



How-To:

Video Advertising for Brands

Online Video Advertising – How to Reach Friends
and Influence People

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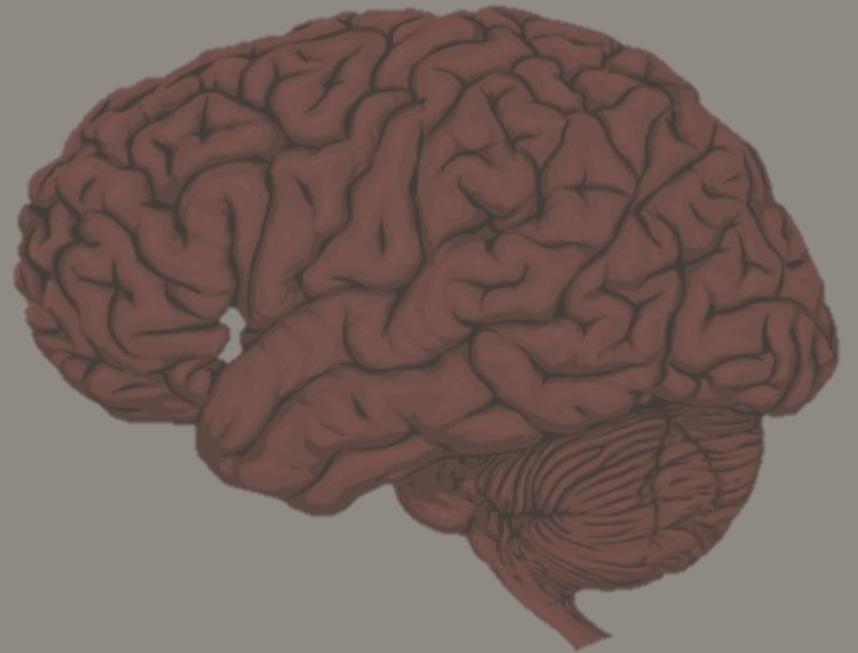
13 November 2012

Online Video Advertising

How to reach friends and influence people

Why use online video advertising?





1 Tip for a flat belly:



Cut down 2 kgs of fat every week by simply using this 1 weird tip.

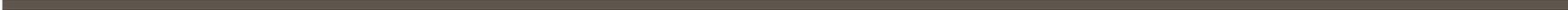
Tip 

VS

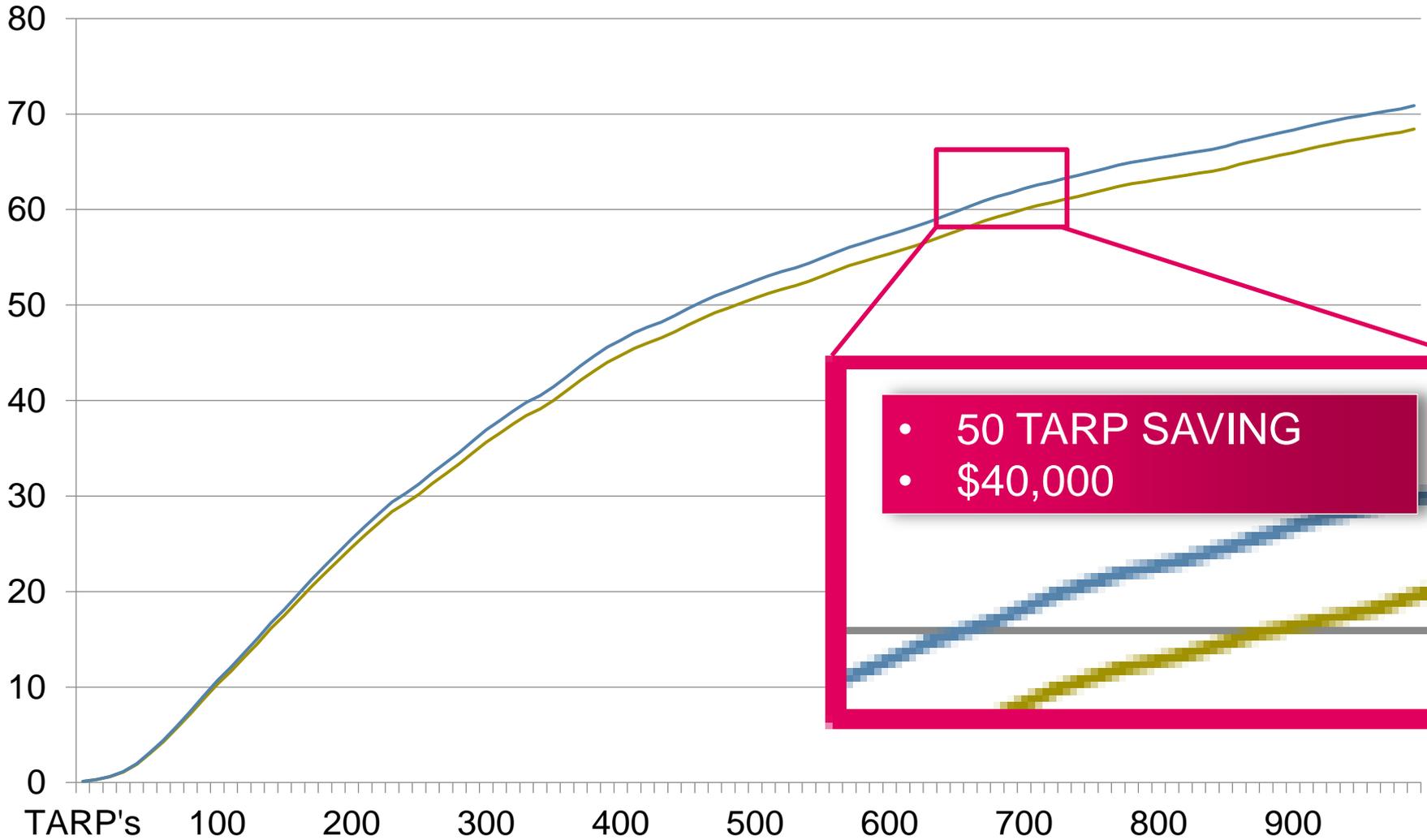


[Link to video:](http://youtu.be/OrDU8K63hbo)

<http://youtu.be/OrDU8K63hbo>



— TV Reach — Online Video & TV Reach



- 50 TARP SAVING
- \$40,000

**Is all online video advertising
equal?**

EUROPE KEEPS SPUTTERING

11:48AM: The eurozone crisis at an end right? Not a chance. [More](#)



PHOTO: BURT ROESSLER/REUTERS/INRAE

Markets

FULL VIEW

Enter a symbol

Stocks

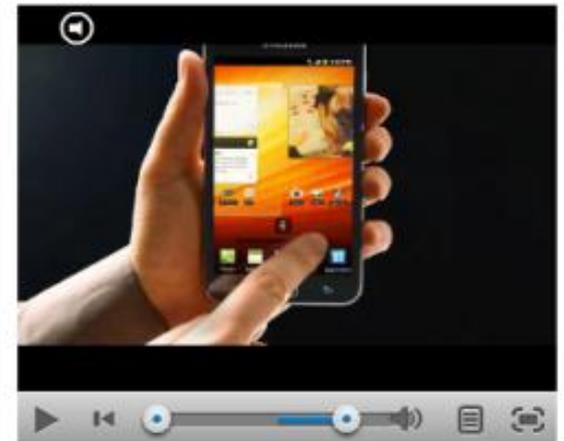
Dow	12,943.82	+72.43	+0.56%
Nasdaq	2,976.08	+24.85	+0.84%
S&P 500	1,374.02	+8.51	+0.62%

Commodities

Oil	\$86.93	-0.73	-0.83%
Gold	\$1,615.70	-6.10	-0.38%

SEE ALL MARKET ACTIVITY

JUL 04 1:22:50pm ET



CONTENT

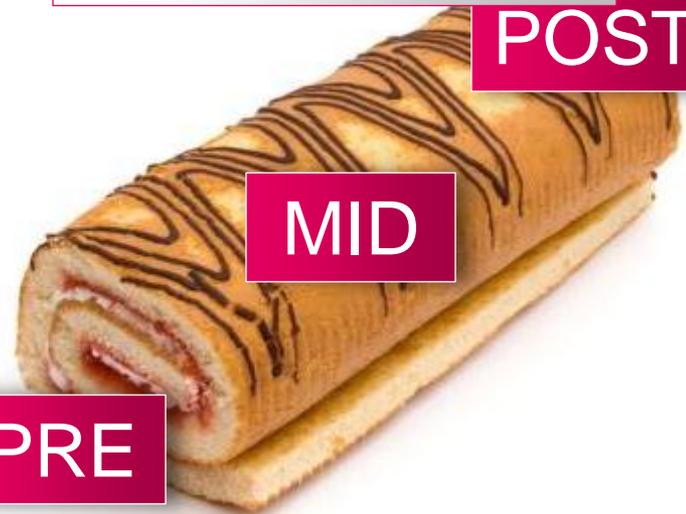


POSITION

POST

MID

PRE



AUTO-PLAY?



PLAYER



Who are the key suppliers?

TV
Networks

Online
Video
Specialists

Traditional
digital
publishers

Video ad
networks

Buying
Tools/
DSPs



How can you buy video advertising?

FIXED

AUCTION

IMPRESSION
(CPM)



Adap.TV

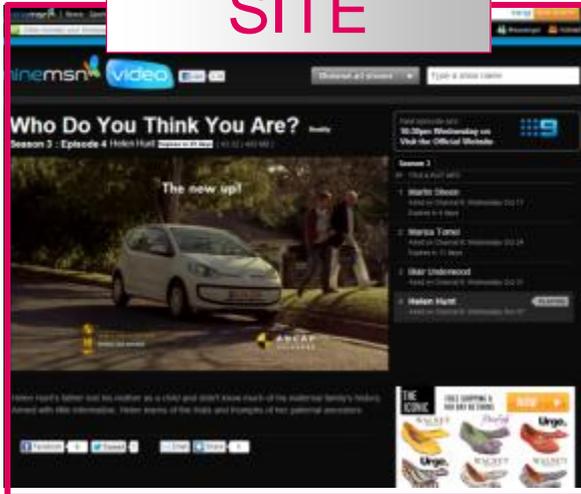


VIEW
(CPV)



**How can you target online
video advertising?**

SITE



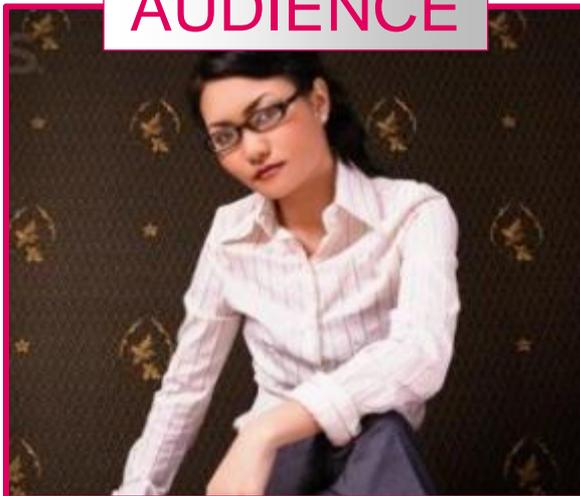
SHOW



VERTICAL



AUDIENCE



DATA



**How do I ensure my brand is
safe online?**

TRANSPARENCY



TECHNOLOGY



5 steps to planning online video

5 steps to planning online video

1. Allocate budget to online video

M18-39	P25-54	W25-54
P18-39	GB & Kids	P35+
M25-54	P55+	P65+
12.5%	5.5%	3%

5 steps to planning online video

1. Allocate budget to online video
2. Determine what premium means to you

CONTENT

PRE-MID-POST

AUTO-PLAY?

VIDEO PLAYER

5 steps to planning online video

1. Allocate budget to online video
2. Determine what premium means to you
3. Select your sites and targeting
4. Deliver your activity
5. Measure the delivery of your campaign