

MARKETING

## Advertisers should incorporate real-time content within live-stream ads

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*Roberto Cavalli fall/winter 2016 runway show*

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Marketers are taking a bigger stance on live streaming video on Twitter after sponsored live streams from the National Football League produced positive results, boosting efforts to reach a more engaged audience with real-time content.

Marketers looking to get into live streaming videos also have the opportunity to campaign on Twitter and can garner a substantial number of views and appeal to those uninterested in packaged cable deals, but they need to value relevancy. Providing highly contextual content in the right space at the right time can really make a difference in the success of live stream ad campaign, such as sports-related ads within NFL game streams.

"When placing ads within live stream, it is important for marketers to consider the context of the ad," said Shuli Lowy, director of customer success for the Americas at TVTY. "Ultimately, an ad performs best when it provides most relevance to the viewer.

"Strategic marketers can leverage information about the context to perform better audience planning, provide a more relevant message, and make their message feel like less of a disruption," she said. "For example, if you know that your ad is playing during a football game you already have a good idea about the audience who is watching your ad.

"Marketers can then use that information to make their creative more relevant and tie it into the game. Playing into the viewer's current experience will feel less disruptive and have a better chance at captivating the viewers."

### Advertisers

Live streaming continues to heat up, with YouTube announcing last week that it will launch live streaming for mobile users.

Twitter has alluded to a big future in live streaming after about 50 percent of ad space within NFL streaming was sold. This is huge for the social media platform, as it has been struggling to keep up effective revenue streams.

The foray into live streaming will do more to keep users within Twitter's platform. Advertisers will have the ability to put their content in front of a wide range of users that are likely to be interested in their products, if the audience is accurately targeted.

YouTube has also announced that it will be launching its own live streaming capability, which allows marketers more platforms to take advantage of. The winning brands will be those that are able to stand out through creative content that can incorporate real-time information.

"Savvy marketers can take it a step further and create content that reacts in real time to the events of the game," Ms. Lowy said. "There could be unique creatives that trigger based on which team is leading or if a star player scores a touchdown.

"Strategies such as these transform an in-stream ad from a force-fed creative to an active participation in the viewer's world of interests," she said.

#### Live viewing

Even though the market for on-demand entertainment has grown exponentially, the demand for live viewing has not dissipated. Consumers are still interested in watching live events such as sports, debates and awards shows in real time.

The evolution into social media makes sense, as that is where users spend the most of their time. Brands are more of an opportunity to make a lasting impression here, by including call-to-actions and spawning a real-time conversation.

"Brands are certainly becoming cognizant of the fact that more and more people are cord cutting and turning towards apps and Internet-based services for their entertainment viewing," said Joseph Anthony, CEO of Hero Group. "And, in turn asking us to get them where the eyeballs are.

"While Netflix and Hulu have made it very easy to binge watch or catch up on last night's missed episode," he said. "There are still certain events that viewers find it imperative to watch live: sports, political debates, award shows, beauty pageants, plays and concerts just to name a few and these are the types of experiences that are likely to garner the most engagement in the new live-viewing sphere.

"It seems only natural that all major social platforms are now incorporating live viewing capabilities, especially when you consider that for so long users have been on social media while watching TV or on the computer. Now, they are getting all that in a one stop shop; viewers don't have much of a reason to leave that platform anymore - which can open many more possibilities for marketers and brands in terms of being able to offer highly-optimized, customized experiences for viewers."