

Entertainment Advertising During Times of Uncertainty

As states are following social distancing rules, people are staying home as much as possible. Consumers are turning to online entertainment to keep them occupied. With video content plentiful, the challenge now is to differentiate your offering to audiences, so they tune in and subscribe.

TripleLift offers many opportunities within Native, Branded Video and Display to effectively deliver your message to your target audience in ways that resonate. Partner with us to adapt your brand's strategy to fit these evolving times.

- + With concerts and live sports currently on hold, consumers are turning to streaming services to consume content.
- + Brands are releasing new content early to attract consumers to subscribe to their streaming service.
- + Consumers are hosting virtual watch parties with their friends and family to feel more connected while at home.
- + Tubi stated that 3 in 4 people admit to streaming more in light of COVID-19.

51% 31%

of adults are watching more content on streaming services, and on YouTube, respectively

Source: Global World Index, UK, April 2020

49%

of adults that are watching live TV since the outbreak

Source: YouGov, UK, March 2020

41%

increase in searches for "streaming" in March 2020 compared to March 2019

Source: Google Trends, UK, April 2020

Premium Partner Examples

The Guardian

Daily **Mail**

METRO

The Telegraph

msn

Reach

ESMEDIA

H E A R S T

News UK

THE TIMES

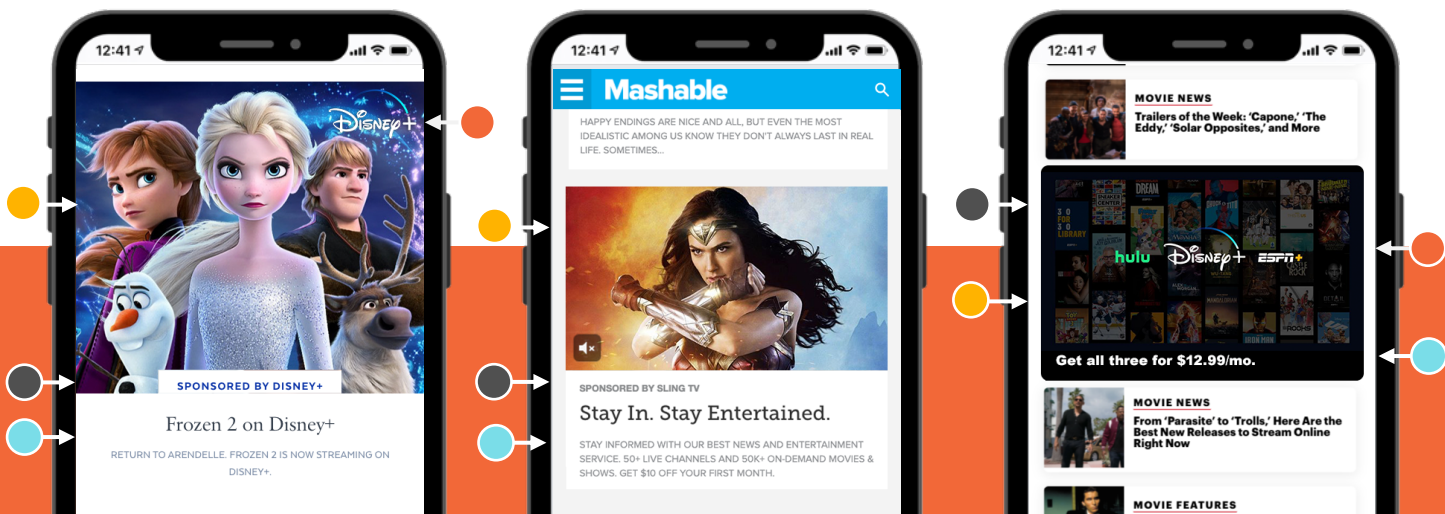
Refining Your Creative Elements

Logo ●

Creative ●

Copy ●

URL ●



Native

Branded Video

Display

The best ads are contextual, adapting to the content environment but also keeping in mind what's important to your audience right now. Here are some ways you can adjust your creative elements to make them more relevant to what's happening in the world.

Best Practices



Creative

Show images of new releases or trending movies and shows. Highlight the main character of a popular show to catch consumers' eyes. Repurpose your movie or show's trailer for our video formats.



Copy

Use language like binge-worthy, family friendly, or original content to gain attraction. If you are offering a free trial or a bundle option for your streaming service, note that in your copy.



URL

Take consumers directly to the sign-up page of your streaming service. Direct consumers to your streaming service's catalogue so they can browse and learn more about your streaming content.

Collaboration Opportunities

Media Planning Strategy for COVID-19

- + Curated placements for entertainment
- + Flexible campaign setup and optimization
- + Data driven insights to increase efficiency and scale
- + Native, Branded Video and Display available

Creative Consultation

- + Recommendations on best performing creatives
- + Rethinking headline and copy
- + Repurpose assets from other media channels

Reach out to your TripleLift representative to activate your package.

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