

Add your video to India's watchlist.



A handbook for
effective videos
and brand building
on Disney+ Hotstar.
Backed by insights
from Kantar and
Disney+ Hotstar.



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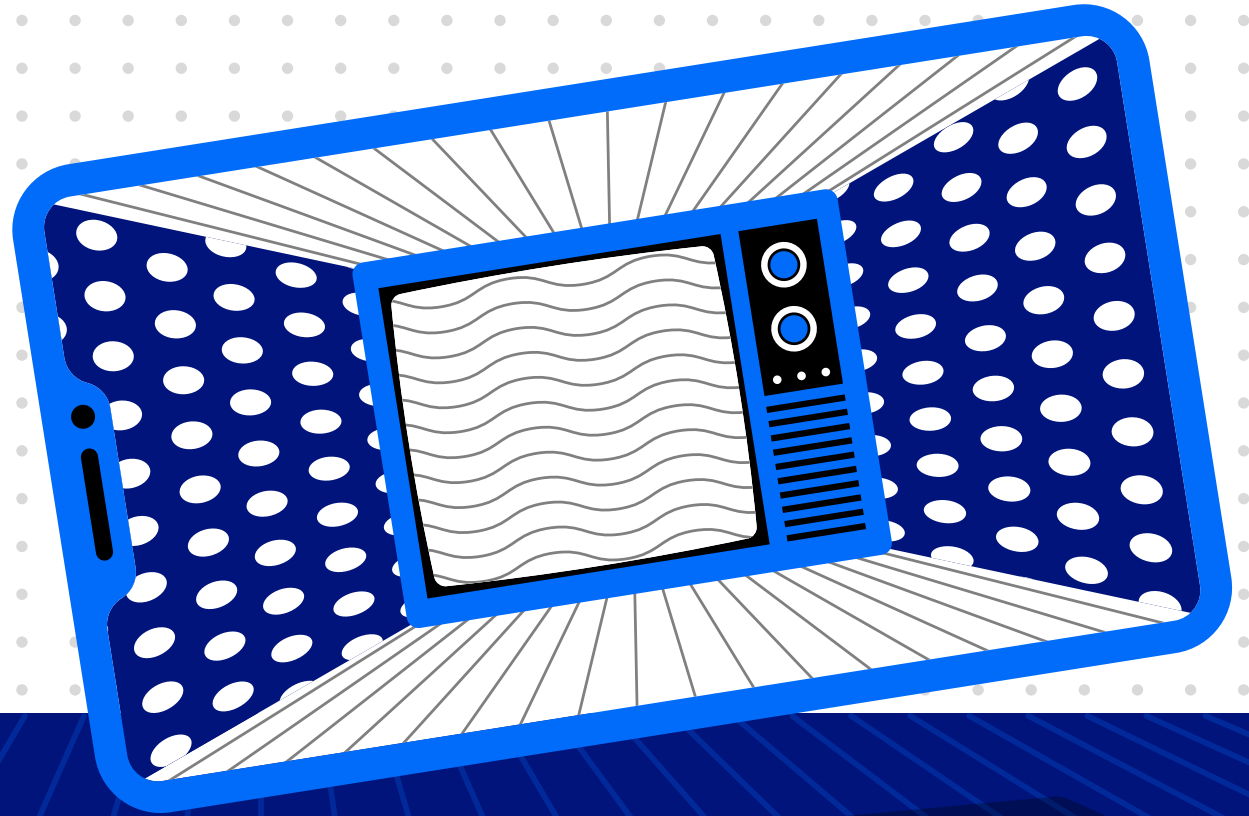
Why OTT?

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Creative guidelines
for OTT

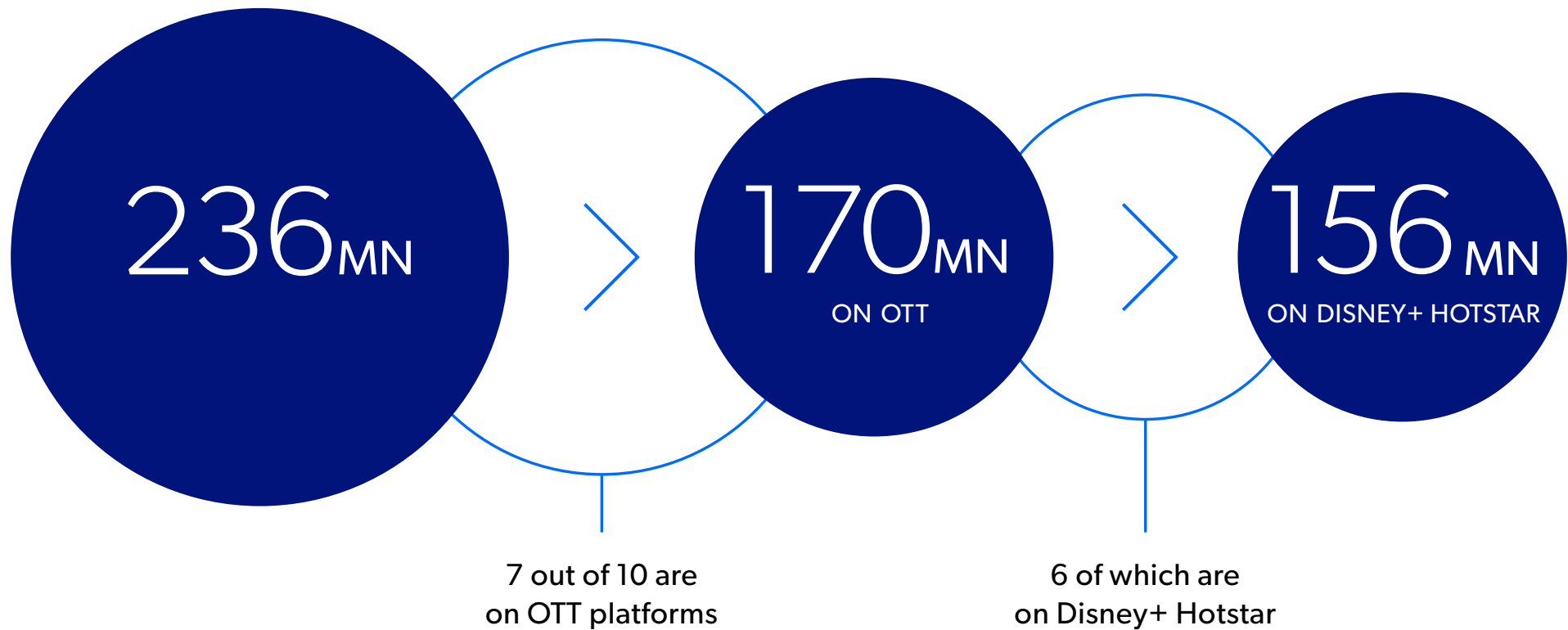
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Best practices



**POWER
OF
OTT**

MASSIVE REACH



source: Kantar TGI report (2019)
Urban population - 236 million
Urban population - 1 lac+ town

BEST OF BOTH WORLDS



DIGITAL



Direct targeting
by platform, audience



Direct
measurement



LINEAR



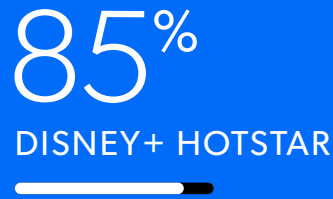
High ad completion rates
and viewability



Engaged
experiences

OTT

BETTER ENGAGEMENT DUE TO HIGHER COMPLETION RATES



Neurosciences proves strongest cognitive engagement of the ad on Disney+ Hotstar vs social media & online video platforms.

source: MOAT

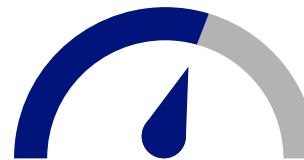
NEURO SUCCESS INDEX COMPARISON

DISNEY+ HOTSTAR



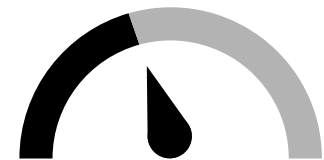
68

SMP



55

OLV



44

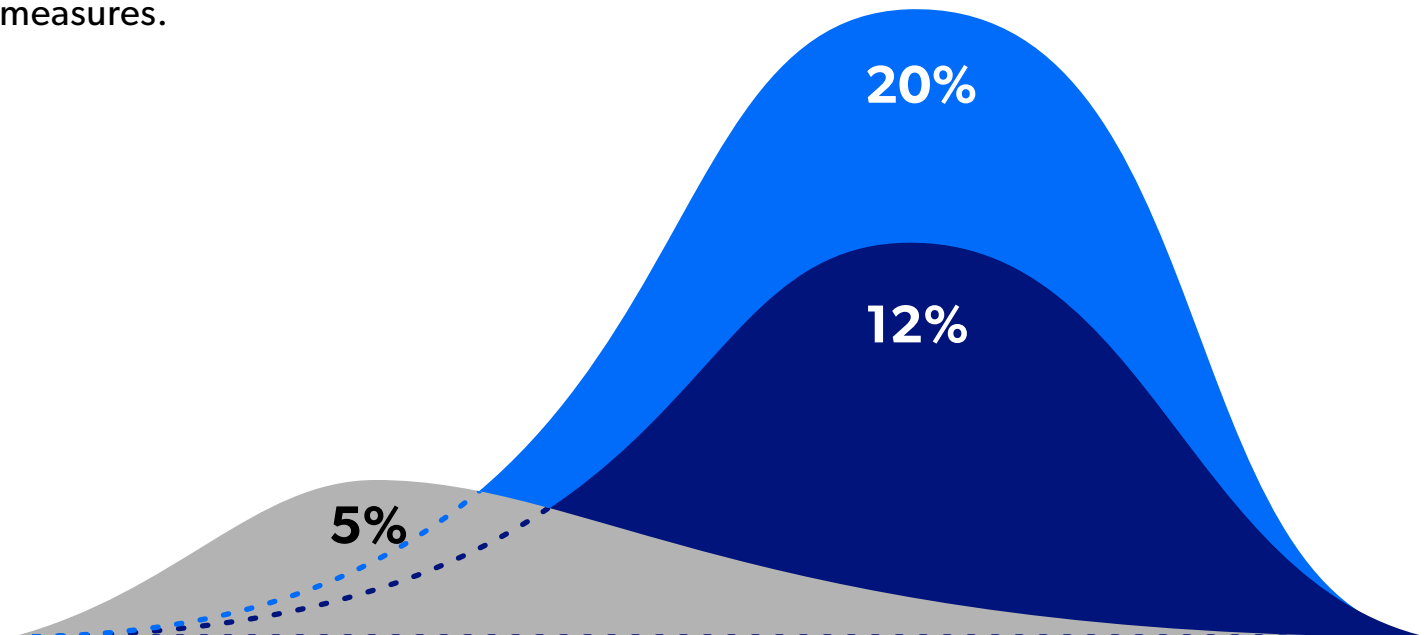
OTT- Over The Top | OLV- Online Video Platform | SMP- Social Media Platform
Non-skippable ads on Disney+ Hotstar and SMP were scrollable.

AVOC- Measurement of the percentage of impressions where the ad was visible and audible.
Benchmark: According to Moat, the AVOC industry average is around 25%. Disney+ Hotstar is more than 3x versus industry average.

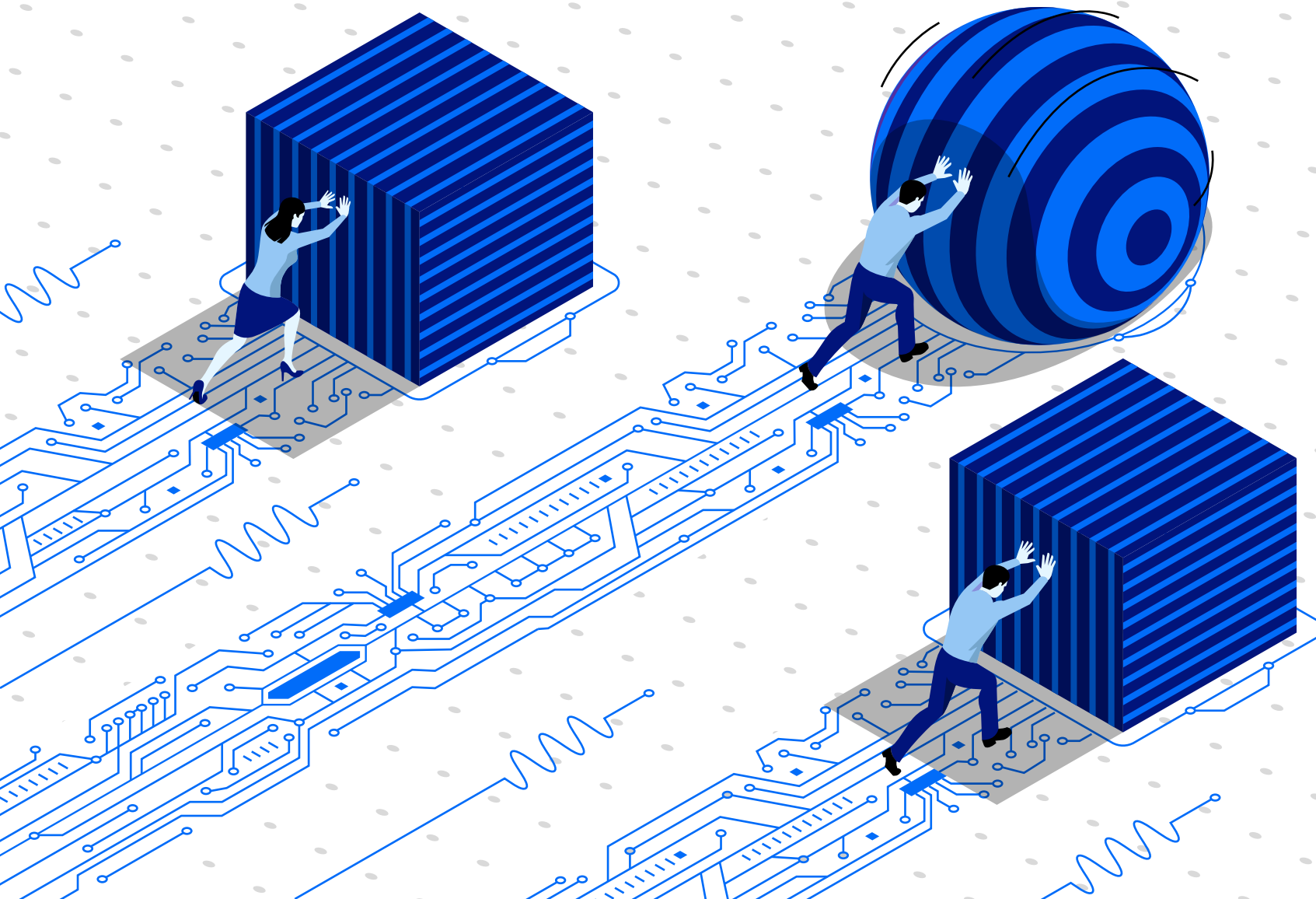
HIGHER COMPLETION + MORE ENGAGEMENT = STRONGER IMPACT ON BRANDS

Higher consumer engagement & more commitment delivers significant impact on brand measures.

- Imagery
- Consideration
- Salience



CREATIVE GUIDELINES FOR OTT

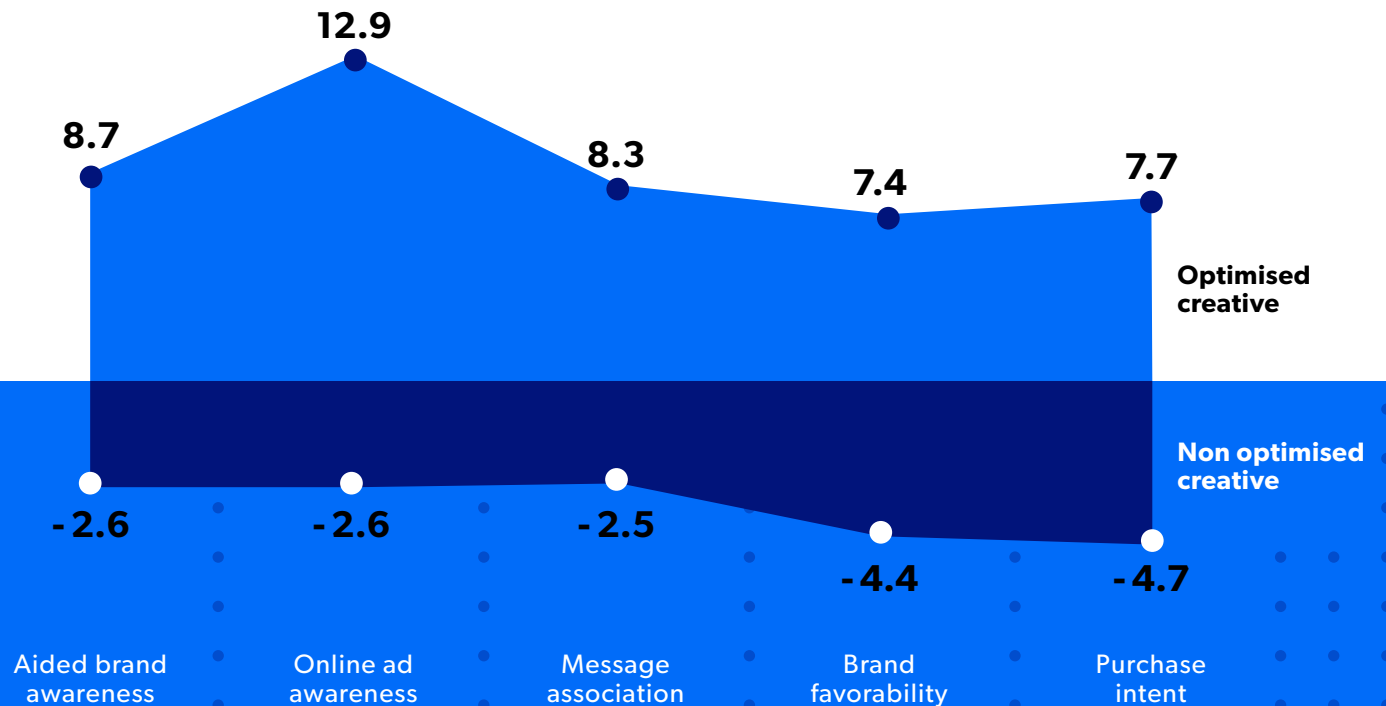


THE IMPORTANCE OF GETTING YOUR CREATIVE RIGHT

While most of the focus goes into optimizing media and targeting, it's crucial to optimize creatives for your digital campaign to have a positive impact.

AVERAGE IMPACT ON BRAND KPIS

- Top 20% Performing Ads (Creative wise)
- Bottom 20% Performing Ads (Creative wise)



source: Kantar Milward brown's brand lift insight norms - APAC Figures shown are the average difference between control and exposed groups responses ad are significant @ 95% confidence interval.

5 STEPS FOR CAMPAIGN SUCCESS



1. Follow the C.L.I.P principle
and optimise creatives
for best results.



2. Longer creatives
tell the complete brand story
and maximise impact.



3. Contextualise creatives
for better engagement
and results.



4. Higher the frequency,
higher the purchase intent,
ad and brand recall.



5. Use a combination of
pre-rolls and mid-rolls to
increase effectiveness.

1. C.L.I.P YOUR AD FOR MAXIMUM RESULTS

Follow the 4-step C.L.I.P principle for a direct impact on aided awareness and message association.

Average delta shifts %

YES

NO



Clear brand role in the story

Aligning context with communication helps drive message association.

+15%

+8.9%

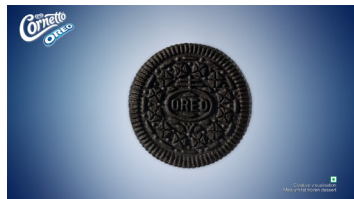


Last frame but also the first

Brand on all frames drives aided awareness.

+14.5%

+9%

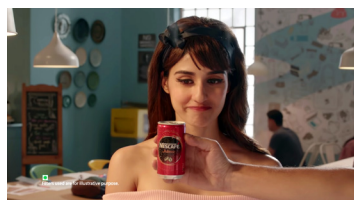


Integrate early

Message association is driven better when the brand key proposition is integrated early on.

+20%

+6.9%



Presence of Human/Celebrity

A celebrity or human presence helps drive better brand recall.

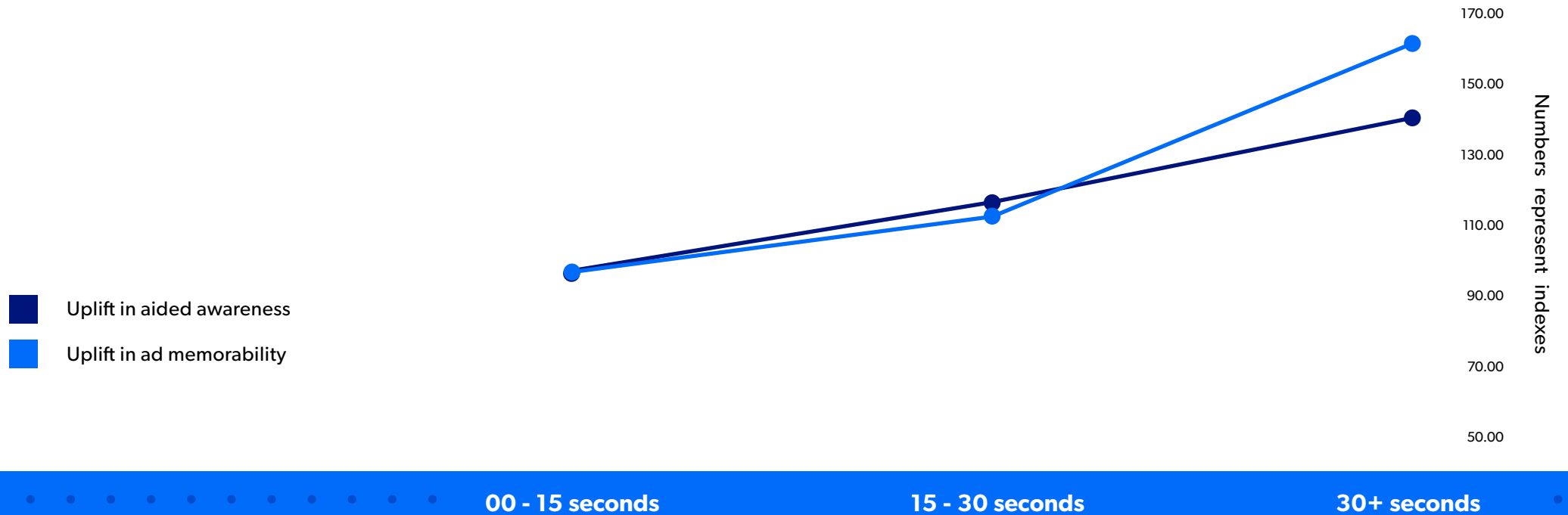
+17.5%

+5.8%

2. PAY ATTENTION TO LONGER ATTENTION SPAN

OTT platforms enjoy a higher viewer engagement, which means, you can tell your entire brand story.

LIFT IN AIDED AWARENESS



source: Brand lift studies
(Millward Brown & Disney+ Hotstar Internal Analytics)

3. KEEP IT
creative.

KEEP IT
contextual.

OTT platforms provide ample opportunities to contextualize your communication, for better engagement and results. One can opt for different ad formats from 10s videos to long-form content, all coming together to make for an effective 360° campaign.

CASE STUDY: COCA-COLA

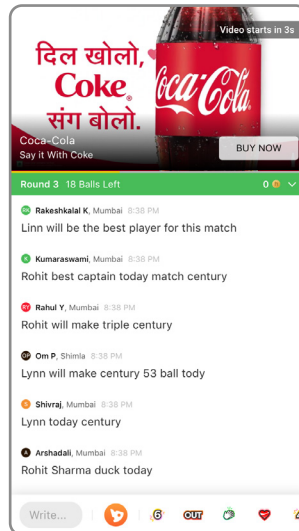
How Coca-Cola went beyond traditional ad formats to leverage the strength of the platform, thus creating disruptive communication which caught people's attention.

OBJECTIVE

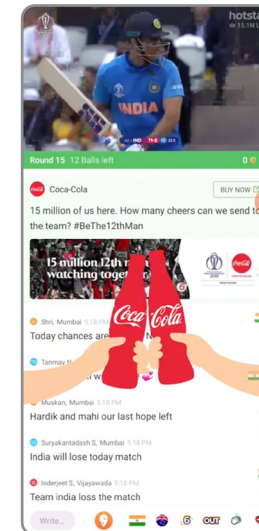
To build awareness and reach for the new 'Say it with a Coke' campaign. Make the brand dominate during VIVO IPL 2019 on Hotstar through innovation, contextualisation & smart media planning.

APPROACH

In line with the 'Say it with a Coke' campaign, we broke cricket into moments that could be related to over 150 songs in 6 languages.



61 MN viewers reached on the 'Coca-Cola' brand campaign.
Leveraged geo targeting to drive high share of voice in key markets.
60% of the reach delivered at a frequency of 3+.



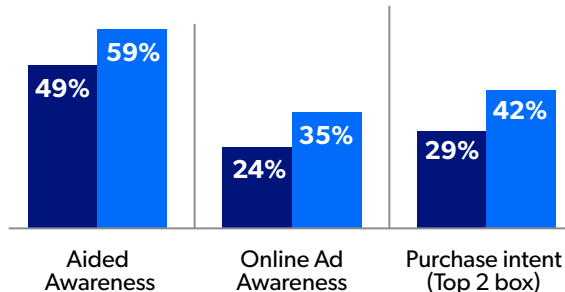
Over 950 MN impressions on contextual branded cards served at key moments such as toss, free hit, extras; amplified through 'Coke Cheers' animation.

Native Emojis
300MN+ clicks on the Coca-Cola 'heart' emoji amplified with custom 'cheers'.

RESULTS

Overall Audience - Brand Metrics

■ Control
■ Exposed



Significant increase seen in all key brand metrics. The purchase intent uplift was 'excellent' as per Kantar India and Asia norms.

source: Kantar BLS

"Indian Premier League has become an annual fest for this country. Across the globe Coca-Cola creates moments of bringing together the fans and celebrating their favourite sport. Hotstar played a key role in making Coca-Cola become a part of those special uplifting moments during the tournament. The custom heart emoji enabled the fans to express and engage on the platform during the live game."

Asha Sekhar
VP & Chief Digital Officer
Coca-Cola

CASE STUDY: QUAKER OATS

How quaker oats partnered with Disney+ Hotstar to create engaging stories, which captured people’s attention in an innovative way.



OBJECTIVE

To capture the attention of young consumers on digital, in an innovative and non-intrusive way.

Targeted to health & fitness enthusiasts

The show was targeted on Hotstar using appography. Users with health & fitness apps on their phones were identified.

Leveraged multiple ad formats

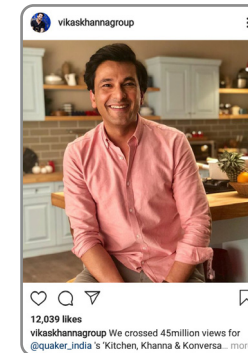
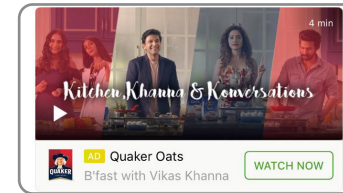
Different ad formats were used to target viewers on Hotstar, such as mid-rolls, pre-rolls, billboards and display units. All ad formats were used sequentially.

Social Media posts by celebs

The show resonated with millennials across India, as their favourite celebrities posted about it on their social media accounts.

APPROACH

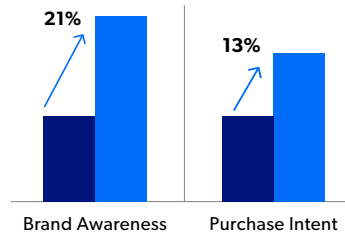
We collaborated with celebrity chef Vikas Khanna to create a one-of-a-kind web series, where he came up with delectable recipes using Quaker Oats. Through this, we combined taste, health and entertainment to pervade pop culture.



RESULTS

Overall Audience - Brand Metrics

■ Control
■ Exposed



Significant increase seen in key brand metrics - aided brand awareness & purchase intent. Campaign reached over 22MN users and became the number two English show after Koffee with Karan on Hotstar.

source: Hotstar Internal Analytics

“Our objective with this web series was to help young people understand how easily they can opt to increase the nutrition quotient of their favorite dishes by adding Quaker Oats. We chose to partner with Hotstar as they have a first-rate understanding of the kind of content the consumers demand making them one of the best creators of branded content. Majority of Quaker’s consumers are digital natives and Hotstar helped us engage them effectively.”

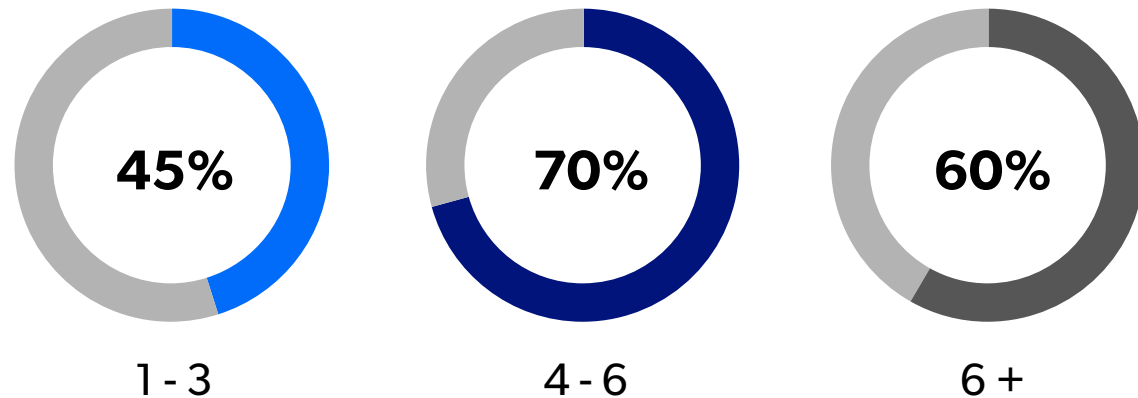
Aastha Bhasin
Associate Director
Quaker, PepsiCo

4. HIGHER FREQUENCY BETTER IMPACT

Align your media planning to your campaign objective.
Higher frequency leads to better impact on mind measures.

AVERAGE FREQUENCY

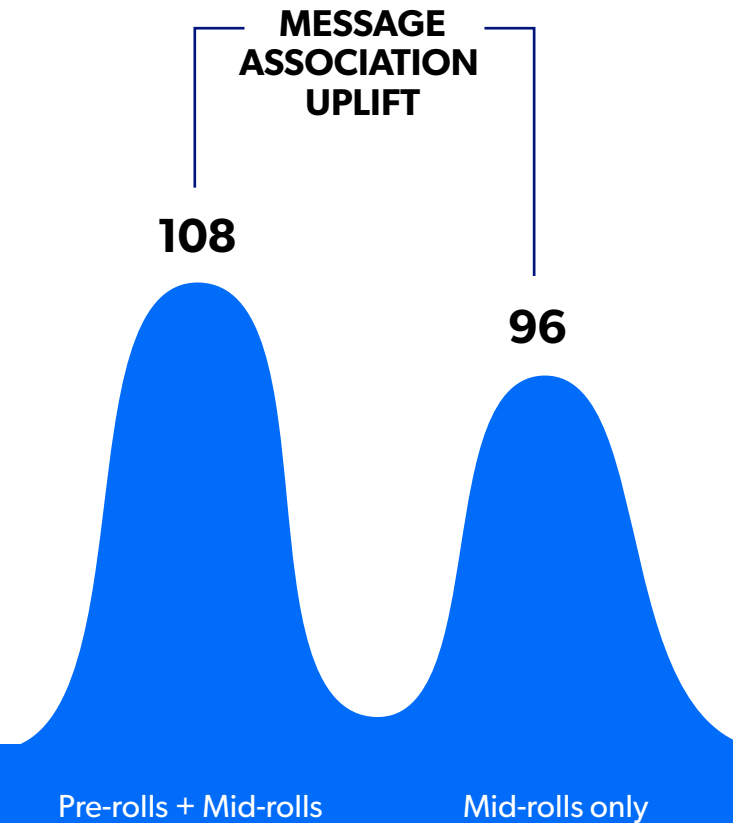
Number represents index of uplifts



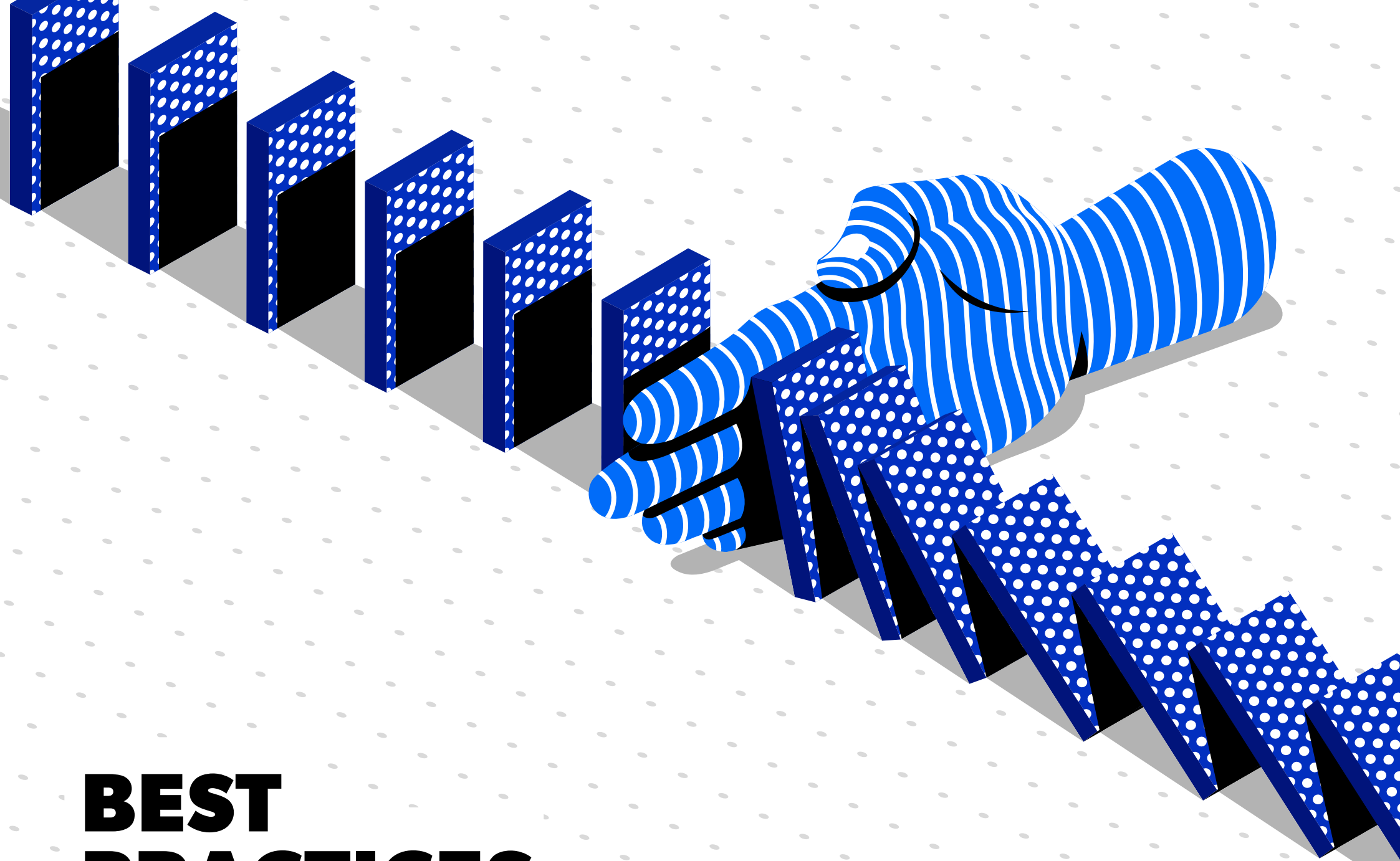
% of campaigns with delta shifts above average (of all campaigns)

5. BOOST ASSOCIATION WITH PRE-ROLLS AND MID-ROLLS

Mid-rolls may suffice for ad and brand recall, but to drive message association, both pre-rolls and mid-rolls need to be used in conjunction.



source: Brand lift studies (Kantar & Disney+ Hotstar Internal Analytics)
Numbers represent index on overall measures.



BEST PRACTICES

KANTAR GUIDELINES FOR CREATIVE SUCCESS



Persistent branding for building brand awareness

Short, focused and clear messaging



Integrate the brand early on in the video

Make sure the brand has a **clear role in the story**



Having a celebrity in the video is recommended

Know the emotional response you want out of it



Feature the advertising **brand/product prominently**

Think through the **video length**



Make an impact right from the start

ABOUT

MMA

MMA's mission is to enable marketers to drive innovation and enduring business value in an increasingly dynamic and mobile connected world. Comprised of over 800-member companies globally and 14 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to architect the future of marketing, while relentlessly delivering growth today. Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI; and to advocate for mobile marketers.

Know more at mmaglobal.com

DISNEY+ HOTSTAR

Disney+ Hotstar (erstwhile Hotstar) is India's largest premium streaming platform that has changed the way Indians watch their entertainment - from their favourite TV shows and movies to sporting extravaganzas. With the widest range of content in India, Disney+ Hotstar offers more than 100,000 hours of TV Shows and Movies in 8 languages, regional and national News, and coverage of every major global sporting event, including the IPL. Disney+ Hotstar Premium has a large selection of Disney+ Originals, latest American shows, blockbuster Hollywood movies and award-winning content from International studios; whereas with Disney+ Hotstar VIP, users get access to Disney content in local languages, exclusive new content from the Hotstar Specials label, access to STAR network serials before television, and the latest and best of live sporting action. In its earlier avatar, the Hotstar mobile app has notched 400 Mn+ downloads, making it one of the most in-demand apps in India and also secured top spots on the Google Play Store as well as the Apple App Store. The app's success reflects its highly evolved video streaming technology as well as the quality of experience across devices and platforms.

Know more at brands.hotstar.com

