

# ITV Partners with The Army for the Launch of Planet V's Dynamic Creative Solution

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Capita, in partnership with the British Army, via ManningGottlieb OMD's Omnigov agency, are the first advertiser to trial ITV's pioneering new dynamic creative solution. ITV have built an integration with video personalisation technology specialist, Cablato, available exclusively to users of ITV's self-service programmatic platform, Planet V. The solution enables advertisers to dynamically tailor their TV ad creative on ITV Hub for different locations, audience segments or product ranges creating a variety of different creatives at scale.

The Army is promoting the hyper-locality of their Army Reserves centres. These Local and National units have been mapped back to 18 different ITV Micro-regions, with geo-dynamic elements in the creative based on location and day-of-

week. In total, 112 different versions of the advert will be utilised seamlessly, an unprecedented volume of executions made possible by Planet V's integration with Cablato.

Cablato's platform automates creative smart versioning, Clearcast approval, and creative delivery, whilst ad-decisioning and ad-serving takes place in Planet V. Cablato's creative technology handles a variety of smart versioning dynamically, including content insertion, offers, pricing, and store location replacement.

According to research by Cablato, dynamic creative relevance can bolster campaign uplift and ROAS by a further 25%, when used alongside programmatic audience targeting.

Richard Matthews, Investment Director at Omnigov, said "For this British Army Reserves campaign, hyper-locality was critical to the brief in order to maximise audience relevance. The opportunity to bring this to life on ITV was too good to miss, which is why we are thrilled to be working with Capita, Karmarama, and ITV on this new Planet V dynamic creative innovation."

Alex Vernikov, CTO, at Cablato, said: "Our new strategic partnership with ITV is an exciting step forward towards new ways of delivering more personalised TV and video advertising. Users of Planet V will benefit from Cablato's centralised ad management platform that simplifies the production and delivery of data driven TV campaigns. Together with ITV, we provide an enhanced advertising solution that brings the targeted and addressable capabilities of digital to TV."

Hannah Barlow, Group Head at ITV Commercial, said: "The launch of dynamic creative on ITV Hub comes at an exciting time for Planet V users. Combining the unique brand storytelling capabilities of TV advertising with tailored messaging and programmatic targeting unleashes new possibilities for both brands new to ITV, and for brands seeking smart new ways of deploying digital budgets."

Dynamic Creative comes one year on from the launch of Planet V, ITV's self-service programmatic platform. The first broadcaster initiative of its kind in Europe, Planet V now has more than 850 individual users, comprising all the major media and digital agency groups, independents, and a growing number of advertiser in-house programmatic teams. Since launch Planet V has grown rapidly to establish itself as one of the UK's largest programmatic video advertising platforms in the UK. The solution forms part of an expanding pipeline of ITV digital and data innovations which will be available via Planet V.

An example advert can be viewed [here](#)

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