

OTT Advertising Campaign Planning Template

Use this simple template to plan your Over-the-Top (OTT) advertising campaign step by step.

1. Campaign Goals- What do you want to achieve with your OTT advertising?

Examples:

- Increase brand awareness
- Drive website traffic
- Boost sales or conversions
- Promote a new product or service

Your Campaign Goals: _____

2. Target Audience- Who are you trying to reach with your ads?

Demographics:

- Age range
- Gender
- Location
- Interests and Behaviors:
 - Hobbies
 - Streaming habits
 - Purchase behaviors

Describe Your Target Audience: _____

3. Platforms to Use - Which OTT platforms will you use to show your ads?

Options Include:

- Netflix
- Hulu
- YouTube
- Amazon Prime Video
- Roku
- Tubi
- Sling TV

Platforms You Will Use: _____

4. Ad Formats - What types of ads will you create?

Types of OTT Ads:

- Video Ads:
 - Pre-Roll (before content)
 - Mid-Roll (during content)
 - Post-Roll (after content)
- Banner Ads (appear at top or bottom)
- Overlay Ads (temporary pop-ups)

- Companion Ads (next to the video)
- Shopping Ads (allow viewers to shop directly)

Chosen Ad Formats: _____

5. Budget Allocation

How much money will you spend, and how will you divide it?

Total Budget: \$

- **Budget Breakdown:**
- By platform
- By ad format
- By targeting segments

Your Budget Plan: _____

6. Key Performance Indicators (KPIs) - *How will you measure success?*

Possible KPIs:

- Ad Impressions
- Reach
- Frequency
- Video Completion Rate (VCR)
- Cost per Completed View (CPCV)
- Return on Ad Spend (ROAS)
- Conversions or Sales

Selected KPIs: _____

7. Campaign Timeline - When will your campaign run?

- Start Date:
- End Date:
- Key Milestones:
- Ad creation deadlines
- Launch dates
- Review dates

Your Campaign Timeline: _____

8. Creative Brief -What is your main message and call to action?

- Main Message:
- Call to Action (CTA):
- Tone and Style:
- Friendly, professional, humorous, etc.
- Visual Elements:
- Brand colours
- Logos
- Images or videos to include

Your Creative Brief: _____

9. Measurement and Optimization Plan - How will you track and improve your campaign?

- Tracking Tools:
- Analytics platforms
- Third-party measurement services
- Review Schedule:
- Weekly, bi-weekly, monthly
- **Optimization Steps:
- Adjust targeting
- Change ad creatives
- Reallocate budget

Your Measurement Plan: _____

10. Additional Notes - Any other important details or next steps.

- Collaborators or team members
- Approval processes
- Contingency plans

Your Notes: _____

Use this template as a guide to organize your OTT advertising campaign. Fill in each section with your specific plans and ideas to ensure a smooth and effective campaign rollout.