



CAPSTONE

media[™]

Celebrating 25 years

**Tips on creating an
Effective Digital Video Campaign
uHeart Digital Conference, October 2014**

Thank you!!

Thank you for attending our session today. You will find that the images of ads or websites included in this presentation are hyperlinked to the online versions. We've also added in a special research section at the end of this presentation.

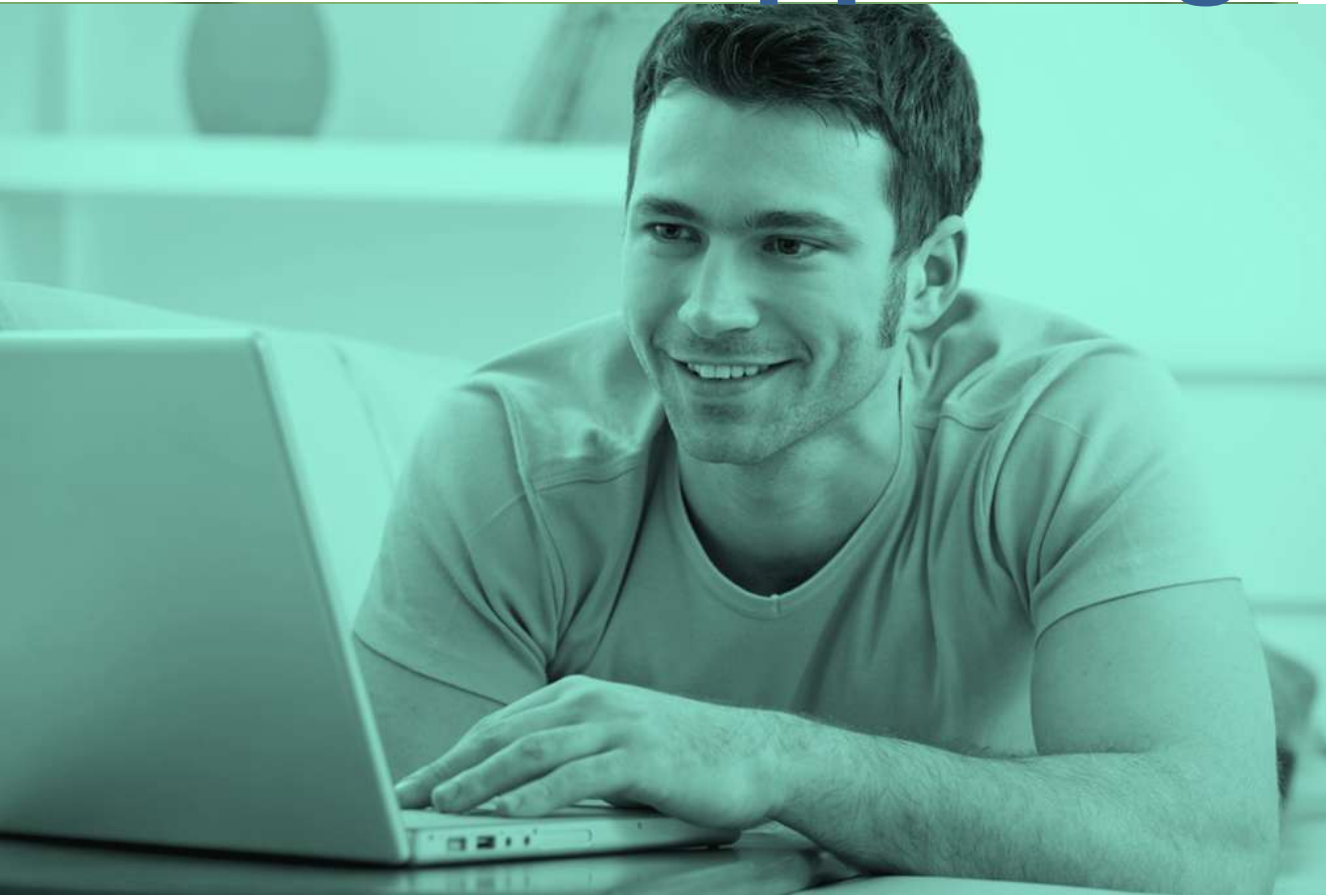
Tracy & Bill Smuts

Agenda

- What's Happening – *Why Video?*
- Rules of Engagement
- The Right Stuff



What's Happening?



Trends, Effectiveness, Ad Spending



May 14, 2013

Online Video Advertising Moves Front and Center

Video and TV often bought together



Online Video Advertising Is Growing Many Times Faster Than TV, Search, And Most Other Digital Ad Markets



MARK HOELZEL

AUG. 19, 2014, 10:12 AM 35,650 8

Video advertising dominates latest IAB online expenditure report

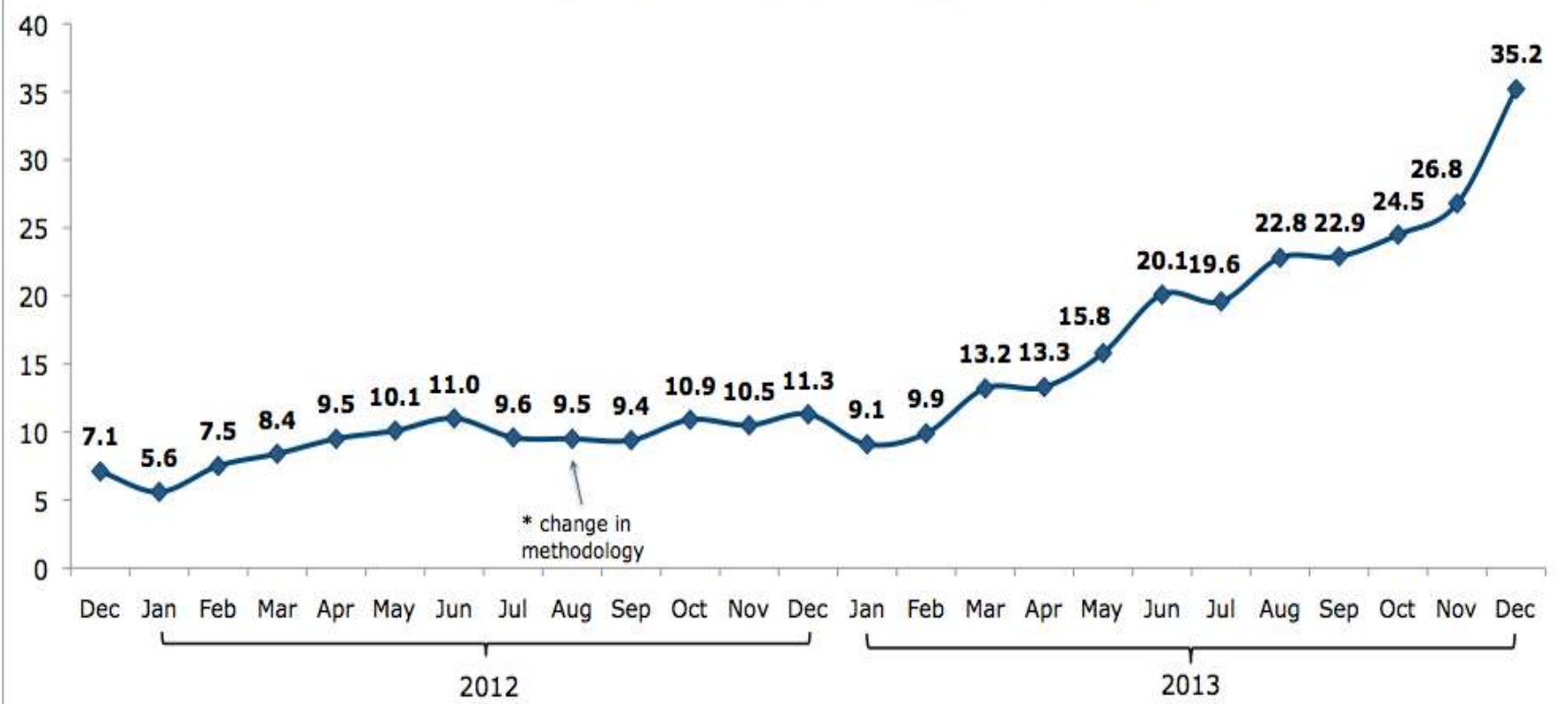
General display advertising also sees a renaissance, while mobile is continuing in leaps and bounds

CMO STAFF (CMO) 03 SEPTEMBER, 2014 14:52

Online Video Ad Views

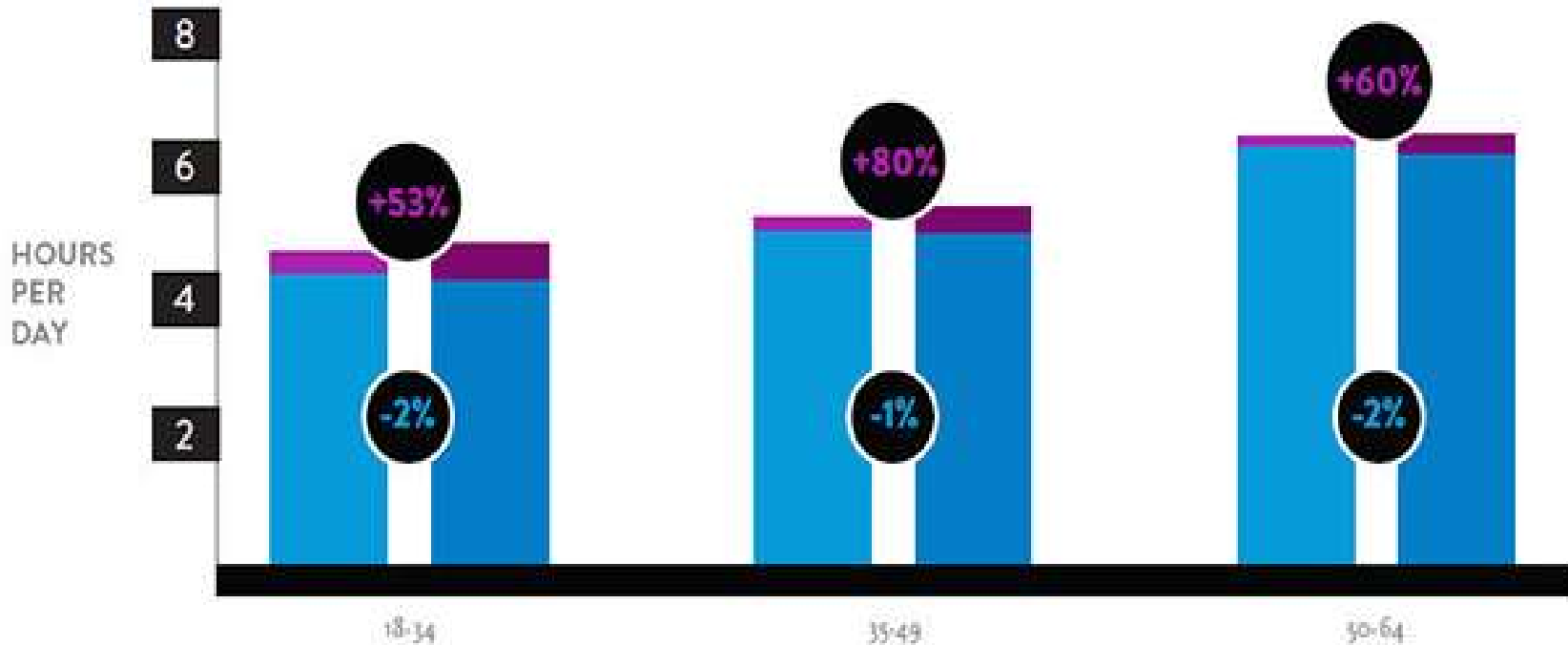
(billions, desktop/notebook only)

December 2011 - December 2013



Shifts in Viewing

The Cross-Platform Report Q2 2014 (Nielsen)



DIGITAL VIDEO

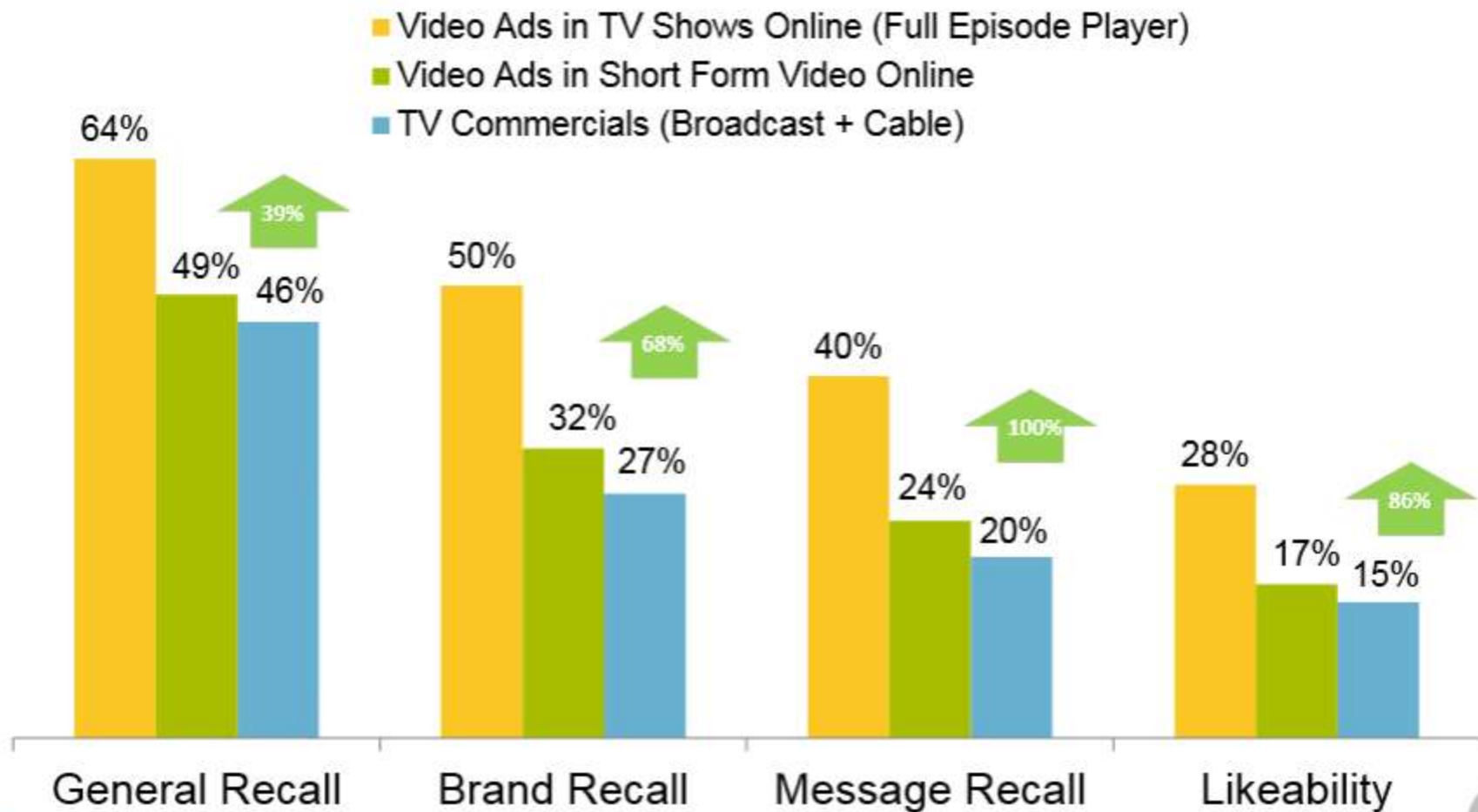
● Q2 2013 ● Q2 2014



TV SCREEN

● Q2 2013 ● Q2 2014

Online Video Ads Outperform TV Ads on All Measured Effectiveness Metrics



Standard TV Ads include TV ads on both broadcast and cable. Primetime, non-sports.

Nielsen Video Brand Effect (IAG), 01.01.11 - 03.31.12, A18+

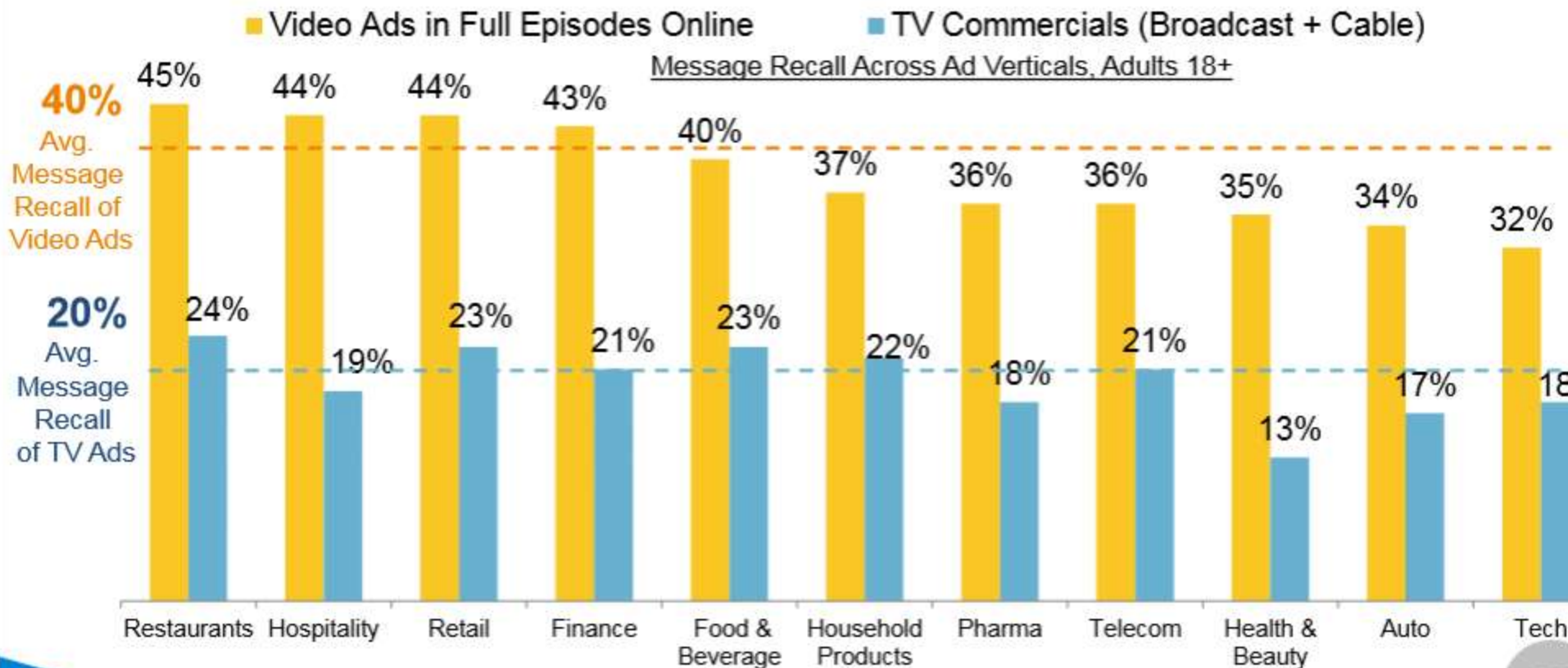
Green arrows indicate a positive difference at >90% confidence

Online & TV data based on responses up to 1 day post-ad stream

Limited to the same brands that streamed online and aired on TV during the same period.

Across Ad Verticals, Ad Messages Are More Memorable in Full Episode Online Than on TV

- More Than Twice as Many Recall Messages Online Than on TV for Hospitality Finance, Health & Beauty



Note: More ad effectiveness metrics across demos, genres, verticals and online formats are available in the appendix.



Facts About 2014 Video Ad Spends

- **VIDEO AD GROWTH IS IMPOSSIBLE TO IGNORE**

- 5 Yr Ad Spending Increase (YOY)
 - 2015 Spending projected to grow

- **DRAMATIC SPENDING SHIFTS FUEL THE DIGITAL VIDEO REVOLUTION**

- Bad news for Broadcast TV
 - Broadcast & Cable TV budgets tapped for spend



Facts About 2014 Video Ad Spends

- **PROGRAMMATIC IS OVERTAKING PUBLISHER-DIRECT BUYS**

Brands & Agencies moving away from direct to publisher buying

- **DATA-DRIVEN, PROGRAMMATIC TV HAS ARRIVED**

60% of Brand \$ moving to Programmatic
Spending coming from TV Budgets

- **VIEWABILITY VEXES BOTH BUYERS AND PUBLISHERS**

Hardest to verify
More than bots & fraud

Rules of Engagement



Executing an effective program

Rule 1: Become educated about the basics



Rule 2: Video strategy should tie into and support your other strategies – not replace it.





Swiffer Effect

“Committed to keeping you satisfied”

“ Revolutionize the way you clean”



Introducing Lee & Morty Kaufmann Stars of Swiffer Ads



“The Secret to a Happy Marriage”





Swiffer Ad Examples

How Much Dirt Can You Manufacture? - Swiffer Sweeper

How Much Dirt Can You Manufacture? - Swiffer Sweeper

YouTube · 3,738,000+ views · 7/1/2013 · HD



Swiffer Ad Examples

Morty Are You Listening? - Swiffer Dusters

0:12 / 0:31

Morty Are You Listening? - Swiffer Dusters

YouTube · 3,463,000+ views · 7/1/2013 · HD

[Lee and Morty Kaufman: Cleaning Up in Their 90s - NYTimes.com](#)



[www.nytimes.com/2014/01/23/garden/lee-and-morty-kaufman-cleaning...](#)

Jan 22, 2014 · Valley Stream, N.Y. — “I was retired for 30 years, until at the age of 90 I got swept up in this commercial bit,” **Morty Kaufman** said. He ...

[Lee And Morty Kaufman Celebrate 45 Years Together And ...](#)



[90-Year-Old Lovebirds Are Literally Sweeping The Nation ...](#)



[www.huffingtonpost.com/2013/08/22/swiffer-](#)

[Why We Love Lee & Morty Kaufman - Patrick's Place](#)

[www.patrickkphillips.com/2013/09/01/love-lee-morty-kaufman](#) ▾

[Lee and Morty Kaufman: 90-plus years old and YouTube stars](#)

[Love advice from Lee & Morty, the Swiffer commercial couple](#)



[www.sheknows.com/love-and-sex/articles/1009201](#) ▾

Lee and Morty Kaufman of the **Swiffer** ads know a thing or two about maintaining a happy marriage, so we asked them to share their tips.

Rule 3: Take advantage of the strengths of video to promote your product or service.



Rule 4: Create with your devices in mind



Tip: Consider a production house for post production editing





Rule 5: Have a Plan

- Where will your video be shown (Social Media, online TV viewing, news story?)
- What assets do you have?
- What will you create?
- How will you repurpose your creative messaging, types/formats needed?
- How will you edit?

Rule 6: ABC Rule

Answer the questions that your customers ask



*Man on the Street Interview**

Customer Service

- email, chat, text

Sales Staff

University – tour guides

Survey Monkey

**How to do – lookup on eHow, WikiHow*

Rule 7: Keep it Simple

- **Video Interview**
- **Video with Voice Over**
- **Moving Photos**





Tip: candidio.com editing service



- [Blog](#)
- [Support](#)
- [New](#)
- [About](#)
- [Contact](#)
- [Log In](#)

- [How It Works](#)
- [Pricing](#)
- [Examples](#)
- [Resources](#)

No more robots.
No more mummies.

There's a new way to produce video that connects with people online.

[How It Works](#)

[Try It Free](#)



Rule 8: The first 5 seconds are critical

After 5 seconds you will lose or keep your potential engagement

YouTube & other publishers will have a “skip ad in 5 seconds” option



Rule 9: Choose Video Delivery partners *very, very carefully!*



Things to look for –

- Great AdOps Team
- Transparent Delivery
- Buying Tier One Inventory
- Get around “minimum spends”
- Are or use 3PAS
- Ferret out Ad Fraud – Double Verify
- Experienced
- Consultation

Video Ad Formats

Pre-Roll

Mid-Roll

Post-Roll

In-Stream Video ads

Linear Video Ads

Interactive Video Ad

Overlay Video Ads

Non-Overlay Video Ads

Companion Ads

In-Banner Video Ads

In-Page Video Ads

In-Text Video ads



Rule 10: Use Filter Targeting

- Demo
- Geo
- Context
- Behavior
- Psychographic



Adults, age 25-54 is a family reunion, not a demo

Final Rule: Test, Test, Test

Test, Analyze, Learn

Repeat



Repeat Again

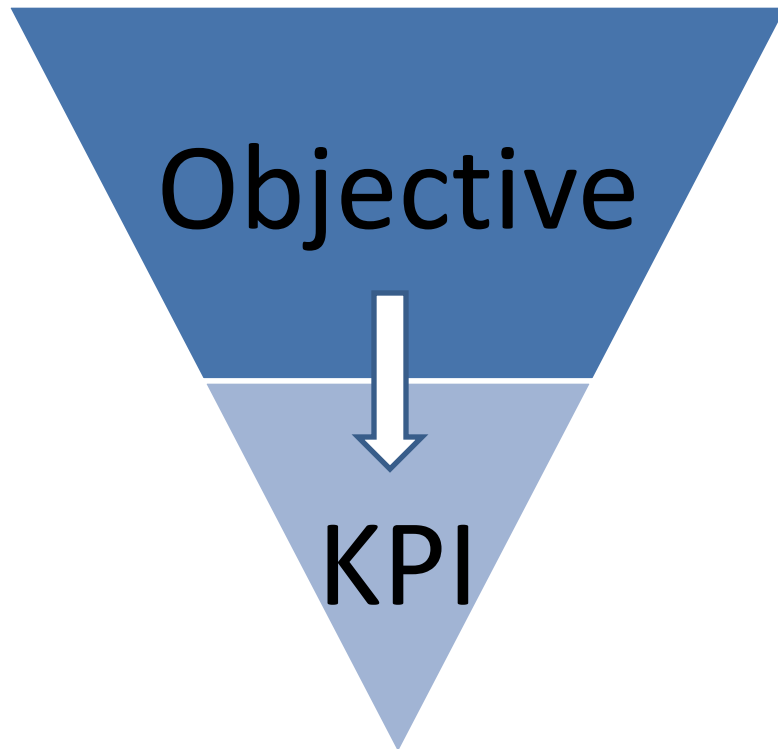


The Right Stuff



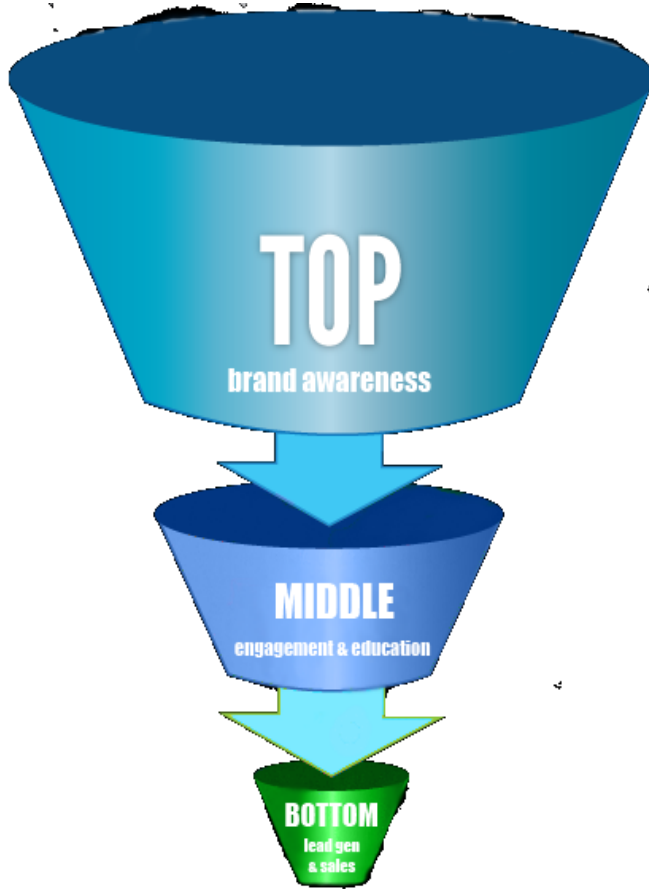
Measurement

Objectives vs. KPIs



- Objectives look at the big picture goal, KPIs detail how to measure the big picture digitally
- There are many things that can be measured in digital, but not all need to be
- Keep campaign KPI focused on the overall goal

Measurable KPIs



Top

- Brand Recall
- Targeted Reach
- Share of Voice (%)
- Targeted Website Traffic Lift

Middle

- Brand Search Lift (%)
- Website Content Management Lift (%)
- Cost per New Visitor
- Cost per Page View

Bottom

- Leads (#)
- Cost per Lead
- Overall Website Form Conversion Lift %
- Opportunity Contribution
- Revenue Contribution



Research Appendix



2014 US State of the Video Industry Report



http://www.aolplatforms.com/US_SOI2014_Report?submission=1214



A Comprehensive Picture of Digital Video and TV Advertising:

*Viewing, Budget Share Shift
and Effectiveness*



YAHOO!

nielsen
.....

nielsen
.....



Cross-Platform Video Advertising Accelerates

Common Views Set The Stage For
Faster Adoption Of A Holistic
Approach To Video



TubeMogul

VIDEO VIEWABILITY | Q2 2014

**FIND OUT WHAT TUBEMOGUL'S
AUDIT REVEALS ABOUT THE
CURRENT STATE OF VIDEO
VIEWABILITY.**



Making digital advertising easier to understand

Educational Videos

HOW AN AD IS SERVED WITH REAL TIME BIDDING





The industry standard for social media education

\$21/month

[Enroll Now](#)

[What's Included?](#)



Marketing Measurement & Analytics

Access recordings online for 12 months!

Already registered? [Access classes](#) and course materials.



It's pretty easy to identify Facebook Likes, webpage visitors, and time on site, but can you put a dollar value on every click a piece of online content receives? Do you know what the middle of your funnel is worth? Can you definitively state what your Return on Marketing Investment (ROMI) is for your social media efforts?

If any of these keep you (or your boss) up at night, this course is for you. **Marketing Measurement & Analytics** is an 8-class course spanning 5 hours that will unlock all-new measurement and analysis powers you never knew you had. From putting metrics to your digital advertising and learning the role Big Data plays, to funnel analytics and finding the value of your multichannel marketing campaigns, you'll find your marketing efforts becoming more effective and much more profitable as you see what works and what doesn't.



Contact Us with
additional questions
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Dob Williams