

	Targeted Consumption Specific audiences, contexts, moments; defined segments, contextual alignment	Broad Consumption Mass populations, multiple touchpoints; wide reach, cross-demographic
Attention Retaining TIMING: Primetime DEVICE: CTV/large screen CONTEXT: Co-viewing EMOTION: Relaxed/positive	Effectiveness for Brand Moments Affinity and association through captive, immersive experiences	Effectiveness for Brand Building Preference and consideration through storytelling depth at scale
	Format Characteristics: Captive audience environments, large format/immersive, premium contexts, limited inventory, high-impact placements.	Format Characteristics: Long-form video, lean-back viewing environments, sound-on by default, non-skippable or completed view formats, extended session times, co-viewing contexts.
	Campaign Objectives by Brand Maturity: EMERGING: High-impact launches; memorable first impressions GROWING: Premium moments and major cultural events build affinity through experience ESTABLISHED: Reinforce brand stature and cultural positioning; maintain premium perception	Campaign Objectives by Brand Maturity: EMERGING: Build awareness with storytelling depth; establish brand story with new audiences GROWING: Deepen consideration and preference; convert attention into action through shoppable formats and QR codes ESTABLISHED: Maintain visibility and protect market position; full-funnel campaigns reinforcing brand equity
Attention Grabbing TIMING: Commute/midday DEVICE: Mobile/desktop CONTEXT: Solo viewing EMOTION: Neutral/task orientated	Effectiveness for Targeted Reach Relevance and engagement through contextual precision	Effectiveness for Awareness & Action Recognition and response through reach and frequency
	Format Characteristics: Contextual placements, native formats, niche environments, precision targeting.	Format Characteristics: Short-form video, in-feed placements, scroll-based consumption, skippable formats, high frequency potential.
	Campaign Objectives by Brand Maturity: EMERGING: Efficient reach to defined target audiences; test and learn efficiently GROWING: Precision retargeting; contextual alignment reinforcing brand messaging ESTABLISHED: Reach niche segments efficiently; maintain presence in specific markets or audiences	Campaign Objectives by Brand Maturity: EMERGING: Build awareness rapidly through reach and frequency; test messaging and audiences efficiently GROWING: Drive discovery and social commerce; retarget audiences across the journey ESTABLISHED: Maintain frequency and share of voice; drive promotional response and immediate purchase

How to use this Matrix:

1. Identify campaign objective and brand stage to select the appropriate quadrant
2. Use the context conditions on each axis to guide placement and timing decisions
3. The same inventory can serve different quadrants depending on context selection