THE LOWDOWN
WHAT DO MILLENNIALS LOVE, HATE AND WANT FROM VIDEO ADVERTISING

10 FINDINGS TO ENGAGE MILLENNIALS

@unrulyco
@DevraP

Based on Findings from the Unruly Future Video Survey (3,200 global Internet users) and assorted Unruly data
YOU CHOOSE!

Most Shared Ad of All Time

“Friends Furever”
Android
241,540,407 Views
7,496,631 Shares
3.1% Share Rate

Most Shared Ad of April

“Taylor vs. Treadmill”
Apple Music
33,261,122 Views
739,607 Shares
2.22% Share Rate

A18-34
113%
HAPPIER
$2.45T spending power

25% cord-nevers

Source: Center for Marketing Research, University of Massachusetts Dartmouth, Forrester
ABOUT THE DATA

**UnrulyShareRank™**

Unruly ShareRank allows advertisers to maximize the social impact of their video content by evaluating, improving & predicting the viral potential of video ads. Trained on 395k data points.

**UnrulyPulse™**

UnrulyPulse offers first party insights on the cultural, seasonal and demographic drivers of video engagement. Trained on 550k consumer responses.

**Future of Video Advertising Study**

Unruly surveyed 3,200 people around the globe to learn how Millennial audiences differ in behavior and preference from Gen Z, Gen X and Baby Boomers.
1. USE RESPECTFUL AD FORMATS

+12.2%

“Highly likely” to consider using ad blockers

Source: The Unruly Future Video Survey, n=3,200 global internet users
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>58.9%</td>
<td>There are too many ads</td>
</tr>
<tr>
<td>49.4%</td>
<td>Being shown the same ad over and over again</td>
</tr>
<tr>
<td>43.1%</td>
<td>The ads follow me around the internet</td>
</tr>
</tbody>
</table>

Source: The Unruly Future Video Survey, n=3,200 global internet users
3. MILLENNIALS ARE MOST LIKELY TO MUTE VIDEO ADS

84.4%

Sometimes, often or always

Source: The Unruly Future Video Survey, n=3,200 global internet users
SILENCE IS A GOLDEN OPPORTUNITY

“Spinning Caps” Coca-Cola

“Interpreter” Hotels.com
4. MILLENNIALS DON’T HATE ADS

+23%

More likely to enjoy relevant ads

Source: The Unruly Future Video Survey, n=3,200 global internet users
5. BE SELF-AWARE, CONSISTENT & AUTHENTIC

74%

lose trust if an ad "feels fake"

Source: The Unruly Future Video Survey, n=3,200 global internet users
6. MAKE ADS MILLENNIALS WILL SHARE

![Image]

112% more likely to share ads they like

Source: The Unruly Future Video Survey, n=3,200 global internet users
<table>
<thead>
<tr>
<th>Emotional Responses</th>
<th>Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazement</td>
<td>N/A</td>
</tr>
<tr>
<td>Exhilarion</td>
<td>N/A</td>
</tr>
<tr>
<td>Happiness</td>
<td>N/A</td>
</tr>
<tr>
<td>Hilarity</td>
<td>N/A</td>
</tr>
<tr>
<td>Inspiration</td>
<td>N/A</td>
</tr>
<tr>
<td>Pride</td>
<td>N/A</td>
</tr>
<tr>
<td>Nostalgia</td>
<td>N/A</td>
</tr>
</tbody>
</table>

- **Amazement**: N/A
- **Exhilarion**: N/A
- **Happiness**: N/A
- **Hilarity**: N/A
- **Inspiration**: N/A
- **Pride**: N/A
- **Nostalgia**: N/A

- **Intensity**: 4 Impressed, 5 Amazed, 6 Excited, 7 Happy, 8 Very amused, 9 Joyful, 10 Laughing out loud, 11 Inspired, 12 Proud as punch, 13 Deeply nostalgic, 14 In tears, 15 Heart melted.
7. Millennials like to feel happy and inspired!

+27% to feel happy

+25% to feel inspired

Source: Unruly Pulse
WHAT MAKES MILLENNIALS FEEL....

Happy

“Christmas Miracle”
WestJet

+28% HAPPIER THAN OLDER VIEWERS

Inspired

“The Next 100 Years”
BMW

+44% MORE INSPIRED THAN OLDER VIEWERS
MILLENIAL MEN ARE THE MOST EMOTIONAL DEMO

Demographic: 25-34 Male    Market: US

Source: UnrulyPulse
MILLENNIAL WOMEN RESPOND MOST TO WARMTH

Demographic: 25-34 Female  
Market: US

Source: UnrulyPulse
8. Zeitgeist is top reason millennials share

Know what's #trending to drive sharing

- +8% More likely to like it when brands hop on an authentic trend
- +5% More likely to like it when brands are quick to hop on a trend

Source: The Unruly Future Video Survey, n=3,200 global internet users
<table>
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<tr>
<th>Social Motivations</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shared Passion</strong></td>
<td>I would share this video because it gives me the opportunity to connect with my friends about a shared passion or interest</td>
</tr>
<tr>
<td><strong>Social IRL (in real life)</strong></td>
<td>I would share this video because it will help me to socialize with my friends offline</td>
</tr>
<tr>
<td><strong>Social Utility</strong></td>
<td>I would share this video because the product/service could be useful to my friends</td>
</tr>
<tr>
<td><strong>Social Good</strong></td>
<td>I would share this video because it’s for a good cause and I want to help</td>
</tr>
<tr>
<td><strong>Zeitgeist</strong></td>
<td>I would share this video because it is about a current trend or event</td>
</tr>
<tr>
<td></td>
<td>I would share this video because it demonstrates my knowledge and authority about the subject</td>
</tr>
<tr>
<td><strong>Video Starting</strong></td>
<td>I would share this video because I want to be the first to tell my friends</td>
</tr>
</tbody>
</table>
DO YOU SPEAK ZEITGEIST?

“Girl Emojis”
Always

+53% MORE ZEITGEIST THAN OLDER VIEWERS
9. MILLENNIALS MIGRATE ACROSS DEVICES... AND LOVE THE LAPTOP!

Millennials Survey Response

- Laptop: 74%
- Mobile phone: 67%
- Desktop PC: 49%
- Tablet: 46%
- Connected TV: 34%
- Games console: 27%
- None: 2%

Source: Unruly panel, N = 67,654 March 2015-March 2016
Millenials demand more control than the average viewer

63.4% like to be in control of video ads

Source: The Unruly Future Video Survey, n=3,200 global internet users
53% Make it useful
45% Make it entertaining
35% Make it authentic

Source: The Unruly Future Video Survey, n=3,200 global internet users
THANKS FOR WATCHING!

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USE USER-FRIENDLY AD FORMATS

OUTSTREAM VIDEO

NATIVE NEWSFEED

SKIPPABLE PRE-ROLL

INCENTIVIZED VIDEO
Rule Yourself
Under Armour

BE YOURSELF, ALL OTHER BRANDS ARE TAKEN

+73% WOULD SHARE FOR SELF-EXPRESSION THAN OLDER VIEWERS