

Why social amplification is critical for the future of TV advertising

Author : Andy Brown

Date : March 17, 2016



Over the past few years, big-ticket events, including the Oscars, from across the Atlantic have become landmarks in **advertising** calendars the world over.

They have evolved from high profile cultural moments to events that hold a global currency.

As their reach has increased, **advertising** revenues have rocketed year on year, and 2016 has been no exception.

The average 30-second TV spot at the Oscars was valued at an estimated \$2m and total adspend for the 2015 ceremony was valued at \$110 million, an increase of more than 50% over 5 years.

The social factor

The campaigns may be TV led, but smart **brands** no longer treat media channels in isolation, and **social** platforms now play a key role in driving engagement. Increasingly, marketers are amplifying their TV presence with **social** activity; sharing owned content on **social** channels to drive second screen interaction amongst target audiences.

Social platforms, and in particular **Twitter**, allow **brands** to tap into an engaged and highly responsive audience across devices. And of course **social** media has the advantage of reaching across geographical and cultural barriers.

During this year's Oscars ceremony there were more than 196,000 related tweets from a UK audience of over 358,000 users, driving 8.6m total impressions.

Almost 4,000 of these Tweets came during the single minute when **Leonardo Di Caprio** received the highly anticipated Best Actor award.

As the figures demonstrate, the active audience here is huge, meaning opportunities for **brands** to engage are almost exponential. Last year as part of **Dove's** #SpeakBeautiful campaign, a 30 second spot which aired during the Oscars' Red Carpet coverage drove more than

26,000 **Twitter** interactions.

https://youtu.be/_cncxoJPwBw

During the same ceremony, **Cadillac** launched its 'Dare Greatly' campaign on **social** simultaneously with the first TV ad going live – generating more than 10,000 **Facebook** and **Twitter** interactions during the awards broadcast alone.

The multichannel approach

These events act as a demonstration of how the media industry is adapting; the boundaries between different channels are blurring, and the rise of multi-screening means advertisers can no longer afford to treat different platforms in isolation.

It has never been more important than it is now for advertisers to consider holistic, multi-faceted campaigns that tap into heightened consumer interest to reach that highly engaged audience across multiple connected devices.

It's true that most marketers can only dream about holding the kind of budget required to advertise at the Oscars or Super Bowl, and below are my three top tips for marketers:

1. Remember the importance of a holistic approach to planning

Brands should be incorporating cross-device strategies into all campaigns

2. Capitalise on the big-ticket opportunities or 'appointments to view'

Social platforms are the perfect opportunity for **brands** to piggy-back on consumer interest surrounding global cultural events. It may never produce the same exposure as sponsorship or an **advertising** slot, but it's a valuable chance to play in the same arena as the biggest **brands**.

3. Prioritise hybrid measurement

As it becomes standard for campaigns to incorporate a cross device element, remember that measurement must reflect the change in delivery and greater demands for accountability for each platform's performance.

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