

# How Playbook Media is Using CTV to Build Brands That Last

For over a decade, performance marketing has been ruled by clicks and conversions. But Bryan Karas, CEO of Playbook Media and former Meta leader, is helping brands think bigger. His belief? You can't build long-term growth without emotional resonance - and you certainly won't find it in a seven-day attribution window.

That's why Playbook Media is putting Connected TV (CTV) at the center of what they call *Performance Branding* - a strategy that balances storytelling with measurable results.

## The Challenge: Scale Without Losing the Story

Marketers today are stuck in a loop: invest in paid search and social, watch the ROAS drop, then spend more just to stay afloat. What's missing? According to Karas: *"Emotional connection. Brand presence. Storytelling."*

For Playbook Media, the challenge was helping their clients escape that cycle - without sacrificing performance. "We needed a channel that thinks like a performance marketer". After experimenting with direct buys and other CTV platforms, Karas turned to tvScientific.



## Why?



Precision targeting  
capabilities



Transparent  
measurement and  
attribution



A shared belief in  
**incrementality over  
vanity metrics**

*“They had the same DNA as Meta,” Karas said. “Other platforms talk the talk—but tvScientific actually had the measurement chops to back it up.”*

## When the Right Story Meets the Right Channel

One fast-scaling DTC brand came to Playbook Media when their performance channels (search and social) were starting to plateau. Instead of chasing more impressions, Playbook launched a 30-second CTV spot designed to hit emotionally, not just tactically. The ad told a painfully relatable story - what it feels like to give someone the *wrong* gift. Cringe-worthy. Awkward. Human.

It wasn't just measurable - it was memorable.

## What Happened Next:



**15–20% lift** in conversions across all digital channels



Surge in **organic and direct traffic**



Long-term lift, not just a short-term spike

“Every channel started performing better. Search picked up. Social picked up. Even organic traffic moved. And we could tie it all back to that CTV lift.”

— Bryan Karas



## Why This Matters

“Most brands are addicted to instant returns. But real growth comes from brand presence - and CTV is one of the few places where you can tell a real story at scale. We're not just chasing clicks. We're building connection.”

Bryan Karas - CEO, Playbook Media

## The Takeaway

Performance marketing isn't going away—but it's evolving. Playbook Media is showing what's possible when you pair smart storytelling with the right platform. CTV isn't just a brand play. With the right partner, it's a performance driver, too.