

Connected TV

The Golden Bridge

Exploring CTV's Potential for Brand Media Plans

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CTV's Explosive Growth and Unique Capabilities

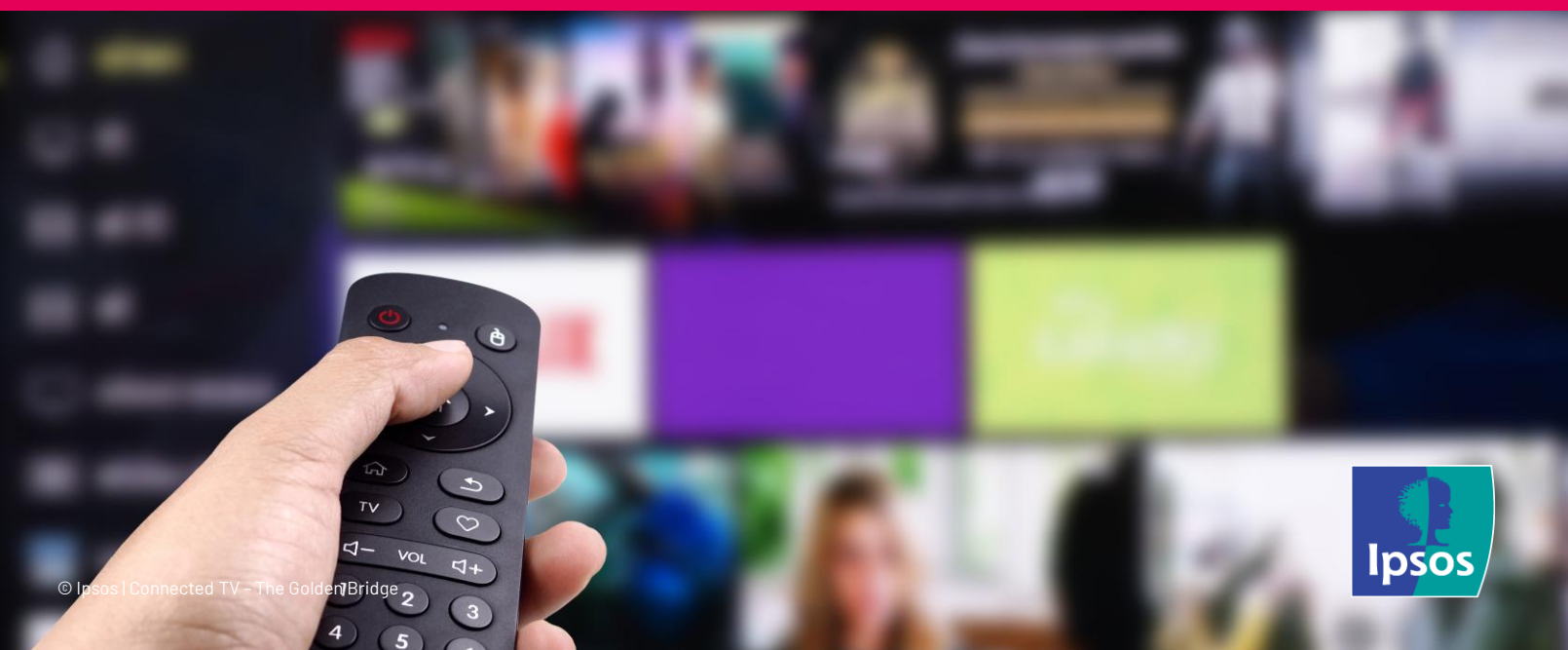
To truly grasp the potential of Connected TV (CTV), it is essential to compare the strengths and weaknesses of Traditional (Linear) Television and Digital Media. Linear television holds a significant advantage due to its vast reach, delivering content to a wide and varied audience simultaneously. Conventional TV advertising enables brands to create emotional connections with consumers through storytelling, using audio-visual elements that help build memorable brand narratives. Digital platforms capture extensive data on user behaviour and demographics that can be deployed for precision targeting by brands. Detailed analytics, such as impressions, clicks, and conversions based on online behaviour, can be tracked, which enables real-time optimisation of the campaign. However, storytelling in digital media is hampered by its fragmented nature and brief content formats. With a focus on immediate engagement, sustaining attention for deep storytelling is challenging. However, digital media enables interactivity, which can be used to enhance audience engagement and drive desirable outcomes for the brand.

CTV merges the strengths of both traditional and digital media, blending emotive storytelling with precise targeting and data-driven insights. This

makes CTV a powerful tool for brands aiming to connect with today's discerning consumers. Its interactive capabilities, such as clickable overlays and QR codes, enhance viewer engagement by transforming passive viewing into active participation. CTV's integration broadens reach, elevates engagement, and facilitates conversions, thereby optimising marketing strategies across sales funnels and enhancing overall efficiency and effectiveness.

In India, the adoption of CTV is skyrocketing. By 2025, it's predicted that 50-60 million Indian households will be equipped with CTVs, a testament to aggressive growth spurred by the increasing affordability of smart TVs and expanded internet connectivity, particularly in tier-2 and tier-3 cities. In 2024 alone, CTV ad spending climbed by 35%, underscoring its escalating importance in strategic media planning.

For tech-savvy generations, such as cord-cutters and cord-nevers, who seek choice and interactivity, CTV offers personalised and engaging advertising experiences that align with their digital-first mindsets. These audience segments present substantial opportunities for brands, highlighting the critical role of CTV in contemporary media strategies.



Industries Ready to Tap into CTV

Connected TV (CTV) is set to transform industry advertising by merging traditional television's storytelling prowess with digital platforms' precise targeting. Various sectors, particularly FMCG, automotive, and e-commerce, are primed to capitalise on CTV's capabilities. FMCG brands value CTV for blending emotional storytelling with targeted consumer outreach. In the automotive sector, CTV offers interactive marketing opportunities, engaging potential customers through virtual car model tours—

enhancing interaction beyond typical TV ads.

E-commerce platforms can leverage CTV to uplift brand visibility and track conversions, ensuring advertising is impactful and measurable against sales metrics. Additionally, CTV excels in connecting with India's diverse cultural audiences, offering content across various languages. This allows brands to resonate with specific cultural nuances, enhancing consumer engagement and loyalty

Addressing Challenges for Seamless CTV Integration

While CTV brings a wealth of opportunities, it also faces several challenges that need addressing to fully unlock its potential.

The primary challenge with CTV is the absence of standardized metrics, making it difficult for advertisers to measure effectiveness uniformly across different platforms. This fragmentation complicates cross-platform measurement and hampers comparisons with traditional media like linear TV or other digital platforms. Attribution models face difficulties in evaluating CTV's direct impact on consumer behaviour, complicating its integration into the broader marketing funnel. Data fragmentation across providers also obstructs performance analysis, while inconsistent standards complicate ad verification and fraud prevention, highlighting the need for industry-wide standardization and

improved analytics.

Many advertisers also struggle with running fragmented campaigns across traditional TV and CTV, resulting in inefficiencies like overlapping reach and inconsistent ad frequencies. This lack of integration often leads to wasted spending and suboptimal outcomes.

Technologically, India's progression in interactive ad formats is still in development. Presently, CTV interactivity mainly involves basic methods such as QR codes, with advanced interactive formats still emerging. To enhance the potential for creative and dynamic advertising, the industry must develop and implement advanced formats that can truly leverage CTV's interactive capabilities fully.



Strategic Steps for Marketers

1. Integrate CTV with Holistic Media Strategies:

Marketers should view CTV as a complementary channel that bridges traditional and digital media strategies. It now has sizeable base and is growing at rate which makes it medium that should not be ignored. It is essential to integrate CTV into the overall media plan, so that campaign messaging is cohesive across platforms. This means coordinating messages and creative assets across channels to optimize reach and frequency while avoiding duplication, thus enhancing the overall impact at each stage of the funnel.

2. Leverage Data-Driven Insights for Strategic Deployment:

Marketers should utilize CTV's rich data insights to determine the most effective ways to incorporate it into their strategies. By analysing audience preferences and behaviours, marketers

can refine their approach to target the right segments with tailored messages. This strategic use of data ensures that CTV advertising maximizes engagement and drives meaningful interactions with viewers, addressing each level of the funnel from awareness to conversion.

3. Focus on Creative Innovation and Full-Funnel Interactivity:

CTV offers unique opportunities for interactive and immersive advertising experiences that drive results across the funnel. Marketers should develop creative content that invites viewer interaction, such as clickable ads and integrated purchasing options, to engage audiences at various stages. By aligning creative tactics with funnel objectives, such as using interactive storytelling for engagement and precise CTAs for conversion, marketers can enhance metrics across the funnel—from broadening reach to increasing conversion rates.



In summary, CTV represents a promising future for Indian brands seeking to innovate and adapt to the demands of a digital-savvy audience. By tackling the prevalent challenges and committing to strategic integration and

measurement, advertisers can truly harness the transformative potential of CTV, ensuring that they remain at the forefront of connecting with the next generation of consumers.



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