

Connected TV Best Practices

General

Grab your users' attention in the first 6 seconds

What will make a user look up from their phone to pay attention to your commercial?

Tell the audience who you are early in the TV commercial

Try including a persistent URL throughout the entire TV commercial. From the start of the ad, customers should know who's talking to them.

Incorporate audio into the TV commercial

A TV commercial builds brand equity just by running on a TV screen, amongst professionally made TV content on a TV network. Spark their interest with a few of your best keywords.

End Card

The last 3 seconds should state your brand name, URL and/or a tag line.

Branding

Determine a goal of the TV commercial

Create a clear and informative message to spike interest in users who may be unfamiliar with your brand.

Highlight 1 to 2 Unique Selling Points

What will make someone remember your brand? I.e. Quality Ingredients, Ethically made, Low Prices.

Helpful tip: People tend to forget after 3.

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Direct Response

Determine a goal of the TV commercial

Encourage users to your site.

Get to the point fast

Traditional Direct Response TV commercials were designed to lead up to a main USP. CTV Direct Response commercials should gain attention fast and finish with a strong Call-To-Action.

Use persistent URL's throughout the TV commercial

Direct your audiences to your site without impacting the look and quality of the video.

State a strong Call-To-Action in the TV commercial

Let your audience know what they can do to learn more about your offering, i.e. "Visit us at...", "Redeem free shipping at...".

Companion Ads

Mirror the same brand look and feel as your TV commercial

Reinforce your brand message after someone has seen your TV commercial. If you use a white text logo in your video, use that same white logo in your Companion ad. Help new users recognize your brand.

Mirror the Call-to-Action of the TV commercial

Further encourage users to visit your site.