

# “Well, since you asked ...”

And ask we did. Actually, we commissioned Advertiser Perceptions™ to ask experts in video campaign activation about the state of things today. Why? Because when you want the truth, you go straight to the source.

“70% of people on the front lines of activation say they’d reinvent the process from scratch if given the opportunity.”

“Pain points? Inconsistent formats, vague specs, tracking down creative assets and no standard process for ensuring the rights are in order.”

“Every day is a new issue, no matter how much time I have to prepare.”

“We need better coordination between all parties — client, media, creative, traffic, and vendors.”

Survey fielded Sep-Oct 2017  
Among those involved in video campaign activation  
n=150 plus 3 qualitative 1:1 interviews



SOUND FAMILIAR? FEAR NOT

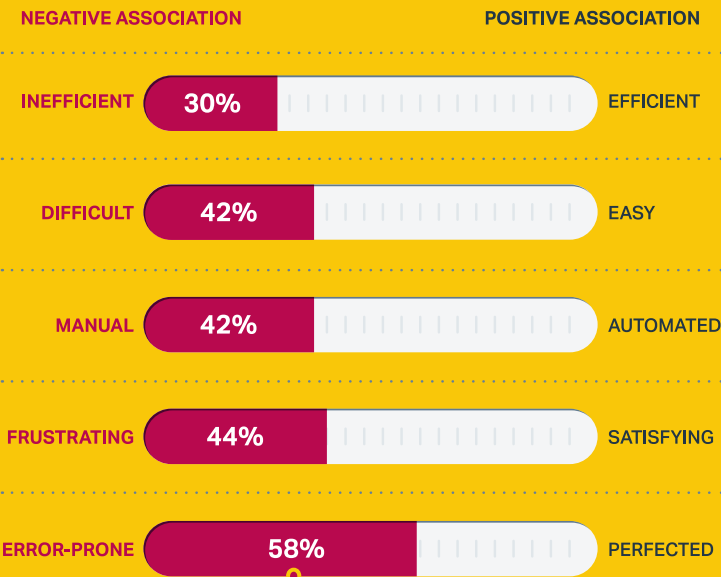


# We live in a technology powered world.

We hear “digital” and we think instant, real-time, automated and seamless. So, it’s ironic that teams can get a campaign live on linear TV in under an hour, but it takes days or weeks to get a digital video campaign ready to go.

## What’s wrong with this picture?

We gave front line respondents\* these word pairings and asked them to pick a point on the scale that most closely reflects how they see digital video activation.



WOAH!

Nearly 60% see mistakes as probable. This isn’t good for anyone, especially the advertiser.

### WHAT CAN GO WRONG, DOES GO WRONG

\*Front Liners are a subset of respondents defined by entry level/junior job titles.

Despite Herculean efforts by teams, the manual nature of digital video activation is causing real issues that impact campaign success.

**Which of the following has your agency experienced in the past year when sourcing creative to activate a digital video campaign?**

Campaign Started Late	55%
Ad Formatting Issues	49%
Ad Quality Degradation	29%
High Turnover in Ad Ops	29%
Client Complaints	28%
Talent & Rights Infractions	19%
Missed Ad Calls	15%
None of the Above	17%



**WAIT...**  
Things go as planned only 17%  
of the time?!



At the heart of the matter is an overly complex process to bring creative together with media and a mind-boggling set of specs that aren't always precise enough to ensure success.

What would you say are the biggest pain points when activating a digital video campaign?

	FRONT LINERS	ALL RESPONDENTS
Insufficient Lead Time	51%	38%
Pubs Aren't Clear Enough About Specs	42%	41%
Tracking Down Creative for All Screens and Devices	35%	29%
Inconsistent Standards and Formats	30%	34%
No Centralized System for Accessing the Ads	26%	27%
Inexact Process for Stopping Ads if Rights Issues Arise	26%	19%
Overly Complex Process to Get Ads Transcoded	23%	25%
No Standard Process for Ensuring All Rights Are Secured	23%	30%
No Universally Adopted Naming Convention (i.e Ad-ID)	23%	25%
Creative and Media Teams Don't Understand Each Other	21%	29%

Best way to improve? Leaning into tech to automate and streamline.

Luckily, optimism prevails! Teams are happy to work hard, they just want to work smarter and they believe it's possible.

Which of these can be improved with a better digital video campaign implementation process?

Late Starts	67%	Client Complaints	42%
Formatting Issues	53%	Talent & Rights Issues	26%
Quality Degradation	43%	Missed Ad Calls	20%

NOW is the perfect moment to prepare for tomorrow.

Thinking about digital video campaign activation and workflow, to what extent to do you agree with the following statements? (% of respondents that agree strongly/somewhat)

The increasingly programmatic and fragmented landscape makes addressing the current state of how we source creative even more urgent.	71%
Improving digital video campaign activation workflow would help client-agency relationships.	69%
Digital teams are spending way too much time mired in manual, error-prone work.	65%
It's operationally challenging to deliver all the creative assets in all formats.	65%
Pubs, ad servers, and tech partners are frustrated with receiving creative assets at the last minute without adequate time to test.	65%
Clients are frustrated with campaign delays.	57%
The current state of sourcing creative assets is a barrier to scalability.	53%
Talent & Rights infractions are common when activating digital video campaigns.	51%

## When we asked ...

Would a service that allows the media agency, creative agency and client to share and access creative assets from a central, permissions-based cloud location be helpful?

**YES!**

**88%**

## Then we went on to explain more ...

How interested would you be in a service that:

- 1 Allows you to access and share creative assets in any format from a single source
- 2 Eliminates need to distribute/transfer copies of creative assets/files via email or FTP
- 3 Provides quality control for the best consumer viewing experience
- 4 Is always available and moves at speed of the ad request (even programmatic)
- 5 Offers built-in automatic Talent & Rights management

**76%**

**Very/Somewhat Interested**

**20%**

**Neutral**

**4%**

**No Thanks**

... **→ CLOUD TECHNOLOGY IS THE SIMPLE SOLUTION** ...

After all, while no job is perfect, it should be a balance of things we *have* to do with things we *want* to be doing.

**We asked respondents to choose the activities they are most engaged in during a typical week. Then we asked them which things they would like to be doing in an ideal work week.**

	ACTUALLY DOING		WANT TO BE DOING
Putting out fires/helping colleagues put out fires	39%	vs.	7%
Reacting to incoming issues and problems	34%		8%
Managing client/vendor relationships	30%		16%
Dealing with publisher concerns and issues	26%		8%
Working overtime under tight deadlines	22%		6%
Engaging with my most important clients, partners	18%		30%
Looking for new approaches, technology, solutions	14%		33%
Finding new ways to streamline workflow, be more efficient	11%		24%
Improving my work and finding better ways to do things	9%		26%
Having quiet time to think about my clients' needs	9%		27%
Working on fun projects	8%		29%

**Here's what they say they need ...**

- ✔ Better processes and tools to improve productivity
- ✔ Streamlined process for sourcing creative assets
- ✔ More lead time from approval to "go live"
- ✔ More automation, less back and forth



# What would you do if you were in charge?

“I’d unify an asset delivery method using today’s technology as opposed to sending files via email.”

“I’d use more automated processes and leave less room for human error.”

“I’d create a single platform that houses creative, with organized naming conventions and rotation information.”

## Welcome to the Ad Cloud

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Thank you to our research partner, Advertiser Perceptions, for giving a voice to the unsung heroes who make campaigns happen every day.

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