



## Entertainment in the Age of Autonomous Marketing Platforms

June, 2015



## Introduction

More than ever before people are engaging with entertainment content on Autonomous Marketing Platforms such as Facebook®, Twitter, Pinterest, Instagram and Kik. Whether it's Tweeting about a favorite show or big play in the game, watching a movie trailer on YouTube, or discovering a new video game on Facebook, Autonomous Marketing Platforms are increasingly where people go to discover, consume, and share entertainment content.



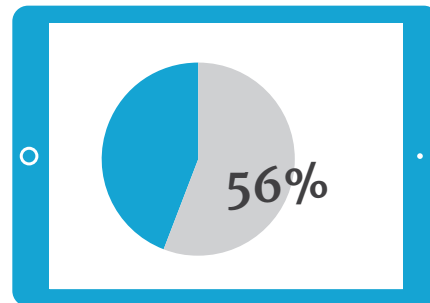
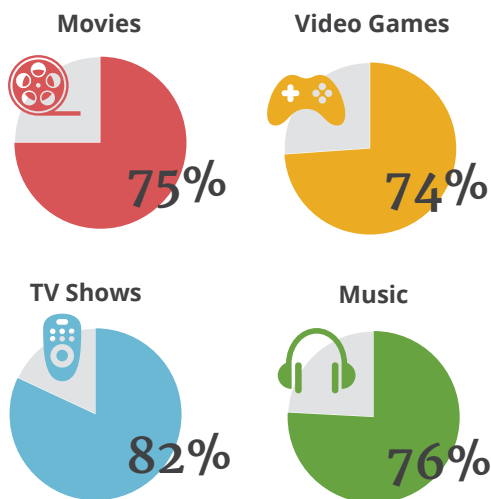
## Why Are Autonomous Marketing Platforms Important?

Not too long ago there were very few options to watch TV shows, movies, and sporting events airing at a time when everyone could watch them together and then talk about it with friends and coworkers the next day. It aired live and you saw it or you didn't. In an increasingly fragmented media environment, this behavior has changed. Today we use Autonomous Marketing Platforms to connect with fans, friends, and audience members. Consequently, Autonomous Marketing Platforms wield an enormous amount of influence over audience perspective and consumer behavior.

We rely on these platforms for recommendations. [A poll](#) by The Hollywood Reporter (THR) shows that 56% of people surveyed believe that social networking sites are important for making entertainment related decisions. For films, specifically, the survey found that one in three social networkers decided to see a movie in a theater because of something they read on a social media site. We're actually engaging with these platforms while we consume entertainment.

### Positive Impact

The majority of Social Networkers say they are more influenced by positive posts than by negative posts.

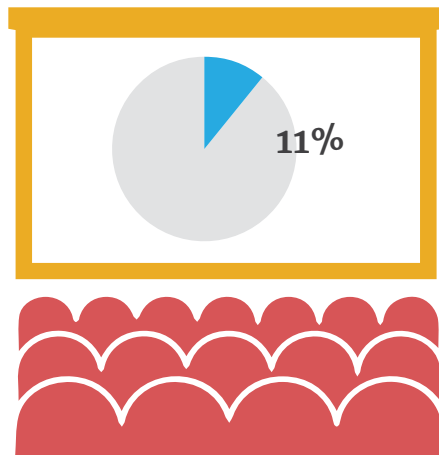


### Social Influence

The Hollywood Reporter (THR) showed that 56% of people surveyed believe that social networking sites are important for making entertainment-related decisions.

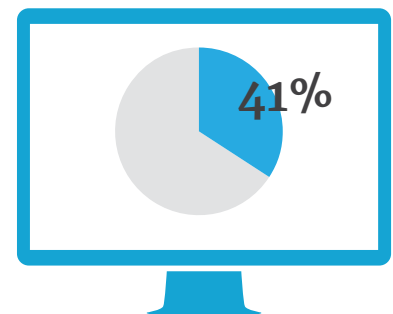
Autonomous Marketing Platforms are an integral part in the lifecycle of entertainment consumption. New shows and movies are discovered on these platforms thanks to peer recommendations, and this influence helps create buzz on them. It is vital for entertainment brands to have a proactive presence in this space because we engage with entertainment in real time, and rehash our favorite content on these platforms. It's well established

that Twitter has a strong link with TV programs; the same survey found that 41% of consumers Tweet about a show while they are watching it on TV. But it's not just Twitter; 79% of people surveyed said that they visit Facebook while watching television, and there's a surprising 11% who use social networks while in a movie theater.



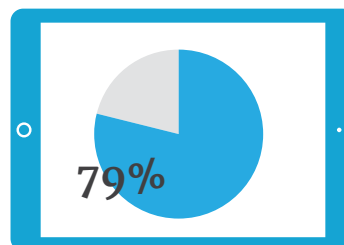
#### At the movies

11% who social network while watching a movie in a theater.



#### Joining the Conversation

41% of consumers tweet about a show while they are watching it on TV.



#### While watching TV

79% of people surveyed said that they visit Facebook while watching television.



## What Challenges Do Entertainment Brands Face?

At Adaptly we define Entertainment in terms of Film Studios (Weinstein Co), TV Networks (IFC and Showtime), Record Labels (Universal Music Group), Online, Console, and Mobile Gaming (Angry Bird, PlayStation, etc.), and Sports & Event Organizers (NFL and NBA).

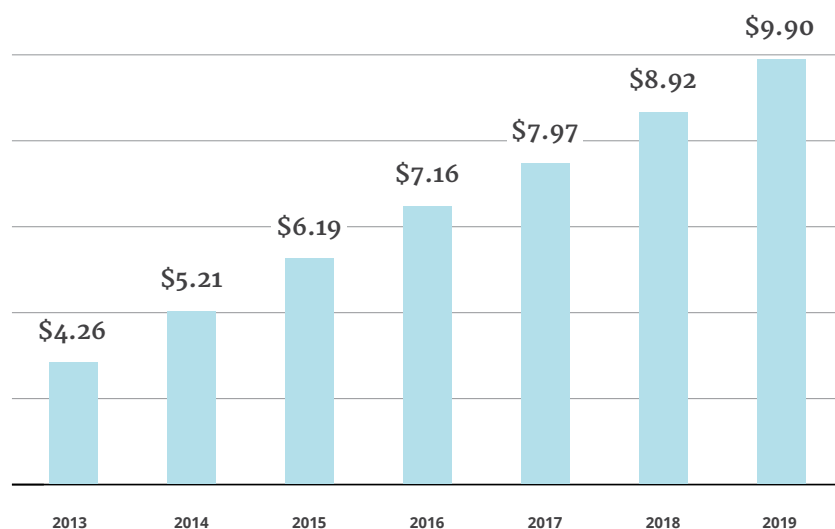
Although these industries within entertainment are diverse, they share a fundamental challenge: their traditional monetization base is collapsing and it's a slow, difficult process to transition customers to new digital revenue models. At the same time, audiences are fragmenting across channels and devices, while constantly bombarded with a growing number of content choices.

What will allow entertainment brands to reach those fragmented audiences and create a consistent presence?

Digital advertising is the best solution, which is why it is expected to grow faster in media and entertainment than in other US industries, according to eMarketer. And because video is endemic to movies and TV shows, as well as games and music, it is a natural medium for the entertainment industry to deploy. Accordingly, a key driver behind the growth of digital advertising is the use of video and mobile advertising – which are the two fastest-growing ad formats – by marketers of entertainment.

Autonomous Marketing Platforms are where consumers are engaging with content. Digital advertising is how to reach them. Still, entertainment marketers face their own specific challenges that make efficient reach and engagement difficult:

**Figure 1. US Media & Entertainment Industry Digital Ad Spending in Billions, 2013-2019**



Source: eMarketer, March 2015

### Entertainment marketers have small windows of promotion.

With so much content available to consumers, entertainment marketers have short periods of time to generate interest on their content before competition arrives. A typical network TV show has a 22-episode season and it is crucial to either get viewers hooked early in the season or institute an aggressive loyalty strategy to keep viewership. There are typically two big movie releases each weekend and the more time that elapses in a promotional push, the higher the chance the film's marketing momentum will be drowned out by the competition. Even the most well-established movie franchises like *The Hunger Games* and *The Avengers*, have only three or four weeks of promotion to get audiences into theaters.

### Production and marketing costs are continuously rising.

Entertainment marketers are expected to reach a broad audience. Traditionally, entertainment companies have used providers like cable companies or theaters

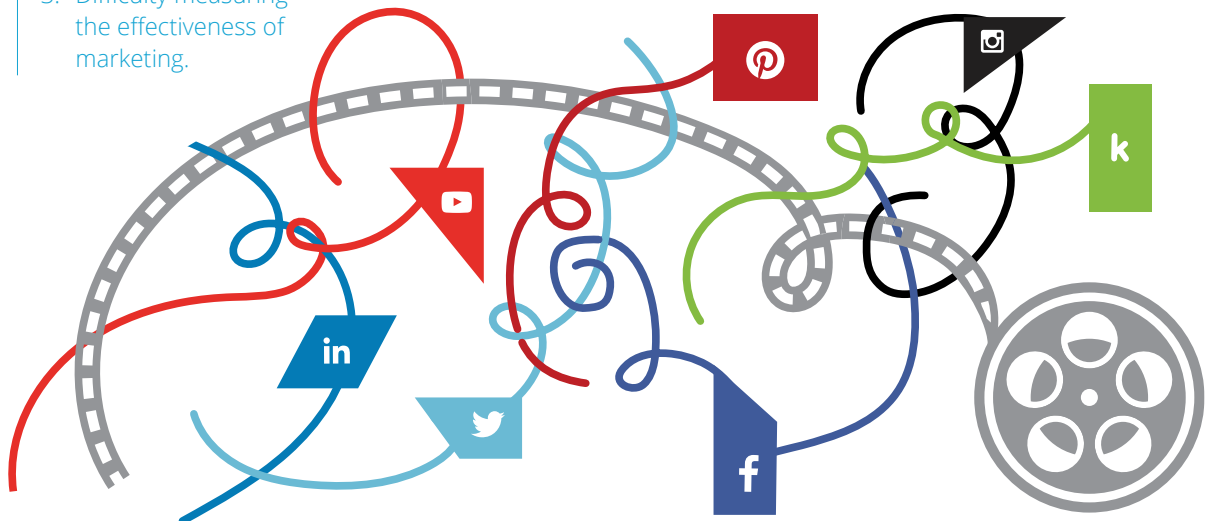
as middlemen, since they have a direct relationship with consumers. But, what happens when consumers go around the middlemen? We're already seeing brands think differently about TV as the primary way to drive reach since TV audiences are so fragmented across digital and mobile media channels. There is an expectation that marketers will reach these fragmented consumers, but this thinking is obsolete and execution is inefficient and expensive.

### And it's difficult to tell when certain marketing is working.

With so many channels and devices being used by consumers, it can be difficult to take an accurate reading of a campaign's performance. TV and other linear channels are hard to measure and brands can't connect directly with their audiences through traditional media. As more viewers move to OTT entertainment options like Netflix and Amazon Prime, they (at least for now) are beyond the reach of advertisers. But as complicated as proper measurement can be, the ability to track awareness, intent, and sales impact is vital.

#### Three key Industry challenges:

1. Limited windows of promotion.
2. Rising marketing costs.
3. Difficulty measuring the effectiveness of marketing.

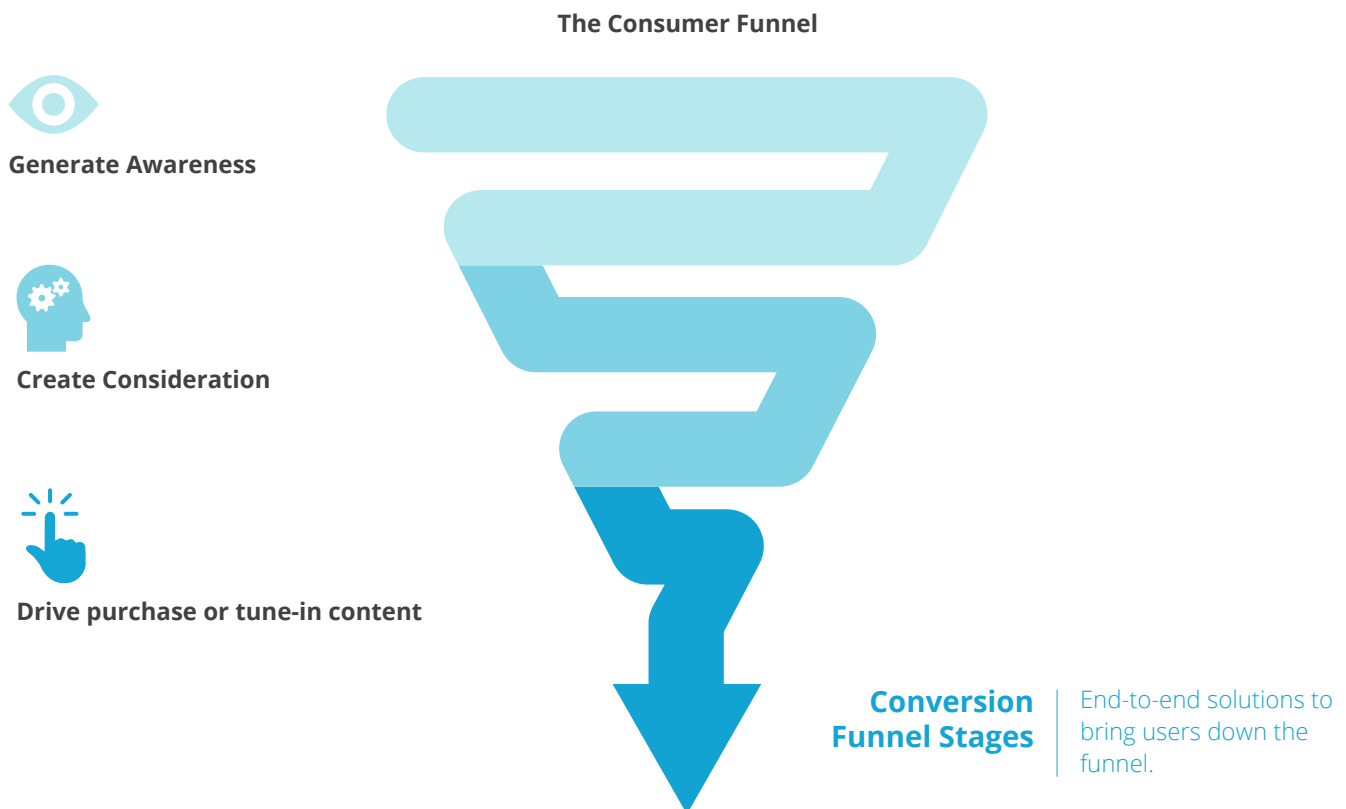


## How Can Adaptly Help?

At Adaptly, we believe that advertising on Autonomous Marketing Platforms is the most efficient and effective way for entertainment brands to engage their audiences. Our goal is to eliminate the barriers between autonomous platforms and address the challenges that their siloing cause, while harnessing the uniqueness of each environment to achieve full potential for your brand. We offer one consolidated technology solution to complete a media ad buy across multiple platforms

including Facebook, Twitter, YouTube, and Kik, among other platforms. We have some of the most experienced marketing specialists to help you through every step of your campaign, from strategy and planning to execution and analysis.

Here's a look at the how we approach the key stages in the consumer funnel in order to achieve maximum impact for an entertainment brand like yours:





## Generate Awareness

### Objective:

I want to increase awareness for an upcoming release or product by leveraging native video with Adaptly's optimization solution for various content types.

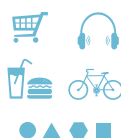
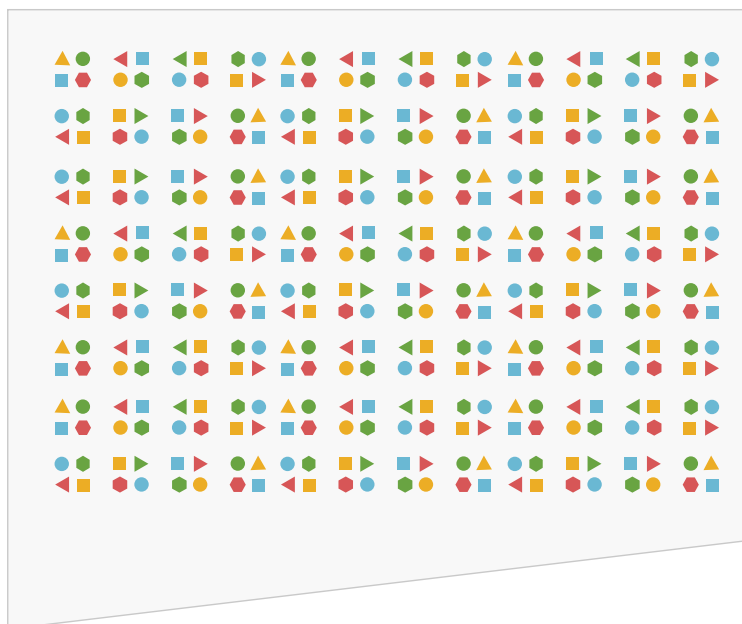
### How we can help:

- We create and sustain awareness, as well as drive efficient engagement by planning and predicting campaign reach, delivery, and frequency across devices. We use Facebook and Twitter Native Video and targeting tools (Custom/Tailored Audiences) to launch trailers and drive tune-in with moviegoers, TV viewers, sports and entertainment fans, precisely and at scale.
- Our expert strategists will identify niche segments within your broader target audience in order to create content with their specific interests in mind. Once we've discovered the content that resonates with your target, we will amplify it by placing it where it is most likely to be purchased or viewed.
- We help you understand the most important metrics for your campaign, whether that is video views, engagement, or brand lift.
- We match these insights with action, optimizing to the content driving the highest engagement by either lowest cost-per-view or with Reach and Frequency buying to extend the reach of your campaign.

### Native Video



Facebook and Twitter Native Video and targeting tools to launch trailers and drive tune-in with moviegoers, TV viewers, sports and entertainment fans, precisely and at scale.







## Increase Consideration

### Objective:

I want to activate users who have previously engaged with my brand and I want to introduce fresh content to drive them further down the funnel to the consideration stage.

### How we can help:

- We create a pool of users from those who have already engaged with your content and engage them with fresh content we already know they will like.
  - We help you refine your content so that it focuses on pre-orders, release dates, availability, etc.
- For example, offering access to sneak peaks and exclusive content for a film will create a continued sense of urgency prior to its release.
- Our strategy will encourage deeper engagement with your brand ahead of a release by adding call-to-actions (CTA) to your videos that direct viewers to “learn more” and visit a destination (microsite, landing page, vendor site, etc.) for more information.
  - We make sure Facebook Website Custom Audience pixel or a Twitter Website Tag are in place for remarketing during the purchase and retention stage of the campaign.

### Tagging and Re-marketing

Increase consideration by activating users that have previously engaged with your brand.





## Drive Purchase or Tune-in Intent

### Objective:

I want to drive users who previously have engaged with content to the purchase or tune-in stage.

### How we can help:

- Using data from the Awareness and Retargeting campaign phases, we focus in on ticket sales/product purchase using a combination of link Page Posts, Website Cards, and Video ads. For this stage, video content should be shorter in length (:15 or :30) and include a CTA.
- We build Custom/Tailored audiences from website pixels to target specific content toward previous visitors and lookalikes.
- We activate conversion pixels to track cross-device conversions and track conversion activity within a 1-day, 7-day or 28-day window, based on the time the ad is shown.
- We use native Twitter TV and Movie Targeting during primetime hours to create reach that coincides with your traditional media executions. Brands are only charged for video views, website clicks, or any focused engagement based on Twitter's objective based pricing.
- We employ Facebook's reach and frequency tool to create a "reach block" during the weekend of release. Facebook guarantees reach and frequency to the target audience over three days to heighten awareness and drive targeted Facebook users to stores, TVs, and theaters on opening weekend/week. We budget by reach and frequency to plan to goals or budget.
- We purchase a Promoted Trend to ensure maximum exposure and control of the conversation on Twitter during the day of release.



### CTA to purchase and tune-in

We use a range of tools to drive users to the final stage of the conversion funnel.



## Determine Success

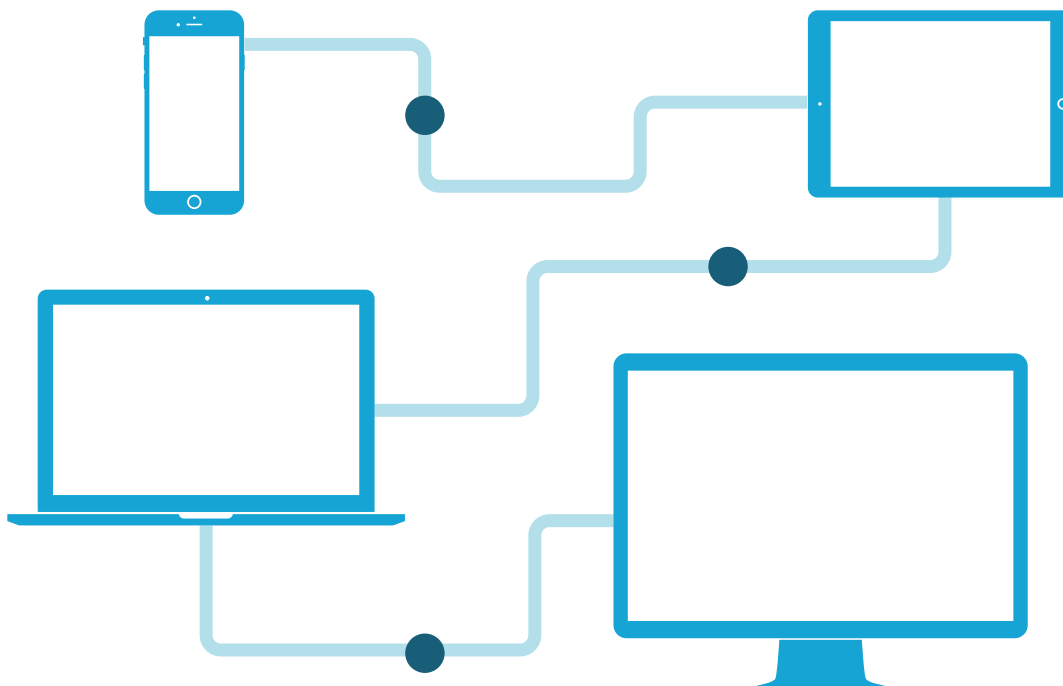
### Objective:

I want to measure the effectiveness of my campaign.

### How we can help:

- We use Nielsen Online Campaign Ratings (Nielsen OCR) to provide a comprehensive, next-day view of your ad's online and mobile audience that is comparable to the Nielsen TV ratings.

- We employ Nielsen Brand Effect, which provides the ability to measure advertising in any format. Nielsen Brand Effect's insights show if an ad resonated with consumers and helped meet your primary marketing objective.

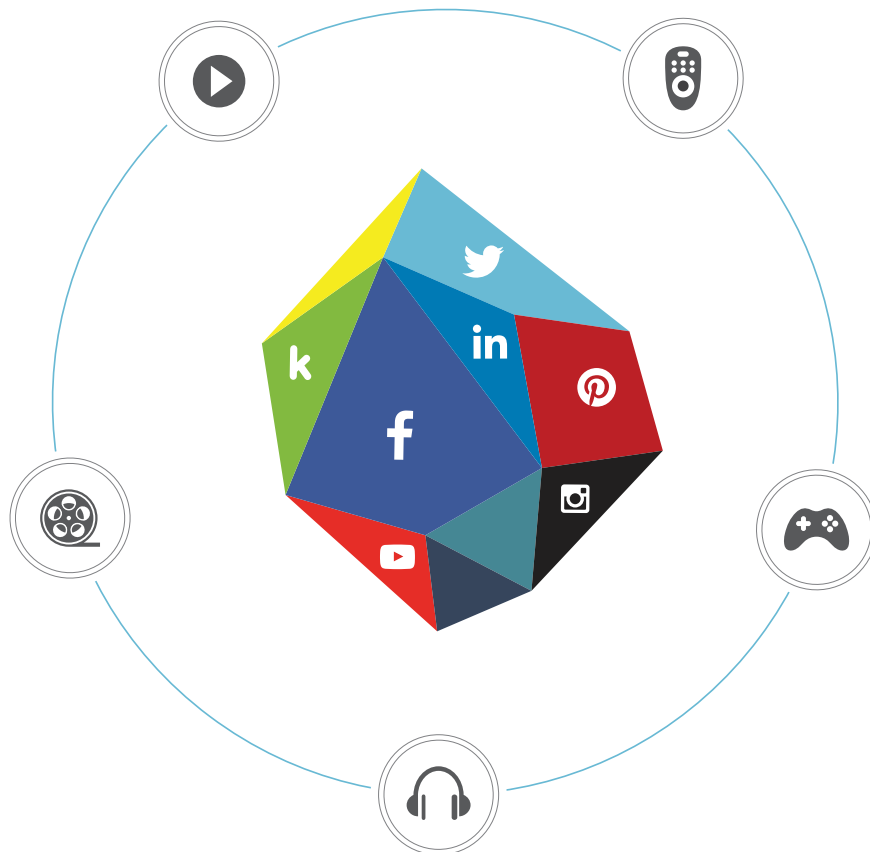


### Measurement

Nielsen provides the ability to measure the effectiveness of your campaign - key to determining its success.

## Summary

Autonomous Marketing Platforms reach billions of consumers globally each month, and have some of the highest time-spent metrics of any medium. This is where buzz is created today. This is where trends are born. This is where hits are made. For Entertainment and Media brands, these platforms represent a uniquely powerful opportunity to stand out, to make connections, to be remarkable.



## Contact Us

Adaptly ([www.adaptly.com](http://www.adaptly.com)) develops media technology solutions for successful advertising on Autonomous Marketing Platforms like Facebook, Twitter, and Kik, among others. Adaptly combines the most essential set of technology and services to support marketers and agencies of any size. Our clients include Fox, AMC Networks, Viacom, The Weinstein Company, PepsiCo, MasterCard, Dominos, and hundreds more. Adaptly is headquartered in New York City with offices in Chicago, San Francisco, Los Angeles, Boston, London and Sydney.



**Are you interested in working with us on your next entertainment campaign? Please email us at [sales@adaptly.com](mailto:sales@adaptly.com).**