



CTV Creative Capabilities

THIS AIN'T YOUR DADDY'S TELEVISION.

The TV advertising landscape has changed drastically over the past few years. The growing numbers of CTV HHs, where consumers are spending several hours daily viewing content, is increasing significantly. And with all this streaming comes more available ad inventory for brands to utilize.

But with more ads across CTV, will brands get lost in the noise? Will consumers be engaged?

Make your creative ACTIONABLE.

Much like linear TV advertising, CTV advertising offers the greatest opportunity to engage with the consumer— but that's where the similarities end. Creative across CTV gives brands the opportunity to be more interactive. More measurable. More accountable. All of the benefits of digital media and the power of TV wrapped into one.

To make your creative actionable— and therefore accountable— we are

recommending all of our clients to implement QR code tracking.

The QR code is just one measure that can make CTV creative more interactive. The effective use of the QR code in the creative allows brands to pull the viewer into an owned environment where they can pivot from awareness to purchase intent.

Every ad category can benefit from embedding the QR into their spots, but retail can see an immediate effect by allowing a viewer to purchase a product right there from the screen. And there are many more use cases for the integration:

QR Code Capabilities

- Visit the Landing Page, Website, or Social Media Page
- Scan to Call
- Scan to Add to Calendar
- Scan to Complete Survey (Obtain feedback for a brand study)
- Scan to Download an App

Our award-winning creative studio is available to make all of your TV creative more engaging and effective!

