

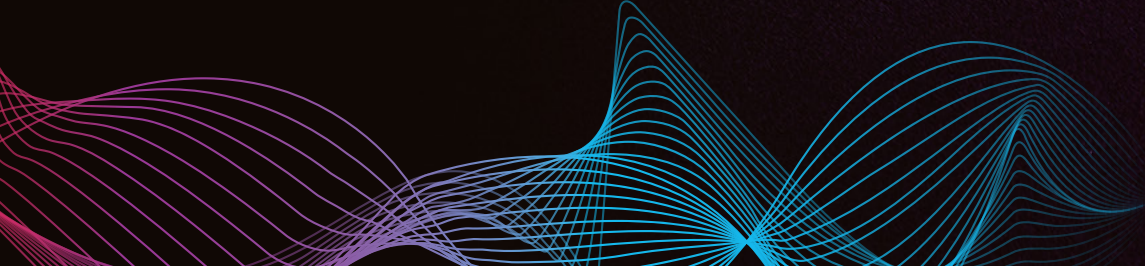
TOP 5 WAYS TO OPTIMIZE YOUR CLIENT'S AD BUDGET



COMCAST 
TECHNOLOGY SOLUTIONS

TABLE OF CONTENTS

- Introduction..... 2
- 1. Getting Creative with Your Creative Budget 3
- 2. Upfronts: Align with the Right Program for Your Brand..... 5
- 3. Ad Mix and Buying: Finding the Right Mix..... 7
- 4. Centralize Post-Production and Versioning Services 9
- 5. Streamline Ad Distribution..... 11
- About Comcast Technology Solutions 13
- About Our Ad Distribution Service..... 13



INTRODUCTION

As broadcast and digital video destinations become more diverse, advertisers need to stretch every dollar in order to create a winning campaign that doesn't break the bank. The core mission of video ads – creative messaging delivered alongside programming that encourages a purchase – hasn't changed, but the delivery part sure has.

CONSUMERS ARE INCREASINGLY QUALITY-SENSITIVE WHEN IT COMES TO VIDEO.
Buffering, delays, or other disruptions have a negative impact upon an ad's perception.

ACCURATELY MEASURING THE PERFORMANCE OF VIDEO CONTENT IS HARD.
Advertisers need to align with the right content for their message, and know how it performs on mobile vs. TV.

EACH SPOT NEEDS TO REACH CUSTOMERS WHETHER THEY'RE IN THEIR LIVING ROOM, AT THEIR OFFICE, OR ON THE ROAD.
That's a lot of versioning work to keep an ad fresh and appealing no matter what screen it's seen on.

EXPECTATIONS FOR QUALITY CONTENT ARE DRIVING UP PRODUCTION COSTS.
It's critical for advertisers to make the most out of every video asset.

There is a seemingly endless number of ways in which a brand can use video to build awareness and engagement, but budgets aren't limitless. Read on for some of the top ways in which agencies can help their clients extract the most value out of their video spend.





1. GETTING CREATIVE WITH YOUR CREATIVE BUDGET

Making the most out of every marketing dollar often takes as much creativity as the message itself. The question for many clients is how to make a spot that looks like a million dollars without actually spending it. Some ways to optimize a client's creative budget include:

REPURPOSE EXISTING CONTENT

- What's in your video cupboard? While premier spots might require an all-new shoot, effective ads don't always have to start from scratch. Start with the assets you've already got and combine them with fresh presentation like a new voiceover or graphics.
- As new content is filmed, plan to capture footage that is "evergreen" and can be reused for several concepts. Even high-quality professional photographs can be used to create a dynamic ad.

FIND EFFICIENCIES IN PHYSICAL PRODUCTION

- Shoot as much as you can in one day, in a single location. A video concept that can be realized in one efficient, longer shoot is almost always going to be more cost-effective than a series of shorter engagements that require multiple setups.

UTILIZE LOCAL TALENT AND CREWS

- Balance cost savings with expertise: don't skimp on experience, or you could increase costs in the long run due to reshoots.
- Use the right size crew necessary to produce a professional-grade video. A skeleton crew sounds like an automatic savings until the shoot is poorly lit, or the reduced number of shots and camera setups leave your editing team with few options.

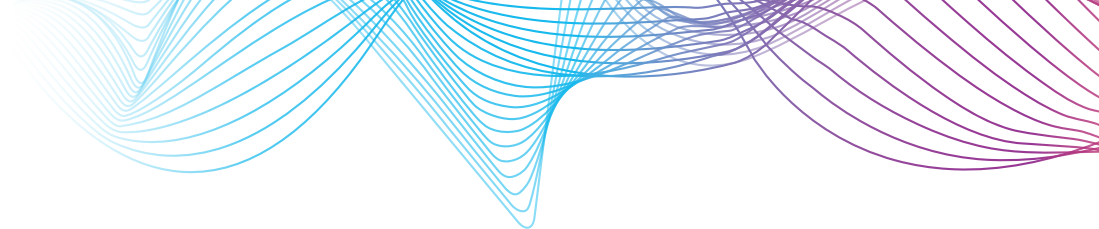
CONSIDER THE VALUE OF PRODUCTION INCENTIVES

- The location itself can generate "found money" for an ad shoot. While benefits vary, most states now offer commercial production incentives in the form of tax credits or rebates. As with any government program, the paperwork can be tricky, but **you can net up to a 35% credit if you meet the requirements.**



2. UPFRONTS: ALIGN WITH THE RIGHT PROGRAM FOR YOUR BRAND





Agencies leverage the network upfront presentations for two main reasons: to lock in premium content while inventory is available, and to insulate against price hikes if the program exceeds expectations.

For the agency or advertiser, upfronts traditionally provide a lot of advantages. Upfronts usually offer price advantages for locking in media commitments for the entire year “up front.” This establishes a base pricing that would normally not be available in the “scatter” market, or one-off campaigns.

Agencies also have the ability to leverage their entire client roster and negotiate with more power as one large media commitment – adding or adjusting current clients to improve negotiations. In the scatter market, each advertiser is negotiated separately, which eliminates the volume advantage. Upfront media purchasing can also result in:

- **CANCELLATION OR EXPANSION CLAUSES** which can protect an advertiser’s interests if a program is either cancelled or broadcast more aggressively.
- **LOWER BASE PRICING IN THE SCATTER MARKET** since increases are based off upfront pricing.
- **AUDIENCE GUARANTEES** — Networks may guarantee impressions for media buys vs. partial or non-guaranteed scatter campaigns.
- **TRANSPARENCY AND RELIABILITY** — Knowing exactly where and when your ad will run.
- **DATA AND ROI** — Lock in traditional measurement tactics and pair with new data/measurement capabilities to deeper analyze, and subsequently optimize, media campaigns.



3. AD MIX AND BUYING: FINDING THE RIGHT MIX

When evaluating a client's ad buy, it's mission-critical to have a profound understanding of the brand's specific advertising goals, what the needs truly are, and how they plan to measure success. Perform a robust client needs analysis (CNA) that brings you into a closer orbit with your client, and deep-dive analysis of the target audience. Where are they? Where do they spend their time? What platforms do they engage with the most, and what's important to them?

Ultimately, the goal is to eliminate waste and drive more value per video dollar by concentrating on the programming that connects with your client's customers.

NATIONAL NEEDS

Needs on a national level usually revolve around brand awareness, knowing the main competition and making sure clients are truly in the right space. For example, if a truck manufacturer is going head-to-head with a competitor, it becomes important to have presence in big-name sporting events over a fashion program. The ad presence is a "top of the funnel" play that drives engagement into deeper product knowledge, like the manufacturer's website or to dealerships at the local level.

LOCAL NEEDS

Locally, geography becomes much more important. For instance, if your client is a local furniture store, the needs will be very different than a big box store with national presence. Analysis on where their customers are driving from, how far someone is willing to travel to go there, and transaction averages are all helpful in determining the client's ad buy. It is important to keep their dollars more targeted, otherwise advertising is wasted on people who would never visit the location. This is where zip code targeting, local programming, and other regional tactics make more sense.



4. CENTRALIZE POST-PRODUCTION AND VERSIONING SERVICES



Each brand that an agency represents can have vastly different post-production needs or versioning requirements. For example, the needs of a national campaign with a variety of ad spots would differ greatly from a regional retailer who might use one common asset, modified weekly to showcase specific offers or on-sale items.

In any event, it's an ideal area of opportunity for advertisers to streamline workflows, control costs, and maintain schedules without sacrificing quality. Partners should have a demonstrable command of content distribution across platforms, and of the complexities surrounding encoding/transcoding across all formats.

The best-case scenario is to engage a service partner with the capability to handle all of your finishing services, and also one that gives you the freedom to work with other post-production facilities. This way, your clients' campaigns will have all bases covered, all the time. A centralized production partner optimizes costs by bringing services like these under one roof:



**CLOSED CAPTIONING
AND SUBTITLING**



**LOGO
INSERTIONS**



DIGITAL FILE CREATION



**VIDEO ENCODING FOR AD
MEASUREMENT WATERMARKING**
(BVS(VEIL), NIELSEN (SPOTTRAC), TELETRAX)



TRANSCODING



RESLATES



**DOWN CONVERTING
(HD TO SD)**



**PROFESSIONAL VOICE-
OVER SERVICES**



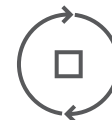
DVD AUTHORIZING



VERSIONING / TAGGING



**MASS DUPLICATION
SERVICES**



CONVERSIONS



5. STREAMLINE AD DISTRIBUTION



Advertising delivery is, at its core, content delivery. Many of the challenges faced by content creators and providers are shared by advertisers – such as increased costs and complexities of serving a multi-platform consumer landscape and the mounting expenses of producing top-quality video spots. To keep resources focused on brand strategy and innovative ad campaigns, advertisers benefit from a delivery partner who can supply the infrastructure, tools, and support to make quality delivery a foregone conclusion for each viewing experience.

Just like the “found money” from choosing locations with regional production incentives, choosing the right distribution partner can bring substantial long-term dividends. Rising expenses are just one concern when picking a partner. The ideal choice equips brands with a delivery discipline that’s in a constant state of technical and process optimization, delivering time and cost savings that can be used to expand and refine campaigns.

AUTOMATED DELIVERY WORKFLOWS

- The right partner understands the complexity of content delivery, encoding, and transcoding all available formats, the various methods for distributing content and the multiple platforms where content is used. Automate your ad spot delivery workflows – from uploads, file conversions and traffic logistics to status updates and delivery confirmations.
- Streamline the management of ad spots with tools that allow for instant review and tracking, easy order placement, and the ability to easily manage and insert metadata into each asset.

PERSONALIZED SERVICE, SUPPORT, AND TERMS

- Best-case scenario: your complete delivery service functions as an organic extension of your own organization. This cannot happen without dedicated support that operates at a high level of transparency and 24x7 availability.
- “Cost creep” is notorious, especially in the form of “extra” fees and surcharges. Talk to prospective partners upfront about the flexibility of their pricing models, whether or not they impose late fees or reslate charges, or if there is a window for submitting re-pitches at zero cost.

ABOUT COMCAST TECHNOLOGY SOLUTIONS

Comcast Technology Solutions, a division of Comcast Cable, serves the advertiser, content provider, global operator, and technology markets with a complete portfolio of products and capabilities designed to meet the evolving needs for content distribution and monetization in a multi-platform world. Built on Comcast's robust media and entertainment infrastructure, Comcast Technology Solutions offers a breadth and depth of expertise, spanning twenty years in broadcast and digital, to help customers deliver engaging experiences and forge new business models.

ABOUT OUR AD DISTRIBUTION SERVICE

The ad delivery service from Comcast Technology Solutions ensures fast, reliable advertising distribution to a complete footprint of broadcast, cable, syndication, radio, and online destinations across the U.S. and Canada. Featuring advanced security; redundancy; easy-to-use, comprehensive order and tracking management tools; and **in-house production services**, Comcast Technology Solutions is a full service ad distribution partner.



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