

Pandora / HP



CATEGORY

Music/Entertainment



OBJECTIVE

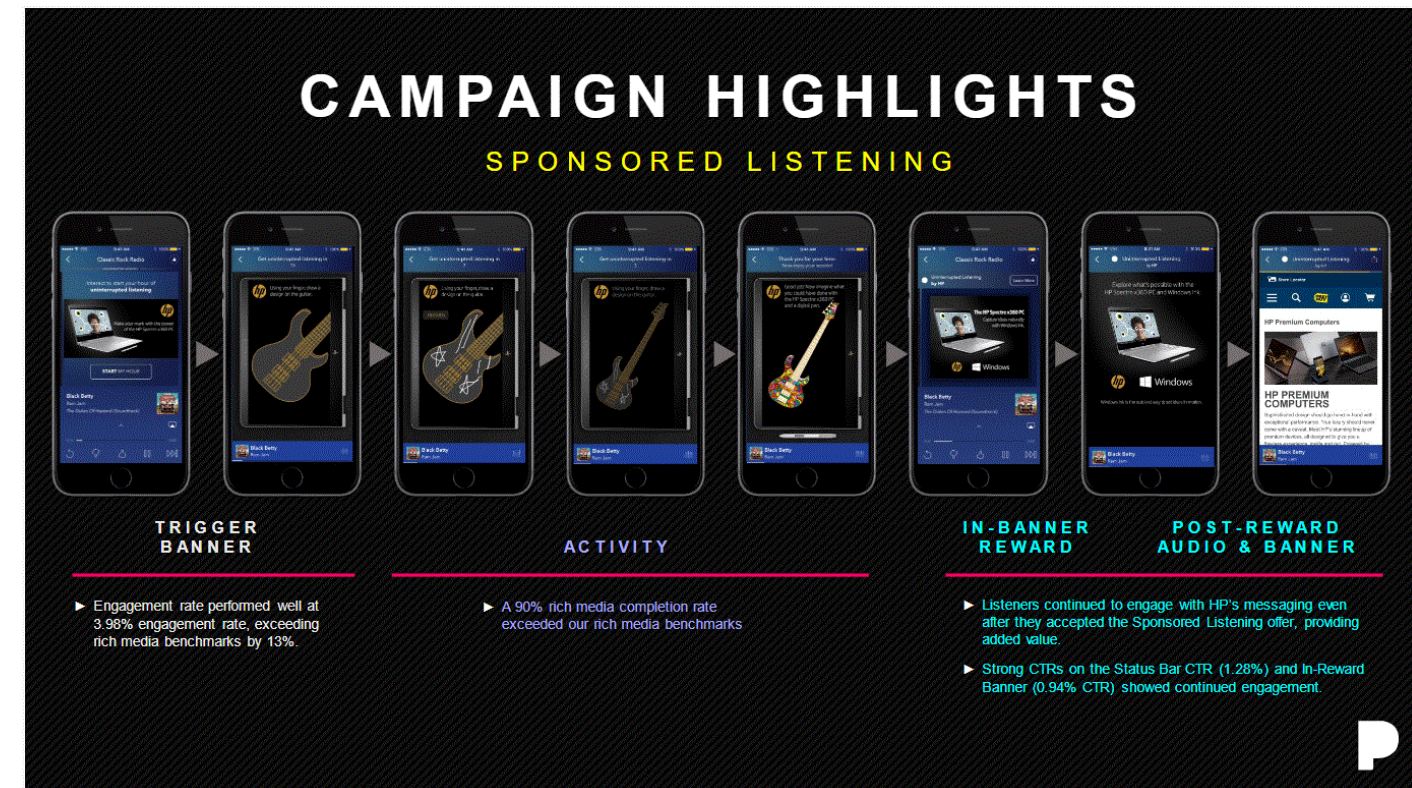
- Drive consideration and purchase intent among GenZ and Millennials
- Highlight capabilities of HP's new Inking pen to differentiate their premium notebook solution from competitors
- Create first-to-market, interactive units to fully immerse users in the power of inking



EXECUTION

Pandora's engagement-based ad solution that offers listeners one hour of uninterrupted music after 15 seconds of brand interaction.

- To demonstrate the capabilities of HP's digital pen, the custom rich media unit prompted users to draw designs on a guitar
- Engagement PLUS: Advertiser has exposure for up to one hour, access to a CTA, and an audio end tag—at no extra cost!



HOW CONSUMER LEARNS OF VALUE EXCHANGE

Trigger banner



ACTION CONSUMER MUST COMPLETE

0:15 seconds of rich media engagement



RESULTS

34% life in Purchase Intent; 44% Life in Brand Awareness

Google / NBC: "The Good Place"



CATEGORY

Music/Entertainment



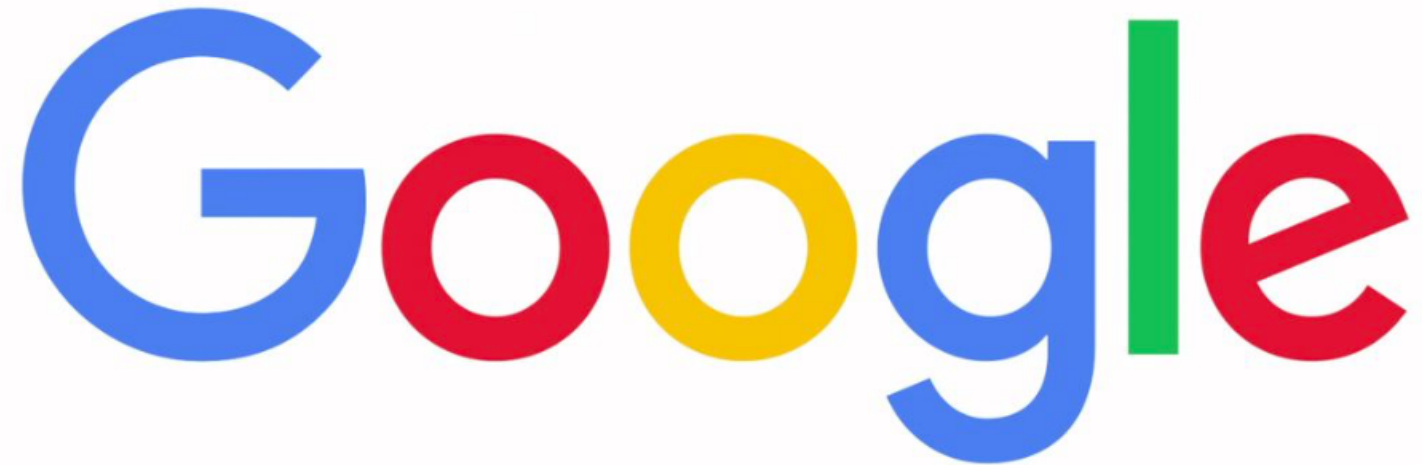
OBJECTIVE

Prevent the skipping of YouTube Ads and Promote Season 3 of 'The Good Place'.



EXECUTION

NBC partnered with Google for the season 3 premiere of 'The Good Place'. Starting 9/19/18, NBC will be running quirky YouTube ads featuring fluffy bunnies, disco dogs and cute kittens with ducks to discourage viewers from hitting the skip button. If the ad is not skipped, the viewer will be rewarded with a clip from season 3 of "The Good Place."



HOW CONSUMER LEARNS OF VALUE EXCHANGE

A voice-over says: "Only a monster would skip a video of a bunny in a bucket...Enjoy a moment of goodness, and maybe, just maybe, you will end up in the good place."



ACTION CONSUMER MUST COMPLETE

They must not skip the ad.



RESULTS

The campaign kicked off in September 2019, results pending.

Activision Blizzard Media / Nestle - Kit Kat



CATEGORY

Gaming



OBJECTIVE

Increase both brand awareness and consideration for the new sharing pack by showcasing multiple friends getting to pick their favorite KitKat® flavor and share the moment with friends. Nestle wanted to bring to life it's fun messaging in a friendly way for the new "Senses" share pack in a playful environment.



EXECUTION

By partnering with King's leading portfolio of games, Nestle could make KitKat® Senses the hero that would help players further their adventure when they needed it the most! By combining key moments within the game loop such as the treat calendar and out-of-lives placements, KitKat® Senses messaging was memorable and helpful to the player. As a result, these placements moved top line metrics such as brand awareness and ad recall by 4x the norms and delivered 3-4x the norms on the harder to shift brand favorability and purchase intent metrics.



HOW CONSUMER LEARNS OF VALUE EXCHANGE

In key moments of gameplay such as out-of-lives, the user has the option to replay the game or watch an advertisement in order to win free moves and complete the level.



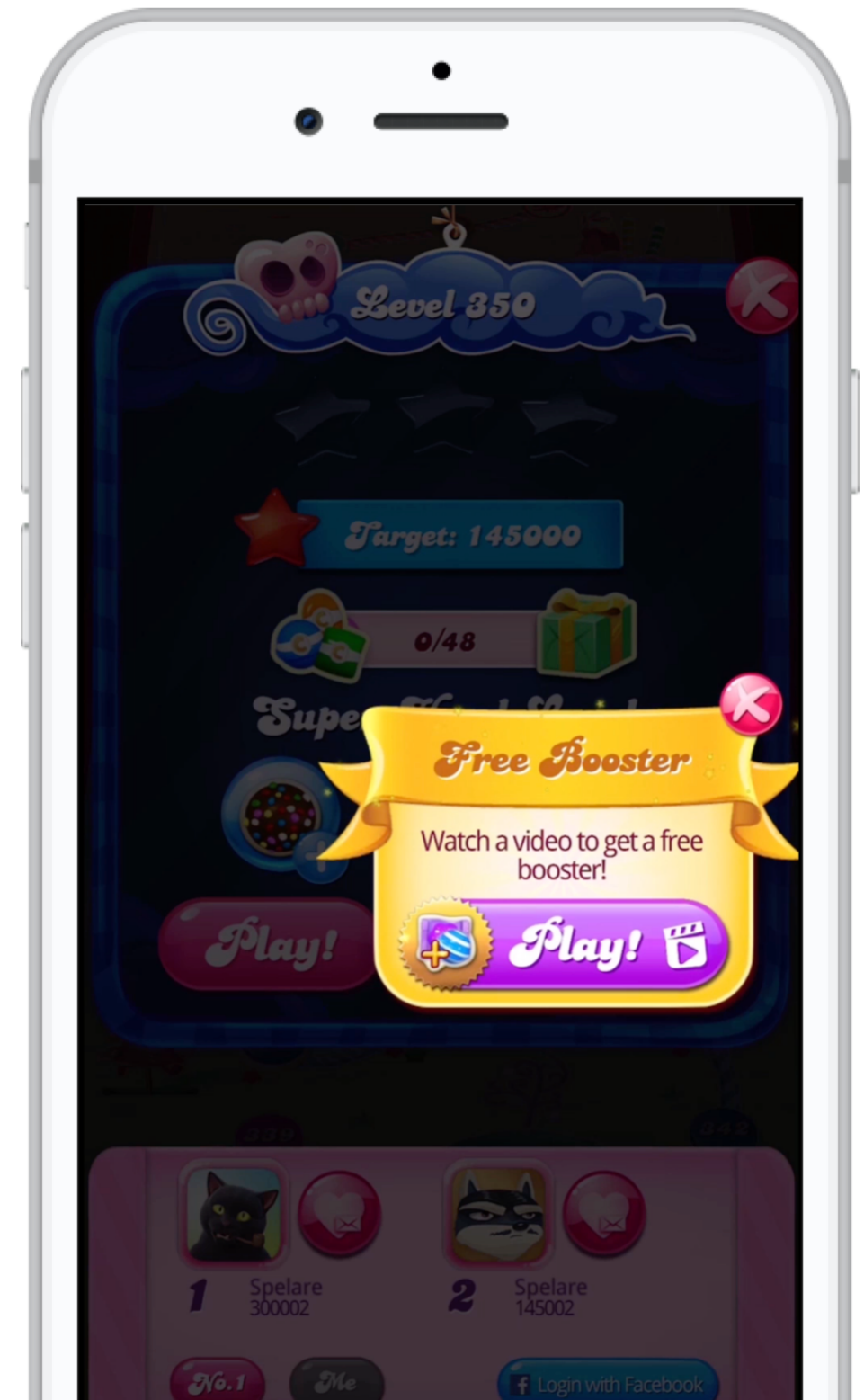
ACTION CONSUMER MUST COMPLETE

There are parts of the game where the user can continue playing or push a very transparent watch ad or play button.



RESULTS

Brand metrics: As a result, these placements moved top line metrics such as brand awareness and ad recall by 4x the norms and delivered 3-4x the norms on the harder to shift brand favorability and purchase intent metrics. Media performance: 99% Viewability, 99% Completion rate



Electronic Arts / Snickers



CATEGORY

Gaming



OBJECTIVE

Reinforce NFL league relationship and drive viewership of new season campaign messaging



EXECUTION

Reach NFL enthusiasts across Madden Mobile franchise. Players opt-in to view sponsor messaging in exchange for in-game currency to advance their game play.



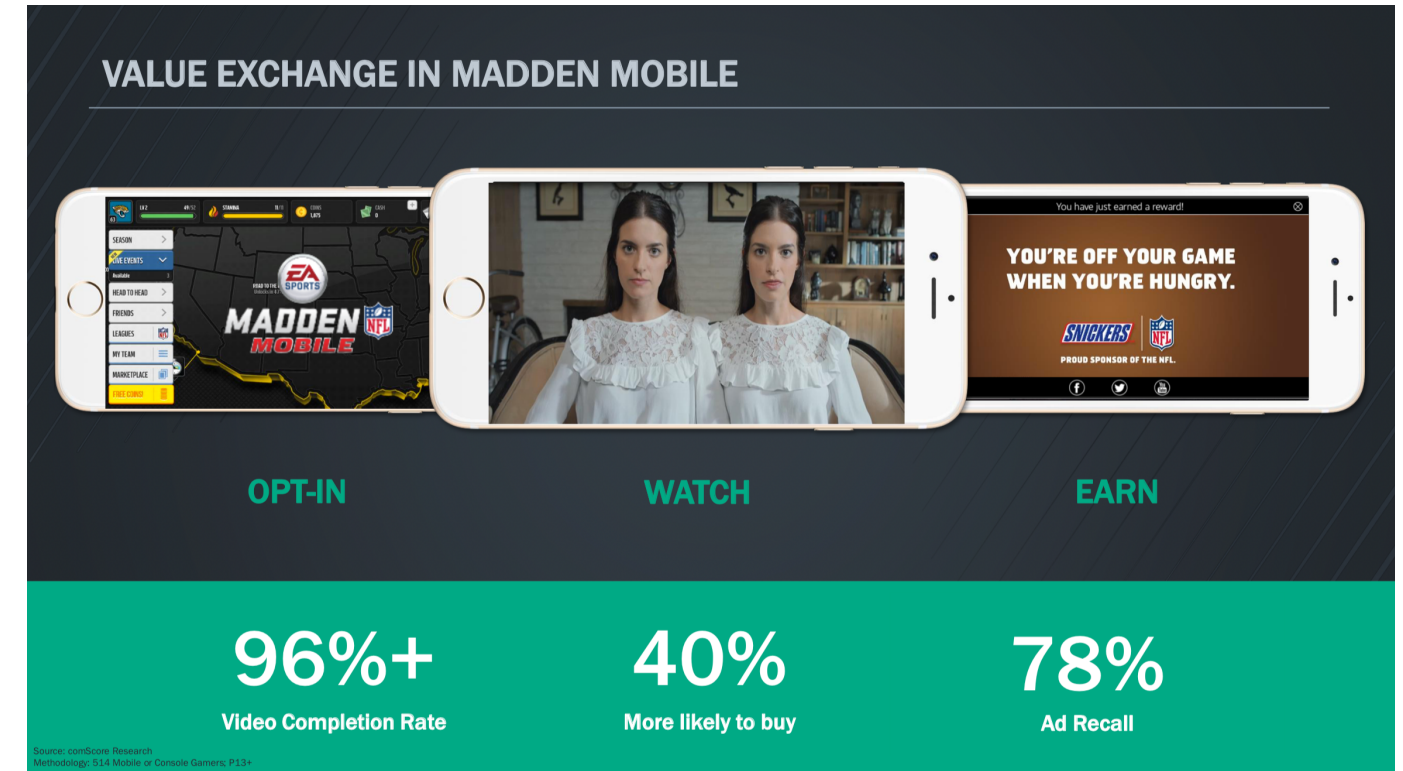
HOW CONSUMER LEARNS OF VALUE EXCHANGE

Upon video completion players are informed they just received a reward for their engagement



ACTION CONSUMER MUST COMPLETE

Players must opt-in to view video content presented by a sponsor, complete :15 or :30 sec video to unlock in-game currency



RESULTS

Our model is all about choice. By giving players the option to engage with sponsor content in exchange for in-game currency - they not only seek out brand content, they engage for longer periods of time. Our in-game video engagement ads drove over 96%+ video completion rate, with 78% ad recall and 83% of players choosing to take an additional post-ad action.

Jun Group / Luxury Auto Manufacturer



CATEGORY

Gaming



OBJECTIVE

Generate targeted awareness for people in the market for a new luxury car.



EXECUTION

Used a screener question to find people who self identified as in the market for a new luxury car purchase within the next 90 days. Once people self selected, we showed the video ad, followed by an end screen with CTAs to the brand's website.



HOW CONSUMER LEARNS OF VALUE EXCHANGE

The unit is located in a standard placement within the game.



ACTION CONSUMER MUST COMPLETE

Watch the video and get rewarded.



RESULTS

93% video completion rate for a 30 sec video, 4% post-view engagement on the end screen, and 2MM added value impressions.

LUXURY AUTO BRAND



4%

Post-view
engagement rate



93%

Video completion rate



2MM

Added-value
impressions

Jun Group targeted affluent consumers and luxury auto enthusiasts across Value Exchange and Native video placements to drive awareness and brand lift.

jun group.

Gameloft / Asphalt 8



CATEGORY

Gaming



OBJECTIVE

Promote the soundtrack to a blockbuster action-movie within one of the most successful mobile racing games on the market through the use of incentivized video advertisement.



EXECUTION

Employed the video ad format, using a 30 second extract of the music video, and an end-screen with a CTA offering the possibility to listen to the soundtrack on the user's favorite platform



HOW CONSUMER LEARNS OF VALUE EXCHANGE

A pop-up screen is implemented into the game at planned breaks, informing the user that they can double their earned credits by watching an advertisement.



ACTION CONSUMER MUST COMPLETE

Click on "Watch Video" button



RESULTS

The incentivized video format delivered on campaign goals with a 92.37% completed engagement on impression rate and a 2.13% click through rate.



Pandora / Chic-Fil-A



CATEGORY

Music/Entertainment



OBJECTIVE

Drive store visits and incremental sales



EXECUTION

Ad solution that offers listeners one hour of uninterrupted music in exchange for watching at least 15 seconds of a brand video advertisement.



HOW CONSUMER LEARNS OF VALUE EXCHANGE

Trigger banner



ACTION CONSUMER MUST COMPLETE

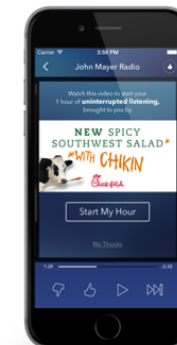
Complete a 15 second video view



RESULTS

+69% lift in store visits, 118K incremental visits, +\$1.3M incremental sales to Chick-Fil-A and +8.8% lift in overall visitation

C A M P A I G N H I G H L I G H T S



TRIGGER BANNER

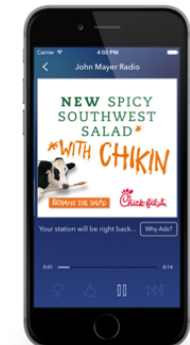


ACTIVITY

Engagement Rate of 3.38%
exceeded Pandora benchmarks



IN-REWARD BANNER



POST-REWARD AUDIO
& TILE

Status bar CTR was 3.11%. The 4.19% CTR on the In-Reward Banner was higher than benchmark

Average minutes spent per reward session was 33.2 min, higher than benchmark

Listeners continued to engage with Chick-Fil-A's messaging even after they accepted the Sponsored Listening offer, providing added value.

BRAND STUDY RESULTS



+69%
Lift in store visits for A18-24

118K
Incremental Visits

\$1.3M
Incremental Sales to Chick-fil-A

+8.8%
Lift in Overall Visitation Rate

Placed Study January 2016 – May 2016



Electronic Arts / Telecom Brand



CATEGORY

Gaming



OBJECTIVE

Reach, educate and recruit new potential subscribers for a national telecom provider



EXECUTION

A national telecom provider wanted to reach and engage millennials across EA's premium mobile portfolio. By leveraging our in-game video product across key franchises such as The Sims Free Play, Madden Mobile, Need for Speed No Limits, and Plants vs. Zombies 2, the telecom partner was able to educate while simultaneously adding value across multiple game genres.



HOW CONSUMER LEARNS OF VALUE EXCHANGE

Each franchise unlocks relevant in-game currency. Upon video completion players are informed of the reward

PREMIUM MOBILE IN-GAME VIDEO



ACTION CONSUMER MUST COMPLETE

Opt in, watch a :15 or: 30 sec video, receive reward



RESULTS

Players who saw the campaign were:

12% more likely to be aware of the brand

3x more likely to sign up for a wireless plan with the brand

3x more likely to have a positive brand opinion of the brand

3x more likely to recommend the brand

76% ad recall

Tapjoy / 20th Century Fox - Ferdinand Theatrical



CATEGORY

Gaming



OBJECTIVE

Drive awareness, engagement and ticket sales across 16 countries targeted to movie-going parents with young kids for the upcoming theatrical release of Ferdinand



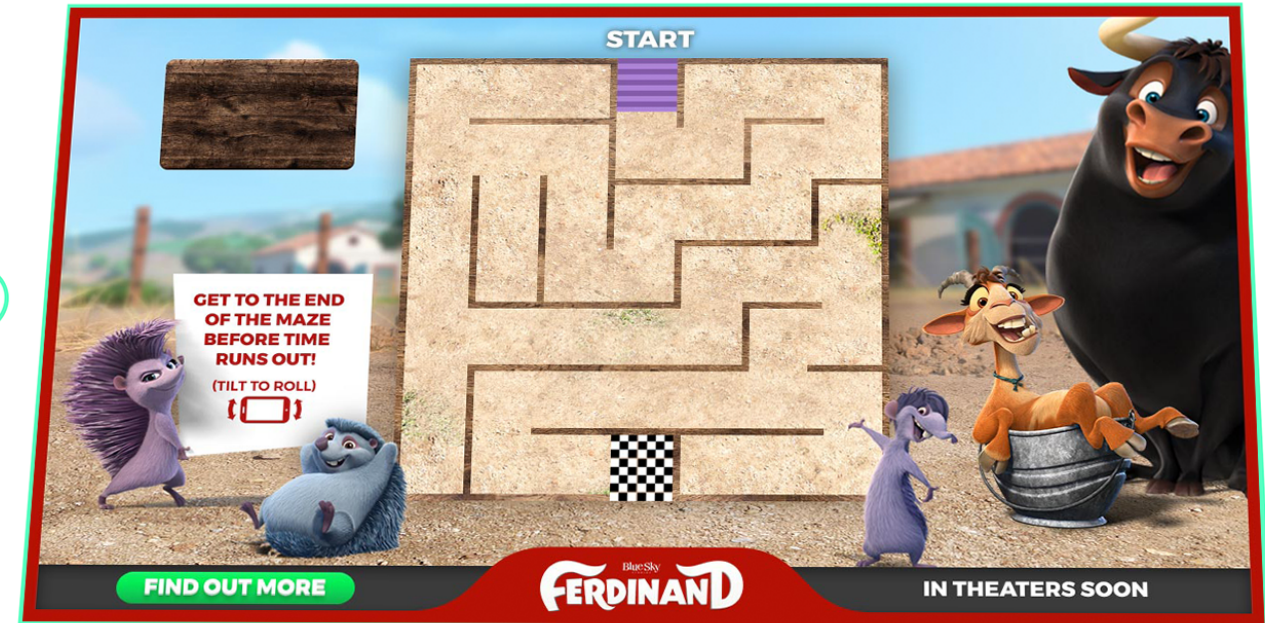
EXECUTION

Tapjoy leveraged their rewarded video product and created a fun interactive video ad experience for users to activate during their gameplay. Tapjoy created a fun Interplay™ Playable Endcard that led Fox's target audience to spend time with Ferdinand characters after watching the video unit, which ultimately led the users to purchase tickets.



HOW CONSUMER LEARNS OF VALUE EXCHANGE

During gameplay, when a user loses a life, wants to progress levels or earn currency, they were prompted to opt-in to engage with the film to earn a reward in game



ACTION CONSUMER MUST COMPLETE

Watch the trailer, the engagement with the playable and end card was completely added value and engagement for Fox



RESULTS

Video Completion Rates of 90%, CTR- 4% and Time Spent Engagement of 67secs, meaning that users spent an additional 37secs time spent in the playable end card after they watched the video and received their reward

Vungle / No Brand - Publisher Focused Case Study



CATEGORY

Gaming



OBJECTIVE

The Publisher wanted to monetize its game content right from the start in a way that would compliment the game's in-app-purchase revenue model. They wanted to incorporate a monetization strategy that wouldn't be interruptive.



EXECUTION

The publisher implemented an opt-in placement that gives players faster access to zombies. Normally users only get two "catching sessions" before they have to wait another 10 minutes. Watching a 15-second ad allows them to capture the undead again, right away. To balance UX, players only see one ad for every hour of play.

The publisher estimates that video ads extend player session time by more than 25 percent. "It truly encourages people to play the session once more after watching the video"

Zombie Catchers Increases User Session Length by 25% with Opt-in Video Ad Placement

These type of ads are something that benefits the player and the developer, especially since the ad is used with an incentive. It actually improves the game experience since it is seen as a cool feature.

Matti Kallonen, Two Men and a Dog Co-Founder



HOW CONSUMER LEARNS OF VALUE EXCHANGE

Consumers are prompted within the gameplay to engage with opt-in ads as a way of furthering their gameplay.



ACTION CONSUMER MUST COMPLETE

Completion of a 15 second video



RESULTS

25% increase in user session length resulting in happy consumers spending more time with the content.

MoPub (a division of Twitter, Inc.) & Aarki (DSP partner) / A Leading Social Casino App



CATEGORY

Gaming



OBJECTIVE

Aarki, a DSP focused on mobile app marketing, worked with a social casino app advertiser looking to achieve a positive ROI through a lower CPI (cost per install) at scale using in-app inventory accessed through MoPub.



EXECUTION

Aarki found that the engaging, user-friendly nature of rewarded video ads enabled them to outperform even interstitial ads – a benchmark for strong performance – against these objectives. The advertiser also saw higher engagement rates from rewarded video compared to their 30-second skippable video ads. As a result, the advertiser doubled their rewarded video ad spend month-over-month.



HOW CONSUMER LEARNS OF VALUE EXCHANGE

Messaging in the game



5%
ROI achieved



45%
lower CPI*



95%
video completion rate



ACTION CONSUMER MUST COMPLETE

Watch video



RESULTS

Using rewarded video ads on in-app inventory accessed through MoPub's programmatic exchange, the social casino advertiser was able to drive: 5% ROI achieved; 45% lower CPI (compared to interstitial ads); 95% video completion rate.