

Webinars

Created at July 20, 2024 by Maliha Moloo

Original content found at tatari.helpjuice.com

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Video: Guide to Buying NFL 2022/23 Season

Written by Jaycee Spies | Last published at: September 28, 2022

There have never been more opportunities to watch live NFL games on linear TV and Streaming. In this webinar, Elliot Rifkin, Media Buying Team Lead, analyzes the current NFL advertising landscape and provides must-know media investment strategies for success.

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Video: Q3 Market Trends - Why Now is the Time to Advertise on TV

Written by Caitlin Mermelstein | Last published at: September 28, 2022

We recently distributed a [TV Market Update](#) which detailed how the current state of the economy is impacting linear & streaming TV inventory prices, while also highlighting unique buying opportunities in Q3 and beyond.

In the video below, we unpack this in more detail; outlining how brands can maximize their TV strategies through the remainder of the year.

Topics include:

1. Short-Term TV Market Expectations
2. Long-Term Strategy Shift
3. Go-Forward Strategy for the back half of 2022 and beyond

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Video: Media Upfronts '22-'23

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Watch our webinar to get acquainted with the Upfront process

As we move into the second quarter of 2022, we wanted to make you aware of the Upfront marketplace, which focuses on the most premium inventory available in the TV landscape. From Primetime spots to live-action sports, these are the biggest and most viewed spots for the upcoming calendar year.

The buying process for Upfronts requires advanced planning and a varied approach compared to your typical Tatari experience, but this media can be incredibly impactful for your long-term business goals.

To help you get acquainted with the Upfront process, Client Strategist Paul Hutchison hosted a **Webinar** covering this information.

If you have any interest in these larger-scale TV buys, we would advise you to review this video by the **first week of May 2022** as the deadline for Upfront applications is rapidly approaching.

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Video: Super Bowl 2023

Written by Caitlin Mermelstein | Last published at: September 28, 2022

The Super Bowl is known as the holy grail of TV advertising - an opportunity for brands to tell their story to the world, and do so on TV's biggest stage. At Tatari, we know this from experience, having helped multiple clients execute successful Super Bowl campaigns over the years.

In an effort to help our clients capitalize on the big game, we hosted a webinar covering:

- Pricing and timing requirements
- Historical reach/viewership information
- Creative considerations (and how Tatari can help)
- Case Studies
- The strategic approach surrounding the campaign (i.e. buys leading up to and surrounding the big game)

If you're interested in pursuing the big game, please reach out to your CSM for more information.

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Video: What You Need To Know About the Upfronts in 2023

Written by Jaycee Spies | Last published at: April 25, 2023

The Upfront marketplace focuses on the most premium inventory available in the TV landscape. From Primetime spots to live-action sports, these are the biggest and most viewed spots for the upcoming calendar year.

The buying process for Upfronts requires advanced planning and a varied approach compared to your typical TV buying experience. Upfront media, however, can be incredibly impactful for your long-term business goals.

Watch our webinar to learn:

- The landscape for the upcoming major network upfronts across streaming and linear TV.
- Key benefits for both new and returning brands of all sizes.
- Our approach to getting the most out of your brand's premium TV investment for the upcoming broadcast year.

Whether you're new to the Upfronts or have participated in the past, we'll share key benefits and strategies for brands of all sizes.

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Video: Unlock TV's Full Power with Proven Streaming Strategies

Written by Ilaria Lobo | Last published at: May 01, 2023

For brands and agencies looking to tap into TV's full potential, implementing a holistic approach that blends the powerful capabilities of both linear AND streaming TV is essential to driving full-funnel impact.

Marketers have an incredible and exciting opportunity to take advantage of streaming TV's high growth potential. According to the IAB, it is predicted that CTV ad spend will increase by 23% in 2023, which is more than any other digital channel.

However, as the streaming TV landscape continues to evolve and more ad-supported publishers enter the space, it can be challenging to navigate the evolving landscape.

Watch our webinar to learn about:

- The current streaming TV landscape
- Why streaming is needed in any TV strategy
- How to discover and connect with your target audience on streaming TV
- What a successful streaming TV strategy looks like
- And more!

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Video: How TV Advertising Grows Brands

Learn how TV advertising affects brand growth and how businesses can use it to their advantage.

Written by Ilaria Lobo | Last published at: July 07, 2023

Regardless of a brand's size, maturity, business model, or target audience, marketers are increasingly using TV advertising to drive growth and effectively deliver upon KPIs.

In this webinar, Jason Wiese, Senior Vice President and Director of Strategic Insights at VAB, and Amit Sharan, Senior Vice President of Marketing at Tatari, will show how TV campaigns deliver on many familiar growth KPIs based on custom analyses of 1,000+ brands. You'll also learn:

- How TV transforms brands into household names
- Ways TV casts a positive halo effect on other digital platforms
- How brands are leveraging TV to drive website traffic
- Real-world examples of how TV grows a brand's share of market

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Video: Tatari's Q4 Playbook: TV Tactics for a Successful Holiday Season

Written by Ilaria Lobo | Last published at: August 28, 2023

To help our clients prepare their TV campaigns for BFCM and the 2023 holiday shopping season, we hosted a webinar covering essential topics like:

- **Adapting amid strikes:** Learn how to adjust your holiday season plans in light of the [ongoing strikes](#), including insights into investing in live sports programming.
- **Marketplace insights:** Gain a comprehensive understanding of current marketplace conditions and how they might impact your holiday campaigns.
- **Maximizing inventory performance:** Learn effective strategies for securing high-reach and high-performing inventory.
- **Diversifying platforms:** Explore the potential of testing into other platforms such as YouTube and Netflix.

If you have any questions, please reach out to your CSM.

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Video: Upfronts 2024 Webinar

Written by Jaycee Spies | Last published at: April 17, 2024

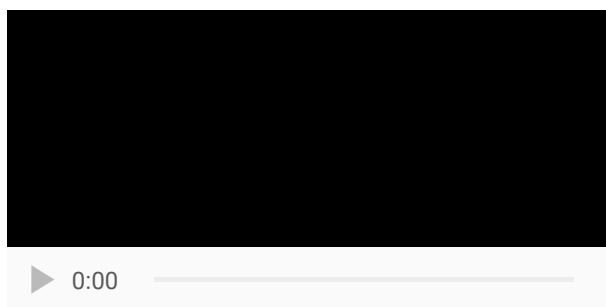
The Upfronts represent the pinnacle of the TV landscape, showcasing the most coveted inventory for the upcoming year, from prime-time slots to live sports events.

Navigating the Upfronts demands strategic foresight and a nuanced approach, setting it apart from your typical TV buying approach. However, investing in Upfront media can yield powerful and enduring results for your business objectives.

Watch our webinar on-demand to learn about:

- The dynamic landscape of the 2024 Upfronts across both streaming and linear TV
- Advantages for brands and agencies such as incremental reach, guaranteed impressions, and opportunities to combat marketplace scarcity
- Tatari's proven strategies for optimizing your brand's Upfront investments
- Effective methodologies for evaluating campaign KPIs and measuring success
- Key dates

Whether you're a novice to the Upfronts or a seasoned advertiser, this webinar will equip you with indispensable insights to maximize your TV strategy in 2024.



Video: 2024 Election Year Breakdown & Preparation

Written by Jaycee Spies | Last published at: April 18, 2024

As the next presidential race approaches, we know that many of you are eager to understand how this year's election will impact the TV advertising landscape and how you can position your campaigns for success.

Watch our webinar where we'll cover the unique challenges and opportunities that arise during election season like:

- 2024 Spending Trends: Get ahead with insights into TV advertising trends.
- Market Dynamics: Navigate the shift between local and national TV markets.
- Optimal Timing & Pricing: Master the art of timing and pricing your ads for maximum impact.
- Media Planning Mastery: Craft an unbeatable media plan for the election season.

