

# MEDIA IMPACT REPORT

## Seizing Opportunities in CTV and OTT

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How to Measure Real Brand Health

Streaming Takes Center Stage at CES 2023



## /BRIEFING ROOM

# Seizing Opportunities in CTV and OTT

*One of the most compelling trends surfacing in early 2023 is that “subscription OTT streaming will reach one-half of time spent with linear TV in the U.S., but platform ad spend will be one-sixth of linear TV’s total,” according to eMarketer.*

*That said, there are plenty of opportunities in the CTV and OTT space for advertisers. We sat down with [Sarah Atta](#), Rain the Growth Agency’s Digital Media Director, Digital Video, to discuss how brands are leveraging the digital video space.*

### **Q: Why should DTC brands explore advertising on CTV and OTT?**

A: Brands have the ability to target specific audiences that are most interested in their products and can drive them down the funnel by retargeting those viewers on display. There are more creative opportunities, beyond standard video commercials, for deeper engagement and highlighting unique selling points. Opportunities include custom video units designed to drive engagement, clickable banners available on the CTV screen and high impact sponsorships to increase awareness and consideration.

However, some challenges do exist when it comes to creative restrictions based on either the brand itself or the creative message in the ad. Media partners have creative guidelines to adhere to for brand safety but working with a partner that is aware of these guidelines can be advantageous.

### **Q: Are you seeing more brands integrate CTV and OTT into their media mix? If so, why? If not, why not?**

A: We are definitely seeing more brands increase investment in CTV as well as adding it to their media mix altogether. Historically, we have seen brands that cater to a younger demographic



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(ages 18-34) increase their investment in CTV, however, now we are seeing more brands across the board increasing investment as the viewership numbers are steadily increasing across each demographic group.



New ad-supported streaming video providers such as Netflix and Disney+ are also driving increased interest. I believe the ability to measure incremental reach, lift and performance within attribution platforms like iSpot, help quantify the success of CTV and provide unified measurement for CTV and linear television.



### Q: What brands would benefit most from CTV and OTT advertising?

Through CTV and OTT advertising, brands have the opportunity to create an emotional connection between their brand and their target audience through impactful story-telling opportunities beyond static units, which is important for DTC brands that are still growing and establishing themselves in the marketplace. Market data tells us that individuals crave a connection with a brand throughout their decision-making journey. This channel will also offer the opportunity for brands to futureproof their business by interacting with consumers in a mixed reality/virtual world (i.e. the metaverse, A.I.). The nature of media consumption is changing and CTV and OTT are great channels for leveraging tech innovation to reach consumers!





## /NOTEPAD

# Awareness vs. Momentum: How to Measure Real Brand Health

By [Dan Gallagher](#), Executive Vice President, Brand Strategy + Research

### “Do you know me?”

Is that enough for marketers to be asking in their advertising tracking? Given the digital media-heavy experience economy we live in, shouldn't a better question be, “how do you think I'm doing?”

Most DTC marketers merely track aided and unaided brand awareness as measures of success instead of considering other brand-building KPIs such as momentum, relevance, consideration and intent. Based on recent experience designing brand tracking studies for nascent DTC brands, Rain the Growth Agency has found some to be too reliant on tracking blunt, rational brand awareness rather than the more emotionally nuanced measures such as momentum.

### What's Brand Momentum?

Brand momentum refers to the (ideally) positive energy and excitement surrounding a brand. We consider momentum a more relevant metric for long-term success than simply measuring recognition, or brand awareness. Simple brand awareness lacks context while momentum is measured within the context of market competition via quantitative research. This more detailed research asks already brand-aware respondents if the brand is “gaining ground, losing ground or staying the same.”

To create momentum for a brand, it is important to differentiate the brand from competitors through a unique and believable promise that is emotionally engaging for target audiences, and to deliver that message via media they relate to and regularly consume.



Brand momentum is built on four pillars of the brand promise:

- Relevance
- Believability
- Distinctiveness
- Emotional engagement

### Brand Awareness is Not Enough

Early-stage marketers should recognize that brand awareness refers only to the extent to which a brand is recognized by consumers and is often measured by the percentage of consumers who can correctly identify a brand from a list of options. That's great, but it's just the first step. Brand momentum, on the other hand, refers to the rate at which a consumer perceives a brand is growing or declining in popularity within the consumer's brand consideration set.

Adding a momentum measure to awareness tracking allows marketers to measure beyond mere brand recognition and move closer to actual purchase consideration and intent. Momentum reflects a consumer's gut feeling about meaning, understanding and emotion related to the brand. Many marketers in early stages design advertising and media plans for maximum function or visibility and not for the real (or perceived) experience of the consumer.

Awareness is about identification, while relevance and momentum are about positive feelings, expectations, and perceived experience. Awareness also doesn't capture sentiment. One could be aware of and dislike a brand whereas net momentum captures both positive and negative sentiment and is consequently a better measure of future intent.

To use how we think of an influencer as an example, it's not only that you know their name; it's how you relate to their brand/content that will keep you engaged enough to click on a link. What encourages you to buy a product or act on an idea they promote is based on how well you feel you know them, which is also what determines how effective a partnership with that influencer eventually is.

So, when determining the real ROI on a marketing effort, isn't the real answer you seek from consumers, "how do you think I'm doing?"



/UPDATES

# Streaming Takes Center Stage at CES 2023

By [Kendra Tang](#), Programmatic Supervisor

Despite the abnormally cold and rainy weather, the Consumer Electronics Show (CES) is my favorite way to kick off the year. Technology movers and shakers from all over the world converge on the Las Vegas Strip to accelerate evolving adtech into business strategy for years to come.

It is no surprise streaming took center stage for marketers this year. One topic that was discussed in detail was the need for decreased use of walled gardens in order to better compare currencies in streaming measurement. Not all impressions are priced the same. Right now, advertisers are faced with attributing success across multiple currencies without a standard rate. It's like comparing the cost of a pair of shoes in pounds, euros, and dollars without knowing the conversion rate—there is no clear way to see their true value.

First-party data was another popular topic of discussion. Marketers are challenged with harnessing the power of this data and respecting consumer privacy at the same time. So, what do consumers want? They want a lot of content and industry consensus is that they already understand the data value exchange via “accept cookies” notifications. We need to honor their choices and put them first when using their data. But how do we mindfully leverage consumer data and position streaming content in a cost-efficient way?

To solve this problem, advertisers agree we need:

- *Convergence of media—pull all inventory together for a unified approach*
- *Use data to target properly to increase favorable actions, and make it measurable*
- *Ad format innovation, make consumers feel like they're not “paying their dues” to access content*

Some of these proposed solutions are easier said than done, but industry leaders are already making advancements. For example, Discovery (WBD) is banding together with other broadcasters including NBCUniversal to develop alternative currency standards for the 2024 upfronts and use “non-incumbent measurement partners.” On the Data Management Platform (DMP) front, the fastest growing demand-side platform, The Trade Desk, recently launched Galileo which is a synergy of first-party data with third-party signals.

All things considered, change is inevitable and marketers need to be brave with their data to further streaming and OTT.

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