

A NEW ERA OF TV ADVERTISING

WHERE THE LINES BETWEEN ENTERTAINMENT & COMMERCE BLUR

Date: July 2023

Author: Lara Guerard | Founder & Principle Solutions Consultant



MEDIA MAGNET CONSULTING
DISCOVER. DEFINE. DELIVER



AN INTRODUCTION

Today, we're diving into the fascinating world of **TV advertising** and exploring how it's evolving in this age of personalized and digitally connected television experiences. Let's unravel the mysteries of this ever-evolving medium!

Television advertising or **TV ads** for short, have been a staple of our entertainment landscape for decades. Picture this: you're engrossed in your favorite TV show, eagerly waiting to see what happens next, when suddenly, a commercial break interrupts the flow. Love 'em or loathe 'em, these little interruptions have played a pivotal role in funding the creation and distribution of TV content.

Traditionally, **TV ads** have followed a straightforward formula. Advertisers would purchase airtime from television networks and then create 30-second or 60-second commercials to showcase their products or services. These ads would be strategically placed during **commercial breaks**, aiming to **capture the attention of viewers** and persuade them to make a purchase or take some desired action.

But, TV advertising is now undergoing a **digital transformation**. With the rise of **connected TV (CTV)** and the **personalized** nature of media consumption, advertisers are finding new ways to reach their **target audiences** in a more precise and engaging manner.

ION SHOP

SALE
UP TO 50% OFF



BRANDS
NEW YORK CITY · PARIS · BARCELONA
MILAN · ROME · LONDON · DUBAI
HONG KONG · RIO DE JANEIRO
MOSCOW · TOKYO · SHANGHAI
MUMBAI · MELBOURNE

VIEW ALL



IMAGINE...

You're **streaming** your favorite show on a **CTV platform**, and instead of being bombarded with irrelevant ads for products you have zero interest in, you start seeing ads that actually pique your curiosity. That's where the concept of **shoppable media** comes into play.

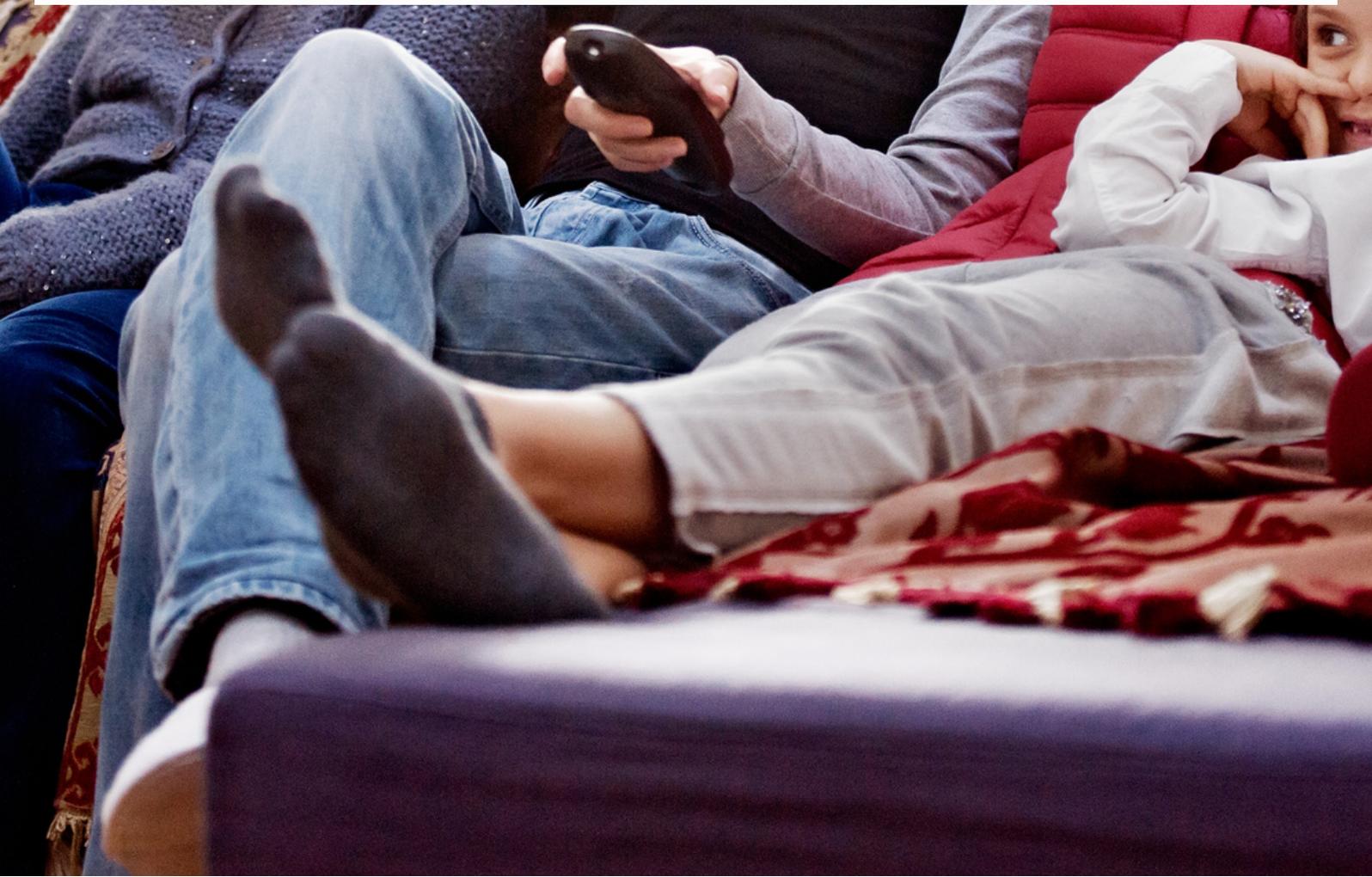
Shoppable media is leveraging the **digital connectivity** of CTV to create interactive and engaging **ad experiences**. It's like the next evolution of TV ads, where you can not only watch but also take action right from your couch. Whether it's exploring more details about a product, adding items to your **virtual shopping cart**, or even making a purchase directly through your television screen, **shoppable media** puts the power in your hands.

WHAT ARE SHOPPABLE ADVERTISEMENTS?

Simply put, it's an ad, video, image or social media post that allows consumers to **buy the products directly** from the **content they're viewing** in **real time**. It makes **digital content** more **actionable** for ready-to-buy consumers. This digital marketing tool taps into modern consumers' proclivity for **shopping anywhere** at **any time**, providing them with avenues to purchase regardless of where they are, such as when they're viewing a TikTok video, browsing Instagram, or checking a brand's website.

It is great for marketing because a digital marketing campaign becomes much more **powerful** when **shoppable media** is incorporated into its **strategy**. Shoppable media provides consumers with **dynamic digital touch-points** and turns them into **shoppable experiences**, where the consumer doesn't have to leave whatever **digital medium** they're in to research a product and can be directed to a brand's website once they're ready to buy.

WHAT IF THE DIGITAL MEDIUM WAS **FAST?**



COULD FAST CHANGE THE WAY THEY SUPPORT AD'S?

Today **FAST** (free ad supported TV) uses **dynamic ad insertion (DAI)**, which means ads are delivered based on a viewer's likes, dislikes, preferences, etc., ensuring better **targeting**, ad **performance**, and a **higher CPM** than traditional paid TV.

This is different from advertising that lets you buy stuff right from the ad itself. It's called "**shoppable ads.**" Now, shoppable ads aren't exactly new in the online world, but guess what? They're making their way into **TV advertising** too.

You know how we all love shopping anytime, anywhere?

Well, **shoppable ads** tap into that love. They give us a way to buy things while watching TV, no matter where we are. **Streaming services** are jumping on board with this trend. Just take the example of that **Amazon NFL broadcast**. They had a special **shop tab** right there on your screen. It's like a glimpse into the future of **TV shopping**.

But, for this feature to be truly impactful, we need to be able to buy things **without leaving the TV platform** we're using. And guess what? **NBCUniversal, AMC, Condé Nast, Hulu, and Roku** are all stepping up their game in this area. They're introducing new **shoppable ad capabilities**, and some brands partnering with them are seeing a whopping **88% increase** in people remembering their brand.



QR CODES

Right now, the most common way to shop through TV is by **scanning QR codes**. You know, those square codes that you can scan with your phone. Since most of us watch TV with our phones or tablets nearby, it's not too much of a hassle. But, brands are trying something new too. They're testing out **buying directly through the TV remote**. And it seems people are actually more likely to **click "OK"** on a remote than **scan a QR code**. Technology keeps evolving, and we can expect even more exciting stuff from **connected TV providers** in the future.

But let's be real for a moment. **QR codes** may not give us the smoothest shopping experience. They can be a bit old school and **not super user-friendly**. So, there's still room for improvement, but, it's a step in the right direction.

Roku and Walmart had an idea, where **Viewers** simply **press "OK" with the remote** on a **shoppable ad** and proceed to checkout with their payment details easily pre-populated from **Roku Pay, Roku's payments platform**. From there, tapping **"OK" on the Walmart checkout page** places the order. A Walmart purchase **confirmation** is then **emailed** with shipping, return, and support information. A little better when it comes to delivering on the **customer experiences**. But still, a little dated.

MODERN VIEWERS

A FADING CONNECTION TO

WHAT ABOUT A BETTER MORE PERSONALIZED FAST AD EXPERIENCE?

Here's how it could work. You're watching a show, and a character is wearing a cool pair of shoes. Instead of wondering where to get them, you could simply use your **remote** to **activate a visual search feature**. The **TV screen** shows you **options** for those exact **shoes**, where to **buy them**, and maybe even some **reviews**. It's like having a **virtual shopping mall at your fingertips**.

Incorporating **visual search** as an **aid** in introducing **shoppable media ads** across **FAST** channels would be a **game-changer**. It would make the whole shopping experience **seamless and convenient**. No more pausing the show, grabbing your phone, and Googling like crazy. It's all right there on your TV screen. Social media sites have been using visual search technology for a long time. Take **Pinterest, google** and **SNAP**. It super easy. Just open the app, and snap what you see in the search bar... options to **explore** the product you snapped or **buy it** (or **buy similar**).

Maybe **TV providers** can incorporate **visual search** into their viewing experiences? Controlled from the remote, **CTV providers** can implement a **“visual search” button** ... or maybe it's an **app** on my phone that I use to snap the picture of what I see on screen. A (non intrusive) **prompt pop up** at selected times in the show? When the prompt comes up, I can open my **app** or **click then visual search button** on my remote and voila! I'm browsing that lovely pair of shoes that Brie Larson is wearing, And even better, I actually add the sneakers to my cart and **qualify into the buy cycle**. Win win for the **brand**.

WRAPPING UP

Now, we're not quite there yet. **Visual search on TV** is still a bit **futuristic**. But with the rapid pace of technology advancements, it's not too far-fetched to imagine a **future** where we can **shop directly from our favorite shows** using **visual search**. It's like shopping made even easier and more exciting. We've seen significant success with **online ads**, but **shoppable TV** is coming into its own. As technology advances to make the **process even more seamless**, brands should keep an **open mind about TV ads** to take **advantage** of the **eyeballs watching** events like the **Super Bowl** or the **newest hit streaming series**.

So, brace yourselves. **FAST channels** are **revolutionizing** how **ads are delivered**, making them **less intrusive** and **more integrated** into our **viewing experience**. And who knows? Soon enough, we might be able to **shop effortlessly** through **visual search**, right from the comfort of our couch. The future of **shoppable media** on **FAST channels** is looking brighter than ever!

