



Sievers Creative Highlights Connected TV Advertising Opportunities for Midwest Businesses

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Sievers Creative has released new information on its video and connected TV advertising services, addressing the shift in media consumption as streaming platforms continue to grow in popularity over traditional cable television. The overview details how the agency supports businesses in Minnesota and Wisconsin with professional video production and targeted connected TV campaigns under one roof.

The resource explains that connected TV, or CTV, delivers video content through internet-enabled devices including smart TVs, streaming sticks, and gaming consoles. Platforms such as Roku, Amazon Fire TV, Apple TV, and YouTube TV allow for precise advertising during premium content like live sports, news, and popular shows. Sievers Creative produces the video commercials and manages the ad placements, providing an integrated approach for local and regional companies.

This development reflects broader industry trends where audiences increasingly turn to streaming services. The agency's materials note the ability to target viewers based on location, demographics, interests, and behaviors. Campaigns can focus on specific markets in Minnesota and Wisconsin, including the Twin Cities, Red Wing, Hudson, Eau Claire, and surrounding areas. Geographic targeting helps ensure advertising

budgets reach relevant audiences without unnecessary waste.

Sievers Creative manages the full process from concept to execution. The team handles script development, filming, editing, and optimization for connected TV formats. Post-launch, the agency tracks performance metrics including impressions, view-through rates, geographic distribution, and cross-device activity. This data-driven method supports adjustments to improve results over time.

The service complements the agency's existing offerings organized under three pillars. The Look Sharp pillar includes video production and photography that feed directly into advertising content. Be Seen services such as search optimization and social media management provide additional channels to reinforce campaign messages. Convert elements like website design help direct interested viewers toward business inquiries or transactions.

Roger Sievers, founder of Sievers Creative, commented on the opportunity, stating, "As more households move away from traditional cable, connected TV provides a practical way for businesses to reach audiences in their living rooms with targeted video messages."

Elizabeth Greenawalt, project and account manager at Sievers Creative, added details on the process. "Producing the video and running the campaigns internally allows for better coordination and consistent branding across all elements," she stated.

The agency has applied these capabilities to various industries including home services, healthcare, retail, real estate, and professional services. Examples in the materials reference work with local businesses seeking to expand their reach beyond digital banners or traditional print. Sievers Creative maintains production facilities and an in-house team that handles creative, technical, and installation aspects of related projects such as vehicle wraps and signage.

This information builds on the agency's history of sharing practical marketing guidance through its resources. Previous materials have covered topics such as Google Business Profile management, search intent, brand identity, and website processes. The connected TV overview addresses current questions from businesses evaluating options in a changing media landscape.

Sievers Creative operates as a full-service marketing agency in Minnesota from its base in Red Wing. The firm works with clients across Minnesota and Wisconsin, combining digital strategies with physical marketing elements. Services include SEO, PPC, social media management, branding, graphic design, photography, signage, vehicle graphics, and website development. The team emphasizes direct communication and customized implementations based on individual business needs.

Client references on the agency site describe experiences with coordinated projects involving multiple service areas. These accounts highlight the role of consistent team involvement from initial planning through completion and follow-up support. Sievers Creative continues to monitor media consumption patterns and update its approaches to help regional businesses maintain visibility.

The agency's structure supports integrated campaigns where video content created for connected TV can extend to YouTube, social platforms, and websites. This flexibility allows businesses to test messages across formats while maintaining unified branding. The resource includes explanations of targeting options, platform specifics, and measurement approaches to assist decision-making.

Sievers Creative remains focused on providing tools that address real challenges for small and mid-sized companies in the Midwest. By documenting its connected TV advertising process, the agency contributes to a broader understanding of effective strategies in the current environment. Additional details on these services are available through the agency's documentation.

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Sievers Creative

As a full-service marketing agency in Red Wing, MN, Sievers Creative measures success by your growth, not our awards. We focus on the "Common Sense" metrics: more leads, better visibility, and a brand that makes you proud to be a part of.

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