



CULTIVATING  
MEDIA



PLAYBOOK:  
AMPLIFYING  
WELLNESS  
BRANDS WITH  
OTT AND CTV  
ADVERTISING

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## WELCOME TO THE CULTIVATING MEDIA PLAYBOOK!



You just took an important first step in amplifying your reach and revenue with OTT and CTV advertising! My name is Lara-Ashli, and I'm the founder of Cultivating Media. We help wellness brands like yours reach their highest potential through emerging paid media strategies. This playbook has all of the essential information you need to get started as well as a taste of our secret-sauce approach to growing wellness brands.

You're ready to take the leap of faith in your business – I'm here to make sure the landing is well worth it!



## WHAT WE KNOW:

### The Rise of OTT and CTV Advertising in the Wellness Industry

If you're a wellness brand, you know how competitive the landscape has become. It's no secret that people are prioritizing their health and wellness more than ever before, which also means more wellness choices than ever before! So, how do you stand out from the sea of content flowing to (more like flying at) your target audiences?

The answer lies in your TV and streaming devices! With millions of households cutting the cord and switching predominantly or exclusively to streaming services for their TV and movie viewing needs, over-the-top (OTT) and connected TV (CTV) advertising needs to become a central part of your strategy. And the only surefire way to use it successfully is with a data-driven approach!



## WHAT YOU'LL LEARN:

### Driving Conversions and Building Lasting Connections

This playbook serves as a valuable resource for wellness brands looking to leverage the untapped potential of OTT and CTV advertising. To fully harness the potential of these paid media strategies, you need to know the ins and out of both your customers and the media they consume. This playbook will outline our unique approach to digital media buying, combining psychology, streaming technology, and metrics-based strategies to give you results in both revenue and relationships.

Dive into this playbook and learn actionable tactics you can implement to start driving conversions and connections for your wellness brand. It's time to cultivate your brand to its fullest potential!





## UNDERSTANDING OTT AND CTV ADVERTISING

The terms OTT and CTV advertising are often used interchangeably, but they actually aren't the same! Let's break it down:

### OTT

Over-the-top

TV content that's accessed via the Internet instead of traditional cable or satellite.

*The ads that play when watching your favorite shows or movies are OTT ads.*



### CTV

Connected TV

Physical devices that deliver video content.

*You need a CTV device to stream OTT video content to a Smart TV.*



**Your strategy can't have one without the other!**

With emerging paid media strategies, the possibilities for advertisers go beyond what can be accomplished with traditional ads. Innovation is happening as we speak, and if you're not ahead of it, you're already behind!





## Differentiating OTT and CTV from Traditional TV

Aren't all forms of TV advertising the same? Definitely not! With Traditional TV advertising, a television station or network sells airtime to businesses as ad spots. A brand's commercials are then placed during designated programs and/or times when the target audience is most likely to be watching. The same ad is shown to all viewers of that specific program, regardless of individual preferences or demographics.

OTT and CTV ads are transforming the media buying landscape. Now you can create a whole new ad experience around more targeted audiences with targeted goals. Where Traditional TV ads are much more focused on building brand awareness and reaching a broad audience, OTT and CTV ads allow for precision targeting and data-driven measurement, delivering much stronger and more quantifiable results.



## Benefits of OTT and CTV for Wellness Brands

### Affordability

Lower starting ad spend, pay for actual ad views and impressions

### Flexibility

Built for precise targeting and reaching niche audiences

### Predictability

Advanced analytics and tracking provide more predictable returns

### Customizability

Viewers can have personalized ad experiences, even when watching the same program at the same time on the same platform

### Scalability

On-demand buying helps brands reach broader or more niche audiences as needed

### Visibility

Access real-time analytics on ad performance to continuously test and optimize



# IDENTIFYING YOUR TARGET CONSUMER

A consumer behavior analysis will uncover everything you need to know about your target audience and the way they make purchasing decisions.

## Conducting a Comprehensive Consumer Behavior Analysis

How well do you know you really know your consumer?  
Please – no spending before understanding!

*Here are a few ways to do this:*

- 1 Conduct primary research via surveys, interviews, and focus groups, engaging directly with potential consumers to explore their needs, expectations, and preferences
- 2 Utilize existing company data to analyze previous purchasing behaviors of ideal consumers
- 3 Conduct secondary research by studying existing reports, articles, and publications relevant to your target market
- 4 Analyze competitor paid media campaigns and how consumers are reacting to them
- 5 Leverage consumer behavior theories and models to anticipate how different factors like perception, motivation, attitude, and social influence may impact the purchasing decisions of your audience
- 6 Narrow down specific demographics, psychographics, and behavioral traits, including age, gender, interests, purchasing habits, and lifestyle preferences of ideal consumers to create targeted buyer personas



## Defining Buyer Personas for Your Wellness Brand

Buyer personas are detailed descriptions of individuals who would buy and/or become loyal followers of your wellness brand. While these are fictional, they're very real in terms of the data they're based on.

Use all the research from your consumer behavior analysis to create named personas. Include information about their needs, goals, challenges, and frustrations, as well as how they typically gather information and make buying decisions.

But don't just stop there. To really get the most value out of this exercise, build out scenarios or customer journey maps that illustrate how each persona might interact with your brand, products, or services from consideration to decision-making, purchase, and finally post-purchase engagement.

Continue to refine these over time as you gather new data, launch new products, or enter new markets.





## EXAMPLES OF POTENTIAL BUYER PERSONAS

## FIT &amp; FOCUSED: HEALTH-CONSCIOUS FITNESS ENTHUSIAST

## Demographics

**Name:** Emily Williams  
**Age:** 28  
**Gender:** Female  
**Location:** New York City, USA  
**Occupation:** Marketing Specialist in a Tech Startup  
**Marital Status:** Single

As a Fit & Focused Health-Conscious Fitness Enthusiast, Emily seeks fitness products that align with her active lifestyle and commitment to well-being. The wellness e-commerce DTC fitness brand can craft targeted OTT and CTV campaigns showcasing personalized fitness products, nutritious supplements, and inspiring workout content.

## Interests and Hobbies:

**Home Workouts:** Engages in regular home-based workouts, including strength training, yoga, and HIIT, for convenience and flexibility.

**Clean Eating:** Adopts a clean eating lifestyle, emphasizing whole foods, plant-based meals, and protein supplements to fuel her active routine.

**Outdoor Activities:** Enjoys outdoor activities like running, cycling, and hiking, combining fitness with a love for nature and exploration.

**Mind-Body Connection:** Practices mindfulness and meditation to reduce stress and maintain mental clarity.

## Pain Points and Goals:

**Convenience and Time:** Values fitness products that offer convenience and can be easily integrated into her busy urban lifestyle.

**Personalized Fitness:** Seeks products tailored to her fitness level and goals, providing a personalized and challenging workout experience.

**Quality Nutrition:** Looks for health-conscious supplements and nutrition products to support her fitness journey.

**Trusted Brand:** Prefers wellness brands with a strong reputation for quality and customer satisfaction.

## Media Consumption Habits:

**OTT and CTV Platforms:** Emily accesses OTT and CTV platforms through her Smart TV, Amazon Fire Stick, and mobile devices.

**Preferred OTT and CTV Platforms:** She frequently uses Netflix, YouTube, and Amazon Prime Video for fitness-related content, workout tutorials, and wellness documentaries.

**Types of Content:** Enjoys watching home workout videos, recipe tutorials, fitness challenges, and product reviews on OTT and CTV platforms.

**Social Media:** Actively follows fitness influencers and health experts on Instagram and TikTok for fitness inspiration, workout tips, and nutrition advice.



## EXAMPLES OF POTENTIAL BUYER PERSONAS

ACTIVE ACHIEVER: GOAL-ORIENTED  
FITNESS PRODIGY

## Demographics

**Name:** Jason Rodriguez  
**Age:** 35  
**Gender:** Male  
**Location:** Los Angeles, USA  
**Occupation:** Personal Trainer and Fitness Coach  
**Marital Status:** Married with one child

As an Active Achiever and Goal-Oriented Fitness Prodigy, Jason is a fitness expert and enthusiast with a keen interest in pushing his physical limits and staying at the forefront of fitness trends. The wellness e-commerce DTC fitness brand can tailor targeted OTT and CTV campaigns showcasing high-performance fitness products, cutting-edge workout equipment, and expert advice from renowned athletes.

## Interests and Hobbies:

**Fitness Professional:** Lives and breathes fitness, with a passion for helping others achieve their fitness goals and leading by example.

**Athletic Pursuits:** Participates in competitive sports such as triathlons, CrossFit competitions, and obstacle course races.

**Nutrition and Supplementation:** Maintains a disciplined diet and uses performance-enhancing supplements to optimize his physical performance.

**Continuing Education:** Constantly seeks to expand his knowledge through fitness workshops, seminars, and online courses.

## Pain Points and Goals:

**Peak Performance:** Seeks fitness products that can enhance his athletic performance and push him to achieve new personal bests.

**Time Efficiency:** Values fitness products that fit into his busy schedule, providing effective workouts and quick recovery solutions.

**Authenticity and Quality:** Prefers brands that are trusted and backed by scientific research, ensuring top-notch quality and safety.

**Professional Networking:** Looks for opportunities to collaborate with reputable fitness brands and influencers in the industry.

## Media Consumption Habits:

**OTT and CTV Platforms:** Jason frequently accesses OTT and CTV platforms through his Smart TV, gaming consoles, and streaming devices.

**Preferred OTT and CTV Platforms:** He enjoys content on platforms like ESPN+, Hulu, and YouTube, focusing on sports events, fitness documentaries, and educational content.

**Types of Content:** Watches training videos of elite athletes, fitness challenges, and in-depth analysis of workout routines on OTT and CTV platforms.

**Social Media:** Actively engages on LinkedIn and Twitter, connecting with fitness professionals and thought leaders in the industry.



## EXAMPLES OF POTENTIAL BUYER PERSONAS

## NURTURING SUPERMOM: BALANCING WELLNESS AND PARENTHOOD

## Demographics

**Name:** Jessica Smith**Age:** 37**Gender:** Female**Location:** Austin, Texas, USA**Occupation:** Stay-at-home mom, part-time freelance writer**Marital Status:** Married with two young children (ages 4 and 6)

As a Nurturing Supermom balancing the demands of parenthood and personal well-being, Jessica is seeking wellness solutions that cater to her family's health while providing moments of self-care. The wellness e-commerce DTC brand can design targeted OTT and CTV campaigns featuring child-friendly wellness products, family workout routines, and practical parenting tips.

## Interests and Hobbies:

**Family-Centered Activities:** Enjoys spending quality time with her kids through outdoor play, family trips, and creative activities.

**Fitness for Mental Health:** Incorporates exercise routines like yoga and jogging as a way to de-stress and maintain emotional well-being.

**Wholesome Cooking:** Enjoys experimenting with healthy recipes to provide nutritious meals for her family.

**Wellness Education:** Actively seeks parenting and wellness blogs, podcasts, and webinars for personal growth and improving her family's health.

## Pain Points and Goals:

**Time Management:** Balancing parenting responsibilities and freelance work, she seeks time-efficient wellness solutions that fit into her daily routine.

**Self-Care:** Desires self-care products that cater to her well-being and provide moments of relaxation amid the demands of motherhood.

**Child-Friendly Wellness:** Looks for family-oriented wellness products that encourage her kids to embrace healthy habits and wellness practices.

**Community and Support:** Seeks a supportive wellness community to connect with like-minded moms for advice and encouragement.

## Media Consumption Habits:

**OTT and CTV Platforms:** Jessica accesses OTT and CTV platforms through her Smart TV, tablet, and streaming devices.

**Preferred OTT and CTV Platforms:** She enjoys family-friendly content on platforms like Disney+, Netflix, and Amazon Prime Video.

**Types of Content:** Watches parenting shows, kids' educational programs, family-oriented cooking tutorials, and yoga sessions on OTT and CTV platforms.

**Social Media:** Actively follows parenting influencers and wellness advocates on Instagram and Facebook for parenting tips and wellness inspiration.



# HOW TO CRAFT A WINNING OTT AND CTV STRATEGY

By focusing on data, analytics, and consumer insights, your wellness brand can make solid action plans that drive engagement and conversions.

## Set Clear Advertising Goals and Objectives

Before you begin, know where you ultimately want to go. With clear goals and objectives, you'll run much more successful OTT and CTV campaigns. A strategy for increasing brand awareness or engagement will look very different than a strategy built around boosting sales or existing customer retention.

## Tailor Content for OTT and CTV Platforms

Be sure that all your content is optimized for OTT and CTV platforms. This holds true for both the target audience and the medium. It's crucial to tailor your messaging, visuals, and timing of your ad placements to make them as relevant as possible to viewers. The best results are typically seen with 15-to-30-second slots, though longer ads may be appropriate depending on your goal.

## Choose the Right Ad Formats and Creatives

Keep in mind, different streaming services may present different ad formats. Some offer full-screen ads, while others take advantage of interactive ads. There are a variety of options to choose from, such as pre-roll ads, interactive overlays, and branded integrations, to name a few. It's essential to use data-driven visuals, concise messaging, and compelling calls-to-action to capture viewers' attention and prompt them to take action.

## Optimize Reach and Frequency for Maximum Impact

One of the best parts about running OTT and CTV are the real-time insights you'll gain from data-driven targeting. When used correctly, you'll avoid wasting impressions on irrelevant viewers. Find that sweet spot for the optimal frequency in reaching your target audience. You want to strike the right balance that isn't intrusive but still creates enough exposure for them to remember your brand. Continuously optimize your campaigns with data-driven adjustments to for maximum reach and impact!



## HOW TO CRAFT A WINNING OTT AND CTV STRATEGY CONTINUED.

### Leveraging Precision Targeting and Segmentation

The beauty of OTT and CTV advertising lies in the ability to get granular when targeting your ads to specific viewers. Using rich data and enhanced targeting tools, wellness brands can share highly tailored content and connect with specific audience segments in a more meaningful and effective way. Here are some examples of popular targeting options:

- **Demographic Targeting:** Based on age, gender, income level, education, marital status, and other demographic factors
- **Behavioral Targeting:** Based on past online behavior, such as browsing history, purchase patterns, and content consumption habits
- **Contextual Targeting:** Based on content (shows, documentaries, or programs) that align with the type of product or service being advertised
- **Geo-Targeting:** Based on specific geographic locations, ranging from country and state level to more localized areas like cities or even zip codes
- **Device Targeting:** Based on the device they are using, such as mobile, tablet, smart TV, or desktop.

The winning combination lies in the flexibility of combining, testing, and revising the targeting tactics within your OTT and CTV campaigns. Combining demographics with psychographics is always a must.



### Segmenting Audiences to Deliver Personalized Messages

While the advanced options for targeting are pretty exceptional, the segmentation capabilities are equally as powerful.

The most successful OTT and CTV campaigns include personalized ad messaging that's strategically served to specific groupings within a broader target audience. This segmentation allows you to zero in on messaging that resonates with each of your buyer personas, ultimately boosting ROI and the likelihood of achieving those initial set goals.





# THE FUNDAMENTALS OF ENGAGING VISUAL STORYTELLING

## Using the Power of Visuals in Wellness Advertising

One of the most impactful components of advertising lies in visual storytelling. This is especially true for wellness brands! Seeing is believing, right?

Show your audience your products and services in action. Demonstrate how to use them and the impact they have on customers just like them. Use real stories and relatable content to drive those visual messages home and inspire action.

## Showcasing the Unique Selling Proposition of Your Wellness Brand

What makes your wellness brand different than your competitors? Developing a strong, unique selling proposition (USP) is essential to attract consumers and have them stick around!

Consumers are much more focused on buying experiences rather than the products themselves. Always think about how you can tell the story of the unique experience they'll have with your wellness brand. A USP should always be at the heart of your ad campaigns to differentiate your brand.

## Crafting Engaging Stories that Resonate with Your Audience

Humanize your viewer's experience with ads that use the power of storytelling and play on viewers' emotions.

Focus your stories for your wellness brand around these elements:

- **Inspiration:** Showcase how your products or services can make a positive impact on the viewer's life. Use testimonials or success stories as tangible proof of the transformation that can happen on their own wellness journey!
- **Authenticity:** Provide genuine representations of your brand. Highlight your brand's origin story and what you've accomplished along the way. Be honest, transparent, and relatable in your content.
- **Empathy:** Show viewers that you understand their pain points and demonstrate how your brand is the solution to help overcome those hurdles. The personal health and wellness challenges your target audience might face should come directly from that initial research process you completed.



# MEASURING SUCCESS AND ROI

## Key Metrics to Track and Analyze

How do you know if your ads are working? It's all in the data! With OTT and CTV advertising, there are several ways to see what's working and what's not for your wellness brand's ads.

### Key metrics include:

video completion rates (VCR), monthly active users (MAU), viewability, conversion rates, audience reach, and impressions.

Analyzing this valuable data will help you better understand the success of your current ads. Knowledge is power, so gather all of the data you can!

## Implementing Attribution Models for Accurate Measurement

With OTT and CTV attribution, you'll uncover the touchpoint that made a potential customer convert. Here are three of the main attribution models to use when measuring campaign effectiveness:

- **Last-Touch Attribution:** this model attributes conversions to the last interaction your viewer had with your ad, which gives a straightforward measurement, but might not capture the full customer journey.
- **Multi-Touch Attribution:** this model gives credit to multiple touchpoints along the customer journey giving a more comprehensive view of how different ad exposures contribute to conversions.
- **Time-Decay Attribution:** this model gives greater credit to touchpoints closer to the conversion event to acknowledge the impact of timely ad exposures.

The more you understand the impact your ads have on your audience, the better equipped you are to optimize your ad strategies and increase ROI.



## Evaluating ROI and Identifying Areas for Improvement

The only way to create truly successful OTT and CTV ad campaigns for your wellness brand is by tracking, measuring, and consistently improving them. Objectively understand which ads are converting, and for the ones that aren't, identify where you can improve ad performance. Plan, build, and execute your ads around informed decisions backed by robust data. With that, there's nothing your brand can't achieve!

# A/B TESTING AND OPTIMIZATION

## The Importance of A/B Testing in OTT and CTV Advertising

So, how do you know what elements are working best with your ads? Enter A/B testing! When you create A/B tests, you're essentially comparing different aspects of your ads to see what your audience responds best to.

### Best Practices for Conducting A/B Tests

#### Clear Objectives:

Start by defining specific objectives for your A/B tests. When you align each test with a specific goal, you can accurately measure the impact.

#### Sample Size:

Be mindful of the sample size you opt to test. If your sample size is too small, your test results can be unreliable. If your sample size is too large, the testing periods can be unnecessarily extended. Find that sweet spot in the middle!

#### Randomization:

One of the most accurate ways to A/B test is by randomly assigning viewers to your ad variations. This will reduce bias and ensure the results represent your entire target audience.

#### Isolated Variables:

Whether you opt to test ad creatives, call-to-action buttons, or targeting parameters, make sure to adjust only one variable at a time. When you separate each variable per test, you'll get clear insights and avoid any confusion in the process.

#### Testing Duration:

Now that you've launched those A/B tests, you'll want to keep them running long enough to collect clear and complete data. Expect tests to run anywhere from several weeks to even a few months, depending on sample size, ad frequency, and your budget.

#### Measurement Metrics:

Determine the relevant metrics for each A/B test that align with the desired outcomes of your initial objectives. Whether measuring the resulting click-through, conversion, or ad completion rates, keep it consistent!



## A/B TESTING AND OPTIMIZATION CONTINUED

### Iterative Optimization for Continuous Improvement

#### Analyze Results:

Once your A/B tests are complete, it's time to analyze. Compare the results of each test to see which variations performed the best.

#### Implement Winning Variations:

After you've crowned the variation winner, you can adjust your future OTT and CTV campaigns accordingly. Bring on the new and improved ads!

#### Iterate and Repeat:

Did you think that was it for testing? Don't stop there! Keep up A/B testing other elements of your ad campaigns. Optimize and refine your approach along the way.

#### Leverage Insights:

Now that you have the power of valuable insights gained from your A/B testing, use it to adjust your broader marketing strategies for a more cohesive and consistent cross-channel experience.

#### Stay Updated:

Audience behaviors and preferences are constantly changing. Stay ahead of the competition in the OTT and CTV landscape by keeping up to date with industry trends and new technology.





# KEY TAKEAWAYS

For Breakthrough Wellness Brands Ready  
to Break Through The Noise

## The Basics

- OTT (Over-the-top) refers to streaming media services delivered directly over the internet to viewers, while CTV (Connected TV) refers to televisions that are connected to the internet
- Using OTT and CTV advertising allows you to have a more affordable and customizable ad experience with extensive data points.
- Traditional TV ads differ from OTT and CTV ads in that advertisers can only choose the network and duration of the ad with limited targeted data.

## The Foundation

- Define your buyer personas and break down how these potential customers would interact with your wellness brand.
- Create an OTT and CTV strategy that sets clear goals with tailored content showcasing various ad creatives.
- Take advantage of segmentation to deliver a more personalized message to your target audience.
- Use a combination of demographics and psychographics to learn more about the attributes of your potential customers.

## The Differentiators

- Keep in mind the visual aspect of OTT and CTV ads by getting creative with engaging stories that include your wellness brand's unique selling proposition.
- Data holds all the power to help track, analyze, and improve your future campaigns.
- Utilize attribution models such as last-touch, multi-touch, and time-decay to optimize strategies and increase ROI.
- Create A/B tests to measure the success of specific campaign variables and adjust your ad strategy accordingly.
- Continue to optimize your ads by analyzing data, keeping up with trends and technology advancements







## How Cultivating Media Can Help You Succeed

You know your “why.” Let us uncover your “what” and your “how.”

At Cultivating Media, we’re ready to harness the power of behavioral consumer science and data to grow your wellness brand. Through results-driven OTT and CTV paid media strategies, your brand will get in front of the right viewers at the right time for connection and conversion.

Get Started on Your Journey to Amplify Your Wellness Brand with OTT and CTV Advertising

We're Committed to Your LEAP  
At Cultivating Media, we will always:

**L**isten to your needs

**E**ngage in meaningful dialogue

**A**ct with purpose

**P**ropel your business goals to the next level.

Ready to take the leap and reach your target audience with expertly crafted campaigns? We’re here to make it happen. Fill out the form below to learn more!

**LET'S DO THIS**