



CUMULUS DIGITAL  
Working with Radio for Better Results



Our Process:

# The Funnel: Marketing Goals

## Awareness

Creating awareness around the offerings of a client's business for those who are not familiar.

## Consideration

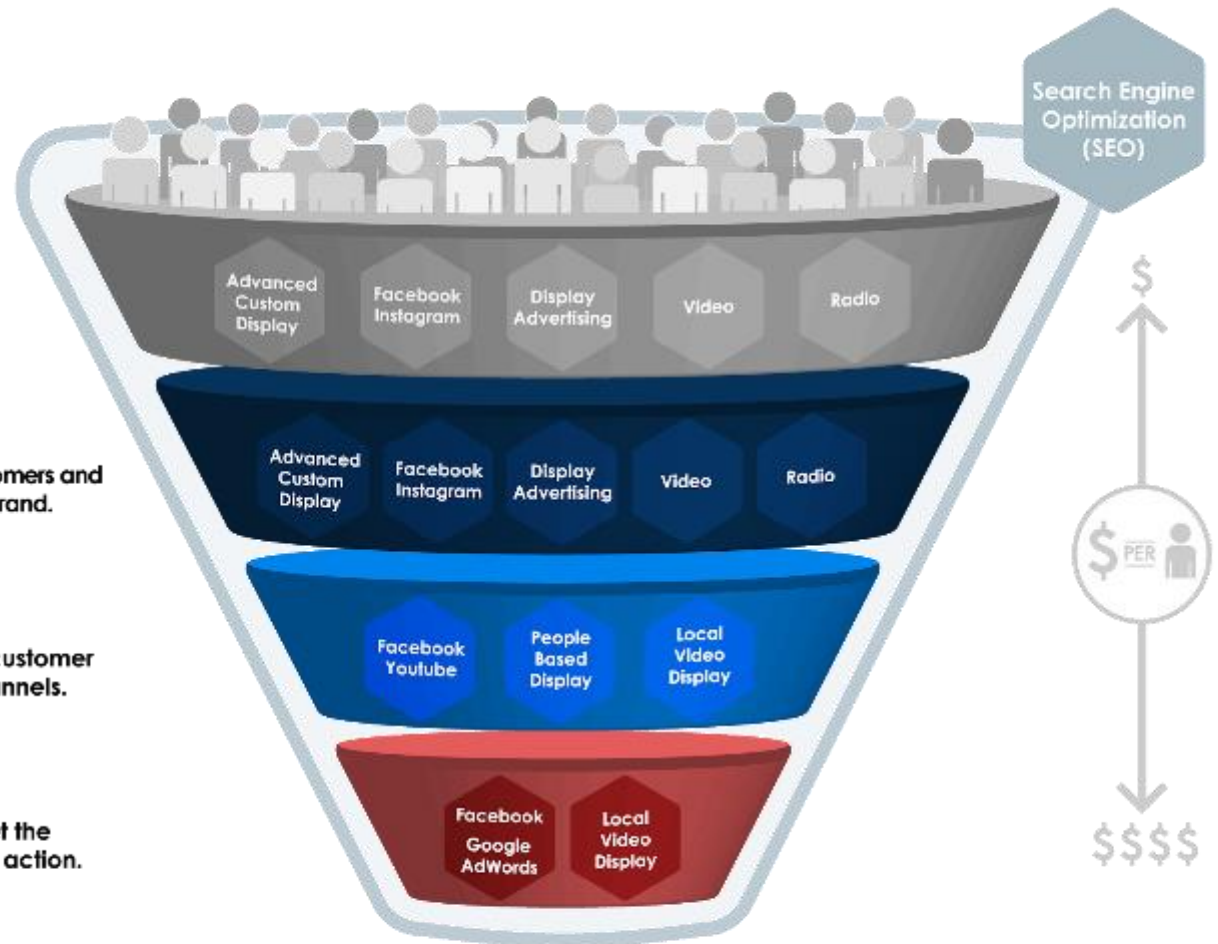
Generating interest among prospective customers and getting them to consider engaging with the brand.

## Engagement

Generating interaction between the customer and the brand across a variety of channels.

## Conversion

Final and most important step, get the customer to undertake a defined action.



# Local Video: Blended OTT

## Reach Sportfans Online + Through Television Programs

An advanced version of Video Display, this blended media option shows on websites, mobile apps, and *streaming TV services* like Pluto, TubiTV, Vizio FreeTV, Prime Video, Sling TV, ATTNow, Philo, Microsoft, and many more.

In addition, since people use streaming services on their mobile phones and laptops, local OTT ads show up on all devices!

- ✓ All the benefits of Video Display
- ✓ Target viewers based on demographics, location, and behavior/interests
- ✓ Buy confidently knowing viewers CANNOT skip the ad
- ✓ Access data on request showing where and when ads were displayed
- ✓ Add in OTT to reach people watching television through an online service like Sling!
- ✓ Maximize reach and frequency while driving traffic to your website (pure OTT won't allow for clicks to your website)



# Why OTT / CTV is so Powerful

## Targeting

1. Reach over 70 million TV viewers who are no longer subscribed to cable\*
2. Deliver ads to your ideal customer and not just a channel they *might* be watching.

The screenshot shows a targeting interface with two main sections. The top section, 'Search Parameters', includes a 'Count Results' field with the value '4,219' and a 'Get Count' button. Below it is a 'Count Name' field with the value 'Best OTT/CTV Campaign' and a 'Save' button. The bottom section, 'Selected Criteria', shows a list of criteria for 'Group 1'. The criteria are: Geography (Cities - Fresno, CA), Income & Wealth (Household Income - \$50,000 - \$58,999), and Interests (Interests - Camping & Hiking). Each criterion has a status indicator (1, 2, or 3) and a checkbox. At the bottom right of the 'Selected Criteria' section is a '+Add Group' button.

## Content

Utilize your existing television assets or make new ones.

- Place same as you would a TV Spot
- Focus on Call to Action
- :15 or :30 spots

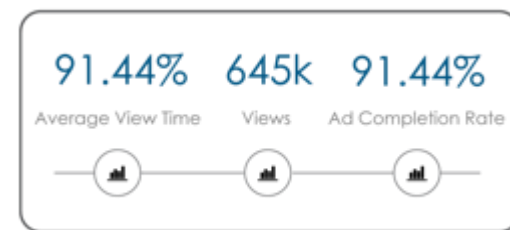


## Tracking

1. Reach / Frequency  
*Just like (but better) than TV*

### What Traditional CAN'T Provide

1. Video Watch Rates
  - a. How many people actually watch your entire ad?
2. Foot Traffic Attribution
  - a. How many people saw your ad and then actually visited your store?



\*source: eMarketer.com and statista.com



# The Gameplan

## The Cable/Dish Dilemma

Targeting Ohio State University football games is about selecting months with a Football target. So wherever and whenever the Buckeye's football games are broadcast online you have the ability to have your television ads run in the commercial inventory of that OTT stream.

With Streaming TV (short of a direct network buy) all buys are subject to availability and number of local ad units. Most games have 75 secs of commercials per hour.

So to make sure you get the most of your football coverage we have married it with pre-game, post-game, and sports update coverage around your favorite team.

We will be using Streaming TV (OTT/CTV) and a small mix of pre-roll since apps like ESPN and NFL Redzone have more pre-roll inventory than streaming for special coverage and features around your favorite team.





# Digital Proposal



## First Down Package

10,000 impressions / \$1000	Premium Sport Channel OTT/CTV Ads
20,000 impressions / \$1000	Premium Channel OTT/CTV Ads
50,000 impressions / \$800	Pre-Roll Targeted to your Team

Total: 80,000 impressions / \$2,800 per month

## Field Goal Package

20,000 impressions / \$2000	Premium Sport Channel OTT/CTV Ads
40,000 impressions / \$2000	Premium Channel OTT/CTV Ads
50,000 impressions / \$800	Pre-Roll Targeted to your Team

Total: 110,000 impressions / \$4,800 per month

## Touchdown Package

40,000 impressions / \$4000	Premium Sport Channel OTT/CTV Ads
80,000 impressions / \$4000	Premium Channel OTT/CTV Ads
100,000 impressions / \$1,600	Pre-Roll Targeted to your Team

Total: 220,000 impressions / \$9,600 per month

## Sample Football Channels

### Premium Sports Channels

SEC Network  
FS1  
FS2  
BTN (Big 10 Network)  
Pac-12 Network  
ACC Network

### Video Pre-Roll

ESPN website  
Sports Apps  
Websites

### Premium Channel OTT/CTV Ads

Fubo  
ESPN  
NBC  
Fox  
CBS  
ESPN2  
ESPN3  
ESPNU  
ESPN+









Package& Month \_\_\_\_\_ Signature \_\_\_\_\_ Name (Printed) \_\_\_\_\_ Date \_\_\_\_\_











# The Ohio State University 2023 Football

## Month(s) Selected









☐ September

 Ohio State  Indiana	Sep 2 3:30 PM	 Youngstown St  Ohio State	Sep 9 12:00 PM
 Western KY  Ohio State	Sep 16 4:00 PM	 Ohio State  Notre Dame	Sep 23 7:30 PM

☐ October

 Maryland  Ohio State	Oct 7 TBD	 Ohio State  Purdue	Oct 14 TBD
 Penn State  Ohio State	Oct 21 TBD	 Ohio State  Wisconsin	Oct 28, 23 TBD

☐ November

 Ohio State  Rutgers	Nov 4, 23 TBD	 MI State  Ohio State	Nov 11, 23 7:30 PM
 Minnesota  Ohio State	Nov 18, 23 TBD	 Ohio State  Michigan	Nov 25, 23 12:00 PM