



Video on Twitter



Drive results with video on the most influential platform

1

**Reach a Live,
Premium
Audience**

2

**Demand Proven
Results**

3

**Tell Captivating
Brand Stories**



1

**Reach a Live,
Premium Audience**

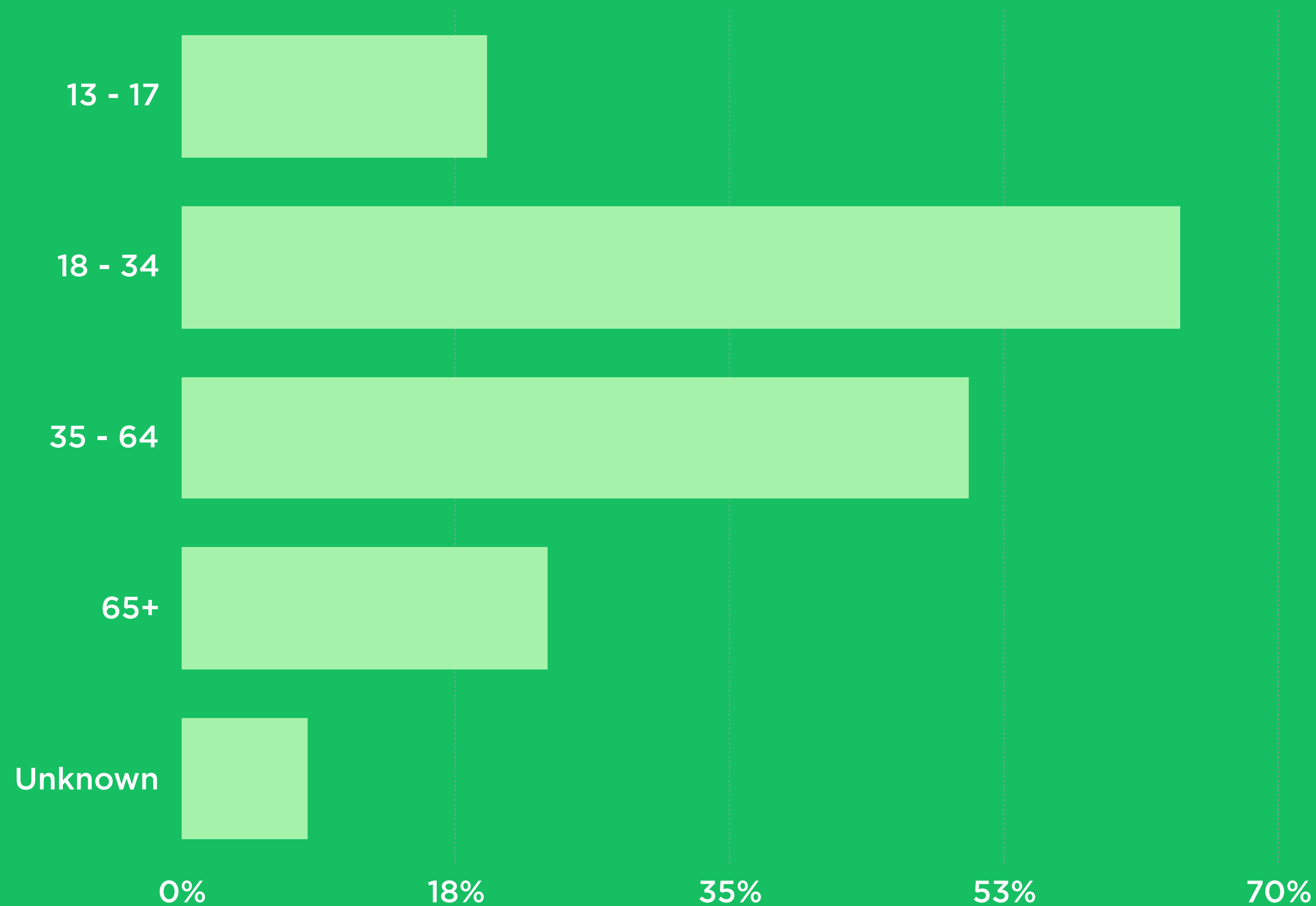


A massive global audience

800 Million+



Reach Savvy Millennials and Young Adults



Source: ComScore, % Reach of Total Digital Population in US by Demographic, June 2016



53%

are early adopters—twice
as many as non-Twitter
users¹

64%

more likely to influence the
purchases of friends and family²

80%

of A25-34 who make \$100K+
are on Twitter³



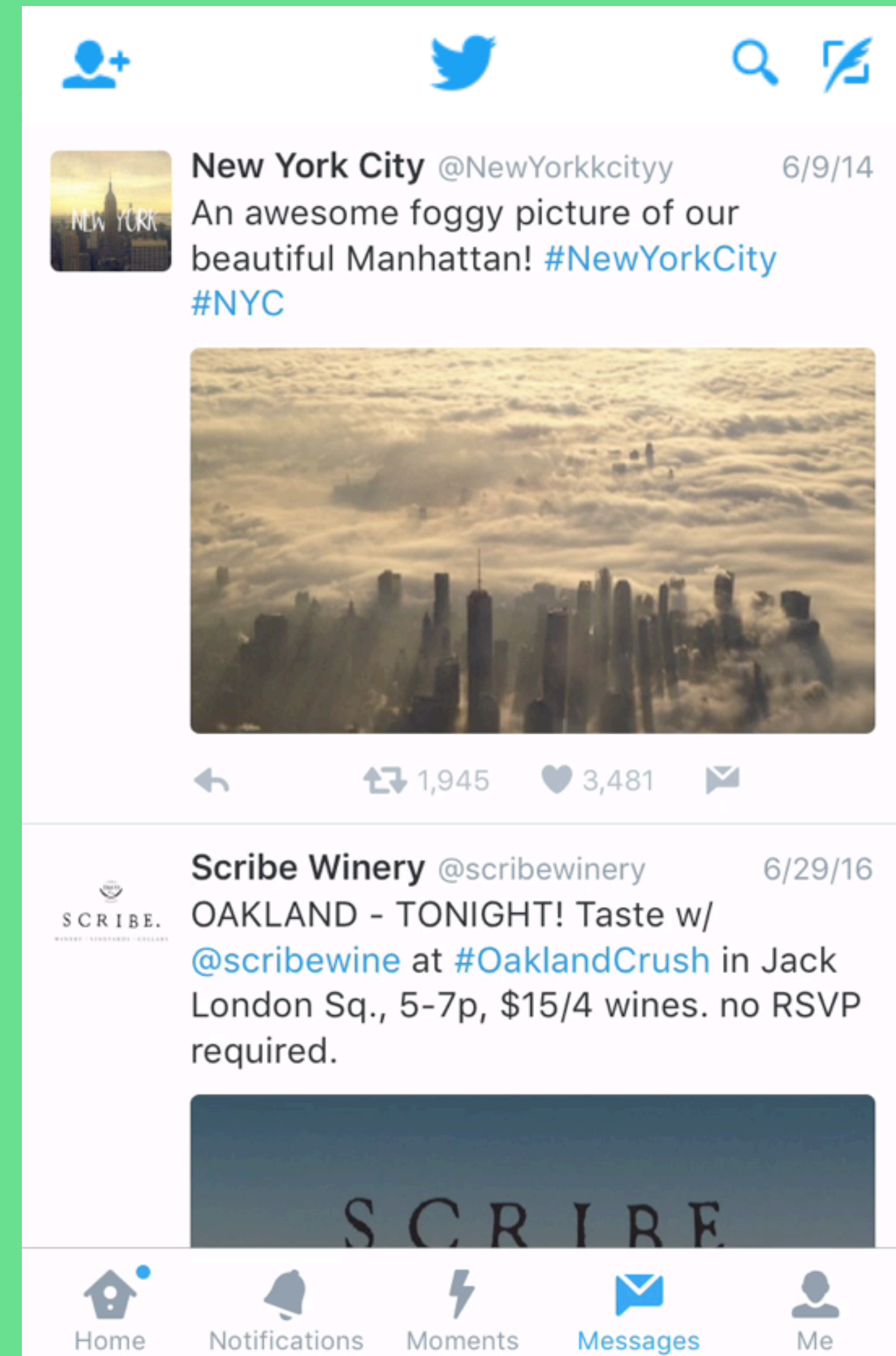
93%

of video views on Twitter are mobile

An environment you can trust

99.6% of Twitter ads are viewed
by human beings

Source — MOAT, 2016





With targeting you can't beat



Demo targeting



Interests



TV audiences



Keywords



CRM data



Live events

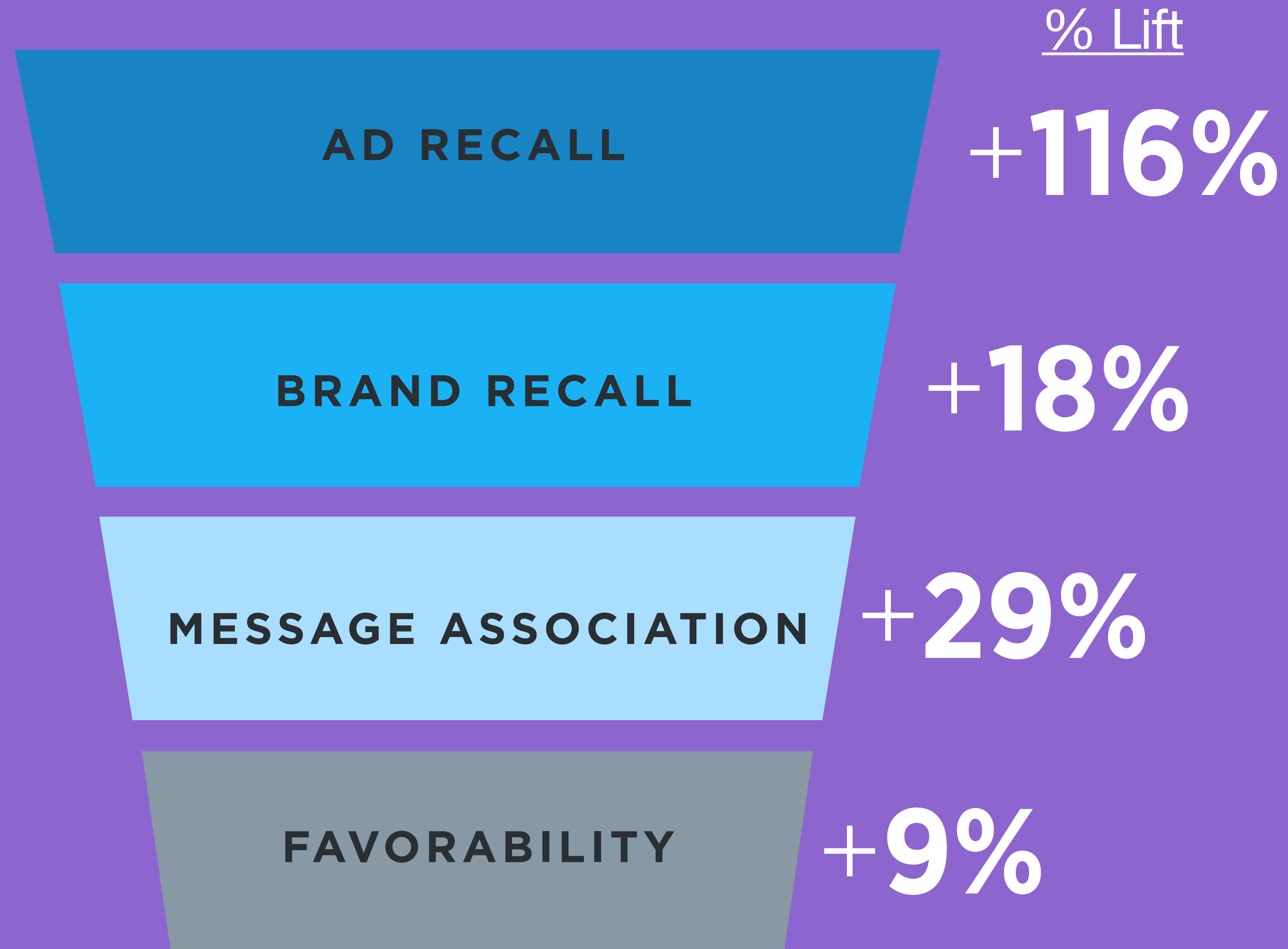
1st party user data



2

Demand Proven Results

Video on Twitter drives brand impact across the funnel



Source — Aggregate results from 200+ Nielsen Brand Effect Studies on Twitter, 2015-2016
Reported scores represent aggregation of within-study comparison of KPI scores among the control group (unexposed to media) and video viewers.



But why?



**Because Twitter's relevant and
curated environment makes
ads more memorable,
engaging and effective**

Users' feeds are curated with the content they want to see



It has videos from people I'm interested in

- 1 **Twitter** (28%)^{F,S}
- 2 **Instagram** (23%)
- 3 **Youtube** (21%)
- 4 **Facebook** (19%)
- 5 **Snapchat** (16%)

Source — DB5 + Twitter, Twitter and Mobile Video Consumption, US, Apr 2016

Q4 (Among Users): And why do you visit these platforms for video content?; Top 2 Box, TW N=136, FB N=318, IG N=124, SC N=96*, YT N=340

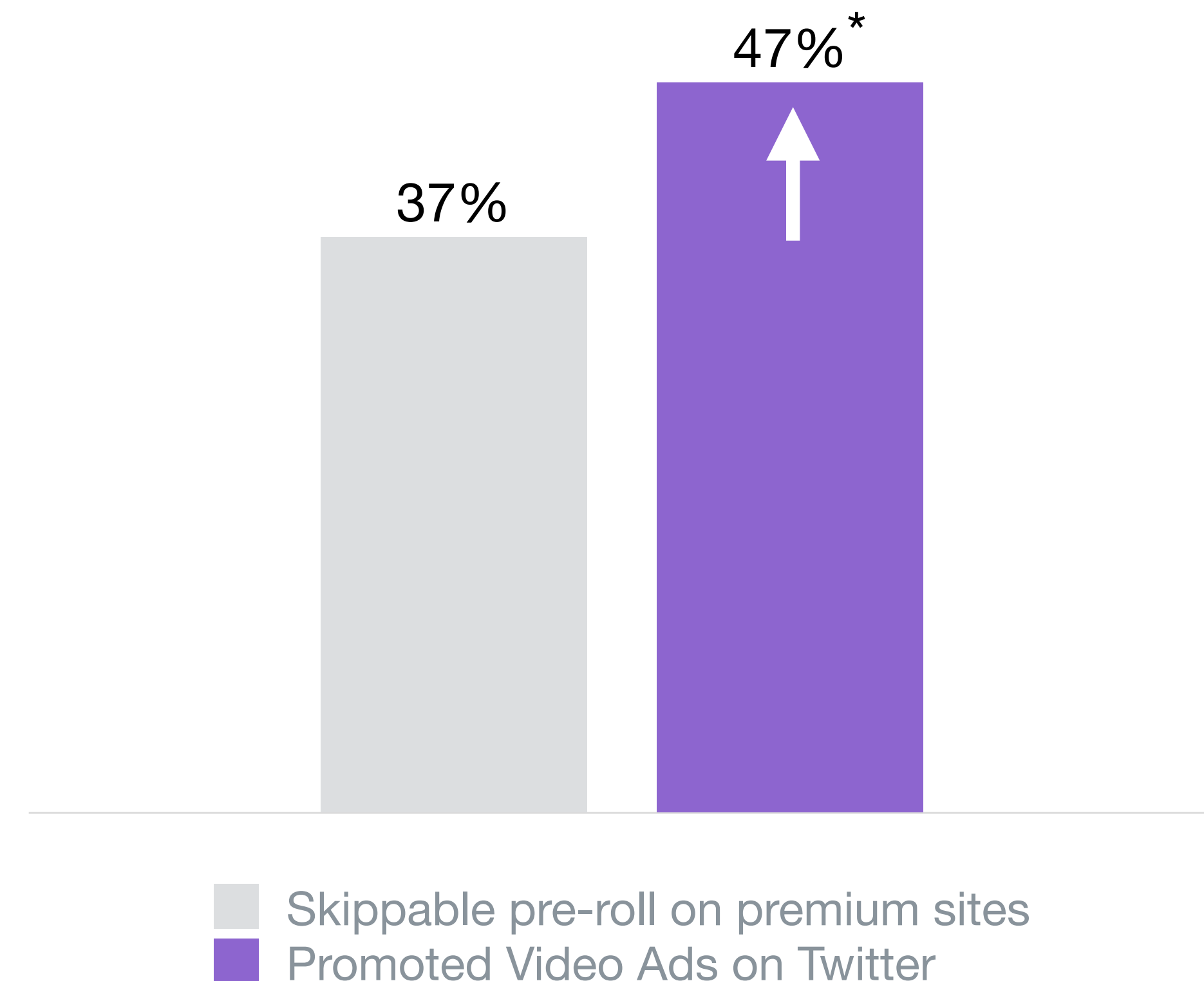
Letter indicates Significance at 90% vs. specified platform



Video ads are seen as more relevant within a curated feed

Users, especially millennials, felt ads on Twitter were more relevant to them

% who agree
ad was relevant to my interests



Source — IPG Media Lab + Twitter 'How Social Video Works', July 2016

*Statistically significant difference between test vs. control at $\geq 90\%$ confidence

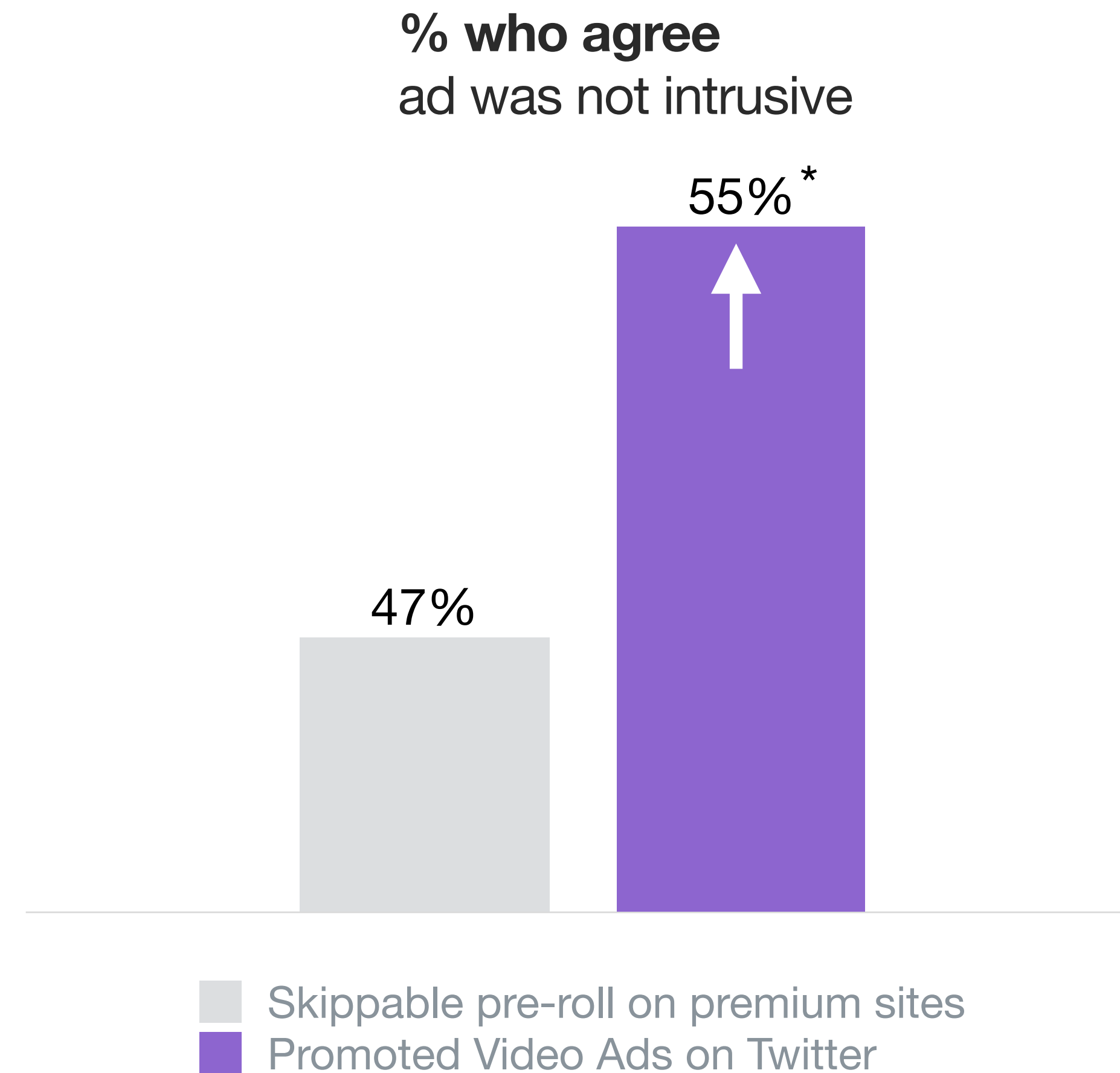
↑ Statistically significant difference between Pre-roll vs. In-feed, auto-play video at $\geq 90\%$ confidence

Pre-roll Control n=400, Pre-roll test n=428, In-feed, Auto-play video control n=400, in-feed, auto-play video test n=404



Curated feed environment makes ads feel less intrusive

Twitter uses thousands of signals to customize a user's feed, and that relevance benefits ads too



Source — IPG Media Lab + Twitter 'How Social Video Works', July 2016

*Statistically significant difference between test vs. control at $\geq 90\%$ confidence

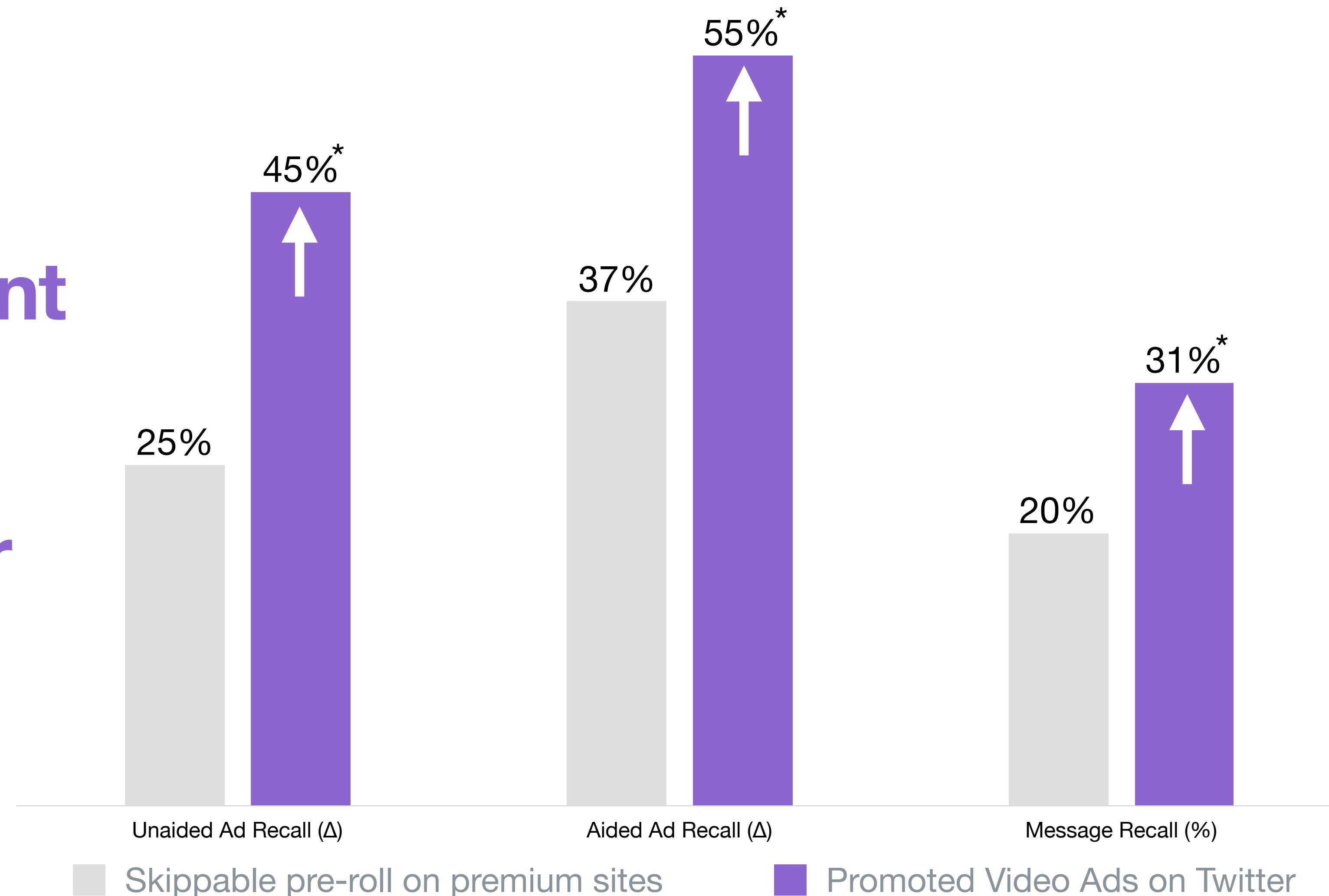
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Ads in Twitter's environment are more memorable

Despite less time spent watching, the same video ads were 2x as memorable on Twitter



Source — IPG Media Lab + Twitter 'How Social Video Works', July 2016

*Statistically significant difference between test vs. control at $\geq 90\%$ confidence

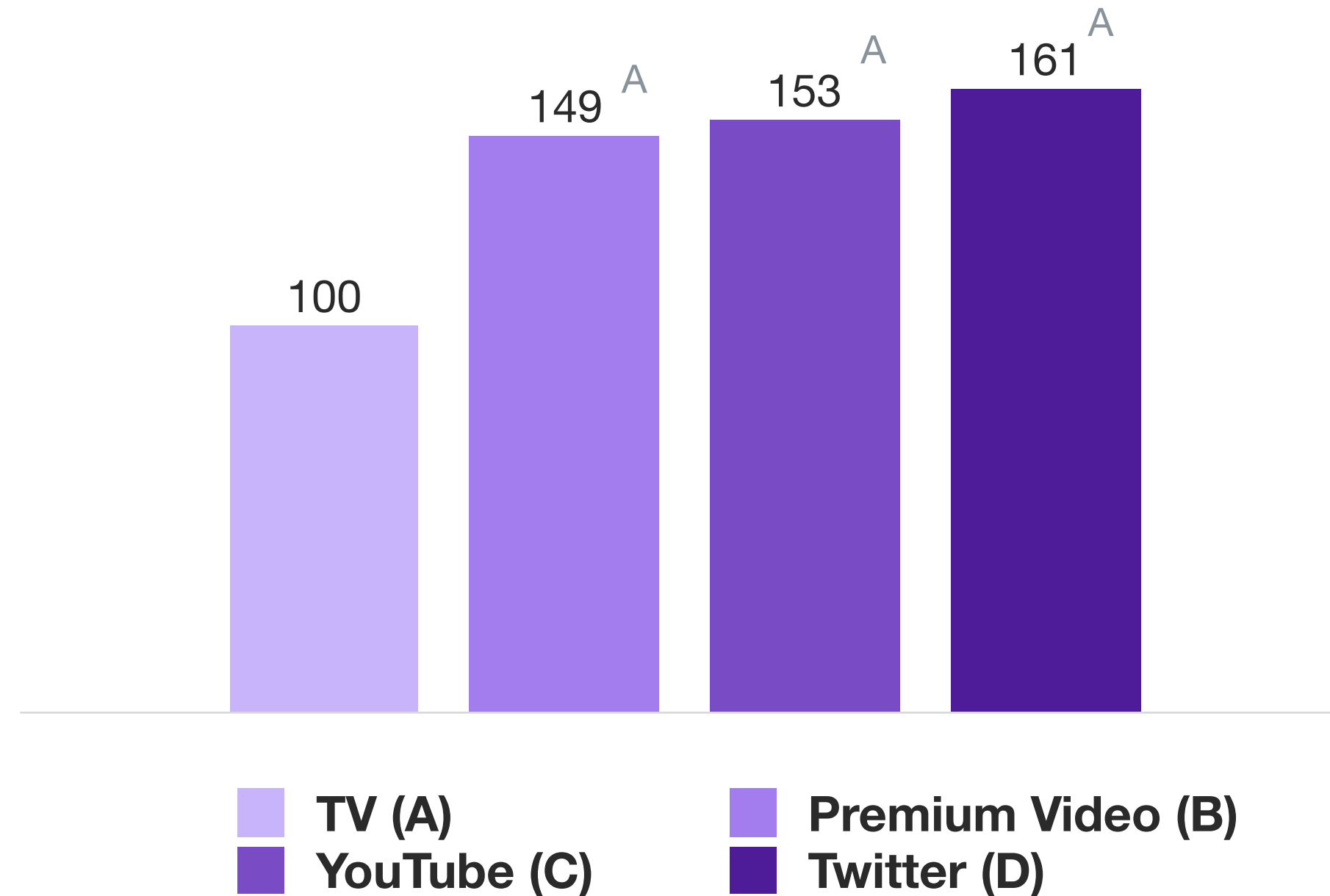
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...because people are more emotionally engaged and attentive

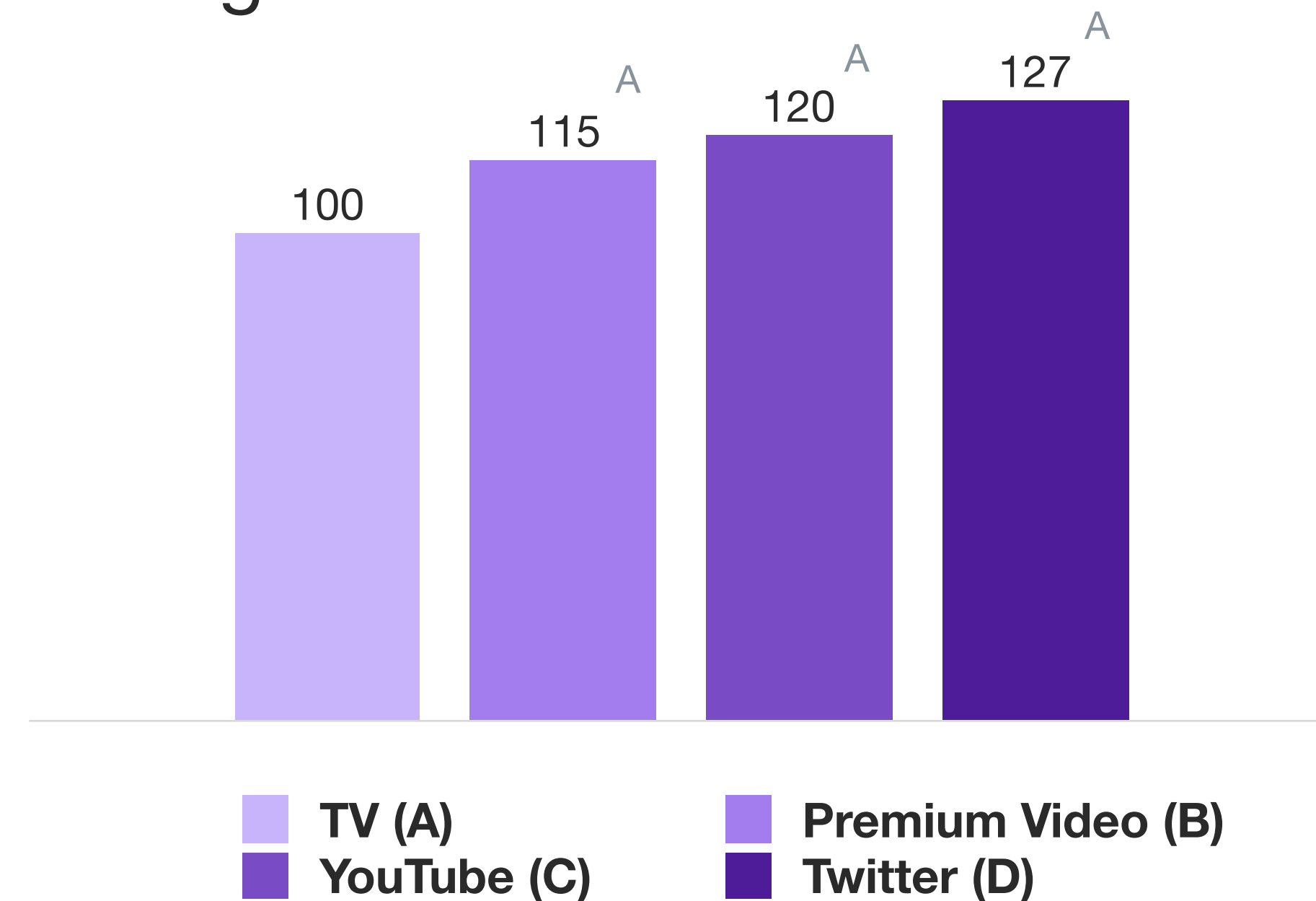


Biometric Intensity Index During the Ads



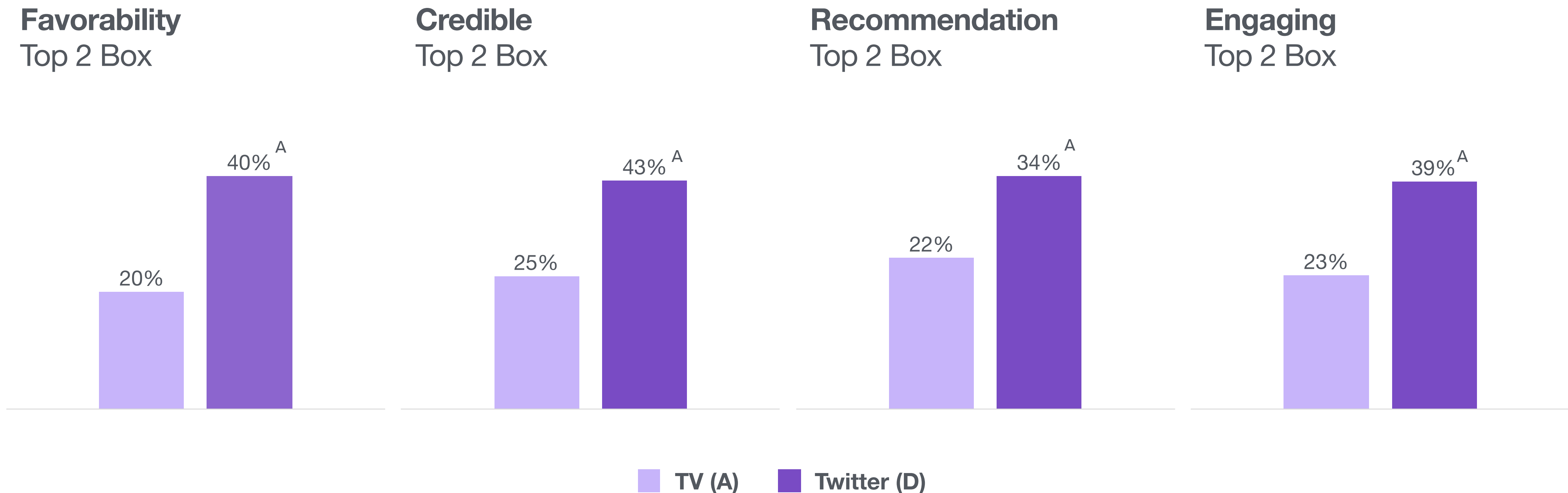
Note: Biometric Intensity measures overall attention and emotional engagement.

Cognitive Effort Index During the Ads



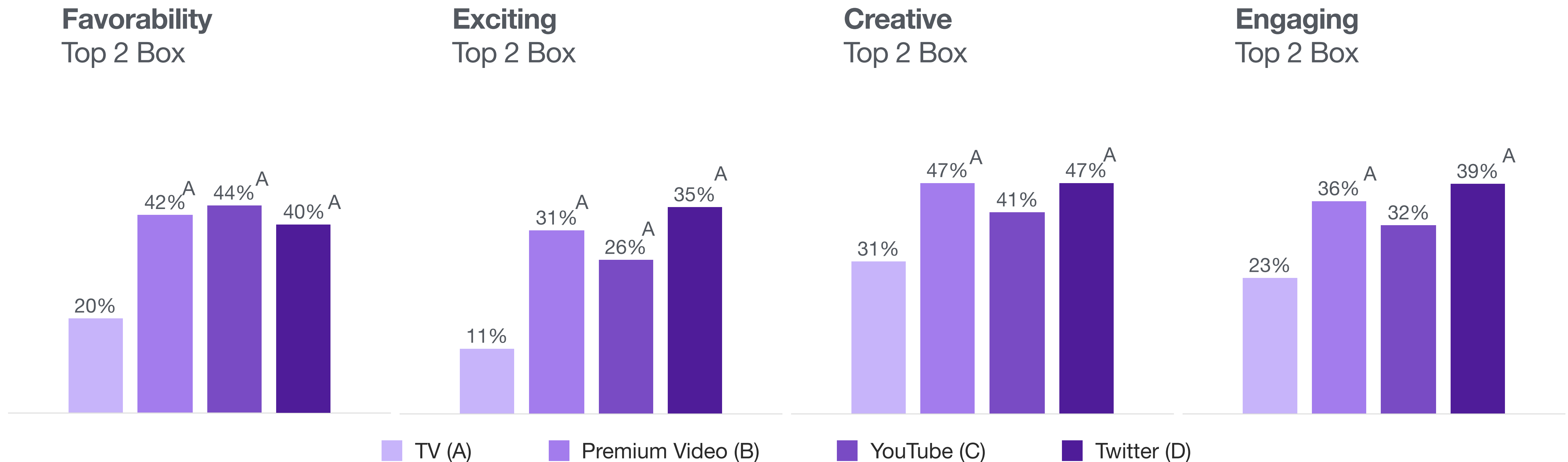
Note: Cognitive Effort measures cognitive load and information processing

And the relevancy of the feed impacts how people feel about your brand



Source — Dentsu Aegis Network + Twitter Video Comparative Research Study, Mediascience, June 2016 PC N = 51, Mobile N = 60, TV N = 68
Letter indicates Significance at 90% vs. specified platform

And Twitter video ads perform as well as forced-view, sound-on premium video



Source — Dentsu Aegis Network + Twitter Video Comparative Research Study, Mediascience, June 2016 PC N = 51, Mobile N = 60, TV N = 68
Letter indicates Significance at 90% vs. specified platform

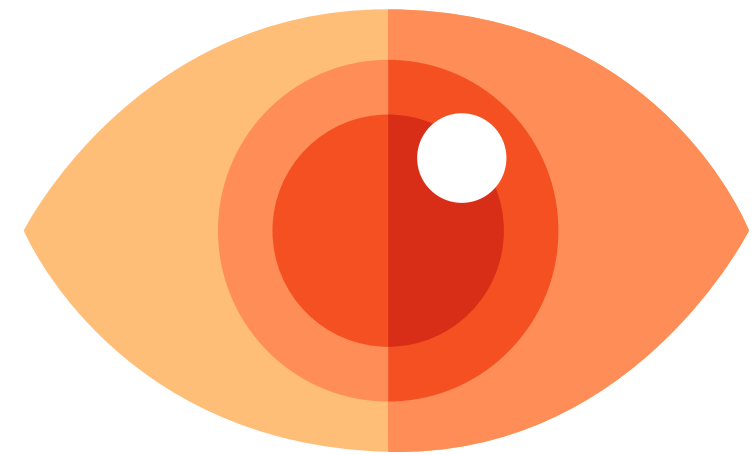


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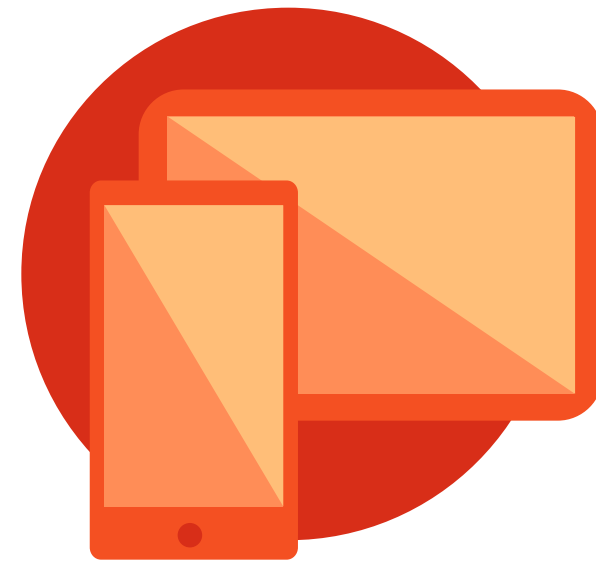
Tell Captivating Brand Stories



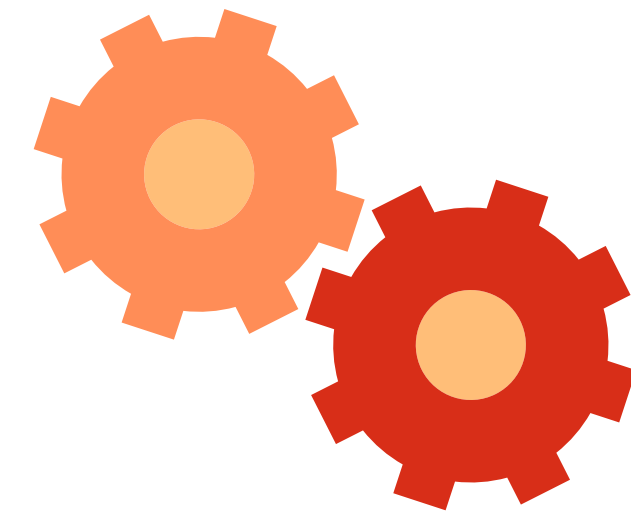
Creative solutions for your brand objectives



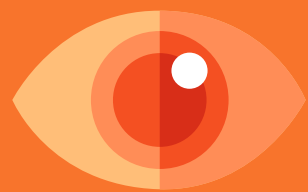
**Drive Reach
And Attention**



**Align With
Premium Content**



**Drive
Engagement**



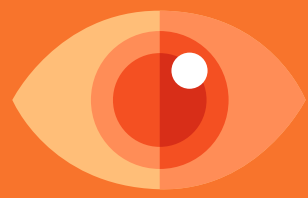
Drive Reach



Promoted Video

Your brand story in the center of a highly curated and relevant feed



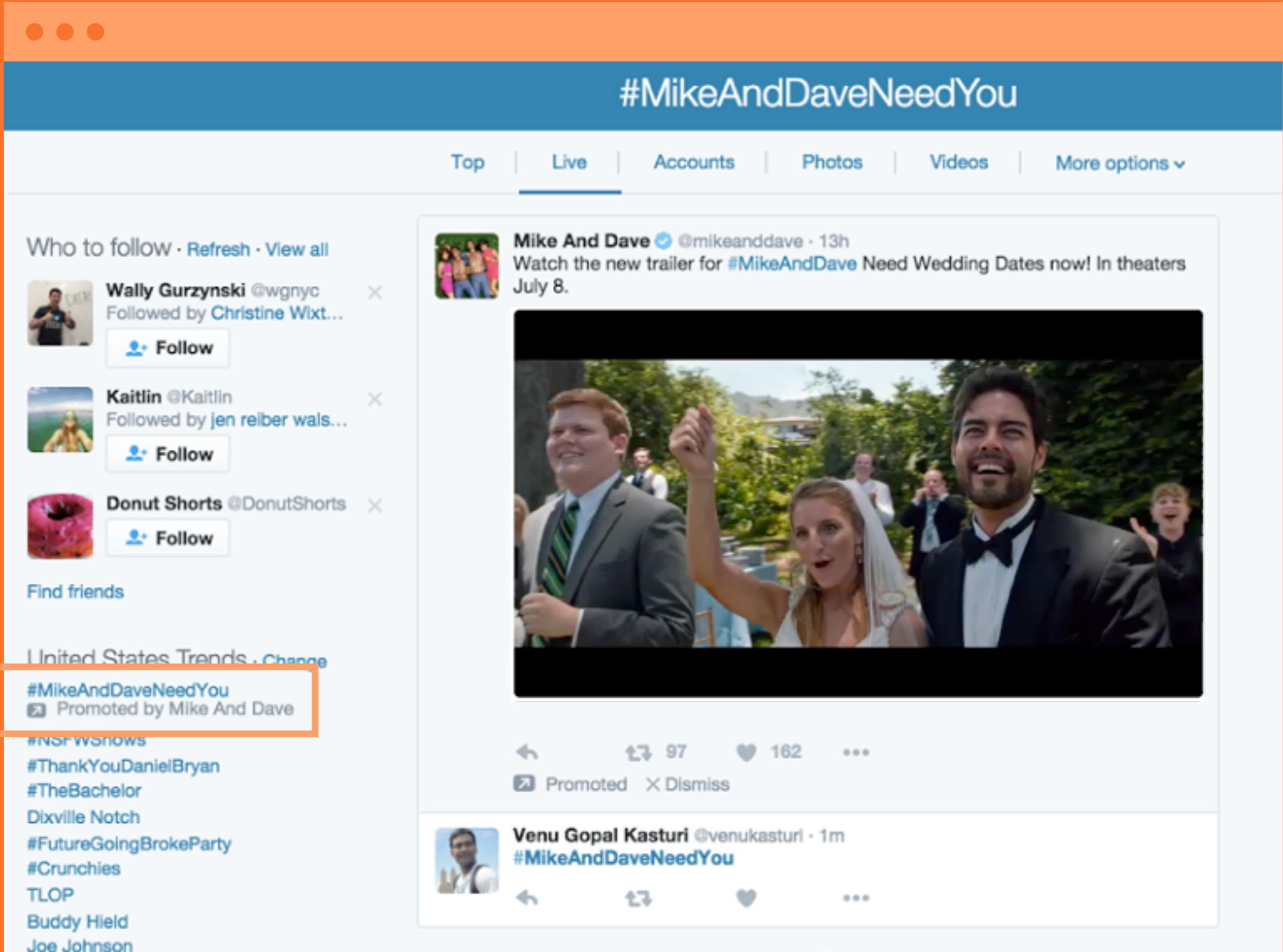


Drive Reach



First View

Reach a wider audience with a takeover



< Tweet 🔍 📧



Mike and Dave 
@mikeanddave

They needed hot dates. They got hot messes. Watch the trailer for #MikeAndDave Need Wedding Dates now!



➡ Promoted

1,618 RETWEETS 3,275 LIKES

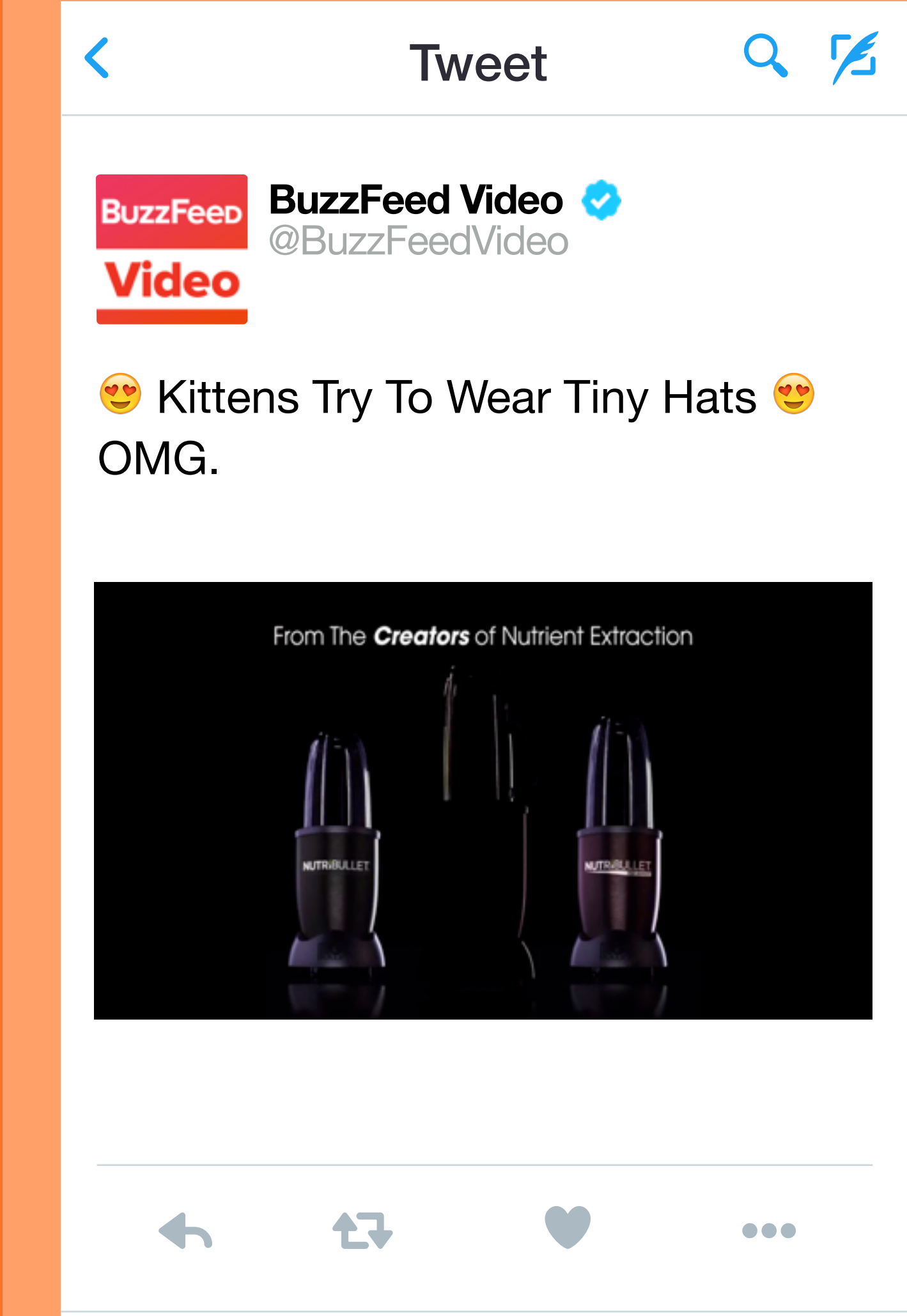
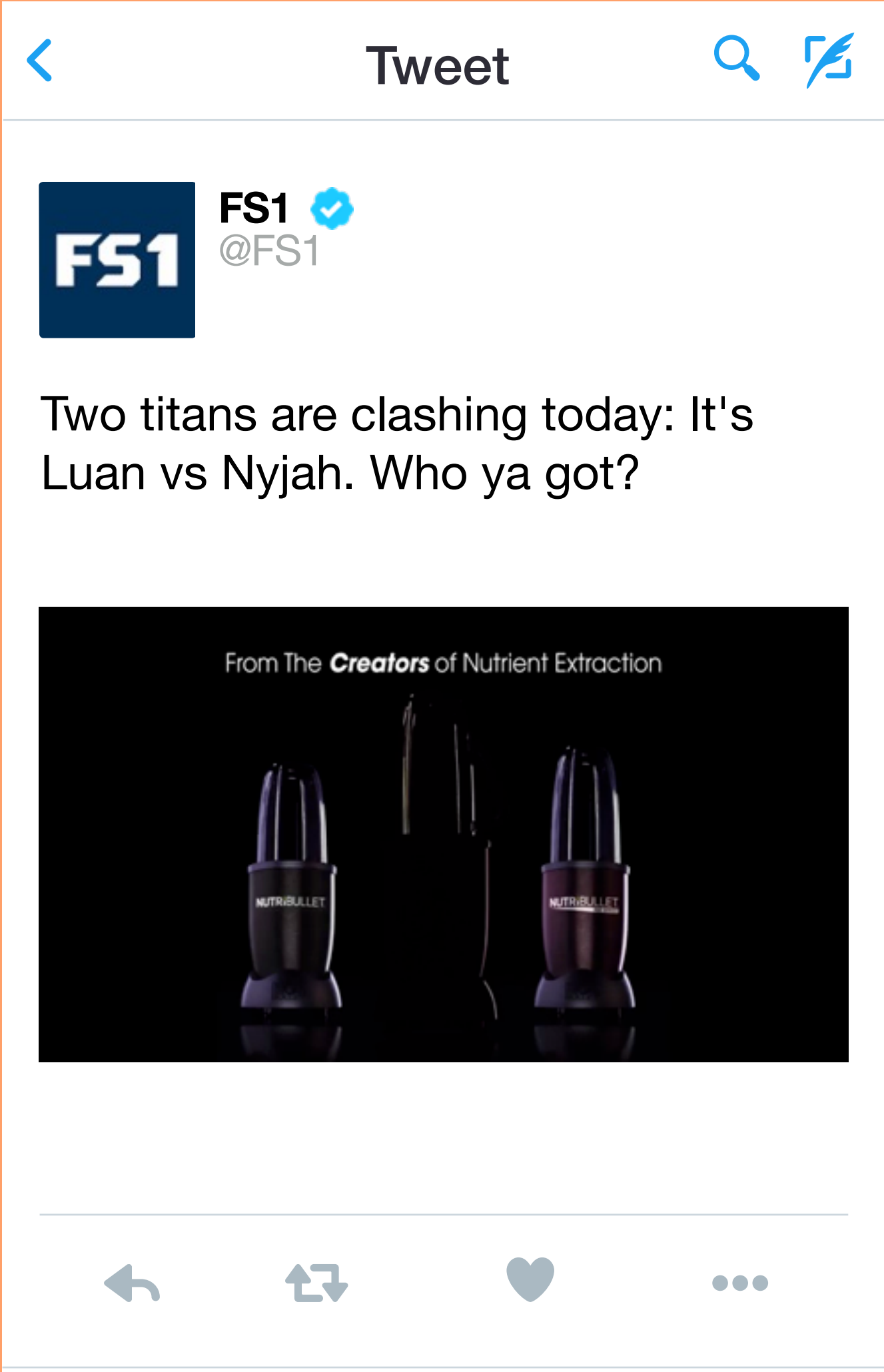


Align with Content



Pre-Roll

Align with always-on premium content your consumers are already watching





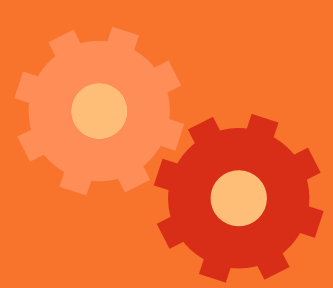
Align with Content



Sponsorships

Be the exclusive sponsor of the best moments on Twitter from Amplify partners, in real-time



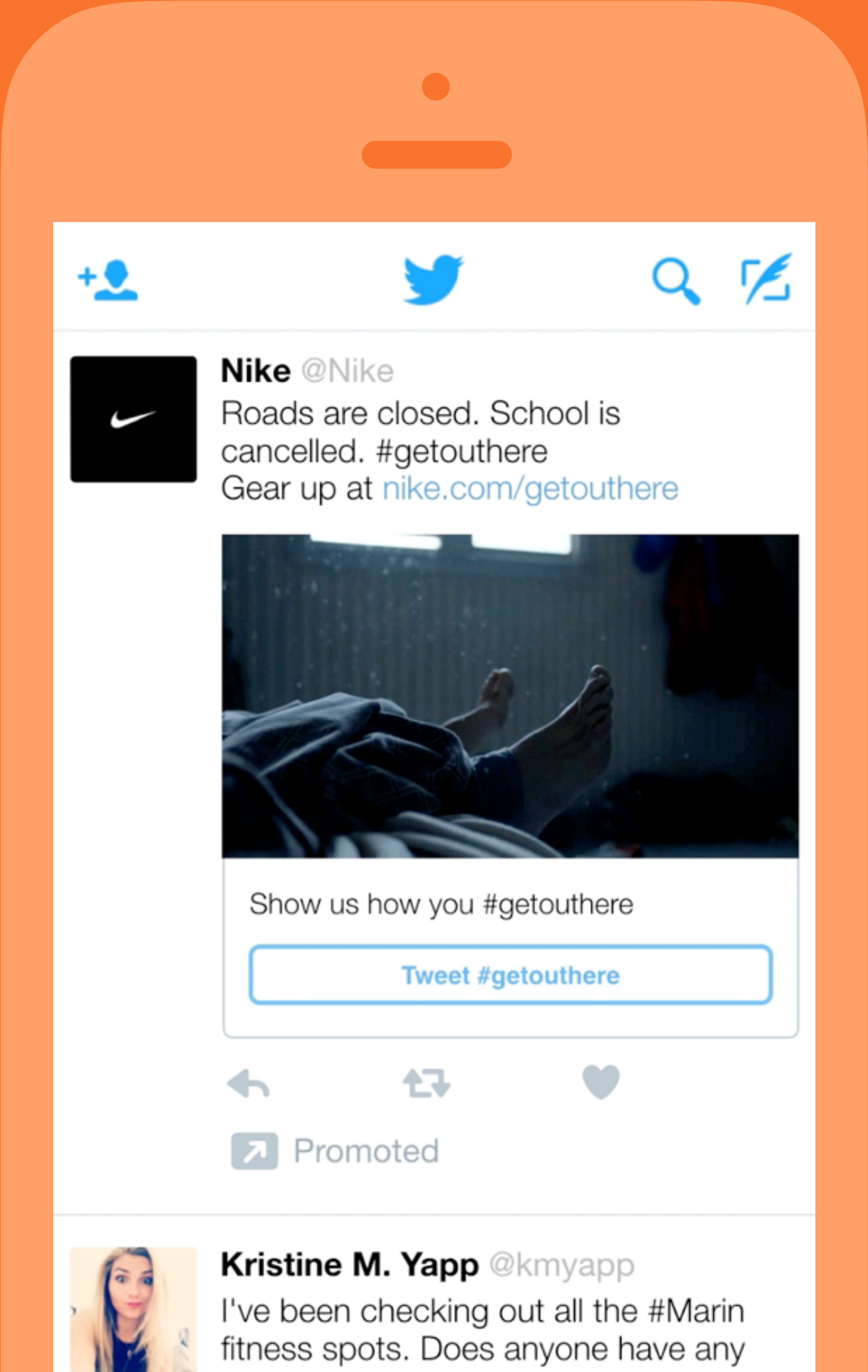


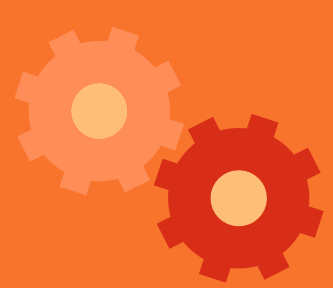
Drive Engagement



Conversational Video Ads

Spark conversations at scale



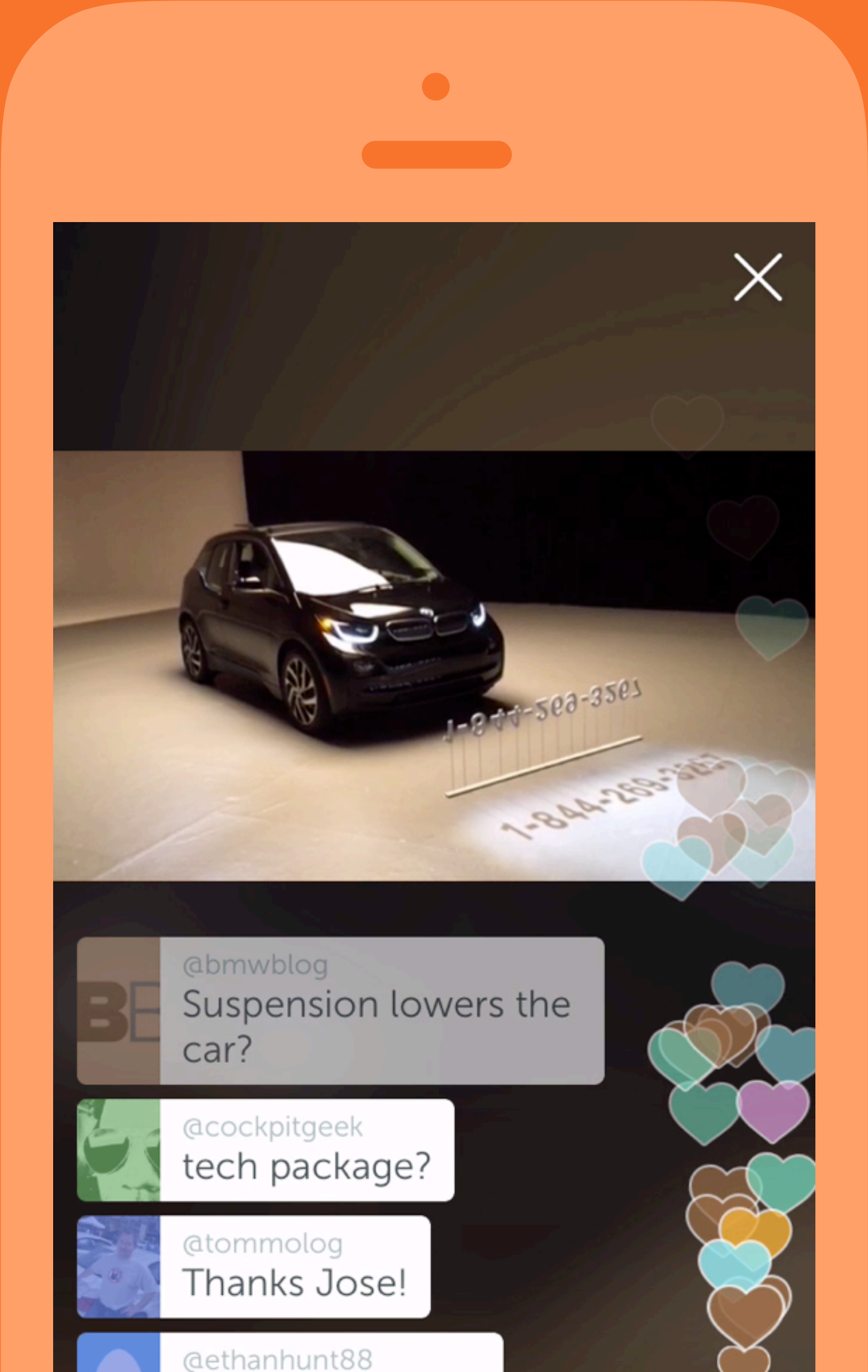


Drive Engagement



Periscope

Connect at the speed of live





**BUT THE FEED MOVES FAST. HOW
DO YOU EARN ATTENTION?**



Make an impact quickly

Hooks



81% of top ads include a hook that captivates viewers instantly

People



People in the first few frames drives viewer retention by 2x

Branding



Ad recall increases 38% when a viewer hits the :03 mark



Tell simplified stories

Beats by Dre



8 seconds

Short form, high impact

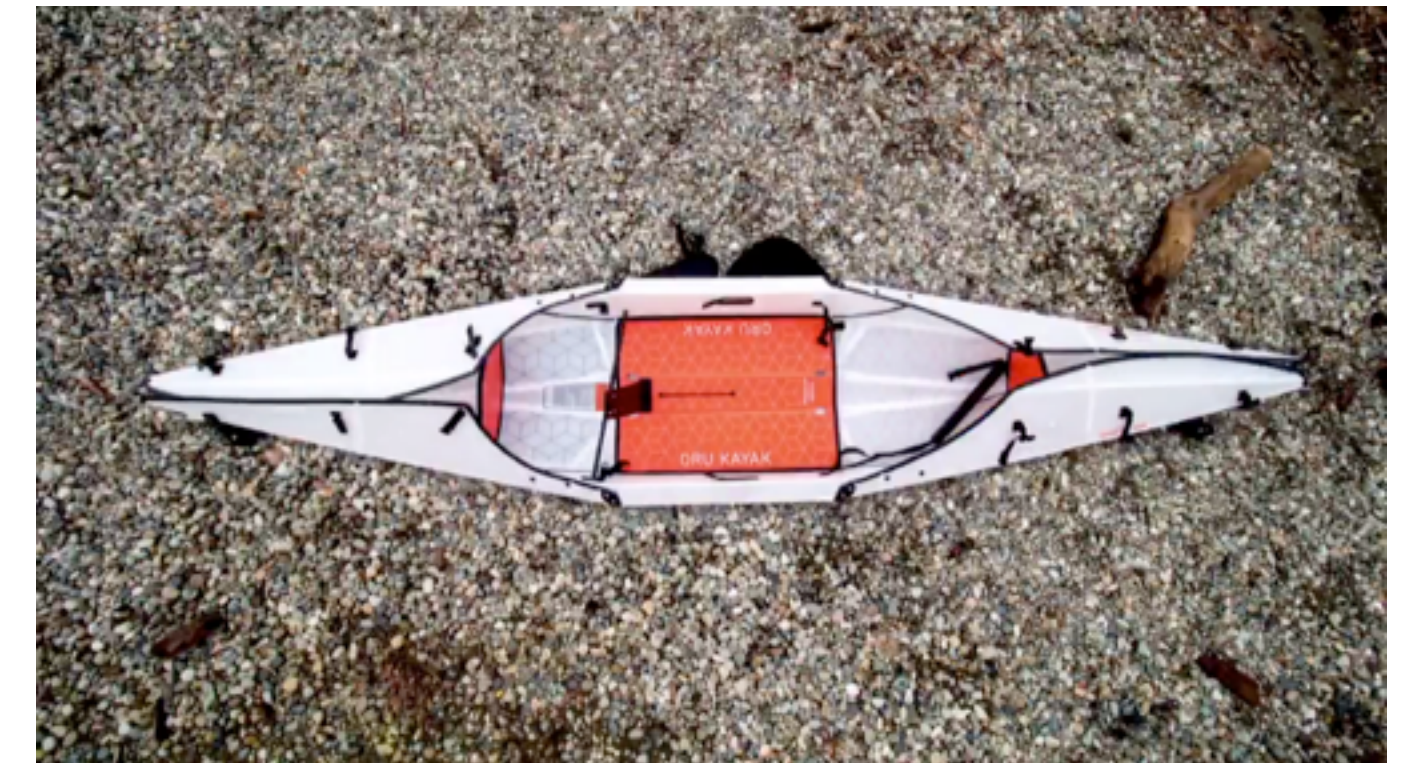
Budweiser



8 seconds

Extended life of TVC

REI



15 seconds

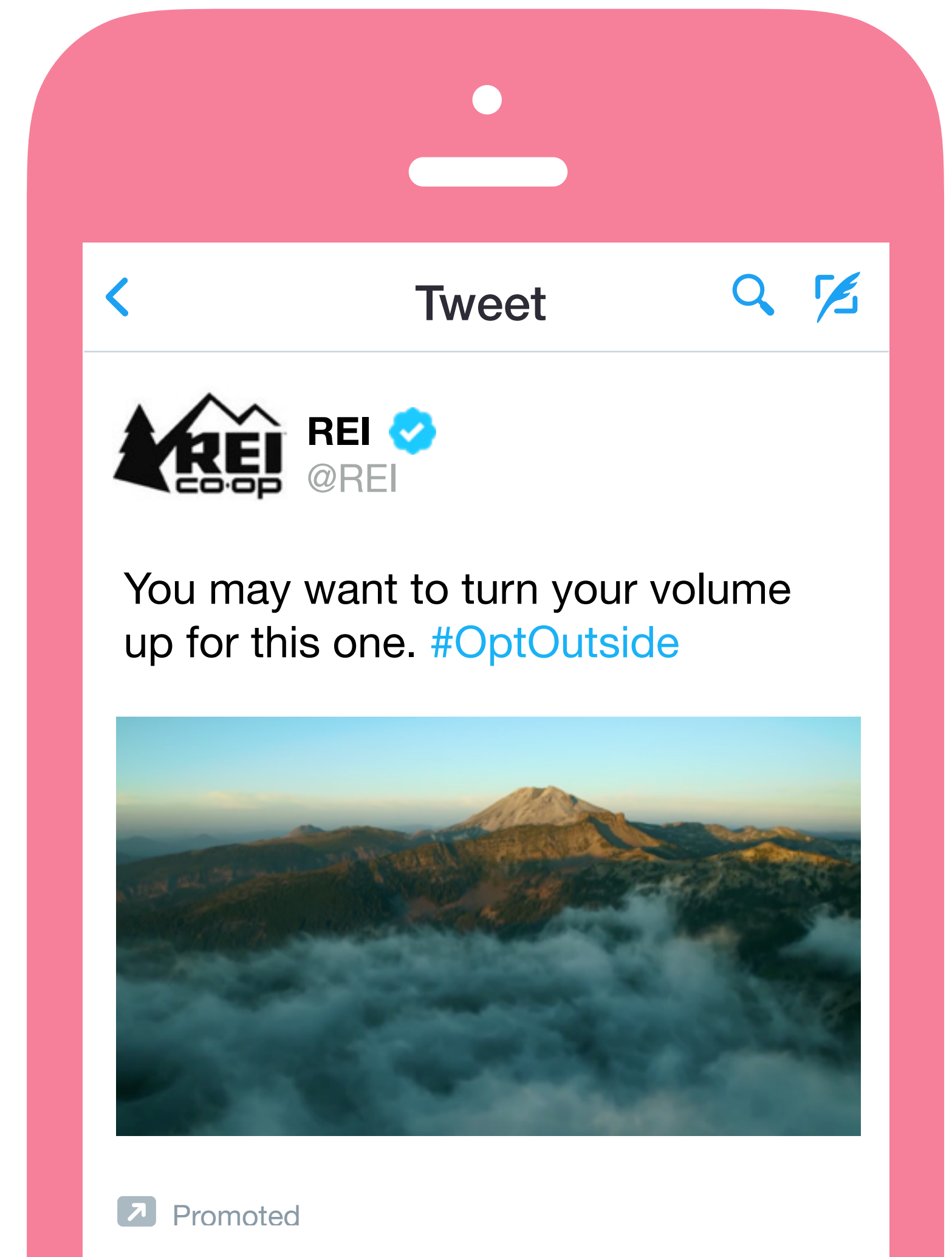
Products with personality



Have a sound-off strategy

Captions and visual cues pull the viewer through the video

Consider copy prompts to initiate sound





Case Studies

Reebok

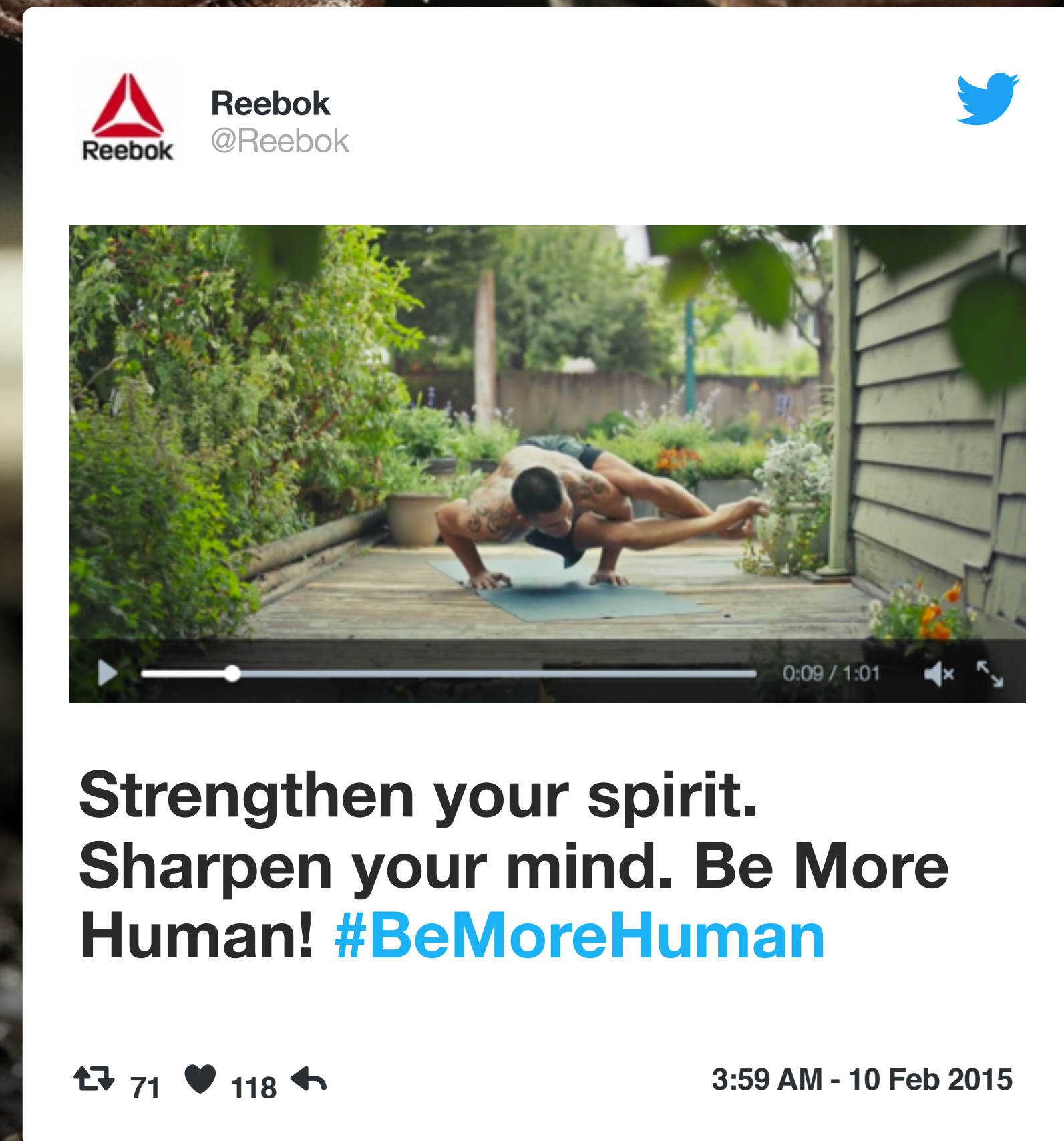
@Reebok #BeMoreHuman

Objective

Reintroduce Reebok as an innovative brand with the integrated #BeMoreHuman campaign

Solutions

- Videos across TV, digital and Twitter.
- Promoted Video with #BeMoreHuman messaging.
- Promoted Tweets complemented the campaign.



Reebok

@Reebok #BeMoreHuman

Results

7% Lift in message association 21% Lift in ad recall

A shift in perceptions that “Reebok is outdated:

18% of exposed users disagreed or strongly disagreed that Reebok is outdated (+3%)



Reebok
@Reebok



Strengthen your spirit.
Sharpen your mind. Be More
Human! #BeMoreHuman

71 118

3:59 AM - 10 Feb 2015



CASE STUDY

US CPG Skincare Brand

OBJECTIVE

Drive awareness and sales of a new skincare product

SOLUTIONS

Promoted Videos

Promoted Tweets

Custom Audience Segment Targeting



CASE STUDY

US CPG Skincare Brand

RESULTS

\$4.00

return on ad spend

2X

higher sales lift among engagers;
non-engagers contributed to

+5%

increase in household
penetration and repeat usage

65%

of incremental sales





#THANKYOU