



# How To Advertise on TV

# Understanding the Five Considerations of TV Advertising

Who  
Where  
When  
How  
What

# Who Buys TV Ads?

Television Advertising can be bought through an **agency** or **directly** from the TV networks or distributors (cable systems / telco providers)

**Advertising Agencies** act on behalf of their clients. They work with the TV networks/distributors to develop, negotiate and steward a brand's advertising schedules.

Agencies bring buying power to the table and may be able to assist in “added value” negotiations (extras like: exposure to events, tickets or additional spots, etc.)

A business may opt to work **directly** with the media companies (Networks or Cable/Telco) to develop, negotiate, and manage the ad schedules.

The links below provide contact details for the VAB Members:

- [TV Network Directory](#) (National TV Advertising)
- [Local TV Directory](#) (Local TV Advertising)

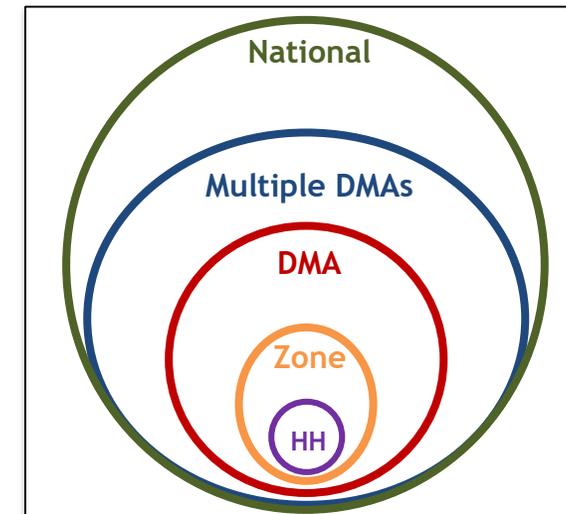
# Where Should My Advertisements Be?

When considering where to advertise, it is important to think about where your business and customers are. For example, if you have customers located across the country or are a national e-commerce business, you should consider **national advertising**. Keep in mind that many large advertisers run national advertising as well as heavying up in select local markets.

If your brand/business' footprint is more localized and focused in one or more markets or “**DMAs**” (Designated Market Areas), or if you want to conduct a “test” buy to measure the success of a TV campaign, you may consider local options. You can purchase advertising within a single DMA or across multiple DMAs (for example, Dallas-Ft. Worth, Houston, and Austin). Here are [resources](#) for buying across markets.

Even more granularly, select Cable/Telco operators allow businesses to target **Zones** inside of DMAs in order to reach a smaller targeted geographic area.

Finally, Addressable TV allows advertisers to target down to the **household “HH”** level utilizing more precise targeting characteristics based on data such as granular demographics, geography, transactional / consumption and behavioral activities



# Where Else Can I Run A Multi-Screen TV Campaign?

In addition to reaching consumers through live television, your advertising can run adjacent to the same premium content on-demand and across devices and screens. Multi-screen TV provides advertisers with the ability to layer incremental reach onto a TV advertising campaign and reach consumers in new ways:

- Video-on-Demand (VOD): allows users to select and watch video content via their set-top box when they choose to, rather than at a specific broadcast time
- TV Everywhere (TVE): the ability for a viewer to watch video content whenever and wherever they choose on digital platforms / apps across devices (Smart TV, connected device, table, mobile device or computer). Content can be accessed through either a broadcast or cable programmer (via MVPD\* authentication/user log-in) or an MVPD app
  - Many TVE apps have enhanced data-targeting capabilities to efficiently reach your target.
- Online Websites / Apps: allows consumers to engage with professionally-produced, TV-branded content online (e.g., CNN.com, ESPN.com, Foodnetwork.com)
- Over-The-Top (OTT): premium long-form video content that is streamed over the internet through an app or device onto a TV (or PC, Tablet, Smartphone) without requiring an MVPD\* subscription

## VOD



## TVE



## OTT Ecosystem



\*MVPD (Multichannel Video Programming Distributor) = cable, telco or satellite provider

# When Should I Advertise?

## Seasonality

Depending on your products or services, there may be peaks in your foot traffic or increased sales in different seasons. For example, your company may be focused on the holiday season, Summer, or the back-to-school period. Considering when your brand's best opportunities exist is critical to maximizing your return on investment.

## Brand Initiatives / Promotional Periods

Does your business/brand have specific sales, promotions, events, or other partnerships to support? Increased exposure of a TV campaign before and/or during these initiatives provides heightened awareness and support.

## Target Relative Timing

Your network or cable/telco salesperson can help you identify the best moment (day, time of day, programs) to best reach your target.

# How Do I Advertise?

Regardless of whether you work directly with the TV ad salespeople (at the networks/cable/telcos) or with an agency, you should be prepared to answer these questions about your brand/business before developing an ad schedule.

- 1) What are your brand's goals? How will you measure success?
  - Examples: increase sales by 20%, grow customer base by 30%, increase brand awareness by 15%, etc
- 2) Who are you trying to target with your message?
  - Based upon the nature of your brand, who are your best potential customers?
  - Gender and Age are traditional targeting demographics (e.g. Men 18-34), however there is opportunity to further refine target audience based upon buying history, life-stage, or behavioral attributes. (e.g. recent car purchasers, new parents)
  - On a local level, addressable TV allows for a focus on the household level based on the characteristics and buying history of specific households
- 3) When do you want to advertise?
  - When selecting the weeks you want to advertise, consider seasonality, schedule priorities, and any initiatives you will need to support.
- 4) What is your budget?
  - An agency or network salesperson can work with you to craft an advertising schedule based upon the available budget or budget tiers.
- 5) How do I create a TV ad?
  - An advertising agency can work with brands to produce a commercial (develop the concept, the script, visuals and production).
  - Many media partners (networks and cable/telco companies) also have ad production capabilities and can partner closely with brands to develop commercials.

# What To Expect To See

What details will I see before and after my ad campaign airs?

## **Pre-Campaign (in the weeks prior to the beginning of your campaign):**

- You will receive the final Buy Details based upon what you (or your agency) have negotiated with the networks/distributors. These details typically include a summary of your projected audience delivery (Target Reach/Target Frequency/GRPs/Impressions), # of commercials/spots that will air, TV Networks/Programs your ad will appear on and your flight weeks

## **Post-Campaign (60-90 days after your campaign ends)**

- You will receive a “Post-Buy” report that details final audience delivery metrics of the schedule
- Depending on vendor capability, you may be able to correlate the schedule back to your brand goals / success measures

# What Can Television Advertising Do For Your Business?

The multi-screen television platform is evolving at a rapid pace and offers key benefits for advertisers.

## Delivers Reach & Scale

In any given minute, the audience watching TV content either on TV or online is 10x larger than the audience viewing Facebook.

## Drives Sales

Multi-screen TV is proven to drive immediate demand (web traffic and sales) as well as long-term sales.

## Emotionally Connects with Consumers

The majority of programming that viewers “most enjoy” on streaming video platforms are acquired TV network series & movies

## Is Socially and Culturally Relevant

The majority of Tweets on Twitter in primetime are about ad-supported TV programs and characters.

## Has Data & Analytics Capabilities

Addressable and advanced TV allow marketers to more precisely target their audience. While multi-touch attribution gives proper credit to TV’s role in sales, allowing marketers to truly evaluate its impact.

## Strong Brand-Building Ad Platform

The multi-screen TV platform is unmatched in its ability to be fully transparent, accountable and brand-safe for advertisers.

Learn more about the multi-screen TV advertising ecosystem through our insights reports:

### Addressable TV



### Unrivaled



### Direct Outcomes



### OTT Ecosystem



### Device Usage



### Local Cable TV

