

The rise of online video - the right message, the right screen

Issued by [Incubeta](#)

30 Jul 2012

Communicating and interacting with your audience where, when and how they choose has always been a key to marketing success. Video advertising opens up new opportunities to target, build story lines and personalise the message across multiple devices thus increasing chances of success and profitability. Pieter Slingerland, of DQ&A Media Group and member of the IAB Online Video Task Force, shares his views and tips for making the most of the possibilities presented to us by online video advertising.

Today, young people watch more online video than TV. Whether searching for a band or a brand, someone under the age of 25 is more likely to use youtube as their search engine. This poses a unique opportunity for advertisers to offer customised advertising related to search term, environment and device, and now that digital TV is emerging things get even more interesting.

In Europe digital video has been brought into living rooms with the entrance of Google TV and smart TV's. But regardless of the platform, the device becomes key when displaying the right video ad. Where are your hands whilst watching digital TV? Most probably are tapping and swiping away on your smartphone or tablet. This practice is more common than ever, and that has led to the development of second screen technology whereby extra device information can be fed to advertisers for more targeted, efficient campaigns.

Online video advertising opens up a wealth of creative possibilities simply not available through traditional TV campaigns. For example conducting sequential advertising, sending storyboards to users over a prolonged period of time or the duration of a TV show. Be it a few minutes, hours or days building on previous messages to entice the consumer to find out more and be a part of the brand.

"We've got our eyes on the Olympics by multiple screens." Pieter believes it will be interesting to see how for example, the Olympics will utilise online video advertising. This worldwide televised event is a great opportunity for the digital communities to showcase their best creative and technical capabilities. The integration of mobile, social and video encourages us to communicate and interact with fans, users and consumers; they decide when, where and how they interact with brands. This ensures that messages are consistent and booked accordingly to the delivery mechanism, so telling people about in-store offers on their mobile or online options when they are at home.

It's important not to compare traditional TV advertising with digital video advertising. Advertisers need to work out their goals and remember to customise for digital, taking a TV ad and putting it online will miss the true potential of online video.

Setting the standards

IAB Europe exists to promote and enable the growth of Europe's interactive advertising markets. These new developments in online video are leading to the standardisation of measurements and formats. In the past advertisers would have to send material to multiple publishers and wait until the end of a campaign to get results. Now advertisers serve their own ads so real-time results and immediate campaign optimisation became possible.

<http://www.dqna.com/en/blog/90-the-rise-of-online-video.html>

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