

# Online video advertising campaign management

"One picture is worth a thousand words" - you sure have heard that before. Yet no one knows what could beat video. It is by far the most effective communication channel known.

## What could ever beat video advertising?

Just one thing: cheap online video advertising.

### 1. New price for an old tested thing

TV advertising has been around for tens of years. Done in countless ways for TV, in movies and on the street. Video has been accepted as the most effective way to communicate an advertising message. What could beat the radical price cut for such well tested product?

### 2. Production is expensive

Creative professional work costs a lot. Post production and visual effects are even more expensive.

And the airing time? It is very, very, very expensive.

The first thing you get about the online video advertising - it is much cheaper - comparing to TV, the baseline price could be equivalent to almost nothing.

### 3. Don't tell - show

Text is boring. Audio requires attention. 3D visualizations are not as trustworthy and photoshop killed trust in pictures. There is just one channel, just one way left standing - and it's video.

## Connect your ads with popular video

Pre-rolls, post-rolls, overlays, text insertions, running text line - it's hard to list them all.

But do you really want to hear it? Leave it to us and we will propose you with the best

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set of methods and ways. [Internet Advertising Bureau](#) lists the most important, but that was done for the first time this year and in some very limited amount. This list will grow and expand and we are ready to offer you even more - today.

[Google video](#), [Video Egg](#), [Brightroll](#) are some of the video advertising networks we use today. Video advertising campaigns cover most of the most popular websites around.

## Sync online with TV advertising

We will run and manage both your TV and online advertising. Spourtliner or Google AdWords have the ability to run TV advertising campaigns along with the online video advertising campaigns. Let's prepare and launch them together, both in online and TV world!

Viral video, existing materials re-use, rich media banners - online offers a much brighter spectrum of tools and ways. Attract the attention by standing out of the crowd, target your message to the exact audience segment.

A really creative idea will become that "next great thing" everyone is talking about. There are numerous examples of amateur video advertising clip with an effect exceeding the million dollar budget TV campaigns.

## Where do I start?

This is a young market, young industry. There even are companies who proudly say they have been working since 2004, which was really not that long ago. We are not experts in each and every aspect of online video. Yet we work it to our best to provide you with the most effective online/TV combination available. We use a lot of tools and channels, we roll in a never ending roll of tests and tries. What suites one business best is useless for another.

We will create a mix for you. A set of best practices that we believe to work. We will run it for a while (about 2-3 months) - and then completely change it according to the results we both get. And that cycle will last for as long as you need the result.

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**Service features and options include:**

- **Flexibility**  
9, 12 or 24 month contracts, or a single campaign service
- **Free video technical works**  
In most cases all technical works on your video are done for free.
- **Analytics for your campaign.**  
Evaluate the effect of your campaign, have changes based on facts
- **Use video.**  
Using your video as an ad and putting ads in someone else's video.
- **Serial content works.**  
Take any topic and create series of clips with campaigns around to make the campaign much more successful.

**Top 5 service benefits**

- **One stop.**  
We accept analog and digital video, then plan and launch the campaign, then analyze the results.
- **Best of the best.**  
We outsource to accomplish your goals, we choose only the best in the industry - best networks, best analytics.
- **Plan.**  
We will device a plan and agree upon it, show you how everything is going to work. From there we worry about the rest - being effective, progressive and successful, so you don't need to.
- **Development.**  
We can place video on your existing site, and take on any design and programming tasks.
- **We focus on a thoroughly planned long term campaigns.**  
The value we build through online video advertising is evaluated analyzed and increased with every round and every step of the campaign.

**Contact us today**

Send us an email to [rfp@banditAds.com](mailto:rfp@banditAds.com) or just call us: **(415) 830-3957**

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