

GO-TO-MARKET PLANNING FOR DTC BRANDS

(Updated 08/10/18)

Like the best DTC brands, our success is rooted in daring ideas that change perception instead of conforming to it.

Toss the advertising playbook aside. For direct-to-consumer (DTC) brands, the question is not about digital media or traditional media. It is about making their own tradition. DTC brands are changing the culture of their respective product categories, and the advertising plan should also reflect that. This is the type of challenge The Media Kitchen (TMK) embraces. Like the best DTC brands, our success is rooted in daring ideas that change perception instead of conforming to it.

In a world where two platforms account for the majority of ad market share, it is critical to have media discipline with a focus on unbiased user attention. What if the brand needs TV and/or OOH to take center stage instead of Paid Search or

Social? As demonstrated by our latest venture capital conference theme, TV is a medium we have fully integrated into our tech stack.

Maintaining a low cost of acquisition whilst analyzing each consumer's lifetime value is critical and the area where we believe most startups benefit from expert advice.

Our DTC service puts the brand's first-party data at the forefront and draws upon the Media Kitchen's expertise on Signal Planning, Buying and Tech Stack optimization.

The service is charged through a one-time audit fee followed by a monthly fee which covers the time spent by TMK and the costs of the recommended technology. The scope will rely on ad tech stack optimization and the lift in performance that results from it. In the spirit of complete transparency, we place the media

The Service consists of 4 phases:

1

Audit - review of current challenges and objectives

Our team will work with the client to understand the current setup and make recommendations for improvement. Typically this phase will cover:

- Organic - SEO & Social profiles/ engagement
- Site / App - Site pixels/tags, load time, mobile site, app store optimization, and in-app engagement analytics
- Data organization - First party data, the sources of first party data, and consent management (GDPR)
- TMK puts a strong emphasis on this as it relates to virtually every aspect of the project
- Tech - Current setup and alignment with brand objectives
- Analytics - Site analytics, site engagement, and competitor research tools

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2 Tech Stack Optimization

This is a SAAS offer mediated by TMK, where we recommend the most appropriate tech and work with the brand to set this up. TMK then manages the relationship with the partner and charge the client a monthly fee:

- Audience segmentation / management
- Ad serving
- Viewability / fraud / brand safety
- Attribution and lifetime value analysis
- Real-time dashboard / reporting
- Dynamic Creative Optimization (DCO)
- Cross-device targeting and analytics
- Call analytics



3A Media Test & Learn

Here our team works with the brand to develop a media plan that not only caters to the objective but also mixes in new tests for new learnings

- Competitive analysis
- Test budget allocation
 - › Device breakout for media buys
 - › Traffic and conversion % by device
 - › Mobile-specific audience segmentation by location and third-party in-app behavior
- Key channels to be considered for core media recommendation:
 - › Paid search
 - › Social - Facebook, Instagram, Twitter, Snap, LinkedIn
 - › Display - Retargeting and Prospecting using second-party data
- › Audio - Podcasts and streaming services
- › Video - TV, YouTube, in-app, and social platforms
 - » For all forms of TV buys, we work with data partners that convert offline viewer data to measurable online audiences
- › Direct custom buys with publishers and apps
- › OOH, Radio, essential Print
- Test partners will vary based on available creative formats and the brand's vertical

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3B Self-serve Media Test & Learn

In many cases, DTC brands already have a tech-savvy in-house media team executing buys with proper analytics tools. In this case, TMK will assist the brand's internal team in various ways:

- Share tactics / tips that may not have been tested in the past
- Recommend and onboard new platforms that will complement the existing setup
- Focus on introducing and testing new partners

TMK is open to a fully managed, fully self-served, or a hybrid model depending on the brand's current position.

4 Maintenance and Scaling Up

As we learn what works in terms of driving profitable sales, we work with the brand to modify the channel selection and creative messaging as needed. A lean channel mix that utilizes clean data to target users who become loyalists will generate more revenue and fortify the brand ethos.

"We believe the most effective DTC campaigns build on data with each media activation and step of the buying cycle. Scale and opportunity grow significantly as we develop a deeper understanding of the customer and their journey."



SCHEDULING A SESSION:

For more information and to start planning an immersion day for your brand, please contact us at info@mediakitchen.com