

TIPS ON THE BEST PRACTICE FOR DEVELOPING INTERACTIVE CTV CREATIVE WITH TVNZ

Workflow

- > Decide on the CTV format(s) and creative execution you'd like to use
- > If the agency is creating their own storyboard, consider that Innovid's creative team may need to sign-off if the layout design is ready for TV screens – adding to the SLA
- > Align with all teams the required number of creative versions

Design

- > Be clear and minimalistic – avoid overcrowding the screen
- > Large font (min. size 24px)
- > Actionable with clear Call-to-Action
- > Avoid having important elements (e.g. logo) within the 90x60px frame around the screen, which is called the Safe Zone
- > Include space for remote image

Assets

- > HD Video, built for CTV screen (1920x1080px)
- > Video files should meet [TVNZ specs](#)
- > PSD Template (use Innovid's templates by format, if easier)
- > QR Code redirect URL (if applicable)

If Innovid is creating the storyboard, please supply:

- > Supporting design assets (brand guidelines, fonts, logo) in PSD if available
- > Design notes specific to the advertiser, e.g. copy messaging
- > Raw high-resolution assets (png, jpg)



**Ready-to-use
PSD templates**

**Overlay
Canvas
Expand**

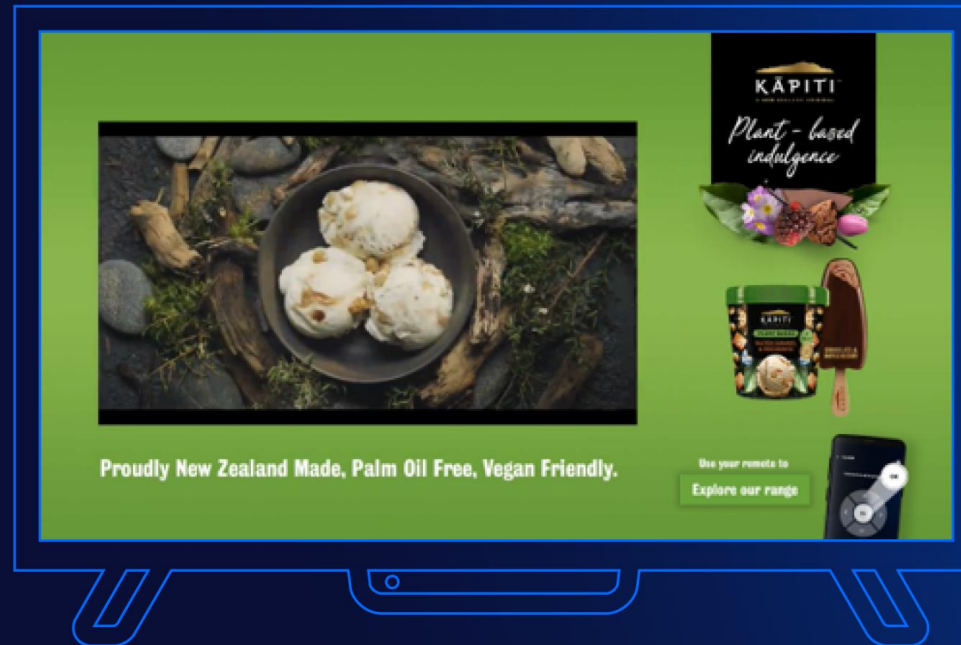
TVNZ'S INTERACTIVE CTV CANVAS

How it works:

The canvas appears around a standard video ad, with the video ad shrinking down from full screen and the surrounding areas offering interactivity.

As the video continues to play, the viewer can engage using their remote to navigate additional product information.

- > Video is inside the Canvas area
- > Video begins full screen and then scales down to be surrounded by Canvas area
- > Canvas remains on screen until video ends



Available on
Connected TV

TVNZ & Innovid:
Creatively combining
data and video advertising
to make real impact.



Best used for:

- > Product awareness
- > Engagement
- > Brand awareness



Engagement rate:

1.60%

(Benchmark: 0.59%)

Sources: 2020 APAC Innovid Interactive Benchmarks.
Innovid Median Results for TVNZ campaigns 2021.

TVNZ'S INTERACTIVE CTV EXPAND

How it works:

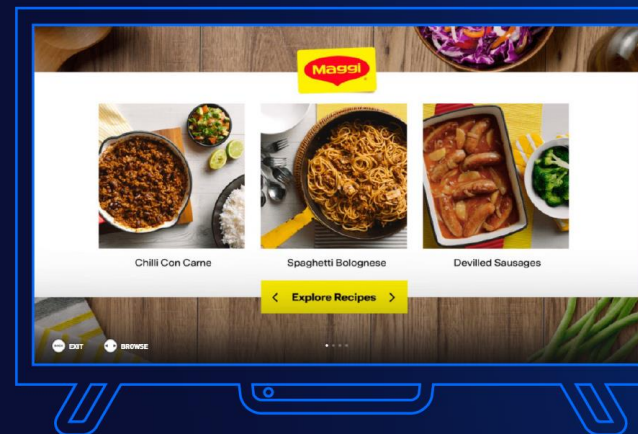
An overlay and call-to-action appears over a standard video ad. The viewer engages using their remote to open up a full-screen static product image gallery or corresponding QR code.

The pre-roll is paused while the viewer interacts with the ad by scrolling through a carousel of information.

- > Video is behind Expand slate when it is open
- > Video remains full screen and paused while Expand is open
- > Maintain 2-4 panels within the Expand to keep user interest



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Best used for:

- > Product awareness
- > Time earned



Engagement rate:

1.60%

(Benchmark: 0.59%)



Time earned:

103 seconds

(Benchmark: 57 seconds)

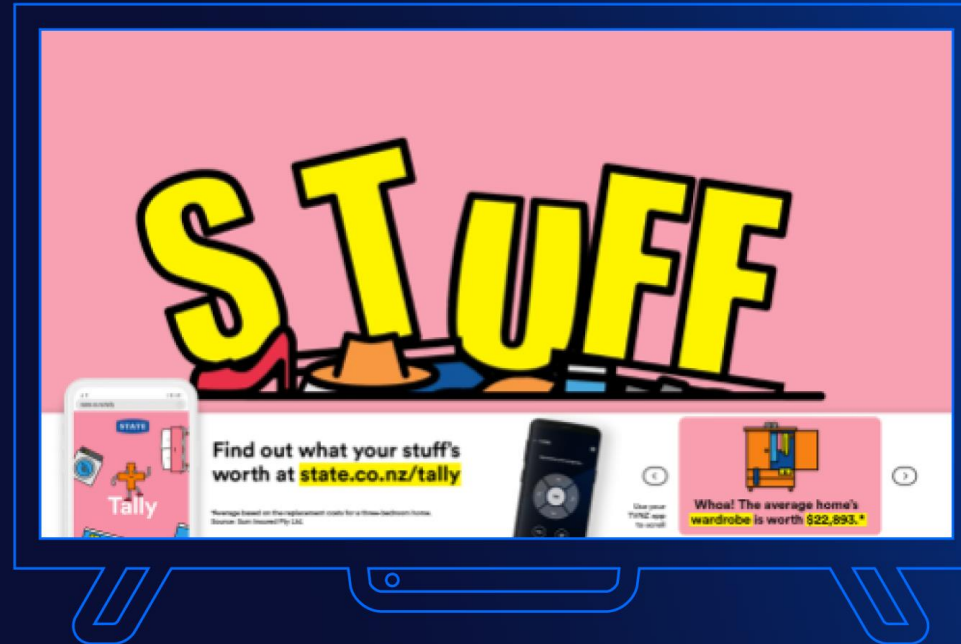
Sources: 2020 APAC Innovid Interactive Benchmarks.
Innovid Median Results for TVNZ campaigns 2021.

TVNZ'S INTERACTIVE CTV OVERLAY

How it works:

An overlay and call-to-action appear over a standard video ad. As the video continues to play, the viewer can engage using their remote to navigate additional product information.

- > Video is under the Overlay
- > Video starts and remains full screen
- > Overlay can remain throughout video duration
- > Overlay can be any size/position
- > Limited space on an Overlay



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Best used for:

- > Product awareness
- > Engagement
- > Brand awareness



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1.60%

(Benchmark: 0.59%)

Sources: 2020 APAC Innovid Interactive Benchmarks.
Innovid Median Results for TVNZ campaigns 2021.

TVNZ'S INTERACTIVE CTV SOLUTIONS

TVNZ & Innovid: Creatively combining data and video advertising to make real impact.

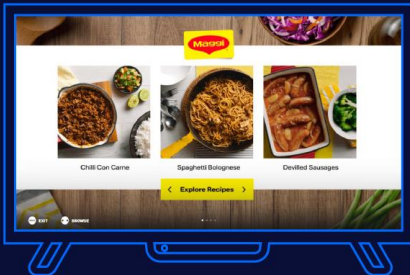
Engage audiences in the living room with Interactive Connected TV. Interactive creative is a powerful tool for your brand and means you can measure consumer behaviours such as interactions, engagements and time spent viewing.

TVNZ Interactive CTV Expand

An overlay and call-to-action appears over a standard video ad. The viewer engages using their remote to open up a full-screen static product image gallery or corresponding QR code.

The pre-roll is paused while the viewer interacts with the ad by scrolling through a carousel of information.

Best used for: Product awareness | Time earned



How it works:

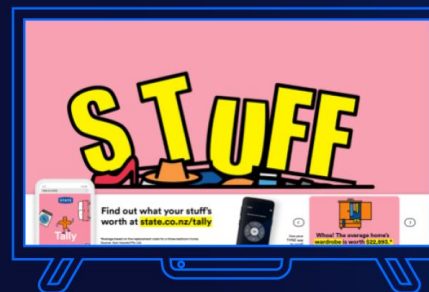
Interactive video on Connected TV allows you to use existing assets such as product images, video, website content and more to drive engagement and add value to the viewers' experience.

Production: \$5,500 net NZD with TVNZ

TVNZ Interactive CTV Overlay

An overlay and call-to-action appear over a standard video ad. As the video continues to play, the viewer can engage using their remote to navigate additional product information.

Best used for: Product awareness | Engagement | Brand awareness



Engagement rate:

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(Benchmark: 0.59%)

Sources: 2020 APAC Innovid Interactive Benchmarks.
Innovid Median Results for TVNZ campaigns 2021.

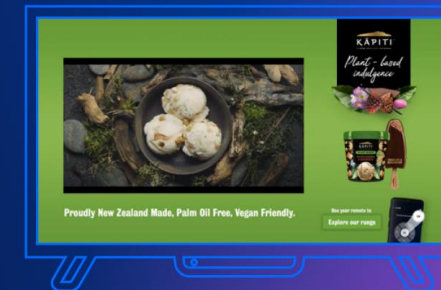


**Available on
Connected TV**

TVNZ Interactive CTV Canvas

The canvas appears around a standard video ad, with the video ad shrinking down from full screen and the surrounding areas offering interactivity. As the video continues to play, the viewer can engage using their remote to navigate additional product information.

Best used for: Product awareness | Engagement | Brand awareness



**Available
Programmatic
& Direct!**

TVNZ'S INTERACTIVE CTV

Production
\$5,500

Standard interactive video development process and timeline

1. Kick off:

Deliverable: Client submits Innovid kick-off request
Owner: Client + Innovid
Standard timing*: Same day or next business day

Campaign information, assets, and necessary design instruction to submit to Innovid:

- > Available video assets. TVNZ video specs: www.tvnz.co.nz/sales/tvnz-specs#videocreative
- > 1920x1080 high-resolution non-flattened image assets
- > PSD files or design mocks
- > Supporting design assets (brand guidelines, fonts, design items not in PSD that should be considered)
- > Any available design notes or preferences
- > Impression count
- > Desired launch date
- > **Helpful notes:** If the design is a refresh and relaunch of an existing design, please let Innovid know, as that can potentially decrease turnaround times.

2. Review:

Innovid reviews and determines if kick-off call is needed. Confirms ETA

3. Story development

Deliverable: Innovid returns storyboard for client review
Owner: Innovid
Standard timing*: 3-5 business days after receipt of assets

4. Client review

Deliverable: Storyboard review and feedback supplied to Innovid
Owner: Client
Standard timing*: TBD

Deliverable: Updated storyboard to client
Owner: Innovid
Standard timing*: 1 day after feedback is received

Deliverable: Approval of storyboard
Owner: Client
Standard timing*: TBD

5. Build work

Deliverable: Screen capture/preview link (functional demo)
Owner: Innovid
Standard timing*: 3-5 business days after storyboard approval

6. Client review

Deliverable: Screen capture/preview link review and feedback
Owner: Client
Standard timing*: TBD

Deliverable: Delivery of updated screen capture/preview link
Owner: Innovid
Standard timing*: 1 business day, subject to change based on depth of revision

7. Approval

Deliverable: Client approves unit for launch and supplies impression tracker if desired. Click trackers are supported and will track all in-unit engagements. Imp and click tracking is not mandatory
Owner: Client
Standard timing*: TBD

8. Launch

Deliverable: Client requests traffic production tags and Innovid provides to TVNZ
Owner: Innovid
Standard timing*: 1-2 business days after final approval