

Strategic Media Planning Framework

Client: Nike

Campaign: Nike "Move With Purpose" Fall Fitness Campaign

Flight Dates: September 1, 2025 – October 31, 2025

DSP: The Trade Desk

Markets: United States (Tier 1 cities)

KPIs: Video Completion Rate (VCR), CTR, Reach (Unique Users), Viewability

Goal: Drive brand awareness and engagement for Nike's Fall Collection across premium video inventory

1. Objective and Strategic Considerations

Objective: Boost brand equity and consideration for Fall fitness apparel line through high-impact, contextually relevant video placements.

Target Audience: Adults 18–34, fitness enthusiasts, sneakerheads, activewear shoppers. Segments include:

- Retargeted site visitors (cart abandoners, previous purchasers)
- Contextual fitness interest segments (via TTD and third-party DMPs)
- Lookalike models from CRM seed lists

KPI Targets:

- VCR > 70%
- Viewability > 65%
- CPM under \$28
- CTR > 0.35%

Geo: NYC, LA, Chicago, Atlanta, Austin, Seattle

Budget: \$750,000 total (split 70% PMP, 30% PG)

Bid Strategy:

- PMP: Goal-based bidding with vCPM optimization for high viewability and engagement
 - PG: Fixed CPM based on publisher agreements for guaranteed delivery
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2. Inventory Strategy

A. Private Marketplace (PMP)

Goal: Contextual video placements in health, fitness, and lifestyle content

CPMs: ~\$25 for standard instream; ~\$28 for high-impact or homepage takeovers

Publisher	Type	Deal Name	CPM	Notes
YouTube via GAM	Video	NIKE_FIT_PMP_YT	\$25	Target health/fitness channels
Hulu (Magnite)	CTV	NIKE_PMP_HULU_FALLFIT	\$28	Dayparting 6–10 PM
Hearst Digital Media	OLV	NIKE_HDST_WELLNESS	\$24	Men's Health, Women's Health, Runner's World
Spotify (audio w/ display companion)	Audio + Banner	NIKE_PMP_SPOTIFY_FALL	\$18	Add reach via ambient fitness moments

B. Programmatic Guaranteed (PG)

Goal: Secure guaranteed, high-quality CTV inventory during prime fall fitness slots

CPMs: ~\$30–\$34 for PG depending on publisher

Publisher	Deal Type	CPM	Format	Notes
Hulu (Disney)	PG	\$32	CTV 15/30s	Pre-negotiated time blocks. No competitive sportswear allowed
NBCUniversal	PG	\$34	CTV + Display	High-reach video with weather-based dynamic triggers
Twitch (Amazon)	PG	\$30	Pre-roll Video	Activation before large esports and IRL workout streamers

3. Activation and Platform Setup (in TTD)

- Set up PMP/PG Inventory Contracts with naming conventions:
 - NIKE_2025FALL_[PUBLISHER]_[TYPE]
- Associate each with the correct Advertiser ID and Campaign
- Geo-targeting at the zip/DMA level
- Frequency cap: 3/day (up to 5/day for retargeting audiences)
- Device Targeting: Mobile + CTV
- Creative specs: 15s/30s video across all placements; test square/vertical versions for OLV/mobile
- Use TTD Preview Tool and QA workflows 72 hours pre-flight

Creative Strategy:

- Messaging pillars: Performance apparel, eco-conscious design, seasonal style
- Audience creative mapping: Lifestyle video for prospecting, product-feature for retargeting
- A/B testing: CTA language, visuals (solo vs group workouts), soundtrack tone

4. Measurement and Reporting Strategy

KPI	Tool	Optimization Strategy
Viewability	IAS or MOAT	Optimize via TTD to inventory with >65% avg. viewability
VCR	TTD	Reallocate to high-performing publishers, analyze daypart data
CTR	TTD	Test creative CTAs, pause underperforming units
Frequency	TTD	Adjust caps if reach drops below 65% threshold

5. Troubleshooting Issues and Resolutions

Issue	Diagnosis	Solution
Low PG Delivery	Publisher hasn't activated or time zone mismatch	Confirm activation; align time zones in contract + ad group
High CPM in PMP	Floor prices too high or overly tight targeting	Test additional publishers, widen geo or inventory types
IVT or bot traffic	Suspicious traffic or invalid domains	Enable pre-bid fraud filters (IAS/HUMAN); review ads.txt and seller paths
Frequency mismanagement across deals	Overlapping audience exposure across PG/PMP	Set cross-campaign frequency caps at advertiser level in TTD
Low VCR on CTV	Mismatch of content/audience	Refine deal IDs, adjust dayparting, or request domain-level performance
Creative Rejections	Specs mismatch or approval lag	Upload creative 3 days prior, use TTD Preview and alert publisher partners

6. Documentation and Handover

Maintain a central documentation (Google Sheets or Asana) including:

- Deal IDs, publisher contacts, negotiated terms
- Campaign IDs, ad group IDs, creative mappings
- Flighting calendars, geo/audience specs
- Creative tracking: versions, approvals, QA status
- Pacing trackers by flight, by channel
- Reporting cadence and dashboards (bi-weekly preferred)
- Notes on changes during launch (e.g., floor reductions, publisher adjustments)

7. Optimization Timeline

Week	Action
Week 0	Finalize deal terms, QA creatives, secure PG activations
Week 1–2	Launch PMP/PG; monitor pacing + troubleshoot early delivery gaps
Week 3–4	Evaluate VCR/CTR; pause underperformers, expand high-performing areas
Week 5	Mid-flight check-in w/ Nike stakeholders
Week 6–8	Final optimizations and boost for best performers
Post-campaign	Wrap report, attribution insights, future media planning notes

8. Engagement and Content Performance Analysis

Audience interaction with Nike’s creative content is key to optimizing mid-flight performance and future planning. Beyond core KPIs (CTR, VCR), we analyze the following:

A. Creative Performance Breakdown

- By Format: Compare 15s vs. 30s vs. vertical/square units across devices
- By CTA: Evaluate performance of messaging variants (“Shop Now” vs. “Explore Collection”)
- By Theme: Assess which content pillars (performance, sustainability, lifestyle) resonate best via engagement rate and completion

B. Audience Behavior Insights

- Time-on-Site and Bounce Rate: Post-click behavior via pixel tracking
- Engagement Flow: Heatmaps, scroll depth, and conversions from landing pages
- New vs. Returning Users: Analyze creative engagement across funnel stages

C. Channel-Specific Signals

- CTV: VCR and Viewability by publisher and daypart (identify optimal windows)
- Mobile/OLV: Skips vs. complete rates, mute behavior, and ad recall (via surveys if applicable)
- Audio: Companion banner CTR and playlist context effectiveness

D. Tools and Platforms

- TTD Creative Reporting
- Pixel-based journey tracking
- IAS/MOAT ad interaction data (engagement dwell time, hover rate)
- Publisher-specific dashboards (e.g., Hulu, YouTube Brand Lift if accessible)

9. Privacy Compliance and Consent Framework

To ensure full regulatory compliance across data collection, targeting, and optimization, this campaign will align with relevant privacy laws and frameworks:

A. Regulatory Frameworks

- CCPA/CPRA (California): Enforced opt-out support and “Do Not Sell or Share” policies will be enabled in all bid requests where applicable.
- GDPR (EU Visitors): While the campaign targets U.S. users, systems will honor GDPR if any EU traffic is incidentally captured (e.g., travelers).
- Other U.S. State Laws: Includes coverage for states with active digital privacy laws (e.g., Colorado, Virginia, Connecticut).

B. Global Privacy Platform (GPP) Integration

- All inventory and data collection will support IAB Tech Lab's GPP strings, ensuring proper privacy signals are passed in programmatic auctions via The Trade Desk.
- TTD's enforcement of IAB GPP CMP support ensures legal alignment with publishers who have consent frameworks in place.

C. Data Handling Best Practices

- 1st-party pixel usage and retargeting will follow hashed ID protocols and anonymization standards.
- All third-party data onboarders must be certified and privacy-compliant (e.g., LiveRamp, Neustar).
- Real-time consent flags will be respected at the impression level.

Summary Recommendations

- Prioritize Hulu and YouTube PMP for reach and performance across video-first users
 - Leverage PG with NBCU and Twitch to ensure contextual brand safety and premium scale
 - Use audience mapping and creative strategy to personalize impact across user journeys
 - Maintain aggressive pacing management and real-time QA protocols
 - Centralize documentation for transparency and smooth handoff between Nike teams and partners
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