



CREATING YOUR INTEGRATED ADVERTISING STRATEGY

Combining the Power of Online Display with TV Ads



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Always connected, today's average consumer can be reached virtually anywhere. In 2017 alone, people spent more than 12 hours a day consuming media of all kinds – usually taking in multiple outlets at once.¹

As a business, it's time to start thinking about how to fully integrate your advertising strategy to carry from platform to platform, channel to channel. After all, that's how the average consumer is treating their screen time, seamlessly going from one to the next. In fact, **55% of people admit that they use their mobile devices while watching TV on a regular basis** – with 65% of people occasionally looking up information about a product they see advertised while watching a show.²

How can you ensure that you're providing a unified user experience between digital and cable TV – the most popular media? No matter what industry you're in, it starts with understanding the benefits of each platform – and then using a few, skillful branding techniques to tie them together.

In this white paper, we'll discuss how to integrate your online display campaigns with your cable TV ads – to ensure your campaigns are working together, not separately.



Give Me the Facts

Online Videos | SEE PAGE 5

Everyday **users watch more than an hour and a half** of online video content in a day, and 81% of people say they have been convinced to buy a product or service after watching a brand's video.

Personalization | SEE PAGE 6

80% of consumers are **more likely to do business with a company** that provides personalized experiences.

TV + Digital | SEE PAGE 6

Pet product provider Chewy.com saw a **222% increase in website traffic** following its TV campaign launch.

Live Sports Coverage | SEE PAGE 9

81% of live sports fans subscribe to linear TV – and **91% of those fans subscribe** solely because they want live sports coverage.

¹ eMarketer: eMarketer Updates US Time Spent with Media Figures, Q42017

² PwC: PwC Consumer Intelligence Series: I Stream, You Stream, Q42017

Breaking Down the Options

Your marketing mix can be as streamlined or eclectic as you need it to be, but it's important to fully understand and master a few channels at a time – before you go the full omnichannel route. By starting with cable TV and display ads, including **pre-roll** video, you're choosing two popular channels that can effectively raise your brand awareness – the first step in any successful marketing funnel.

Pre-roll is a video ad that plays prior to an online video.



Four Questions to Ask About Your Advertising

1. What is our goal?
2. Who is our audience – and where are they coming from?
3. How can we showcase our value-added services to drive sales?
4. How much video content is needed to be truly effective?

DISPLAY ADVERTISING



The average adult spends nearly six hours on screens daily, with our mobile device use clocking in at 3 hours and 17 minutes (and that doesn't count us talking on them).³

Combine that with the fact that seven in 10 internet users prefer ad-supported sites over fee-based ones, and it's no wonder that display advertising continues to reach 90% of internet users.⁴

And keep in mind that video is king – meaning display video ads are an important part of an advertising mix. Users watch more than an hour and a half of online video content every day, and 81% of people say they have been convinced to buy a product or service after watching a brand's video.⁵

✓ Clear, Measurable Results

Just like other digital ad tactics, display advertising provides you with measurable results – including stats such as view through and engagement rates, plus digital lift reports.

✓ Retargeting

Grab your audience's attention once and maintain it with retargeting ads, designed to “follow” users across the internet after they leave your website.

✓ Geofencing

Use location data to create virtual geographic boundaries around your display ads – called geofences. When someone enters your geofence and is using an app with active location sharing, they'll see your ad on their mobile device.

³ eMarketer: eMarketer Updates US Time Spent with Media Figures, Q42017

⁴ IAB-Digital Advertising Fast Facts, 3Q2016

⁵ Wyzowl: The State of Video Marketing 2018, Q12018

⁶ eMarketer: eMarketer Updates US Time Spent with Media Figures, Q42017

CABLE TV ADVERTISING



Today's consumer has many options when it comes to how they're consuming cable TV – and trust us, they're definitely still tuning in. On average, people spend nearly four hours with their favorite box everyday.⁶ Because of this, cable TV advertising continues to be an effective channel for advertisers to reach people in a broad, yet targeted, way.

✓ Massive Reach

By advertising on cable TV, you can reach people directly in their homes, at their favorite restaurant, in the waiting room – you get the picture.

✓ Unprecedented Brand Recognition

Your brand can make a mark through cable TV advertising. It's the best channel to show off your creativity and style – plus create a memorable experience.

✓ Demographic Targeting

Reach customers throughout a specific footprint and within a certain demographic by choosing the networks and programs to air your ads.



Integrating Your Screen Strategies



It's time to move away from treating each marketing channel differently from another and move toward an all-connected experience – one that flows seamlessly between what users are seeing on TV and what they're experiencing online. It's not as hard as you think, and there are certain techniques that you can use to cohesively tie consumer experiences together.

Personalize the Experiences

Have you ever had an impersonal advertising experience and thought, “Wow, I’m not interested in that ad at all.” Or perhaps it was, “How come XYZ restaurant is advertising in my city when we don’t even have one here?”

We’ve all been there – and it’s a completely avoidable experience in today’s world of targeted advertising. In fact, data powerhouse Epsilon found that out of 1,000 consumers ages 18-64, 80% of respondents said they were

more likely to do business with a company that provides personalized experiences.⁷ Impress your audience – and save money – when you advertise to the right people at the right time.

Use Digital Metrics to Measure Cable TV Ad Success

While digital advertising makes it easy to measure success down to the decimal, cable TV advertising may seem harder to measure – but it doesn’t have to be. You can get access to on-air metrics, and you know if your business is seeing stronger in-store traffic. Did you know that you can also track the affect cable TV advertising has on your brand awareness online? You just need to smartly track your web metrics prior to launching a TV campaign and compare them afterwards.

Just ask Chewy, the pet supplies delivery company. From dog food to aquariums, the

online ordering company will deliver it straight to your door on a specific schedule. The Video Advertising Bureau (VAB) tagged Chewy as an “emerging” brand in 2015. They worked with Chewy to track its monthly average website traffic prior to and after a new cable TV advertising campaign over three years. A completely digital company, Chewy saw a 222% increase in website traffic following its TV campaign launch.⁸

Chewy is just one example of digital-only brands that saw a lift in traffic following a TV campaign – MVMT (▲375%), Stitch Fix (▲95%) and Poshmark (▲82%) all saw increased web views following brand awareness TV campaigns.⁸

Or, if you’re looking for a brick-and-mortar example, take a look at the automotive industry. The VAB found that 76% of major car manufacturers saw a direct correlation between TV ad spending and website visitors – meaning

⁷ Video Advertising Bureau: Direct Impact: How TV Drives Outcomes for Direct-Disruptor Brand, 2018

⁸ Epsilon: New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experiences, Q12018



as spend increased, so did web visits.⁹

Domestic auto makers such as Ford, Lincoln and Chevy saw double-digit percentage increases in visitors as they increased their ad spending. Actually, Chevy increased ad spending by only 6% and saw a 50% increase in web visitors – that’s a big return on investment!⁹

Provide Consistency

Sometimes, life is easier with fewer surprises. When it comes to the experience that consumers have with your brand, the same idea applies. Start by building a solid foundation for your brand in one large advertising campaign – and use it as a baseline for the rest of your smaller campaigns throughout the year (or longer). Eventually, after you’ve executed a few different, successful campaigns, your brand

⁹ Video Advertising Bureau: A Look Under the Hood: How TV Drives Digital Interactions for Automotive, 2018

Sports Fans

AN INTEGRATED (AD) AUDIENCE

Sports fans are some of the most dedicated viewers out there – and most never miss a live game. Plus, sports fandom naturally flows between cable TV and online browsing – making fans an easy to predict, naturally integrated audience. For example, if a sports fan is watching their favorite sport or team on cable TV, there’s a high chance that they’ll soon be scoping out online analysis or checking in on their fantasy app.

Sports nearly guarantees that there will always be a loyal, captive audience waiting to see your ads. Combining cable TV with digital ads can prove highly effective when reaching this audience – men and women alike.

81%

More than 80% of live sports fans subscribe to linear TV, and 91% of those fans subscribe solely because they want live sports coverage.¹⁰

93%

Nearly all sports are watched live.¹¹

96%

Sports programming reaches 96% of all viewers, covering men and women of all demographics and interests.¹³

¹⁰ PwC: PwC Consumer Intelligence Series: I Stream, You Stream, Q42017

¹¹ Nielsen Npower, 2Q15-1Q16

standards might start to write themselves. For example, try jotting down items such as your:

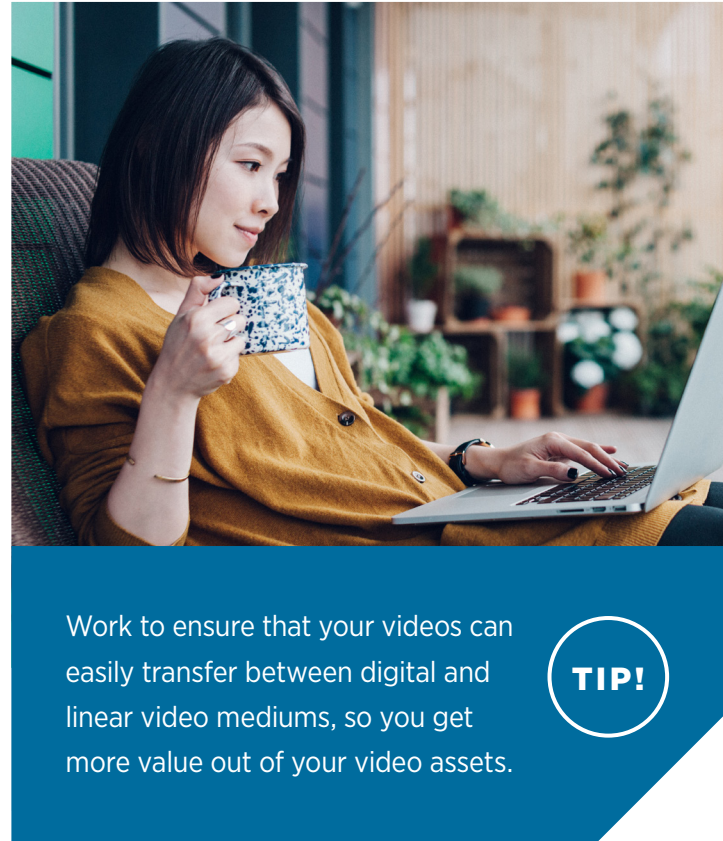
- Brand personality and positioning
- Visual guidelines
- Color palette
- Typography
- Legal guidelines

These items will give you – and others – an understanding of who and what your brand is, making your advertising the same across platforms, and can ultimately provide you with increased brand recognition.

Say What You Want to Say Right Away

Depending on who you ask, the average consumer has an attention span anywhere between 3 and 8 seconds – or often “less than a goldfish.” But the truth is, people do have the ability to concentrate for more than 8 seconds. In fact, you just proved it by getting to the end of this white paper.

People’s attention span is task-dependent.¹² If you provide them with the



information that they need right away – and make it stand out in a fresh, creative way – they’re more likely to click to learn more. We know that sounds counter-intuitive, but in order to grab someone’s attention, you need to give them what they want – or, help them complete a “task.” Then, they’re more likely to believe that you’ll continue to complete even more tasks for them.

Keep Your Audience Engaged

If you have one takeaway, it should be this: **the highest-converting websites have one thing in common – they keep people coming back for more.**¹³ Whether it’s scoping out those new shoes (again) or checking back for new content from your favorite blogger, consumers who create a habit are more likely to convert from trusted brands.

While it doesn’t seem like rocket science, it’s trickier than it seems. Businesses today need to focus on how they can re-engage users over and over again with valuable advertising content. One strategy begins with creating a few large pieces of content – from e-books to videos – and

¹² BBC: Busting the Attention Span Myth, Q2201711 Wolfgang Digital: KPI Report 2019, Q32018

¹³ Wolfgang Digital: KPI Report 2019, Q32018

Ask The Expert

BONNIE WOHLER

Digital Advertising Sales Strategist // Midco®



The highest-converting websites have one thing in common — they keep people coming back for more.



then breaking each down into smaller, bite-size pieces and debut pieces over time. This way, you'll give users a reason to keep coming back to your site as each piece unfolds.

After all, gone are the days of regurgitating the same retargeting ad and the same commercial for five years straight. Now, it's time to focus on grabbing someone's attention and providing them with a valuable, evolving experience every time.

Bonnie Wohler, an in-house digital advertising sales strategist, has more than 15 years of experience in the advertising industry. She gets to do what she loves every day: research industry news and trends and help digital advertising clients make the most of their campaigns. A go-to source for all things digital, Wohler answers a few questions on advertising trends.

How do you think businesses could do a better job reaching their target audience online?

When you keep in mind how people function, advertising gets a lot simpler. Data and research can provide in-depth psychographic and demographic insights on how people act and react to advertising. Once you have this, you can better understand how and where to reach that audience – and how to make ads that will be relatable for them.

Why do you think it's important for businesses to set advertising goals?

It's important to set advertising goals so that digital campaigns can be optimized.

Plus, goals help determine the metrics we'll use to track successes.

How can a business integrate digital and cable TV advertising strategies to get one, cohesive feeling?

A key way is through consistent ad creative. You want someone to see your ads, regardless of platform, and recognize that it is for your brand or business. You can be creative and target certain audiences, while also presenting your brand consistently. Be relatable and recognizable.

How do you see the advertising landscape changing over the next year? In 3-5 years?

The trend will continue to shift toward buying an audience, regardless of where that audience is. Merging traditional cable with digital buys will allow for more comprehensive audience planning & reporting. Plus, we know that other technology will emerge, and I'm excited to see what opportunities come with it.

Are you looking to amplify your cable TV and display advertising strategies?

A Midco expert is ready to discuss your needs and help you design an integrated advertising strategy that boosts your brand.



[Midco.com/Business/Contact](https://midco.com/Business/Contact) | 1.800.888.1300

Or learn more about Midco advertising services at [Midco.com/Advertising](https://midco.com/Advertising).

ABOUT MIDCO | Founded in 1931, Midco is dedicated to providing industry-leading solutions to the businesses it serves. Midco currently provides original digital and cable TV advertising solutions across a five-state footprint, helping businesses of all sizes expand their reach.