

Consulting brochure

Digital display & video advertising

Brand-building that finance can sign off - planning, creative, measurement and incrementality.

Engagement phases - deliverables - sample artefacts - pricing approach

What ITLT Academy does for display & video

Display and video get cut first in every downturn because nobody can prove they worked. We fix that by pairing media planning with an incrementality framework from day one - geo holdouts, matched-market tests, brand lift studies and mixed-model attribution.

We work across YouTube, CTV, programmatic DSPs, retail media video, and high-impact placements. Every plan includes a creative testing framework and a brand measurement plan - not just impressions.

Deliverables you will receive

- Audience and channel plan tied to a measurable brand outcome
- Creative testing framework - hypotheses, variants, success criteria
- Incrementality test plan - holdout geos, lift studies, sample-size math
- Brand health baseline and measurement cadence
- CTV and YouTube strategy including AI-generated asset governance
- Budget allocation model across upper and mid-funnel placements

Engagement phases

- **Discover** - audit existing data, stakeholder interviews, baseline metrics and the questions you cannot yet answer. Typical length: 2-4 weeks.
- **Design** - a plan you can defend to finance: scope, deliverables, assumptions, risks, and the first 90 days of work. Typical length: 2-3 weeks.
- **Deliver** - we run the work with (or inside) your team - governance, cadence, tooling and sample artefacts are agreed up-front. Typical length: 8-24 weeks.
- **Embed** - handover pack, playbooks, dashboards, training sessions and an optional monthly retainer for continuity.

Who typically engages us

- Brands whose finance team will not sign off upper-funnel media
- Consumer brands scaling past performance-only budgets
- B2B teams experimenting with CTV and video for ABM
- Retail and DTC teams exploring retail-media video formats

Pricing approach

Engagements are priced in fixed-scope blocks or time-boxed retainers - never open-ended. A typical diagnostic is a two to four-week fixed fee; full engagements are scoped from a signed statement of work with weekly review gates. Pricing ranges are shared in writing during the scoping call so procurement has no surprises.

Governance & cadence

- Weekly working session with named consultant + delivery lead
- Shared delivery board - every task, owner, decision logged
- Monthly steering review with your executive sponsor
- Written end-of-engagement readout plus 90-day success plan

Start with a scoping call

Share your current upper-funnel plan and the board question you cannot yet answer - we will come back with an incrementality-led approach.

ITLT Academy Ltd - Registered in England & Wales 14738247

Registered office: 20-22 Wenlock Road, London, England, N1 7GU, United Kingdom