

Maximize the Effectiveness of Spot Cable with Adtag™ & Adcopy™

Using Adtag & Adcopy, an advertiser can send different messages to different cable zones within a geographic market, creating more relevant, meaningful advertising, all with a single buy

Adtag: Single Message, Many Tags

- Adtag takes a single message and customizes it with a “tag” to make it more relevant to a consumer based on geographic location
- A retail store with several locations in a market, for example, can tag the name, address, and telephone number of each location. When that spot airs, consumers will see the tag with the retail location closest to where they live

Adcopy: Different Messages for Different Audiences

- With Adcopy, different messages air at the same time in different zones across a market, chosen based on their relevance to an audience
- An auto manufacturer, for example, can simultaneously show ads for a fuel-economy sedan in the city, a minivan in the suburbs, and a rugged truck in rural areas. Adcopy makes it easy to match the right message to a diverse mix of consumers

What are some common types of Adtag?



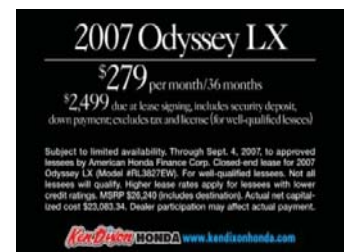
1. Classic End-Tag



2. Lower 1/3 Tag



3. Multimedia Tag



4. Pre-Produced Tag

- Select a location on the end of a spot to add a fixed name, address, phone number, channel position, or similar text (e.g. last :05 of a :30 spot). Visible World builds the End-Tag with your submitted information
- Create a blank area at the bottom of your spot to add a fixed name, address, phone number, channel position throughout. Visible World builds the Lower 1/3 Tag with your submitted information
- Create a template for tagging and send Visible World the photos and/or fixed voice-overs for each version. Visible World combines the elements into a Multimedia Tag
- Customize the base spot with pre-produced ready-for-air end-tags or art cards (e.g. the last five seconds). Visible World adds each Pre-Produced Tag to the base spot to create multiple versions

What are some common applications of Adcopy?



Automotive

- ✳ Change/rotate copy based on what models are available for sale on different dealers' lots
- ✳ Use automotive sales data (e.g. Polk) to target models to specific audiences



Ethnicity

- ✳ Air different versions specific to ethnicities, age groups, or cultures
- ✳ Build spots that incorporate phrases from other languages with text and audio



Income

- ✳ Offer different products or packages depending on the income levels or buying patterns of neighborhoods within a geographic market

How does it work?

1. The market will partner with you to determine your campaign goals
2. Send copies of each version to Visible World. Either send complete spots or individual media elements (video, voiceovers, images)
3. Advertiser/Agency creates targeting instructions to determine which versions air in which zones and sends to market along with tagging instructions and text
4. Visible World performs tagging as necessary and sends a complete digital media package to the market containing the media and targeting instructions
5. After a campaign begins to air, Advertiser/Agency can choose to make updates to the copy or rotation. At the end of campaign, a detailed report showing all versions, zones, and times that spots aired is available

How do I get started?

- ✳ To get the most out of your media buy, contact your market representative