

# Connected TV Best Practices

## General

### 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.

### 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

### 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.*

## Direct Response

### 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.