

Integrated Ad Campaigns: Ingredients for a Winning Recipe



Every recipe will have its own blend of spices depending on the advertiser's industry, goals and audience. The ingredients below build the ideal main course.

The "Meat" of an Integrated Ad Campaign

Align channels with both **broad and targeted tactics** where audiences are most likely to experience the ads.

Deliver a **consistent** message, promotion, design and theme no matter the channel.



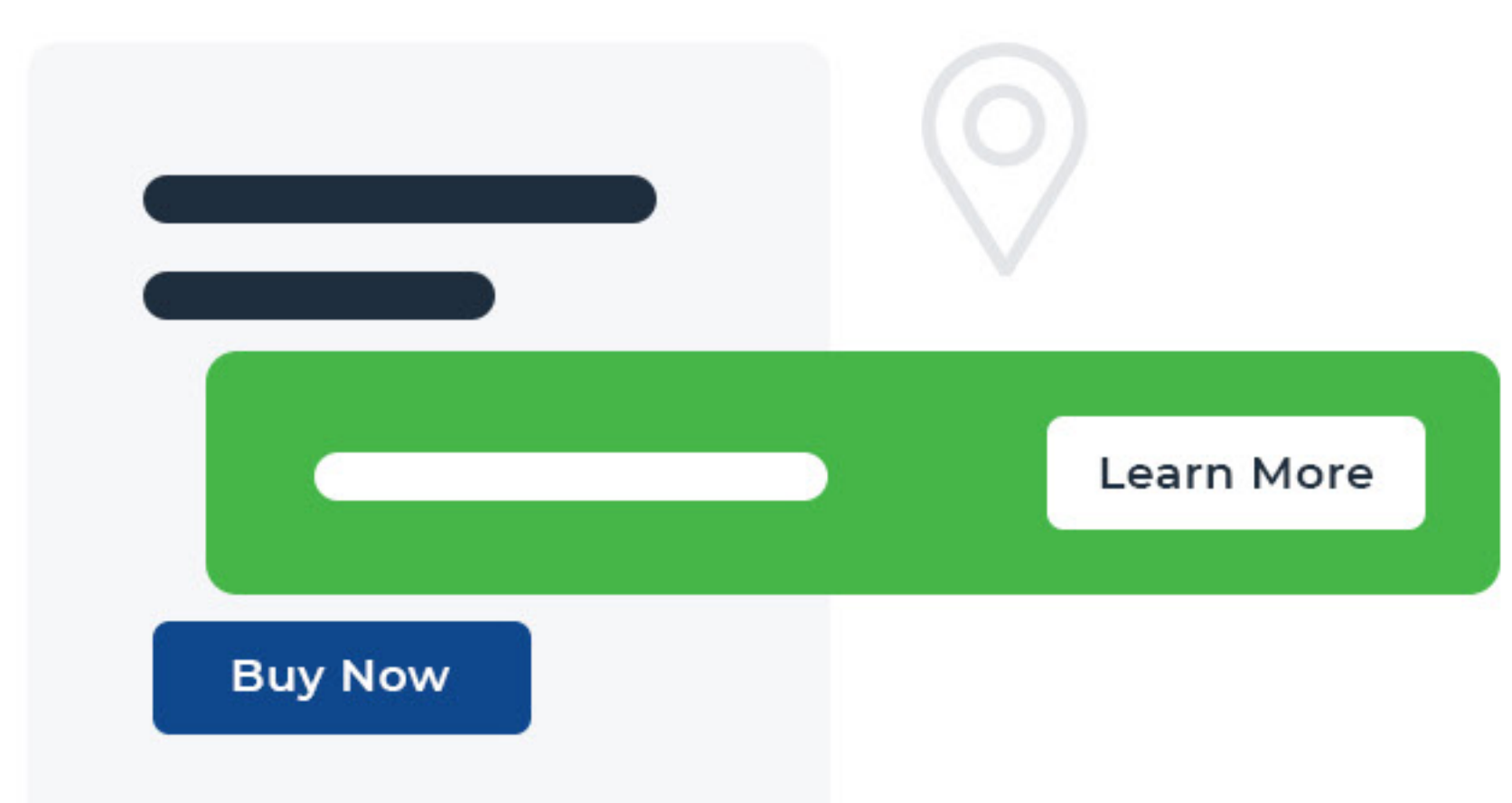
Support a **common end goal** for advertisers (e.g., acquire new customers, introduce new products, promote an event, etc.).

Ensure greater **brand awareness** and visibility.

The Seasoning of an Integrated Campaign: The Most Savory Tactics

Display Ads

- ✓ Targetable by location, demographics and previous interactions
- ✓ Static and video formats
- ✓ Usable for brand awareness or specific promotions
- ✓ Location-based option with geofencing
- ✓ Relevant CTAs (calls to action) that drive viewers to do something specific



SEM (Search Engine Marketing)

- ✓ Compatible with every stage of the buyer's funnel
- ✓ Critical for local businesses, as search is where most consumers start their purchase journey¹
- ✓ Location and demographic targeting available
- ✓ Complementary to linear ads and other digital tactics with proven increased cross-channel conversion rate and greater website traffic^{2,3,4}

Social Media Advertising

- ✓ Multiple platforms provide an opportunity to engage every demographic or generation
- ✓ Targeting can be highly refined based on location, interests and demographics
- ✓ Very impactful for users seeking new product discovery⁵
- ✓ Ideal for any advertising goal



OTT/CTV

- ✓ Reaches cord-cutters (consumers who don't subscribe to traditional cable or satellite)
- ✓ Video content has the power to engage viewers and heighten recall
- ✓ Non-skippable ad formats
- ✓ Fastest-growing digital channel⁶

Broadcast TV

- ✓ Excellent reach across a broad demographic
- ✓ Top influencer in buying funnel and leads to more online searches⁷
- ✓ Local news rates highly trustworthy for adults (compared to national news), so advertisers can take advantage of this "trust halo"⁸



Broadcast Radio

- ✓ Listeners have high purchase intent⁹
- ✓ Radio delivers a 29% lift in Google search¹⁰
- ✓ 76% of daily ad-supported audio time belongs to AM/FM radio¹¹
- ✓ Reaches 63% of U.S. consumers ages 13 and up daily¹²
- ✓ Audio ads work differently than visual ones, leading to greater recall when consumers are ready to buy

Building a Plate: Streamlining Integrated Campaigns from the Back End



<https://aspire.marketron.com/winning-recipe>