

The background features a technical schematic of a circuit board at the top, showing various components like resistors, capacitors, and transistors. Below the schematic is a cutaway illustration of a television set, revealing its internal electronic components. The entire scene is set against a dark orange background with a halftone dot pattern at the bottom. Hand-drawn white lines and scribbles are scattered across the image, including the word 'ECHO' and 'GEO FENCE' near the TV cutaway.

Connected TV

Reaching target markets through
the latest form of video
advertising

ORANGE 142™

Hello, Oklahoma!

- Residing with my husband and our beagle in Coastal Georgia
- Graduated with a Bachelor's Degree in Business Administration with a minor in Marketing
- Started my career in hospitality with the Hampton Inn & Suites on Jekyll Island, Georgia
- Moved into a position where I was selling and integrating digital software products and tools with an ad agency
- Orange142 recruited me to join their expanding group of expert media strategists in 2017
- Thoroughly enjoying the last 5 years working with DMOs, as well as a variety of other industry verticals



ORANGE 142™

Orange142 – Austin, TX

Orange142 executes advertising strategies across an array of digital and traditional channels including Programmatic Display, Social Media, SEO, Paid Search, Mobile Advertising, Native Advertising, Email, Video Advertising, and more.

In the world's constantly shifting and expanding digital landscape, where it's easy for "set it and forget it" mentalities and impersonal algorithms to steer digital advertising campaigns, we strive for the personal, collaborative and transparent. And this sets us apart.

Our business is minority (woman) owned is made up of savvy digital strategists, planners and buyers; expert technicians and data analysts; content specialists; social media gurus, and personable service professionals with additional offices in Atlanta and Denver. We love what we do and expect to win. We know our clients do too.



SXSW 2018

What is Connected TV?

- CTV is a new alternative to the traditional television commercial spots.
 - 15-30 second Video advertising runs in between premium television showings.
 - It utilizes channels such as HGTV, ABC, ESPN, etc.. (Yes, even the Travel Channel!)
 - Connected TV sees 90%+ Video Completion rate. Why? Because you can't skip the ads.
 - This sort of video advertising engages audiences like never before
-

What is Connected TV? (Continued..)

- Connected TV is any type of TV screen that can stream digital video
 - This includes live streaming TV on an internet browser, through a Smart-TV Platform, dedicated streaming device or application (such as Sling TV or Hulu), or game console. (PlayStation, XBOX, etc.)
 - Gain access to over-the-top premium Live and VOD inventory, with no ad blockers or bots.
-

Can you guess the Average Age Demographics?

Broadcast (Antenna)?

Cable Programming?

DVR?

Connected TV?

Mon 12/3 6:00pm
© Tribune Media Services, Inc. USER Switch User

TravelHD
735 TRAVHD

Passport to Latin America
Mon 12/3 6:00-7:00pm
Buenos Aires: Tango. Samantha Brown
sights, sounds and spirit of the many

Guide: Grid View: Passport to Latin America

Thu 3/5	6:00pm	7:00pm	8:00pm	9:00pm
35 TRAVHD	Passport to La..	Bizarre Food	21 Manly Man Ad..	Bizarre Food
36 FOODHD	Quick Fix Meals With Robin Miller	Dine on a dime	Chef Ramsey	
37 HGTVHD	House Hunters	House Hunters	Love It or List It	Property Brothers
38 TBSHD	Local Programmi..	Everybody Loves..	Seinfeld	Seinfeld
39 BRAVO	Titanic			
40 LIFEHD	Serenity		Snowmageddon	2012: Ice Age
41 LMNHD	Army Wives		Eight Days to Live	
42 SCIENCE	Factory Made	How Do They Do..	Mythbusters	How It's Made



The Results.....

(55) Traditional Broadcast
(Antenna TV)

(48) Cable Programming

(42) DVR

(31) Connected TV

Age Demographics Matter

- 78% of millennials would rather spend money on a desirable experience or event than buying something desirable ([Harris/Eventbrite, 2014](#))
 - Young travelers are relatively intrepid and unlikely to be phased by economic problems, political unrest or epidemics. If there are fewer job openings, it can even encourage young people to travel or gain work experience domestically or abroad during a gap year ([WYSE, 2016](#)).
-

Yep, there's more!

- *If the prevailing image of the sophisticated jet-setter is a baby boomer, it's time to reassess.*
 - Forbes' [Luxury Travel Trends Shift As Affluent Millennials Act On Their Aspirations](#) reveals that nearly one quarter of US adults making an annual household income of more than \$500,000 are Millennials. What's more, among Millennials:
 - 78% choose to splurge on experiences over “things”
 - **7 out of 10 millennials would rather spend their money on experiences than material things ([MMGY Global](#))**
-

How Old Are Millennials Now?

Pew Research Centre announced that they would be applying the term “millennial” only to those people born between 1981 and 1996.

That means all millennials – will be between the ages of 22 and 36 in 2018.

Millennials are not the only Audience for C

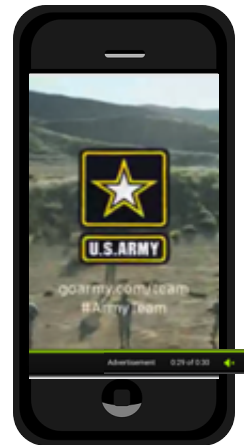
- Flexible Income
 - **Families with Children (iPads, devices)**
 - Acquainted with at least basic Technology which leads to...
 - Online Bookings (online tracking for your destination)
 - Adventurers
 - Social Media Users
 - Multicultural
 - Frequent Travelers (High Mobile Device Frequency)
-

It's Not Going Anywhere

By 2020, connected TV users will represent 71.2% of internet users and 60.4% of the US population, up from 68.0% and 56.1%, respectively, in 2016.



Video Advertising



How It Works

- Showcase engaging :15 or :30 video content. (:60 seconds or more can be accommodated but is not recommended).
- Can be run pre-roll, mid-roll or post-roll across thousands of brand safe, premium, and professional video content and also the YouTube video distribution network.
- Raise awareness of brand and guarantee completed video views
- Target ads to specific demographics, geographies, behaviors, interests, in-need intent and more.

What It Does

1. Digital video advertising allows for the sight, sound, motion and emotion of video with many of the same benefits of broadcast but with a direct audience of one.
2. Trackability including view duration, Click Through Rate (CTR) and number of completed views.

Sample Placements



CTV WHO?

83 MM people in the U.S. watch video content through connected devices such as Apple TV, Amazon Fire, Google Chromecast, Roku, Xbox, etc.

96% ARE 18+ AND NOT JUST THE TYPICAL YOUNG, MALE, EARLY ADOPTER.

14% 18-34
34% 25-54
KEY ADVERTISER AUDIENCES

LARGER SCREENS = MORE TIME SPENT



CTV CONSUMPTION COMPLEMENTS TV CONSUMPTION...



WHERE are they watching TV at home?



...BUT THAT IS RAPIDLY CHANGING



Meet Consumers where they are –

- Living Room
- Bedroom
- Family Room

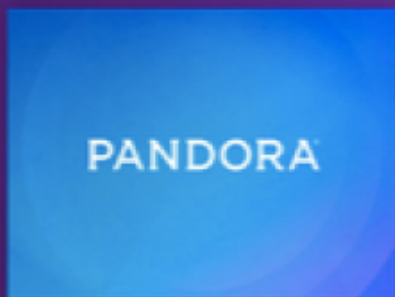
On the go using –

- Mobile Devices
- Tablets
- Laptops

Is Connected TV the same as HULU Advertising?

- CTV is very similar
- HULU has a minimum buy of \$30k when purchasing direct
- Roku, Sling TV, Chromecast, AppleTV, AmazonFire, and in-app purchased advertising are all sold in a programmatic format, providing the lowest rates for your advertising dollars.
- This tactic does not require any minimum spends.





Spotlight **Roku**
Now this is TV™

Fall TV Premieres

Exclusive trailers, behind-the-scenes and more...

Watch Now

PRESENTED BY



Schedule



Good Luck Charlie
On Now | TV-G | ...



Liv and Maddie
10:30am | TV-G | ...



Austin & Ally
11am | S2,Ep4 | TV...



Austin & Ally
11:30am | TV-G | ...



JESSIE
12pm | TV-G | 30m



BUNK'D
12:30pm | TV-G | ...



Phineas
1pm

On Demand



Adventures in Babysitti...
TV-G | 93m



Alley Cats Strike!
TV-G | 87m



Austin & Ally
3 Episodes



Avalon High
TV-G | 89m



Backstage
17 Episodes



Bad Hair Day
TV-G | 91m

Sample List of Available Channels



Audience Data Specific to your Destination

*****Reach the right audience at the right time by using the most effective audience data for your target markets*****

- Age Range, Gender, House Hold Income
 - Behavioral
 - Interests
 - Contextual Targeting
 - Genre
 - Persona Targeting
 - Specific white lists of sites and custom channels
-

Just Coast

ExploreNorthMyrtleBeach.com



Press Esc to exit full screen



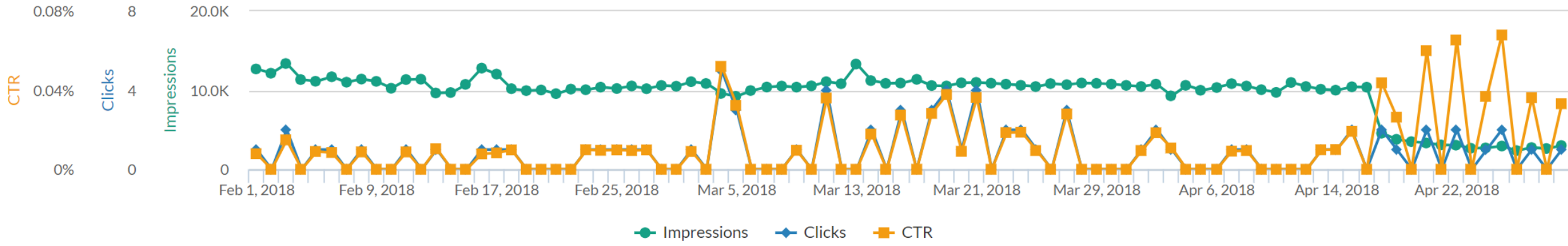
What kind of videos perform best?

- Promote your unique destination
 - Bright Colors
 - Branding
 - Keep it short and interesting
 - Outdoor Activities
 - Call to Action
-

Ideal Specs Needed for CTV

ConnectedTV	
Creative Dimensions:	File Type(s)
1280x720 px min.	15-30 seconds
100 MB max file size	MP4

Orange Console - Line Items



Line Item	Impressions	Clicks	CTR	100% Video Completions
XXXXXXXXXX AV Instream	28,837	77	0.27%	15,089
XXXXXXXXXX Connected TV	816,220	0	0.00%	794,944
Totals	845,057	77	0.01%	810,033

Orange Console - Campaigns

Campaign	Impressions	Clicks	CTR
XXXXXXXXXX NMB CVB 2018 - FAM_CTV	403,629	0	0.00%
XXXXXXXXXX NMB CVB 2018 - DINKS_CTV	246,666	0	0.00%
XXXXXXXXXX NMB CVB 2018 - SINKS_CTV	165,925	0	0.00%
XXXXXXXXXX NMB CVB 2018 - AV_instream	28,837	77	0.27%
Totals	845,057	77	0.01%

US Army – Recruitment Campaigns

The US Army looks to boost regional recruitment events with localized, targeted, digital media campaigns

Services:

Connected TV

Geofencing

Display Advertising

Video Pre-roll

Native Video

THE CHALLENGE

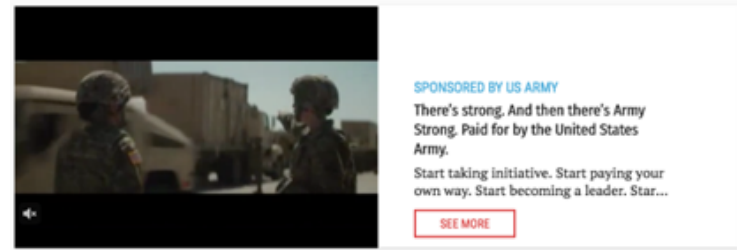
The US Army looks to geofence live recruiting events and compliment in-person recruiting efforts with digital advertising to encourage enlistments with young men and woman.

THE SOLUTION

Orange142 geofences recruiting events and serves a variety of digital programs including mobile display, video Preroll and native advertising. The campaigns are optimized to drive relevant traffic to specific Army landing pages. Optimizations include ad networks utilized, creative assets and site level placements.

THE RESULTS

With multiple campaigns and local events in market, Orange142 has assisted in serving out over 20,000,000 ad impressions, 50,000 clicks and over 900,000 completed video views!



VISIT NORWAY

BUILDING BRAND AWARENESS AND DRIVING U.S. TOURISM TO THE COUNTRY OF NORWAY WITH CO-OP PARTNER CAMPAIGNS.

Services: Connected TV, Programmatic display, native, social media advertising, instream video, and email.

THE CHALLENGE

Norway wanted to grow presence with US travelers while featuring local Norwegian partners as part of a global Co-op initiative. Reporting transparency, audience targeting, and creative management between partner and brand success had been challenging.

THE SOLUTION

Orange142 created unique audience profiles and segments which were inline with Visit Norway's visitor profile. Leveraging our real-time reporting dashboard, Norway was able to see all individual audience segments along with partner information and top converting advertising tactics. Partner data included but not limited to impressions, clicks and conversions (airline bookings, hotel bookings and adventure tours).

THE RESULTS

Partner conversions were measured for the first time for the client and audience targeting has shown that digital campaign targeting is working with measurable conversions rolling in continuously.



Since running digital campaigns for Norway in 2015 bed nights have had a lift of 17% 2015-2016 YoY.

Bed nights are on pace to have a 22% 2016-2017 YoY lift!

We rely on Orange142 to execute our multi-faceted destination marketing campaigns, across multiple tactics and platforms. Their team is knowledgeable, creative, highly responsive and committed to supporting our initiatives, making them invaluable partners in our effort to promote destination awareness, drive traffic to our website, and generate an increased number of US travelers to Norway year over year.

We have seen a steady growth of 50 percent over the past 7 years, and in the last year alone we've had a growth of nearly 30 percent. We feel confident that Orange142 have played an integral role in ensuring our success - with a targeted, contextual and always-on approach in our digital marketing strategy.

-Beate C. Gran
Digital Media Manager, Visit Norway USA, New York

ORANGE 142™

THANK
YOU

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EXPECT TO WIN.

EVERY MARKET. EVERY PROSPECT. EVERY TIME.

