the message that will engage them best. For instance, if you want to reach both a young mother and a grandfather, you will probably have to address different pain points in your message and potentially different offerings, and advertise on different platforms to be seen by each.

2: Determine Your Budget

You need to set a budget according to your goals and audience, but you need to set the budget before you design your actual campaign. Your budget should always define your campaign choices, and not the other way around. You’ll use your budget to determine how many channels to utilize (e.g., both social media and TV, or just social), the development of creative, production time and other details.

Remember, there is no one-size-fits-all strategy for video marketing. The steps we outline below are a general look at the process you should be working through to create a campaign featuring video ads—they do not encompass all of the specific actions needed to build a complete customized video marketing campaign. Be sure to work with a trusted media partner who takes the time to understand your goals and wants to help your business thrive. They should have a high level of expertise, as well as relationships with the stations or companies where you will be advertising. Your media partner should be able to help you along every step of the way, from identifying your audience and doing research, to selecting the best platforms and channels, as well as helping you analyze and optimize your results.
3: Plan Your Campaign
Take the time to do this right. Will you use one core creative idea, or will you have a sequence of ads that tell a more expansive story over a longer time? What frequency is best to achieve your goal, and how does that impact when you should start your campaign? Do you have the tools in place to measure performance in real time, and do you know which metrics and benchmarks you’ll track? What will you do if you can’t get the station or daypart you want? Don’t skip or rush through this critical step—it will have a major impact on your campaign’s performance.

4: Choose Your Video Platform(s)
Make an educated decision based on data and what you determined in the previous three steps. Which broadcast stations will reach your audience, how and where are they consuming online video? Remember that each type of video isn’t interchangeable. If you’ve decided to advertise with a video on Facebook, that could also work as an ad on Instagram but might not succeed on YouTube. A media partner can help you choose the strongest option to achieve the best results, including helping you negotiate for the best programming to reach your target audience and prices for your business.

Don’t Forget Integration!
Integrated marketing campaigns tend to be more effective since they offer more potential touch points and opportunities to reach customers with your message. If you’re running a cross-channel campaign, don’t forget that in addition to video on multiple platforms, you should also consider integrating relevant content from your video into display banner ads, text or other native content. This creates consistency and further influences the members of your audience already working through their purchase decision. For instance, including the same wording from your video in your search marketing ads will provide a more seamless customer experience. Be sure to place display ads on sites your audience already visits and trusts, since this will lend authority to your ad and help drive conversions. When creating native content, remember that it’s not intended to be disruptive; it should fit in seamlessly with the rest of the audience’s experience.
5: Build Your Campaign Assets
It’s time to actually create the content you’ll use in your advertisements—in other words, write the script and shoot the video. This is a critical juncture where having a media partner can help tremendously. They can provide a team that has the knowledge and expertise to build your creative, from selecting the design elements that provide consistency to strengthening your branding and making the right placements based on campaign creative testing.

6: Launch Your Campaign
At this point, everything is set and it’s time to go live. However, it’s worth mentioning that not all parts of your campaign should launch at the same time. For instance, you might start with a TV ad, then ramp up social media to drive the message home. Be sure you’ve got the processes in place and the finished content ready to go so your campaign won’t stall when the next stage should start.

7: Review Analytics and Results
Don’t wait until your video advertising campaign has run its course to review results and analytics. The metrics and benchmarks developed in the planning stage should be used in real time to gauge whether or not your video ads are successfully reaching and influencing your audience. This allows you to course correct when you need to and optimize your results. Once the campaign is finished, you can view the benchmark data alongside the final results to help you make your next campaign even stronger.

8: Give it Time
Marketing results are almost never instantaneous. It takes time for your efforts to gain traction, and changing course or pulling a campaign too soon only undermines your efforts and wastes your marketing dollars. You need to give ads a reasonable amount of time to play out—then you can restructure, test them again and put new versions out. This is a process that helps you fine tune the success of your campaign.
Each type of video has something unique to offer businesses and can allow your company to connect with your audience in different ways. Local broadcast TV provides mass reach to broad audiences as a strong traditional medium. Digital video formats like quality pre-roll and OTT can help you reach more specific audiences, and OTT is especially critical as more cut the cord or add to their traditional cable TV services.

Approach your campaign planning carefully and strategically, and always rely on data to make your decisions. Remember to devote time and effort to measuring your campaign, but be sure to give it enough time to actually succeed. You should work alongside trusted media partners that stay on top of the latest best practices and video formats, and that can help you create and run your campaign smoothly.
ABOUT TEGNA:

TEGNA is a best-in-class operator with 46 television stations in 38 markets nationwide, and we own the top four affiliates in the top 25 markets. This lets us reach one-third of all TV households in the US, including 50 million adults. We also provide innovative digital marketing that reaches 32 million people through our OTT local advertising network, Premion.

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