



UNRULY

Don't just reach people.
Move people.

The New "It Crowd"

How to emotionally engage
with parents online



@unrulyco

@devrap

You Choose



Which video resonated higher with parents?



**+10%
more
emotional**

P&G Proctor & Gamble - Thank You, Mom



**+29%
more
emotional**



Dove - #RealDadMoments

The “**It**” crowd



\$200+ billion
US spending
power

Easy to
target
online

Influences
the next
generation of
spenders

Extra
emotional

It's the most **wonderful** thing on earth,
and changes your consumers

UNRULY



Parents are **more likely to engage** with brands online



79%

of parents are likely to like/follow a brand after watching a video ad

54%

of parents are likely to visit competitively priced sites

76%

of parents are more likely to visit a brand's website

50%

of parents use smartphones to watch video

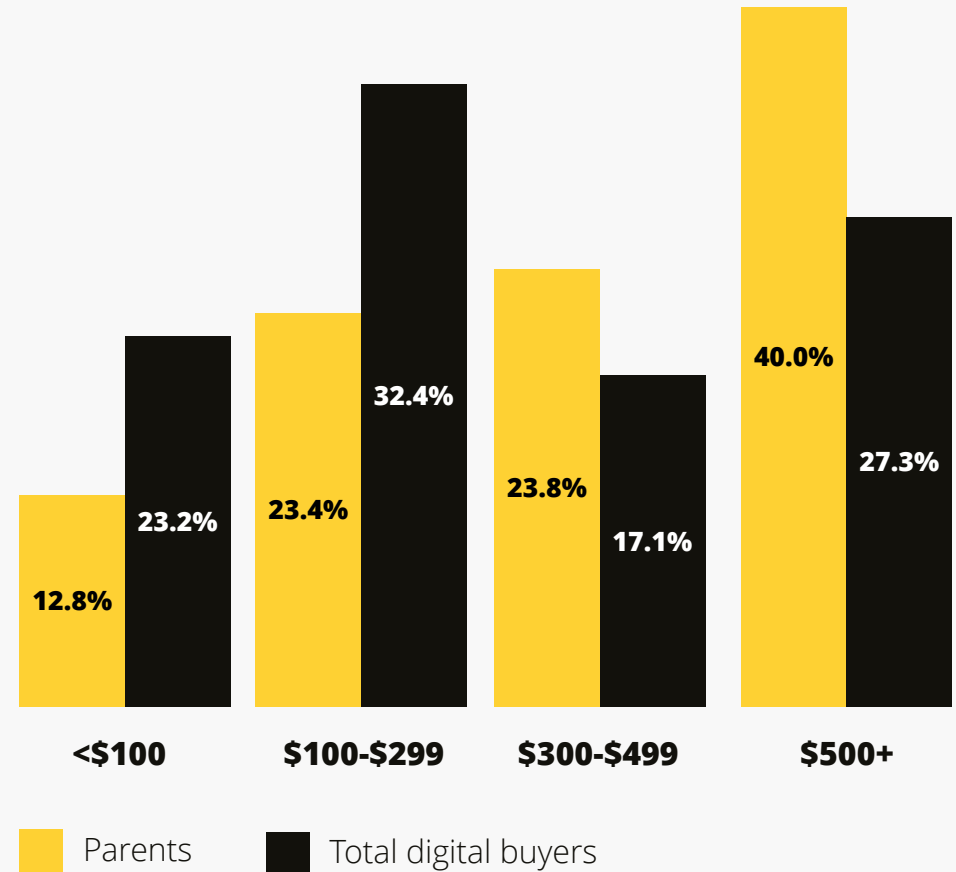


Parents **need more stuff**



Parents are 47% more likely to spend **\$500+ online** each month

Average Amount spent digitally by US Parent vs. Total digital buyers, May 2015



Source: eMarketer, Parents Spend More Online, September 2015

Parents **look for value** but won't compromise on **quality or safety**



77% of US parent internet users purchase educational apps for their children

8 out of 10 families buy organic food for their children

Attitudes toward sales and coupons among US Mothers vs. Total Female Consumers, March 2016

I always look out for special offers

70.3%

64.5%

I shop around a lot to take advantage of specials or bargains

61.7%

59.2%

I tend to hold out on buying things I want until they go on sale

58.6%

53.4%

I do not buy unknown brands merely to save money

28.5%

34.8%

Because of a coupon, I would be drawn to a store where I normally do not shop

36.2%

33.2%

I am drawn to stores where I normally do not shop by sales

30.7%

29.3%

Mothers

Total female consumers



Parents are **different**

“Suddenly, a formerly carefree human who has just about figured out how to meet his or her basic needs has to provide for the needs of another human, who is (a) completely dependent (b) apparently intent on self-destruction and (c) incapable of expressing what those needs are — or anything resembling gratitude.”

TIME



Non-Parents get **more sleep**



Non-Parents are **healthier**



Non-parents have **more financial and career freedom**



Non-parents have more **exciting social lives**



Parents are more likely to **long for an earlier time in their lives**

Brands have the opportunity to offer **convenience, guidance & reassurance**



91%

of millennial parents worry about **paying the bills**

72%

of millennial parents **worry about being good parents**

Searching for **coupons** is the most popular mobile shopping activity (Moms 18-34)

65% of parents rely on mobile phones for shopping

Dads check product reviews and compare prices



UNRULY

9 key findings
from our Parents Study

About the Data



Unruly EQ allows advertisers to maximize the social, brand and business impact of their video content by evaluating, improving & predicting the viral potential of video ads.

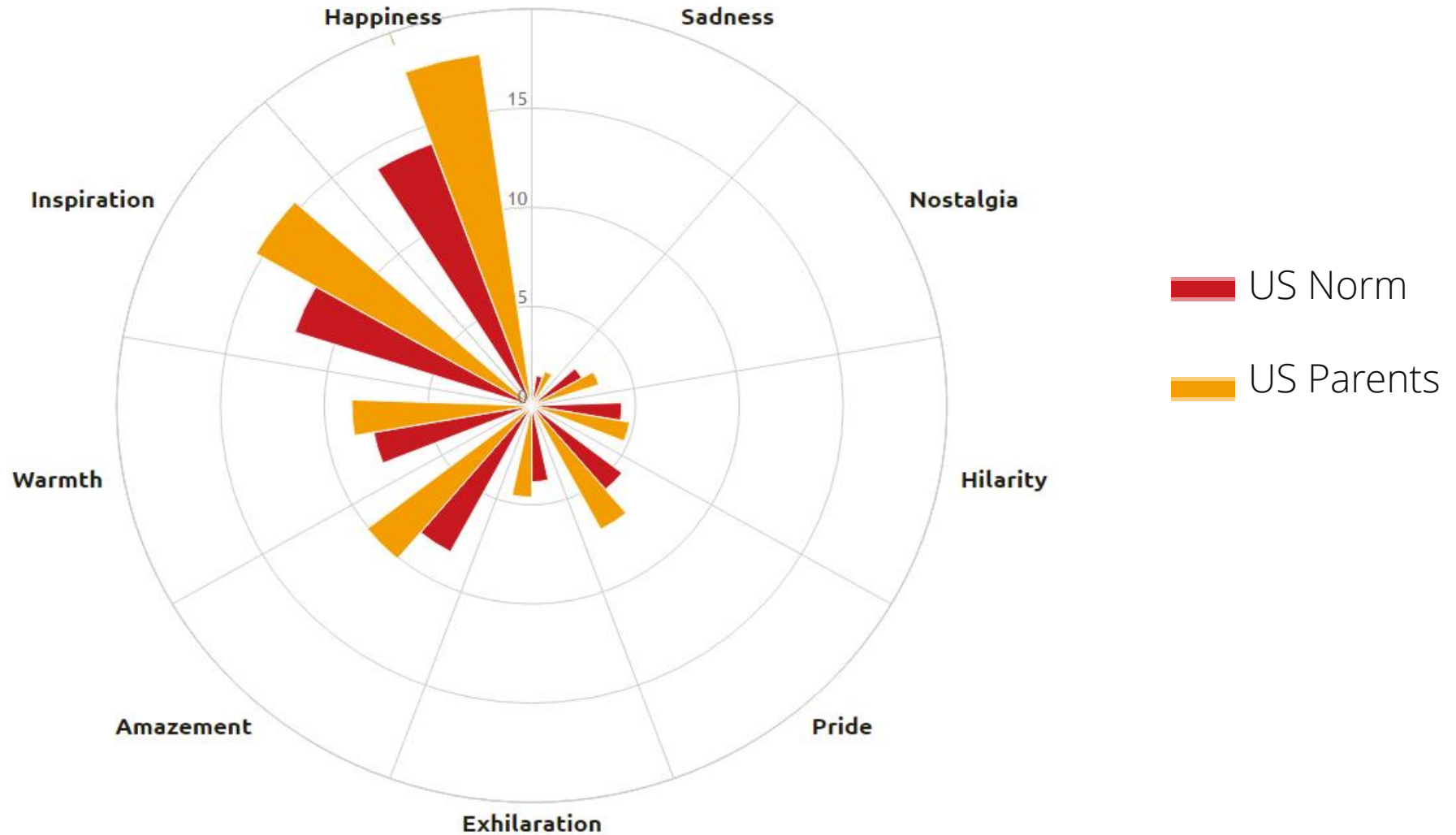


Unruly Pulse and our Parents Edition offers first party insights on the cultural, seasonal and demographic drivers of video engagement. Trained on responses from 1.5M consumers.

Future of Video Advertising Study

Unruly surveyed **3,200 people** around the globe to learn how **Gen Z, Millennial, GenX and Boomer audiences** differ in behavior and preference.

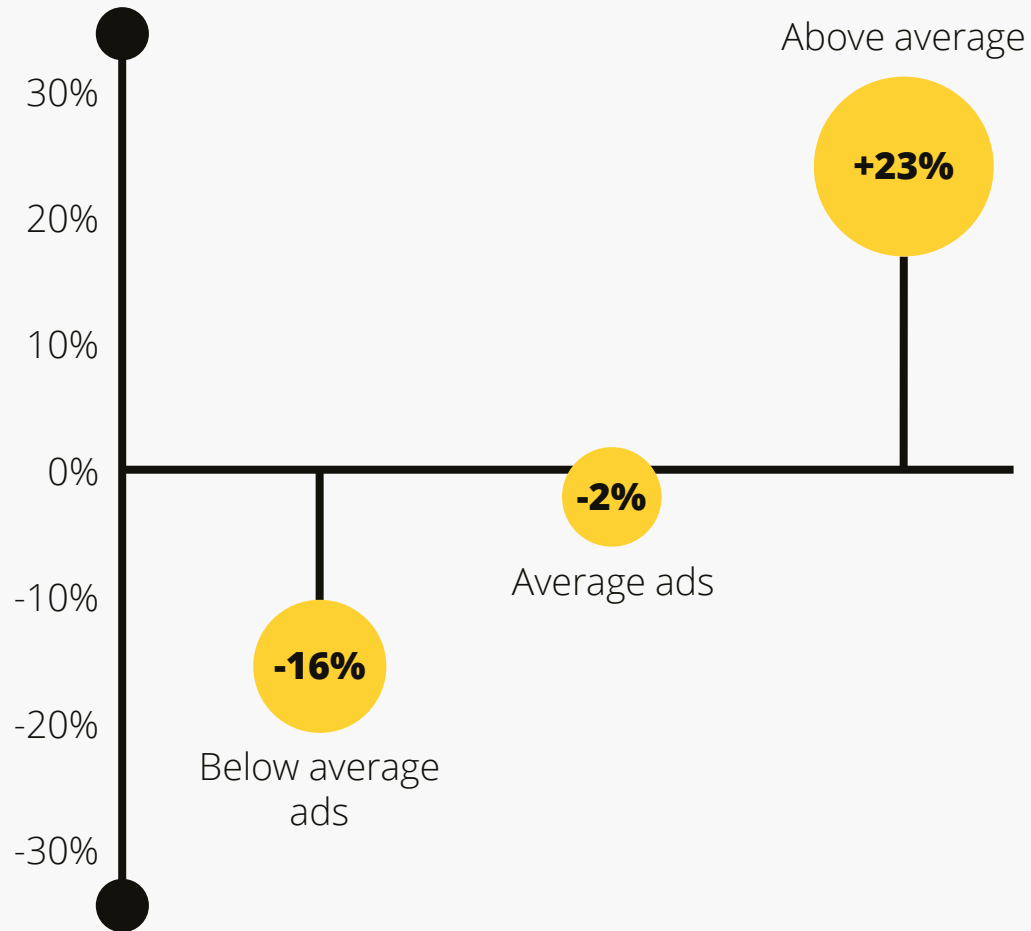
1. It's easier to **emotionally connect** with parents



Emotion is **key** for **driving purchases**



Lift in sales volume Vs. All ads for the brand



Ads with above-average
EEG scores delivered

23% Lift

in sales volume

Make an **emotional connection**



		Intensity									
Amazement	N/A	1	2	3	4 Impressed	5	6	7 Amazed	8	9	10
Exhilaration	N/A	1	2	3	4 Interested	5	6	7 Excited	8	9	10
Happiness	N/A	1	2	3	4 Contented	5	6	7 Happy	8	9	10 Joyful
Hilarity	N/A	1	2	3	4 Amused	5	6	7 Very amused	8	9	10 Laughing out loud
Inspiration	N/A	1	2	3	4 Encouraged	5	6	7 Uplifted	8	9	10 Inspired
Pride	N/A	1	2	3	4 Pleased	5	6	7 Proud	8	9	10 Proud as punch
Nostalgia	N/A	1	2	3	4 Wistful	5	6	7 Nostalgic	8	9	10 Deeply nostalgic
	N/A	1	2	3	4 Sad	5	6	7 Really sad	8	9	10 In tears
	N/A	1	2	3	4 Warm	5	6	7 Warm & fuzzy	8	9	10 Heart melted
	N/A	1	2	3	4 Annoyed	5	6	7 Angry	8	9	10 Enraged
	N/A	1	2	3	4 Titillated	5	6	7 Turned on	8	9	10
	N/A	1	2	3	4 Nervous	5	6	7 Afraid	8	9	10

2. Parents are more likely to feel **positive emotions**



+28%

to feel happy



+25%

to feel inspired



+25%

to feel amazement



+16%

to feel pride



Across all **industry verticals**

Intensity of emotional response



FMCG/CPG



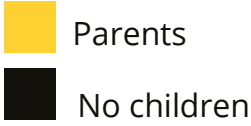
Technology



Automotive



Entertainment



Services



Finance



Travel

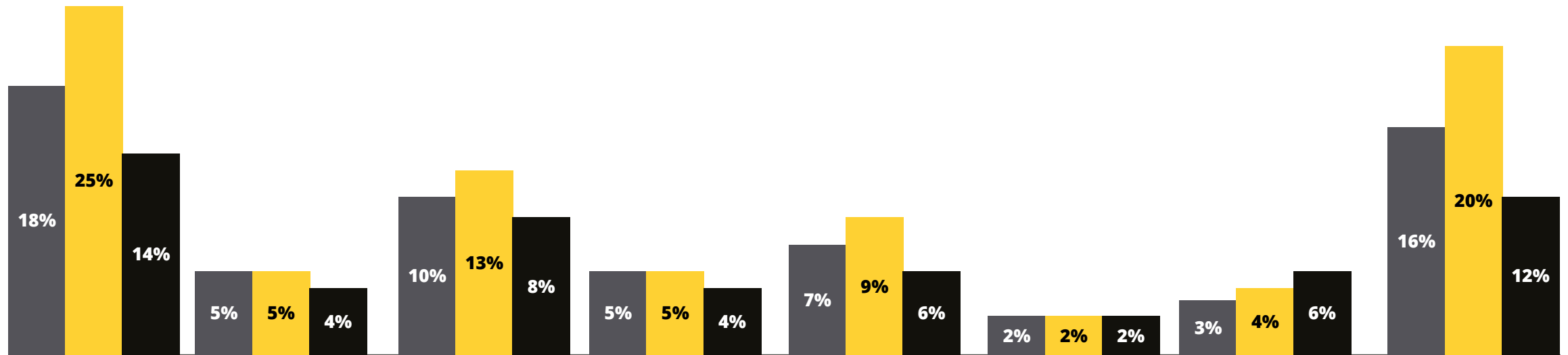


Retail



Source: Unruly panel, 162,634 Parents, 111,162 no children, March 2015-March2016

3. Skew budget toward Millennial parents, they're **more emotional**



Happiness



Exhilaration



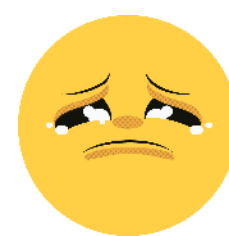
Amazement



Hilarity



Pride



Sadness



Nostalgia



Inspiration

■ GenX Parents ■ Millennial Parents ■ US market norm

4. Parents are an **active audience**



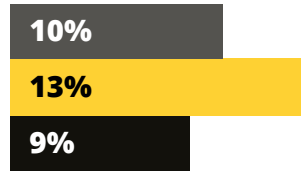
Parents are **more personally engaged**



- GenX Parents
- Millennial Parents
- Market Norm



Relevant to Me



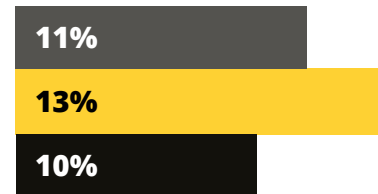
Genuine



Cool



Relatable



Credible



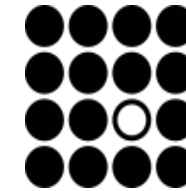
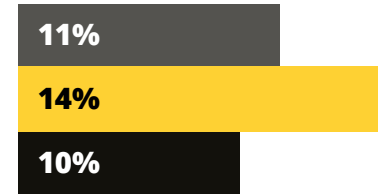
Parents are more likely to **like your products**



High Quality



Good Value for Money



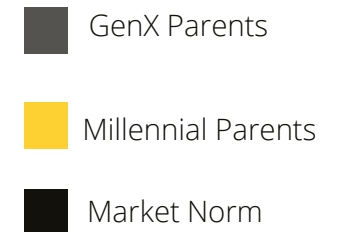
Different



Innovative



Empowering



Parents take **action**...



Watch Again



Talk About



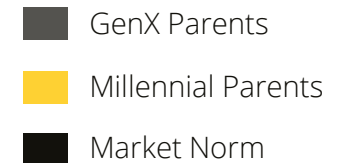
Share



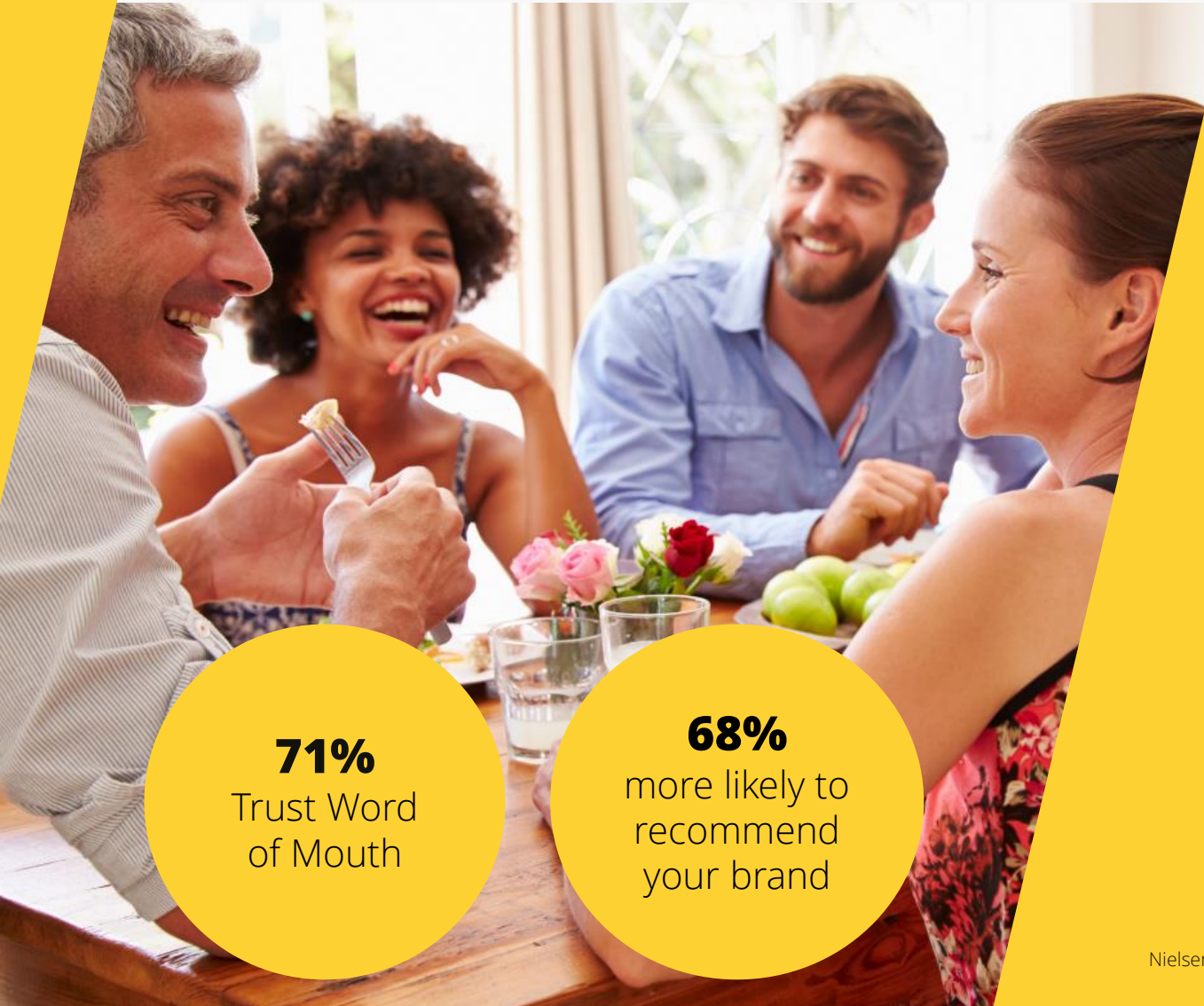
Find Out More



Purchase Intent



5. Parents are **natural** networkers



"...a high-impact recommendation — from a trusted friend conveying a relevant message — is up to 50x more likely to trigger a purchase."

71%

Trust Word
of Mouth

68%

more likely to
recommend
your brand

Key social motivations



Social Motivations

Shared Passion

I would share this video because it gives me the opportunity to connect with my friends about a shared passion or interest

Social IRL (in real life)

I would share this video because it will help me to socialize with my friends offline

Social Utility

I would share this video because the product/service could be useful to my friends

Social Good

I would share this video because it's for a good cause and I want to help

Zeitgeist

I would share this video because it is about a current trend or event

Kudos

I would share this video because it demonstrates my knowledge and authority about the subject

I would share this video because I want to be the first to tell my friends

Conversation Starting

I would share this video to start an online conversation

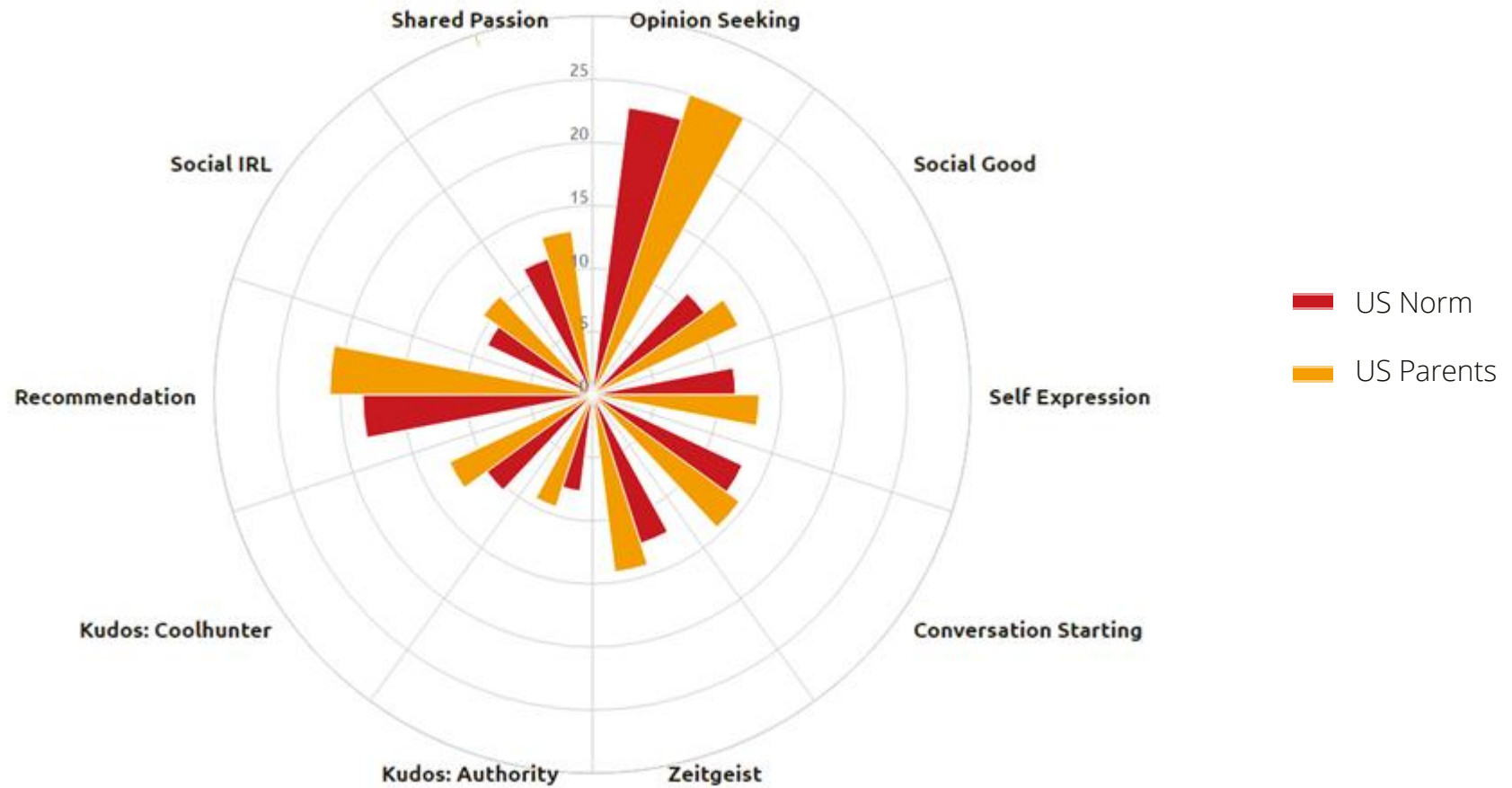
Self Expression

I would share this video because I want to express myself

Parents are **more likely to share**



The most social parents are A25-34!



6. Time is precious, **target well**



+27%

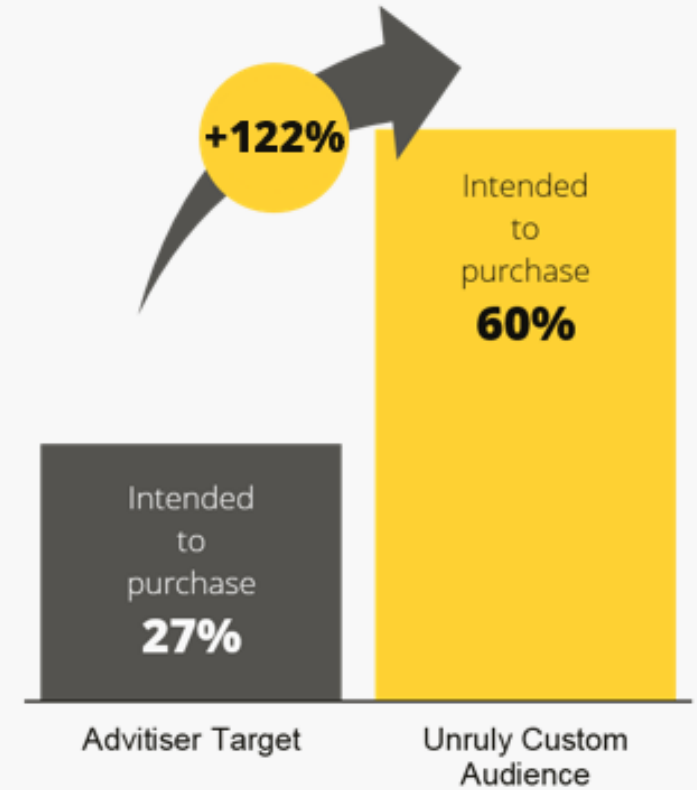
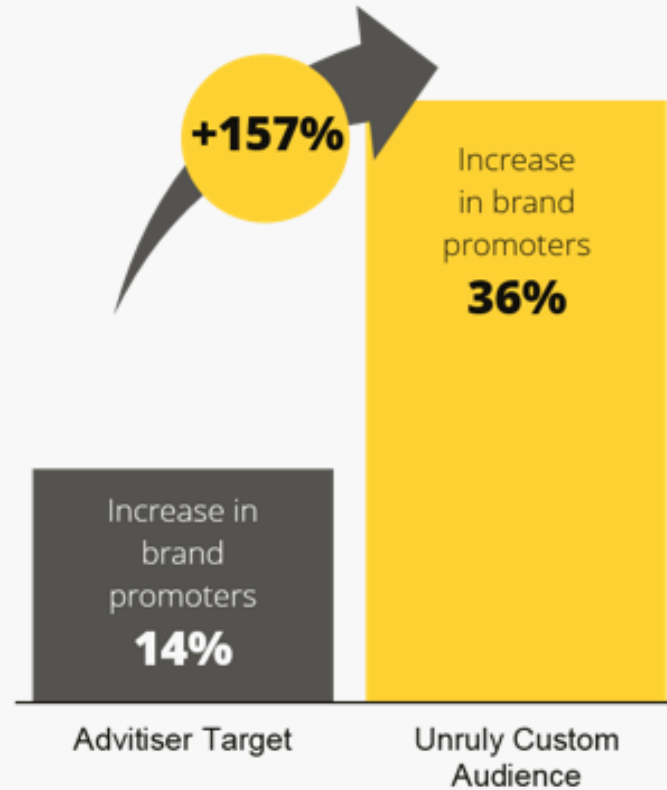
More likely to
enjoy relevant
ads

Emotional targeting case study: Apparel brand



Emotional audience had 2x the purchase intent

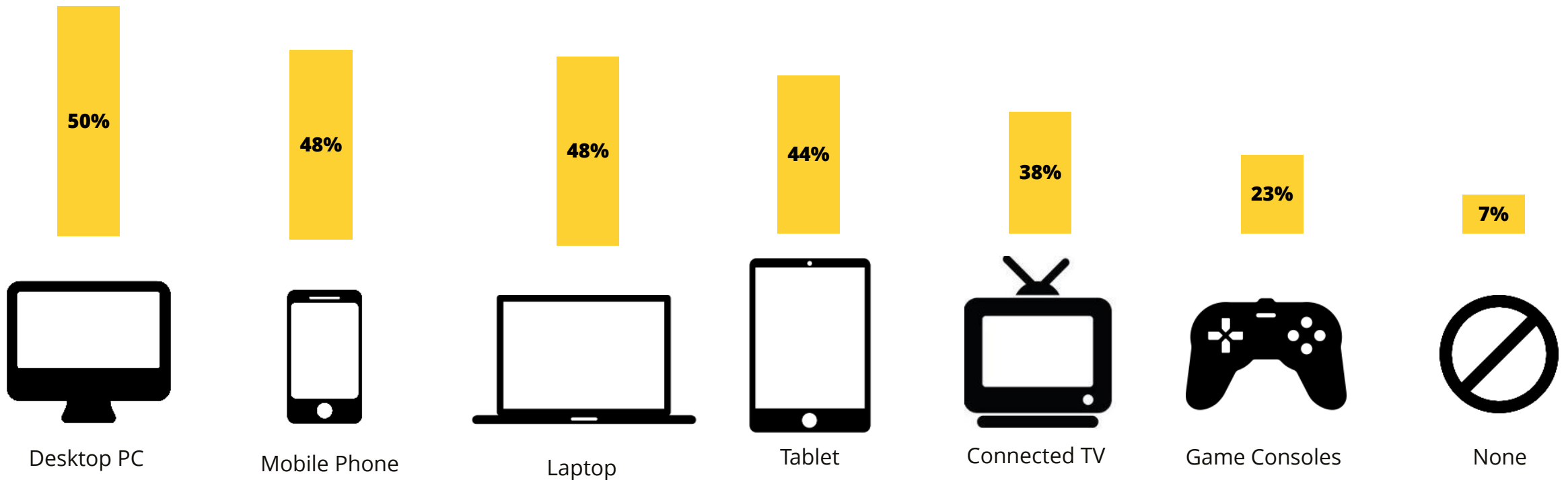
Views Delivered



Parents migrate across **all devices**



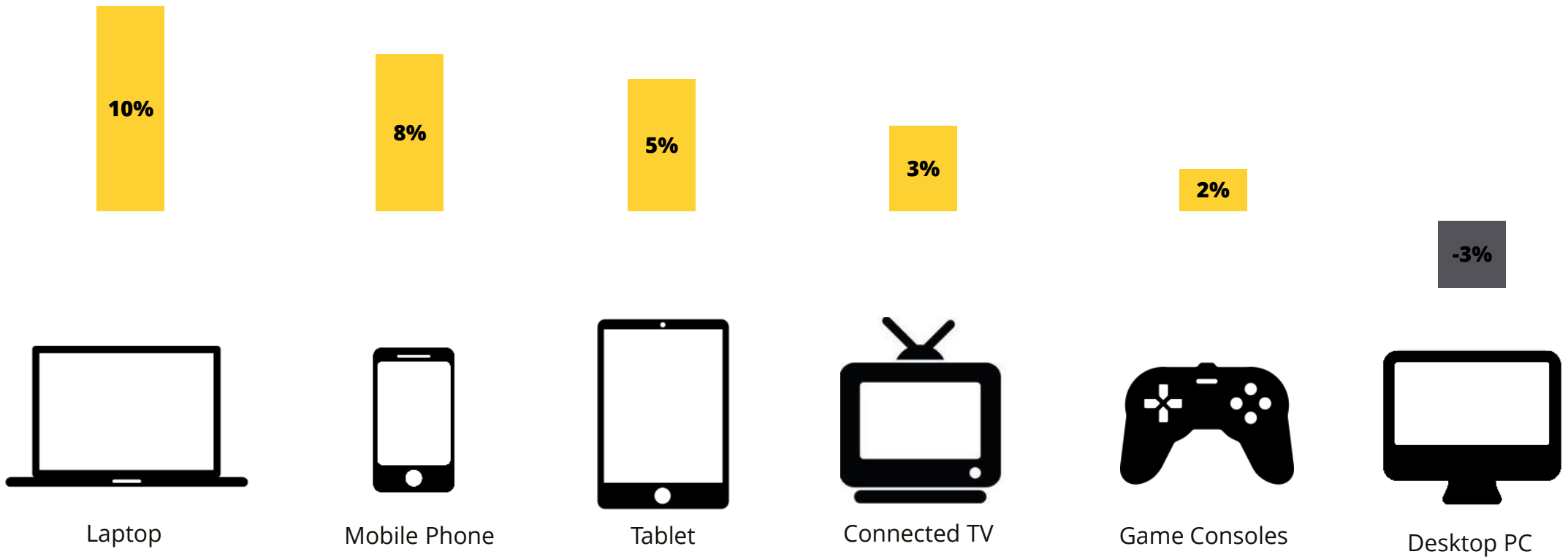
Devices used in the last 30 days to watch video



Mom lives on **laptops and mobile**



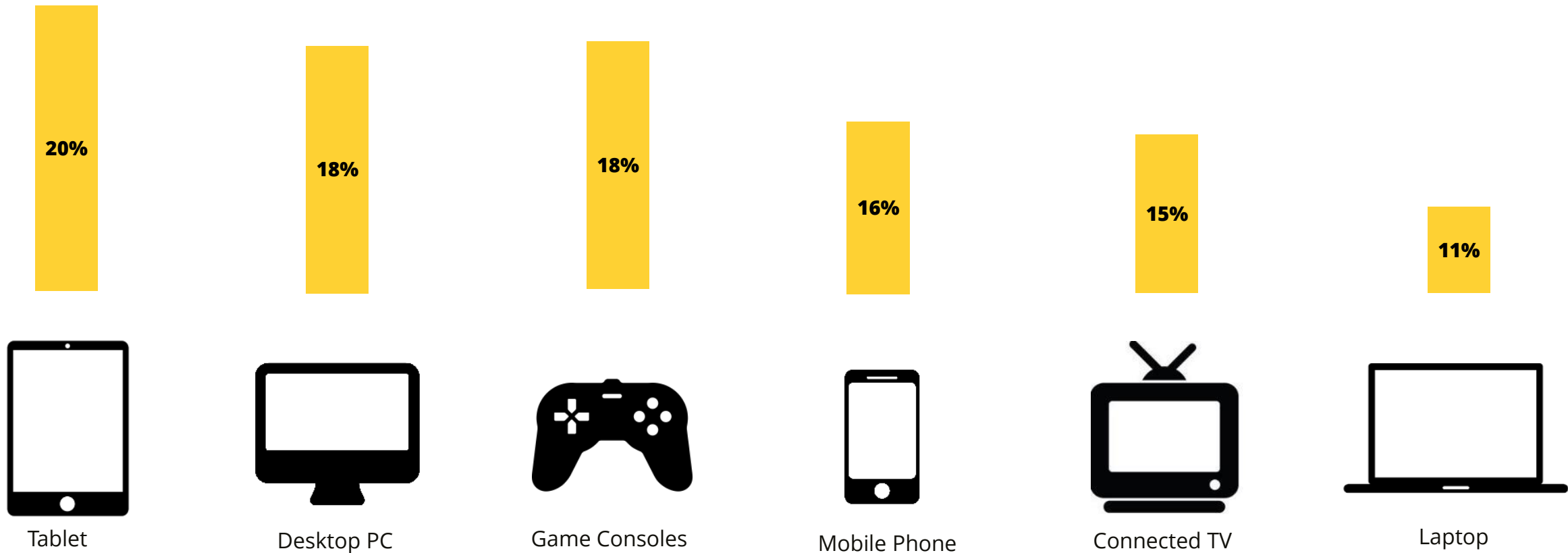
% Over/underindex



Dads over index across **all** devices



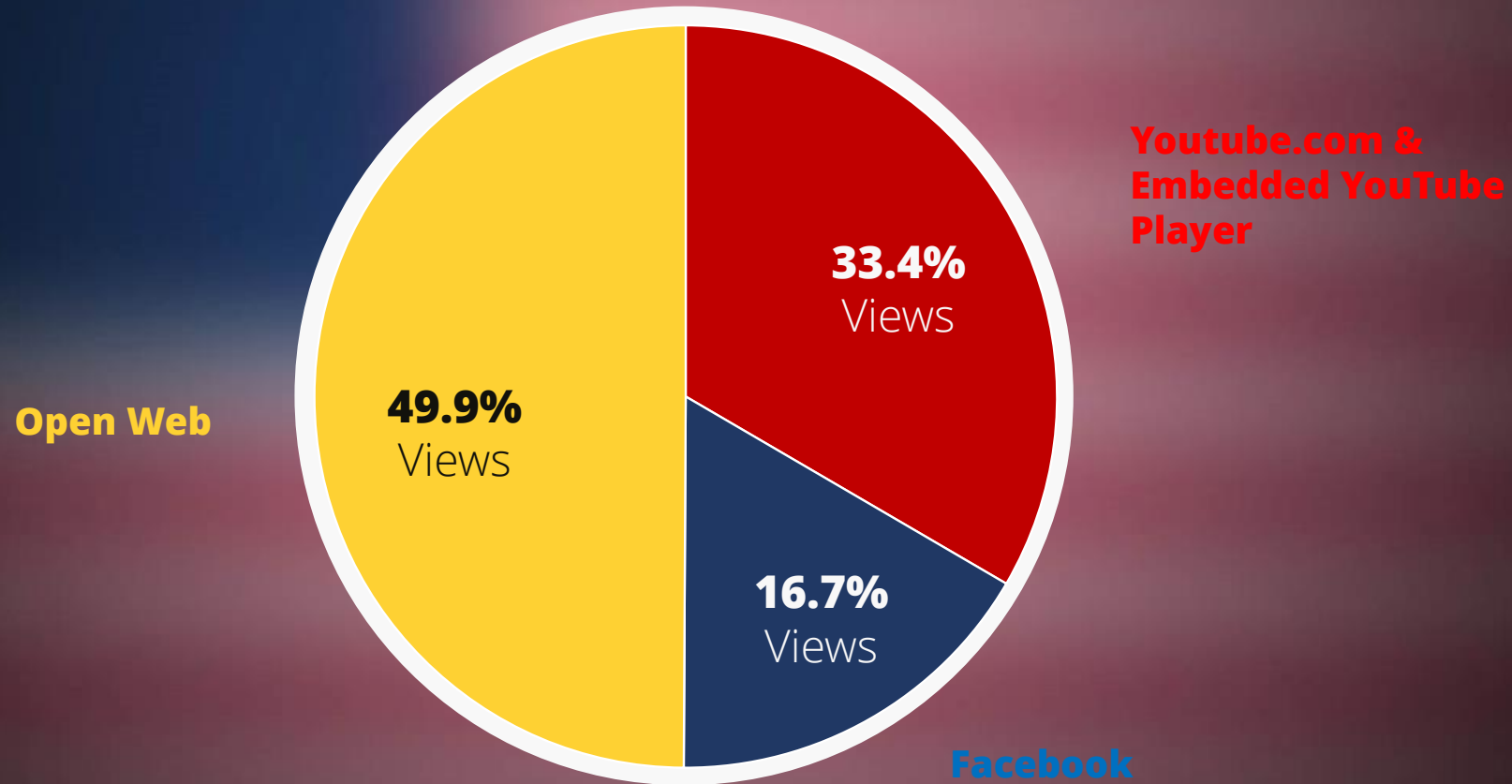
% Over/underindex



Complement your social strategy on the premium publishers



Half of total views take place **outside** of the walled gardens



8. Skew budget toward Dad - **he's more engaged**

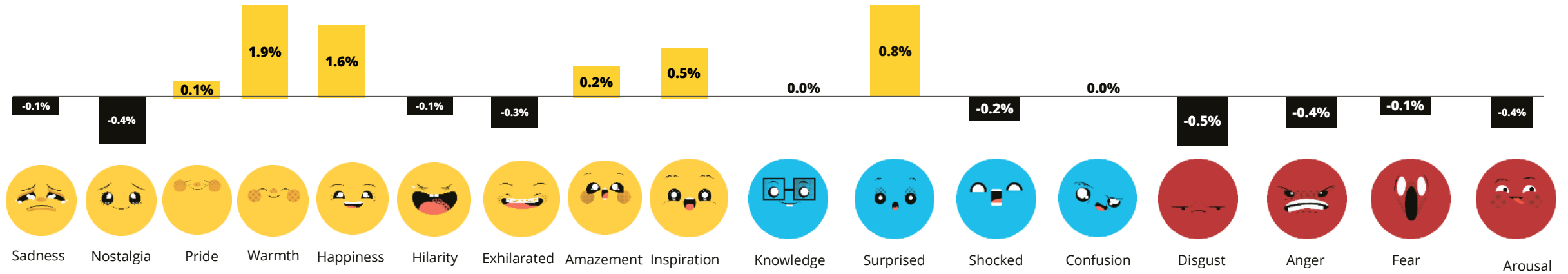


Dad is
+17%
more likely to
engage with
video

Mom tends to get the **targeting** love



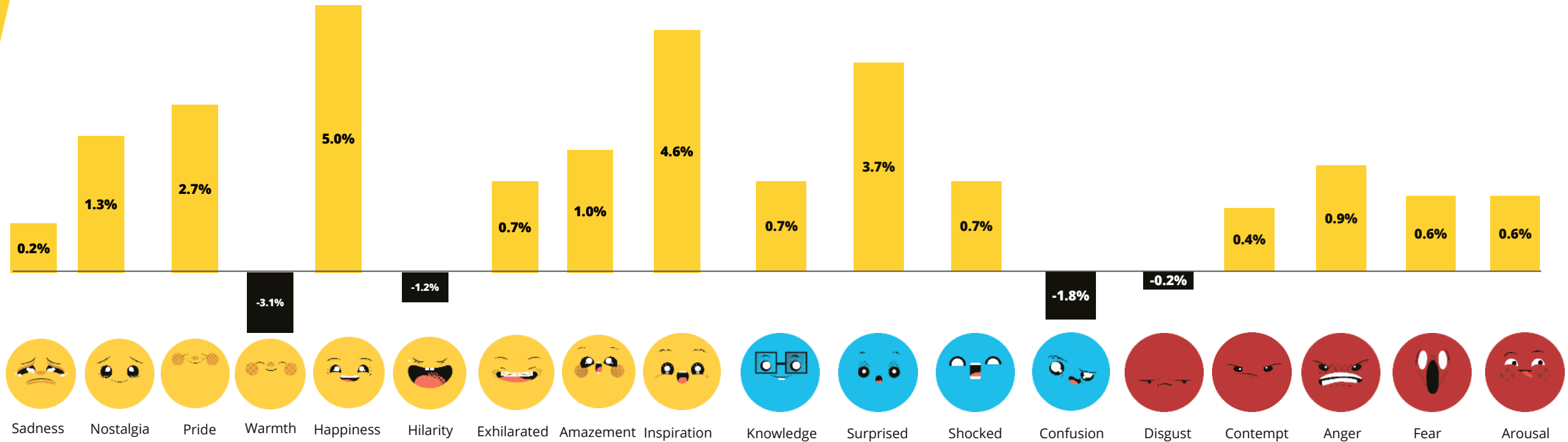
Emotional response



Dad is **more emotional**



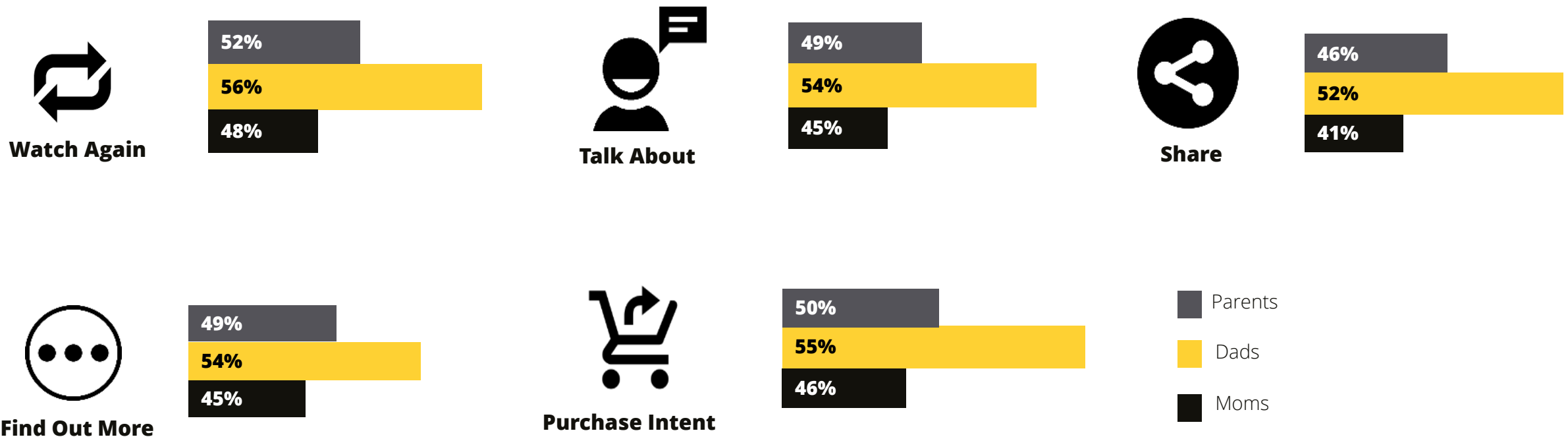
Emotional response



Dads are **more likely to share and buy**



Post viewing behavior



9. Be **polite**, parents have it rough



81%

Sometimes, often or always
mute video ads

62%

Like to be in control of video ads

63%

Are annoyed by forced pre-roll
(and put-off the brand)

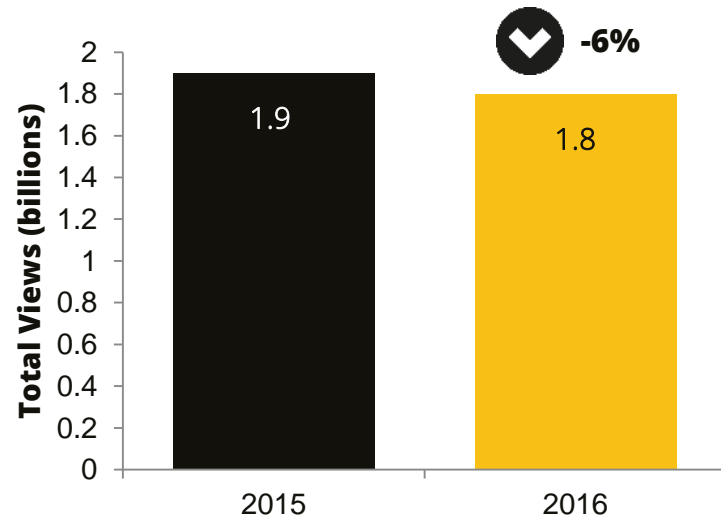
54%

Annoyed when mobile ads play
with auto sound

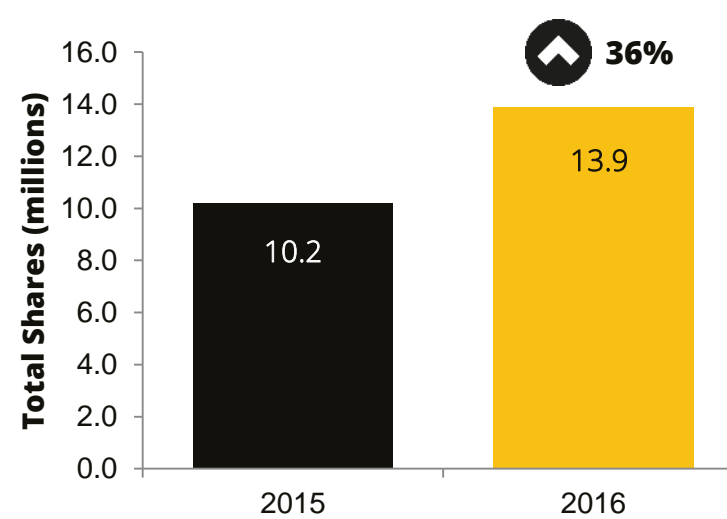
Marketers are getting better at engaging parents, but there is **work to be done**



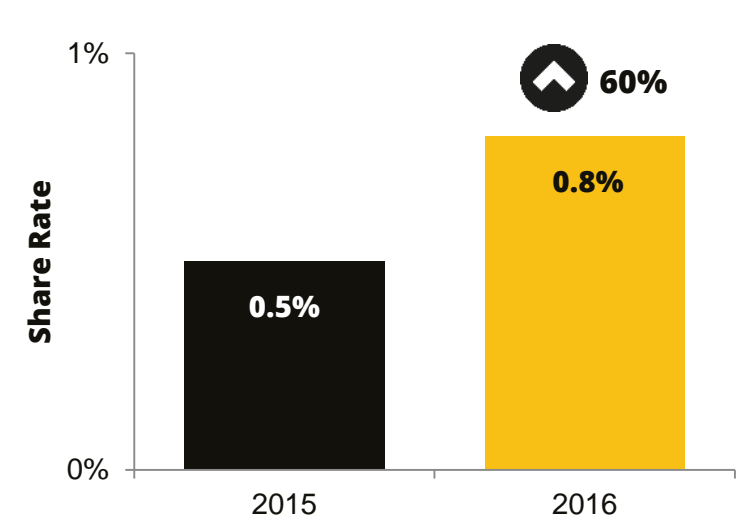
Views (Billions)



Shares (Millions)



Share Rate



Future gazing



Content

- 1 Solve needs by offering guidance, reassurance, convenience
- 2 Make ads useful and heart-melting
- 3 Include engagement as a KPI – parents are extra-active and social!

Distribution

- 1 Target Dad for greater ROI
- 2 Shift budget to millennials
- 3 Time is precious, targeting pays off
- 4 Complement social with premium publishers
- 5 Mom and dad overindex on different screens – cover your bases!

Thanks for **watching!**



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Especially on mobile



44% lock their phone in vertical

54% annoyed when mobile ads play with auto sound

64% dislike ads because they get in the way of online content

100M hours viewed daily on Facebook

10B videos viewed daily on Snapchat

