



OTT Best Practices



Creative Tips

While every brand has their own style and approach, there are a few creative elements and tactics that will help improve OTT ad's performance.



Understand your audience.

Being more visible to audiences is key to increasing brand awareness but advertisers must begin by understanding their target consumers—when are they most likely to engage and with which devices—then use that data to facilitate conversations at the times those audiences are most likely to respond.

Consistency is key.

Consistently presented brands are 3.5 times more likely to enjoy excellent brand visibility than those with an inconsistent brand presentation.¹ Most people watch streaming content with a digital device in hand or nearby. Keep your logo and URL present throughout to tap into this ad channel's direct-response nature and let viewers know who you are and where to go.



Think creatively and lean into entertainment trends.

Consider the content that resonates with your audience as well and how your brand ties in. For instance, if you ran marketing for Eggo Waffles, you could take advantage of the connection to "Stranger Things." The character Eleven is obsessed with them, and for fans, they have become an icon for the show. Eggo could align a smart TV menu takeover with the premiere of the next season. It would be a cheeky way to raise awareness for the brand while connecting with audiences in a novel way.

Consider viewer behavior and nuances of the medium.

Don't always assume your "TV ads" will be seen on TV screens. CTV ads have the advantage of playing with the same large landscape that the original ads were shot for in the first place, but OTT connected devices can also include laptops and mobile devices. Grab the viewer's attention by identifying sizing best practices and ensuring that your value prop and call to action is immediately apparent on all screen types. Consider more close-ups or larger text treatments.



Retarget ads on second screens using automated content recognition (ACR) technology.

Automatic content recognition technology allows you to target mobile device users based on what they are watching, or have watched, on the big screen. These ads can reference your brand, as well as the programming audiences are viewing in their living rooms. Use this tactic to reinforce your television advertising, or as part of a conquering strategy.



Implement a clear, yet intriguing CTA.

Because viewers can't click to visit your site, you need to include a visual or audio call to action at the end of your ad. Incorporate an intriguing and compelling CTA in your ad creative. The ads will always have sound, so make use of a voice over to ensure you capture your viewer's attention. Use the same principles that apply to display advertising and other digital marketing forms to guide your development of a powerful CTA. For example:

- Incorporate strong action verbs into your CTA, such as "get," "call," "reach out," etc.
- Create a sense of urgency by leveraging time elements. "Get 50% off before March 31st!"
- Give your audience a good reason to take action. Answer the question, "What's in it for me?"
- Make sure your CTA focuses on the campaign's primary goal — and only the main goal.

Consider ad frequency and avoid user fatigue with creative refreshes.

On average, it takes 5 to 7 impressions for people to remember your brand.¹ Frequency of ad exposure has an effect on the opinion of your brand and overall impact of your campaign. In a perfect world, advertisers could shoot a few versions of their ad, but if that is not possible, you can still tell a sequential story by breaking your video ad into smaller snippets or making simple edits, such as adding overlays or end cards that evolve over time or coincide with current events.



Invest the time.

Time investment for brand building campaigns ranging from 3-6 months. Using OTT ads as the centerpiece of a campaign also allows for cross-platform content to be created for digital, retail, and experiential, featuring consistent concepts and messaging.



Production Tips

Determine what you want your ads to achieve, and put the puzzle pieces together



Focus on your core values and offerings.

Whether you have acquisition, awareness, or conversion as your goal, you want to make sure you are always introducing yourself to potential new customers.

Consider what style will work best for your objective.

CTV/OTT is a great channel for both live action and animation. No matter the medium you choose, post-production will provide ample opportunity to further finetune your messaging so your creative resonates directly with your targets.

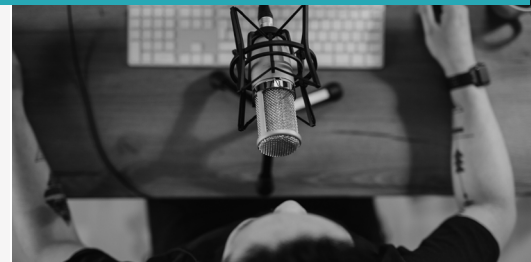


Have some personality while staying true to your brand.

Treating your brand as a person and defining your narrative are the first steps to giving your brand a personality. The next step would be infusing this personality into your marketing efforts. Grab attention with quirky or eye-catching humor.

Leave space for customization.

Consider having talent record multiple script options or record variations on voiceovers.





Improving Marketing Strategy

Marketing strategies are rarely total successes or total failures. Sometimes campaigns require adjustments along the way to successfully achieve a brand's ultimate KPIs/goals. Here's seven ways to improve campaigns during its run:



1

Give it more time.

If you're working on a long-term strategy, consider giving your campaign more time to develop. Remember, Rome wasn't built in a day.



2

Differentiate your brand.

The advertising space is a competitive one, there are thousands of brands competing for your target audience's attention. Make sure your brand messaging is unique to effectively cut through the noise.



3

Make a more valuable offer.

All forms of marketing target some interaction as an end goal, whether that's buying a product or visiting a website. If you aren't getting enough interactions from your campaign, it may be a sign to increase the value of your offer.



4

Retarget to fit your audience.

If your generic messaging isn't reaching the audience segment that you want to reach, take a step back, run some new research on your target demographics and adjust your messaging to fit the people you're trying to reach.



5

Consider A/B testing.

Planning multiple versions of your ads with creative variables such as music, voiceover, or messaging and running A/B tests can generate learnings about what resonates with your target audience.



6

Align your individual tactics.

Examine how your marketing tactics play into your strategy as a whole. This can help you identify problems with your brand voice, your direction and missed opportunities for cross-promotion. Try to keep everything tied together as much as possible.



7

Try a new strategy or scale up.

Sometimes marketers need to try something new. "Something new" could be the same strategy with a new angle or budget, or a new strategy altogether. This doesn't necessarily mean the strategy is useless, but it does mean you should focus on something else—at least in the short term.

Ready to put your OTT creatives to work?

contact flip@digitalremedy to get started



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