



How-To:

Video Advertising for Brands

Video Formats

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The Video Network

Video Advertising for
Brands

Ad Formats





Why?

Engage a viewer
beyond a 15/30
second TVC

Strategies

| Engagement

| Direct Response

| Video Seeding

| Gamification

| Social

Engagement

Link to video: <http://tvn.asia/case-study/johnson-johnson-ky-yours-mine>

KEY
yours+mine™

Choose your scene...

Mr. & Mrs. North
Click here to re-ignite the spark

Mr. & Mrs. Carey
Kids away? Click here before they return

BUY NOW ▶

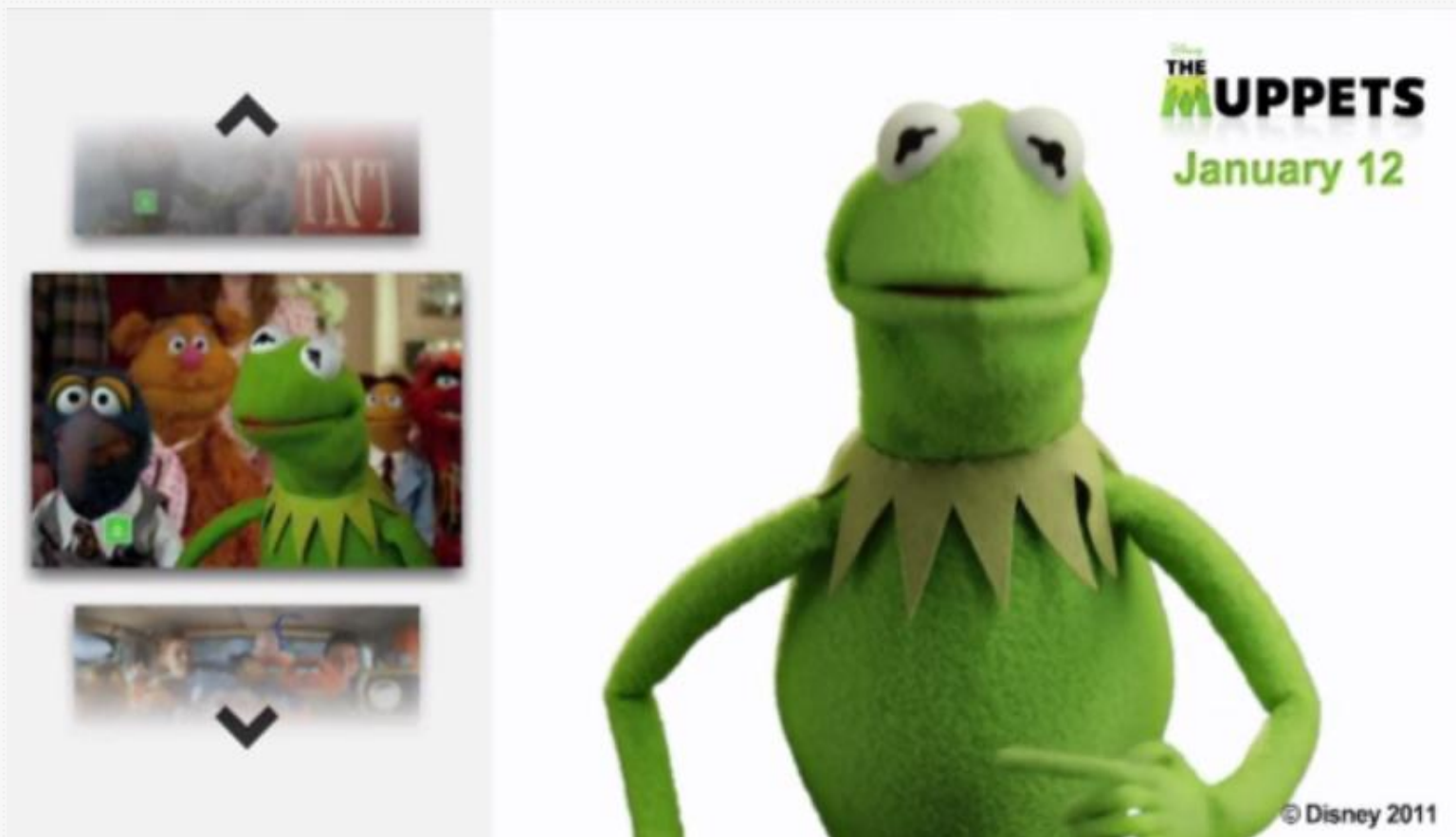
Available on the iPhone
App Store

A VIDEO WILL PLAY AUTOMATICALLY IN 9 SECONDS

Direct Response



Video Seeding



Gamification



Social



International Innovation



Recommendations

| Define Success

| First 5 seconds are key

| Clear Call To Action

| Make it Fun!

THE FUTURE