

TVE Messaging Map – June 2016



The story consumers want to hear.

More ways to love TV
Boundless TV enjoyment
(may be adapted by company)

Emotional Message

The story we want to tell.

[specific content]
[the freshest content]
[your favorite networks, shows, sports, news, events]
Catch up or binge

Download
Watch

Free with your TV subscription
Use device icons to show availability

Simple Call to Action & Supporting Points

TVE Messaging Recommendations



	If you are constrained for time & space, do this:	If you have more time & space available, do this:
Primary message (for on demand, or live/on demand)	Stream [it*] on demand	Stream [it*] on demand
	Stream [it*] live or on demand	Stream [it*] live or on demand
Directional / instructional support	App icon	<i>App icon</i>
		<ul style="list-style-type: none"> • Download • Watch
Emotional message		More ways to love TV/[it*]
Supporting points		Free
		Catch up or binge
		<i>Use device icons to show availability</i>

* [It] is situation-dependent, and can be “It”, a specific program, or some variant on “your favorite shows, networks, sports, news & events”, or a general “the latest/freshest content”

TVE Messaging Rationale



- Single emotional promise* -- More ways to love TV. Boundless TV enjoyment.
- Desire to get to much greater simplicity
- Escalate the message detail according to the medium
- Use of video in app store is an effective way to promote download (**NBCU**)
- Use in-app and website messaging to educate and answer barriers
- Tutorial graphic overlays (arrows/words) in app help to educate (**Turner Networks – CNN**)
- Less need to say "sign in" if the 1st step is to go to the app
- With in-app messaging, move from 'Download-Sign In-Watch' to 'Download-Watch'
- Demonstrate in home/OOH with imagery, vs. messaging these
- For Millennials, add "it's legal" (**Viacom**)
- Eliminate adjectives like "easy" when referring to sign in -- just make it clear; less of a barrier today

* Need to message test and gather use cases/testimonials about emotional connections