



### Digiday Video Marketing Summit

Nashville, Tennessee  
November 28–30, 2018

#### **You've heard it before: Marketers crave video.**

But what actually works, and which channels and formats are the most effective in driving real business outcomes? Agency and brand marketing executives gathered in Nashville at the first Digiday Video Marketing Summit to discuss the evolution of video advertising, sponsorships and branded content, and how leaders in the industry are making their video investments work.



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## WHAT WE LEARNED

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### Walled gardens are growing in OTT

OTT is the reality of video consumption. As MediaCom's Charlie Fiordalis said, people aren't just watching videos on a large screen; they watch on personal devices. That's introduced problems with understanding data, but just because something is complicated doesn't mean marketers shouldn't address it.

- Marketers can be more efficient with video by working with trusted partners. Garrett Winkler and Marc Cestaro of Modi Media spoke together about the importance of measuring incremental reach to test the effectiveness of ads in OTT.
- These walled gardens probably won't come crashing down, but marketers can try their best to work within them. Nick Pappas of Swellshark said one of his beauty brands clients saw "tremendous lift" in in-store and online sales, but while they were getting data from retail partners, it wasn't great because of the wall. Fiordalis of MediaCom said CRM audiences had high conversions but were limited in scale. Contextual environments also had high conversions.

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#### THE BOTTOM LINE

OTT is complicated to work within, but it shouldn't be discounted. Marketers should work with partners to analyze as much data as they can.

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### It's not just about 30-second spots

In a poll of 39 attendees, 54 percent said they produce 30-second videos the most compared to 5 percent with six seconds and 8 percent with 10 seconds. The rest selected a minute or more. But while 30 seconds is the most popular format, it doesn't mean agencies should neglect other lengths.

- Marketers said they typically get only three seconds of watch time on Facebook. But that isn't necessarily bad. It just means they shouldn't be sharing their best 15- and 30-second spots on that platform.
- Short ads can't get everything across, like promotions or several products. That's why one marketer said they use three-second and six-second ads as retargeting strategies to people they identify as potential customers, as in someone who may have already watched a 30-second spot.

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#### THE BOTTOM LINE

Not all ads need to be Hollywood productions lasting 10 minutes. Marketers have had success retargeting consumers with shorter ads.

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## WHAT WE LEARNED

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### Influencer marketing can work

Epic Signal's Brendan Gahan titled his presentation, "Don't Do Influencer Marketing," but by that he meant don't do it just for the sake of it, and don't make the mistakes that many brands and agencies do when it comes to working with so-called influencers.

- In a survey of 37 attendees, 57 percent said ROI was their biggest concern when working with influencers. One solution is finding real enthusiasts of the brand at hand who will, therefore, be able to authentically speak about the product and may also do even more than their paid to do. Christine Ngo-Isaac of Moët & Chandon said her brand has a long-term ambassador program. Michaela Ion of Sony Electronics said her team looks for real users of their devices and sees influencer marketing more as community building.
- Some influencers can be costly, but you don't need to look for the biggest stars. Gahan said it can be better to find several niche supporters rather pay one person for one post. But he advised, regardless of their size, create strong contracts.

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#### THE BOTTOM LINE

Not every influencer is an overpriced diva. Marketers should look for fans within their own customer base and create long-term relationships with them.

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### Agencies need to organize for video

Agencies are unclear where exactly to put OTT. During a town hall session, marketers at several different agencies said there were "internal politics" on who buys OTT. Is it just an extension of traditional TV, or should it be a different video-focused team?

- The best way to organize may depend on staffing within an agency. One marketer said they decided that OTT is an extension of their television buy, but they also don't spend that much. It's mostly reserved for niche products, she said.
- Tearing down walls within a company can help with these efforts. Garrett Winkler and Marc Cestaro of Modi Media said they no set much closer together than they used to in the past.

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#### THE BOTTOM LINE

There are limitations in OTT advertising, but agencies shouldn't put themselves at fault by not organizing internally. Agencies should decide if they see OTT as television or as online video.

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## WHAT WE LEARNED

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### Collaboration is key

Once upon a time, media and creative sat next to each other at agencies. Nowadays, that's not typically the case and has led to turf wars between the two fields in marketing. But it doesn't have to be ugly.

- Stacy Armistead of Mindshare said the only way to thrive in video marketing is to have media and creative working together. At her organization, they're worked to break down the silos and not just have more meetings with everyone involved but have people sit together. Christine Ngo-Isaac of Moët & Chandon said she coordinates meetings with everyone involved and essentially leaves and shuts the door as they collaborate.

- Scott Weisenthal of Marriott said even though he's created an in-house agency that works on social, digital, advertising and promotion, they still work to collaborate with agency partners on media planning and creative. "We could not handle all the work internally and they have ideas, outside perspective. We don't see us not working with agencies in the future," he said.

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#### THE BOTTOM LINE

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## SPEAKER HIGHLIGHTS

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Mindshare's **Stacy Armistead** broke down how media teams and creative teams can collaborate more often, and more consistently, to achieve clients' goals:

- First: She recommended more joint briefings where both sides can share their goals and objectives. Mindshare did this with a client in the U.S. Marines, which included having a media person sit in on creative briefings -- and vice versa.
- Second: Educating each other. Armistead advised more consistent communication on the latest trends and products in the market.
- Third: Schedule regular check-ins, which will turn this into a habitual practice.

Zenith's **Neil Vendetti** spoke about the need to apply pressure to platforms and walled gardens to improve measurement standards:

- "My hope is that [OTT platforms] allow for some type of third-party measurement. As it scales from a supply standpoint that it becomes legitimate and significant, it needs to happen by that point."
- Vendetti also echoed comments made by other speakers on how unified measurement in OTT is going to be driven by the platforms' desire to capture more ad dollars, which is easier to do if they are better partners.

Laundry Service & Cycle's Mike **Mikho** discussed what was in and out in video marketing, including:

- AN: Influencer marketing. Mikho acknowledged issues in influencer marketing tied to fraud and measurement, but said influencer marketing as a concept can still work -- brand and agencies need to work harder at finding the right creators and building long-term relationships.
- OUT: Snapchat Discover. Mikho said he's in on vertical video as a format, but Snapchat Discover as a platform has become too cluttered and does not have the reach that other platforms do.

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## OVERHEARD

“With media and creative, and who should own video between the two, I once had a client say this: ‘I have a beautiful 90-second spot that runs in my lobby because media cannot accommodate this glorious creative work.’”

“Everybody comes in and says, ‘We’re the ones with the best source of inventory,’ and we’re like, ‘Okay?’ It’s challenging for us to -- as compared to the normal RFP process -- of who is the direct source and who we should we talking to.”

“At a creative firm, we used to hate six seconds. We love our 2-minute films that would make people cry. When you have clients just interested in performance metrics, you run into trouble. But you can tell [the story] if you’re telling one thing.”

“I think [Facebook pre-roll] is the most annoying and obnoxious ad product. It doesn’t benefit us to have ad products that are annoying to consumers.”

“On YouTube, three of our marquee accounts went dark. The customer service effort [YouTube] put in has been incredible, the ultimate damage control, granted these were big accounts. Facebook and others really dropped the ball by not taking advantage.”

“We have some brands that are more conservative so the risk thereof someone doing something crazy could tarnish. But they still do want to try influencers. It’s just how far do we go?”

“Some influencers are really shitty partners. They might be a diva, way overpriced, have fake followers. But there’s a place for a lot of added value if you find the right partner. There are two sides. They’re just very extreme.”

“Readers don’t want to manage 37 different subscriptions. They maybe want to manage one.”