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Disruption:

How Brands can Create and Distribute Content Directly to Their Consumers

With new and more effective content, and accessing deeper user insights, disrupting traditional intermediaries

All human actions and interactions are motivated or enhanced by storytelling

- **We began around a campfire**
- **Brands have always used storytelling to stand out - that's what drives advertising**



OTT offers new activation points for ads

- **Streaming services using an AVOD model are proliferating**
- **More and more subscription services are launching a “lower-fee if you will accept ad interruptions” choice (like Netflix)**
- **Benefits of OTT Advertising:**
 - **Wide reach**
 - **Available targeting to reach specific audiences**
 - **Accesses the younger demo: cord-cutters and cord-nevers**
 - **Advanced analytics**
 - **Lower cost than linear TV**
 - **Easier environment to test, analyze and then adapt**

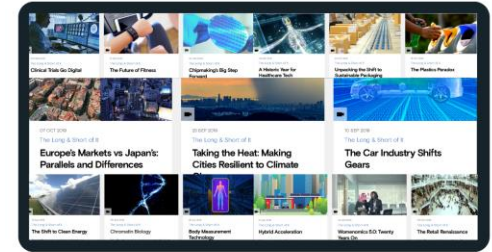
Then brands began to create content as a hook to catalyze word-of-mouth (spread via social media)



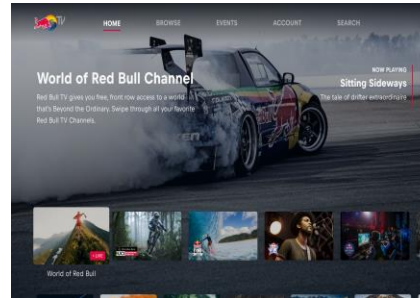
- With new points of distribution in the streaming world, brands began to examine what kind of content they were creating, and how.
- Story-driven content could range from high-production values to user-generated
- Brands could move from purveyors of products to enablers of an aspirational lifestyle - from product marketing to brand marketing

Next step was brands as content creators

- Goldman Sachs has commissioned brand stories from top producers in various genres and lengths
- McCallan Whiskey is making engaging brand stories - and clearly understands how storytelling works
- And Red Bull exemplifies a product brand that spun up a full media arm



GOLDMAN SACHS: THE LONG & SHORT OF IT
A VIDEO SERIES FEATURING INSIGHTS FROM GOLDMAN SACHS ON TOPICS THAT ARE ON THE MINDS OF THEIR CLIENTS



**But like every stage of
advertising history ...**

Print -> Radio -> TV -> Social

There have always been intermediaries - gatekeepers

**The next stage is further disintermediation:
Brands take control of customer communications channel
and become their own content distributors**

What does that require from brands?

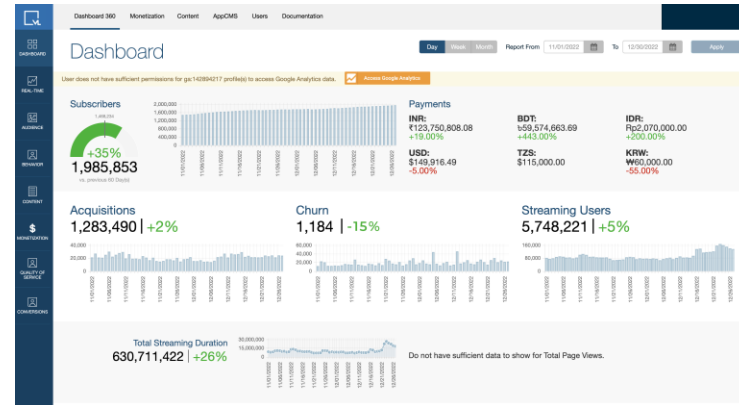
- **Follow the 4 rules of content creation**
- **Drive visibility with traditional tools**
- **Create a single DTC home for all of your content, with clear paths to monetization**

This is the next wave

- **Forbes' best practices**
 1. **Define goals**
 2. **Follow clear audience targeting**
 3. **A/B test stories**
 4. **Generate data, analyze & modify**
- **Three operational requirements:**
 1. **Have distribution plan ready before you start content production - including the analytics/adjustment tools**
 2. **Don't try to be Netflix - DTC should be very focused communication, distribution & data capability**
 3. **Outsource the bulk of your OTT tech**

Why an outsourced tech solution for OTT is preferable:

- Huge number of device platforms involved for DTC - each with their own changing, proprietary rules and environments - not feasible to staff enough experts for a single brand's apps.
- One key to effectiveness is having a live (real-time) dashboard pulling data from all of these devices and aggregating it into an easy, intuitive presentation - very expensive to build and maintain.



The world is your campfire ...

- **Since the cave & campfires days, the closer we could connect with our audiences, the more valuable our call-to-action was.**
- **Today's consumers want fast & personalized – and OTT satisfies.**
- **Today's brands want the ability to persuade, engage and delight customers directly – and the data to constantly fine-tune.**
- **We finally have affordable tools to empower those relationships – don't leave your brand's future dependent on gatekeepers.**

