

One Campaign helps advertisers deliver better outcomes from their cross-platform TV and video campaigns



Introducing One Campaign

TV viewing has fragmented, with people accessing content from multiple places. This increased choice for viewers makes planning, buying and measuring campaigns more complicated

What is One Campaign?

One Campaign is a set of capabilities that help advertisers and agencies deliver more for their premium video campaigns

How does One Campaign work?

- **Planning** – enables optimisation of reach and frequency across Live TV, VOD and Digital
- **Buying** – simple buying process across three platforms
- **Measurement** – de-duplicated reach and frequency giving a total campaign view, with CFlight

CFlight

Measures cross-platform delivery, using methodology which TV audience specialists RSMB and TechEdge helped to design and build. Industry bodies BARB, Thinkbox and Clearcast have also facilitated development of CFlight

What does One Campaign include?

- **TV and Digital** – planning and reporting is available across live TV, On Demand and a set of our digital video inventory
- **Increasing inventory and platforms** – key developments include enabling addressable targeting on more platforms

How will One Campaign evolve?

- **More KPIs** – we're expanding to include more business outcomes you want to see, such as sales, web visits and more
- **In-flight optimisation** – the ability to upweight delivery where it's driving best performance for your chosen KPI
- **Transparency** – developing a self-serve tool to further simplify planning, buying and measurement

Why do advertisers choose One Campaign?

Greater understanding

One Campaign gives you a clearer, simple view of total campaign performance. For the first time, an advertiser can see which parts of their campaign are driving performance and optimise accordingly

Better outcomes

Our intelligent planning tool is designed to make better recommendations based on a specific KPI, which leads to better campaign performance. Over time, the opportunity to continuously learn and optimise will drive better long-term performance

Easier buying experience

Pre-splitting of budget, a single price and the option to buy as one campaign makes the whole process simpler and easier

One Campaign insights

We've explored how advertisers are gaining valuable insights into the performance of their campaigns, with overall de-duplicated reach and frequency. For example, when we look at those harder to reach audiences who watch less live TV, we've seen that the appointment-to-view environment of On Demand contributes **5.5%** on average to overall reach.

We've also found that on average, digital adds **+17%** uplift to linear and VOD with 16-34 adults – a key demographic impacted by viewing fragmentation.

+17%

Reach 16-34s
with Digital

500+

Advertisers have
booked