

Roku Announces Launch of Advertising Brand Studio

According to NCSolutions, no element of an ad campaign is more powerful at driving product sales than creative. That's one of the reasons why Roku has announced the formation of an advertising brand studio, which will produce new creative ad formats and TV programming tailored for marketers.

In this way, Roku will help marketers go beyond the traditional 30-second TV ad spot and amplify big moments in the marketing calendar, including advertiser-commissioned, short-form TV programs, interactive video ads, and other branded content on The Roku Channel.

Roku has enlisted top industry talent for its advertising brand studio. This includes the Funny Or Die Branded Entertainment division. Industry veterans Chris Bruss and Brian Toombs from Funny Or Die, as well as Rachel Daly Helfman from Snap Inc., will join Roku's Patrick Colletto in leadership roles. Collectively, they've created award-winning content for advertisers such as Kroger, Lyft, Ralph Lauren, Wendy's and more.

The new advertising brand studio will build on Roku's existing offerings and give marketers even more creative choices and opportunities, compared to traditional linear TV commercials. Roku's [Brand Experiences](#), for example, include ad units that feature store locators and ways for your customers to text your brand for more information.

Marketers that embrace these creative formats see better campaign results compared to video alone. That's one of the reasons why Lexus, Microsoft, TurboTax, Baskin & Robbins, and others have turned to Roku to reach and engage their customers.

Want to learn more? [Contact us](#) to find out the possibilities for your brand.

Written by:

Roku Advertising

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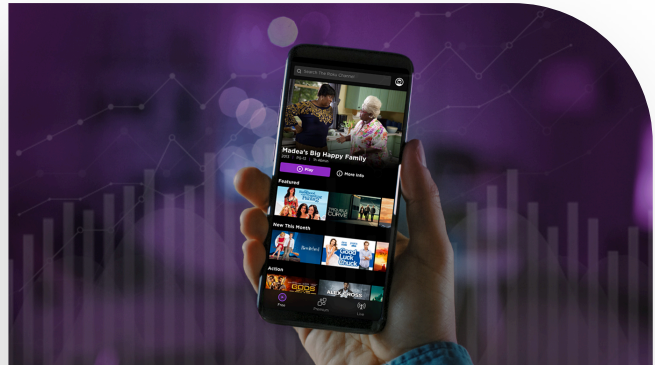
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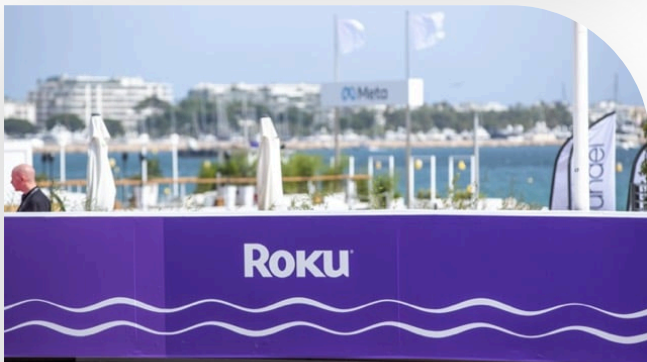
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