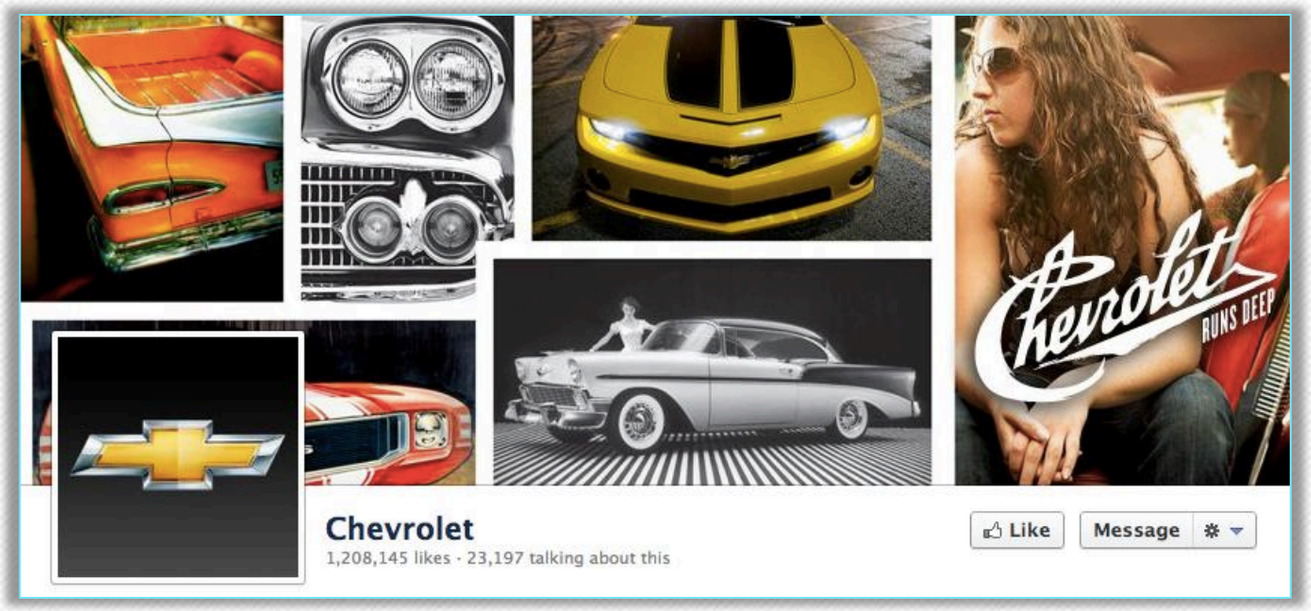
The most complete way to conquest across video

Chevy Conquesting Malibu Campaign

June.2012



Cadillac Conquesting

Germany

Japan

Interests

Conversations

Sees 98% of all Video, all Platforms

Influencer

Discovery

Real Time

Real Social Video

Exclusive to ATS

NO ONE HAS IT!

UNLOCKING YOUR COMPETITORS

2 Billion users can be reached across video

Innovid unlocks the door to reach all of them in one unified platform

INNOVID

840M 250M 100M 25M

renren.com Pinterest studiVZ ВКонтакте Instagram Одноклассники

Google+ mixi tumblr.

INNOVID: ANY DEVICE. ANY PUBLISHER. ANY AD NETWORK.

#1 in Scale and Reach = MOST COMPLETE CONQUESTING

Video Platforms offer amazing reach capabilities for Chevrolet Malibu to conquest sales of its 4 target competitors

MALIBU

CHEVROLET

110,035 units sold thru May 2012*

FUSION 112,416

HONDA ACCORD 126,254

HYUNDAI SONATA 96,481

CAMRY 181,714

Main Stream

YouTube™

Specialty

TubeMogul

Premium

abc

comScore Leaders

TREMOR VIDEO

YAHOO!

*Automotive News June 4, 2012

Position Chevrolet within its competitive set
Insert the Chevy Malibu into conversations with audiences already engaged with the video of your competitors. Only iRoll offers the scale to do this.

CONQUESTING

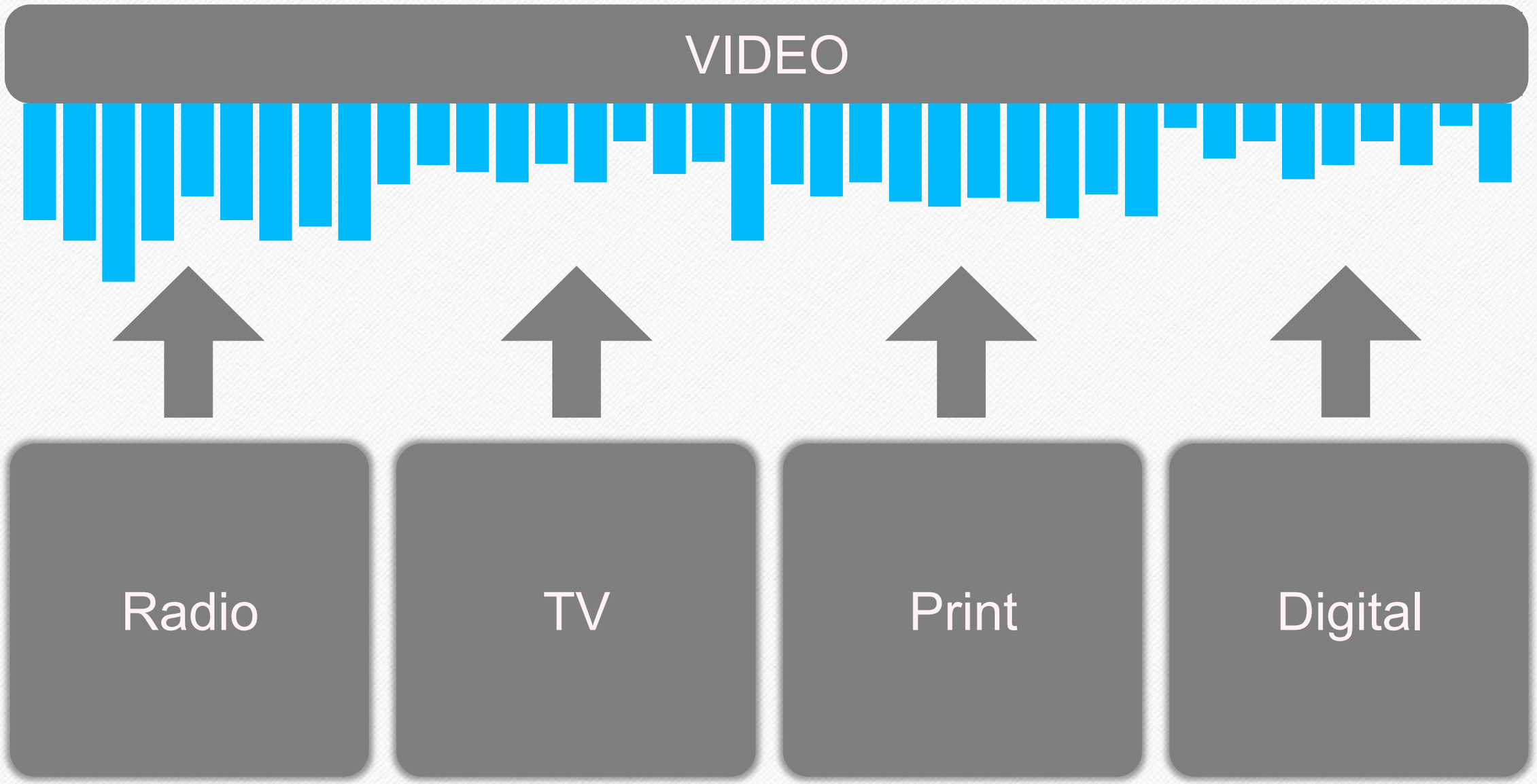
FUSION

HONDA ACCORD

HYUNDAI SONATA

CAMRY

VIDEO INFLUENCES EVERYTHING

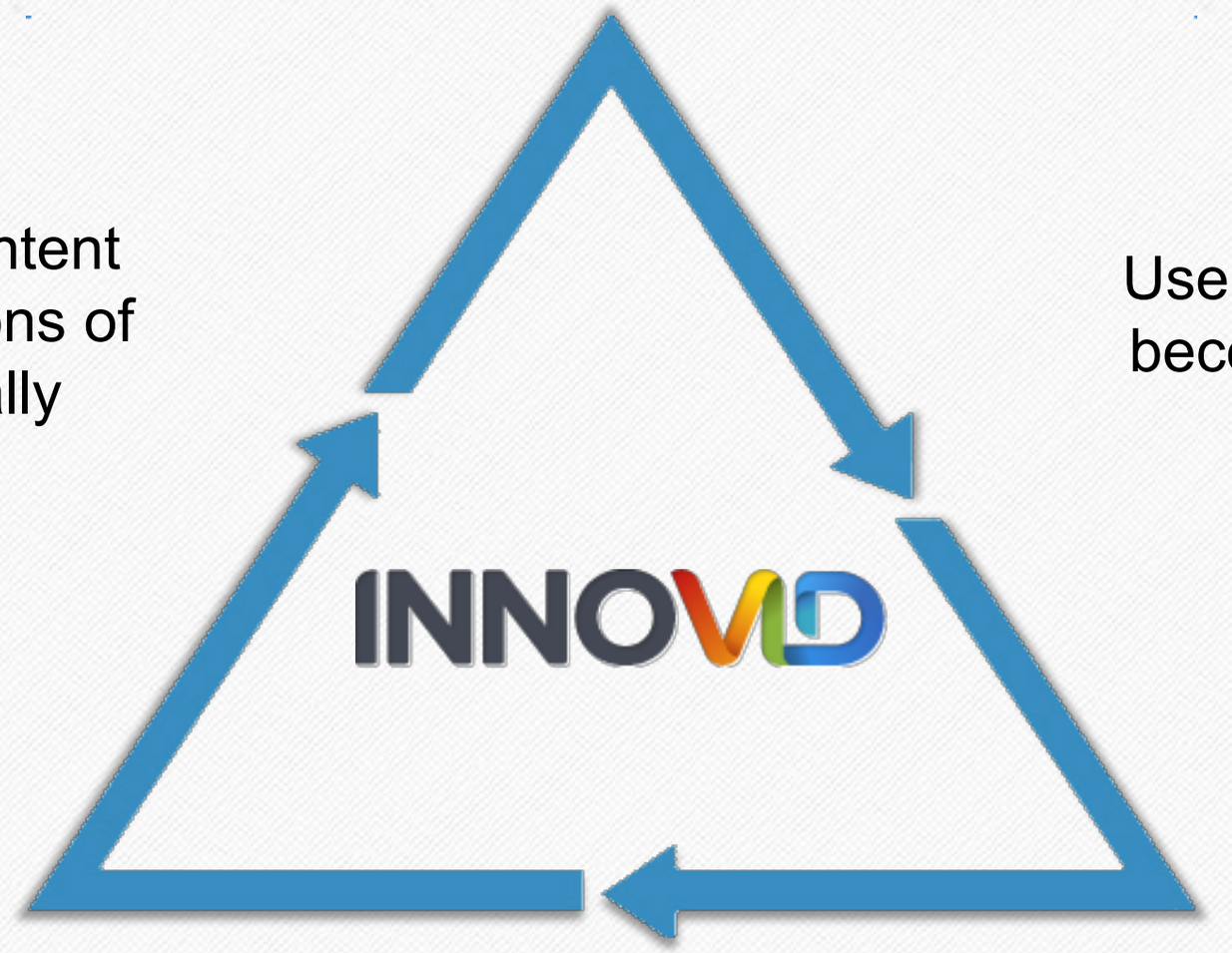


VIDEO : GROW * ENGAGE * AMPLIFY

GROW

Users receive viral content and become connections of your brand organically

Users love the brand and become a fan or follower

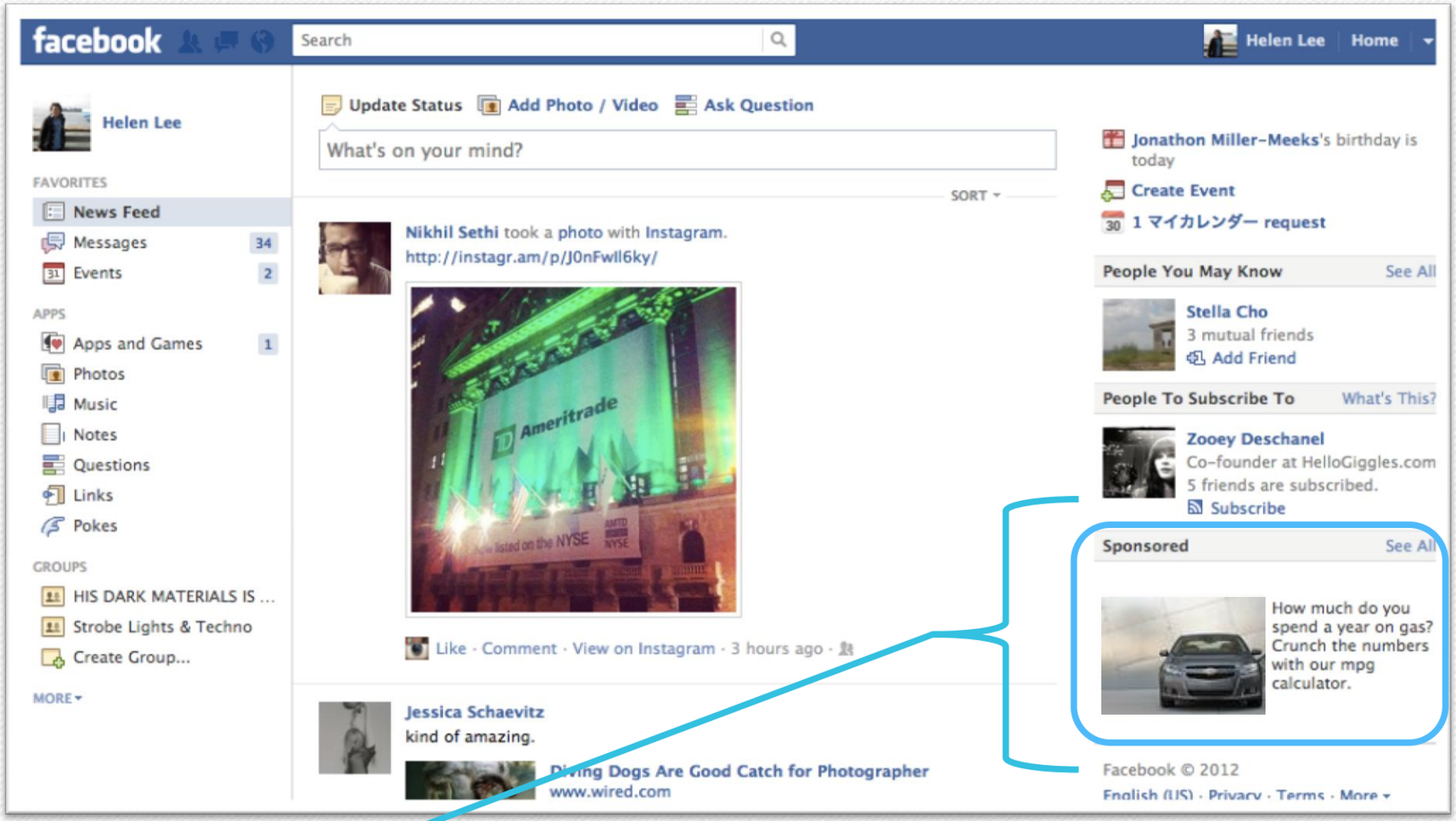


AMPLIFY

ENGAGE

Engaged fans & followers share your owned content across their social networks

FACEBOOK: EMBRACE NATIVE ADS



Like Ad

Sponsored Story

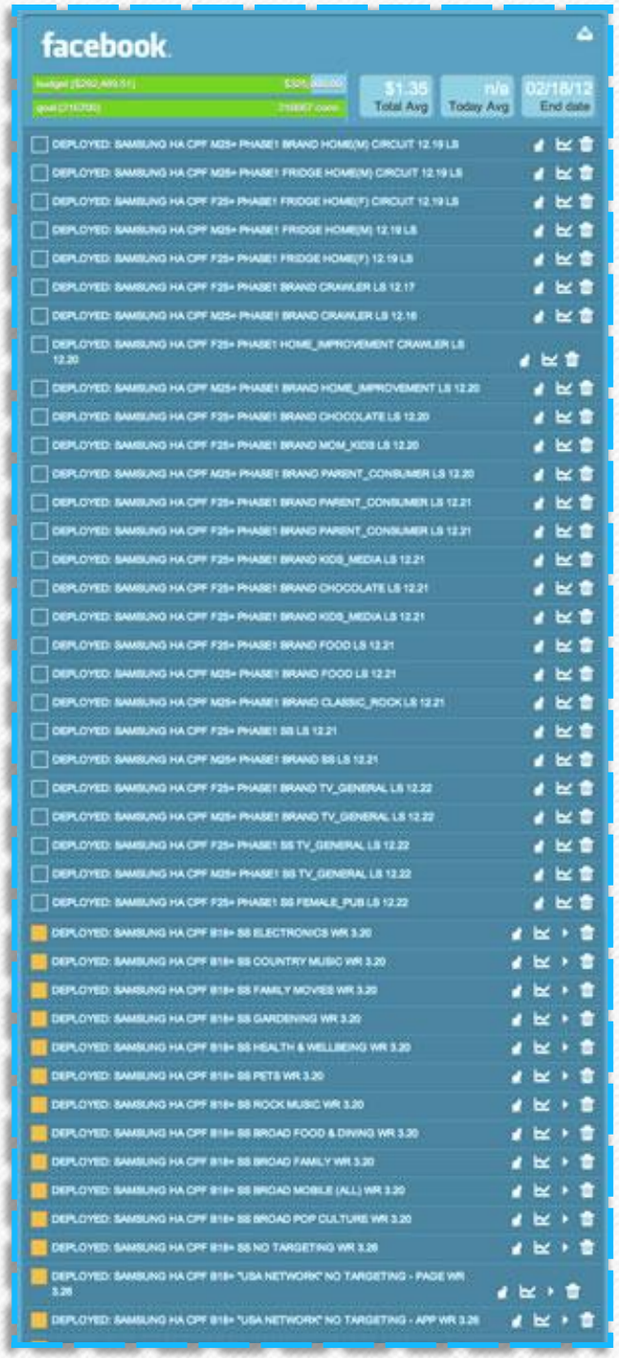
Promoted Page Post

FACEBOOK: INTEREST CONQUESTING

Conquest the message to the users through their interests

Craft the right message around the CHEVY brand

INNOVID technology will create 100’s of campaigns to target the right users



100’s of Interest Targeting

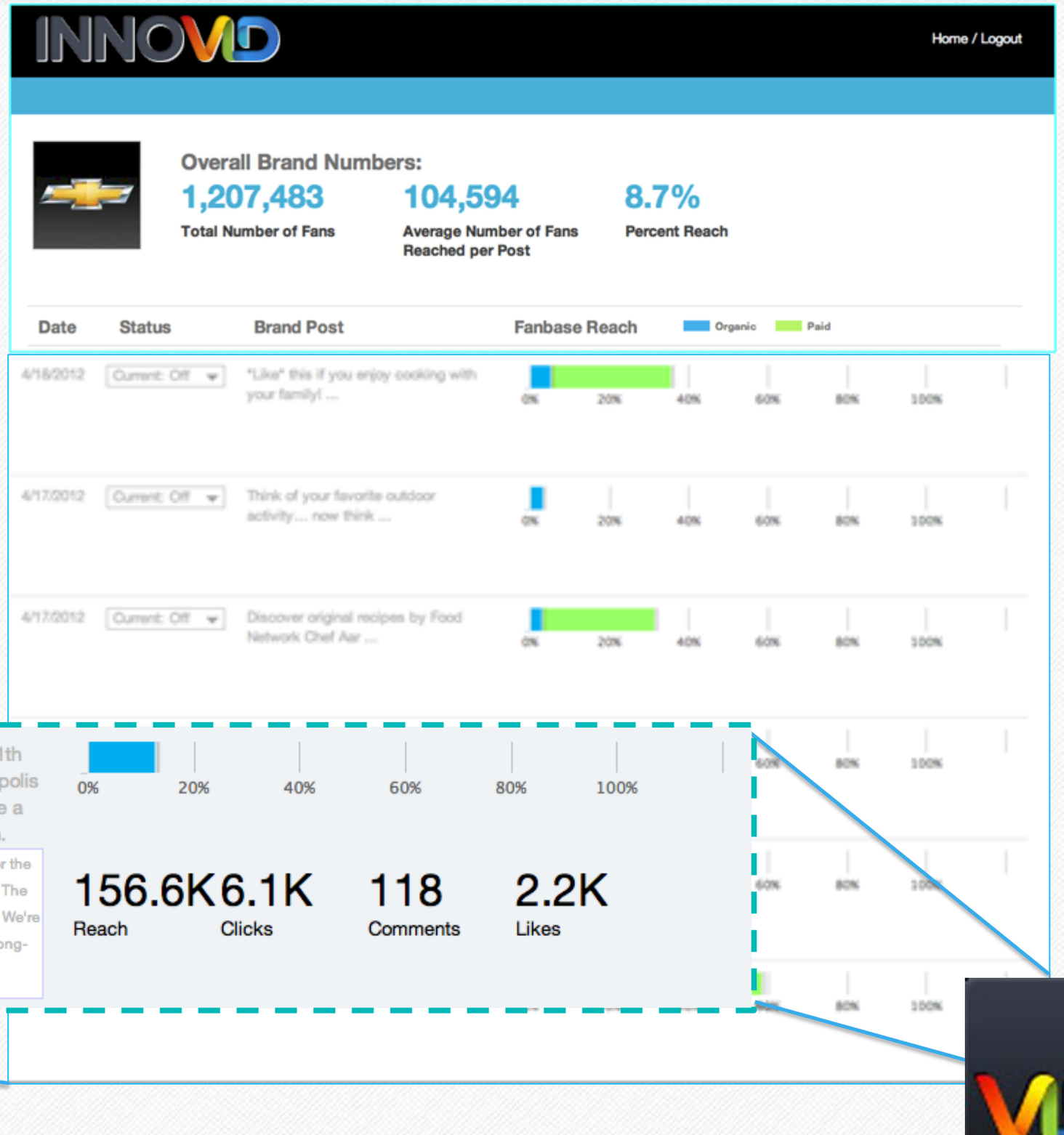
Creative Optimization

FACEBOOK: PAGE POST CONQUEST

Conquest interests based on reach. Target competitors and measure the reach each post has against that competitor.

Chevy's content is what will win consumers over to the brand.

Turning the content posted on your timeline into an Page Post Ad will convince consumers on the benefits of that model.



TWITTER: INSERT YOUR BRAND

Take Over The Conversation:

Brands have the ability to insert themselves into the conversation

- Trending Topics
- Conquest Competitors Conversations
- Own Your Brands Conversations

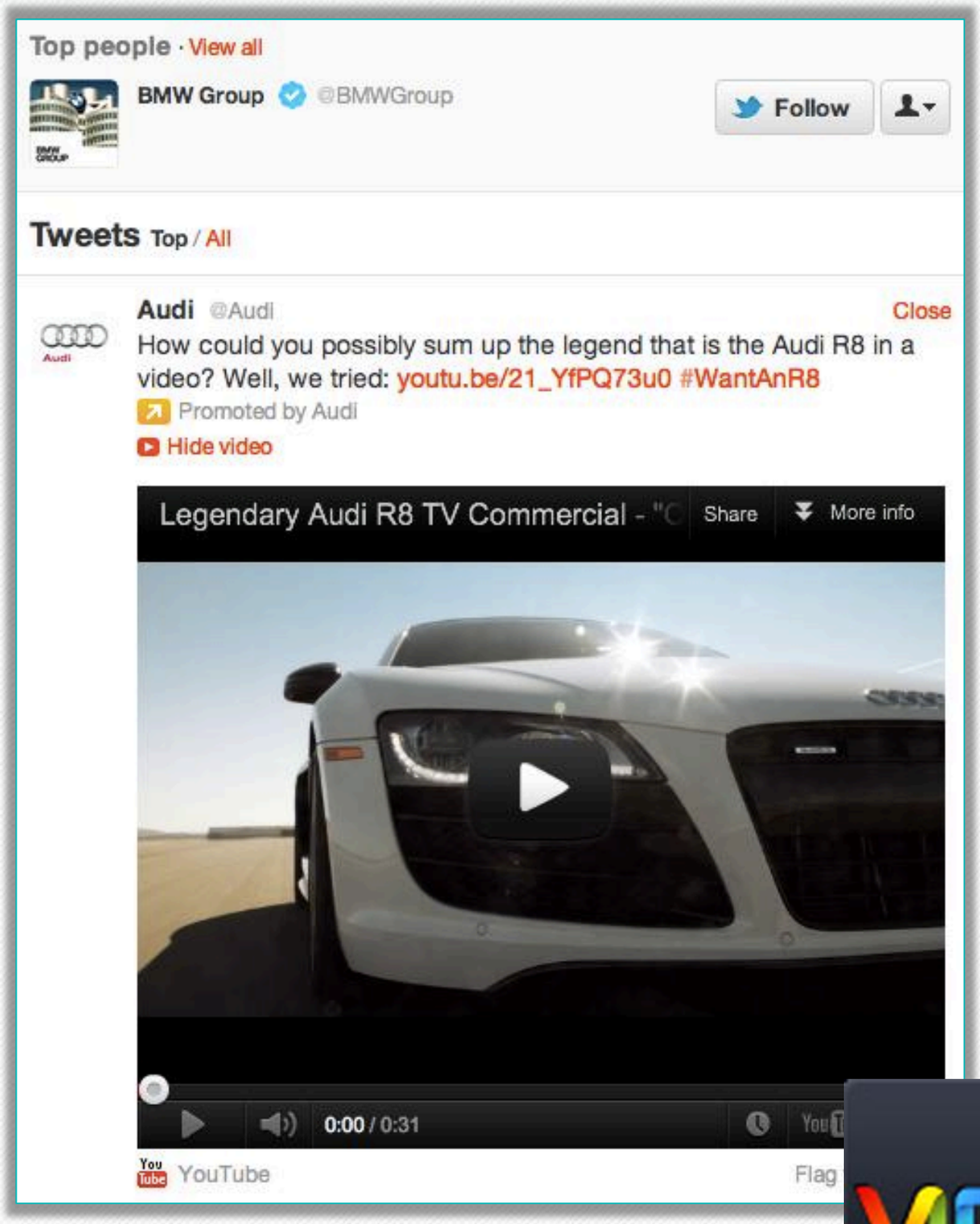
PROMOTED TWEET

PROMOTED ACCOUNT

PROMOTED TREND

TWITTER: EXAMPLE

- Conquesting competitors on **Twitter**
  - Audi aggressively took over the conversation on their competitors with the R8 video to the right! (BMW Keywords)
- **Insert** your own influence across all your competitors:
  - Target certain keywords
  - Insert videos, images or just information in the middle of the conversations.
  - Create the message you want people to remember.
- If you provide enough information around your brand the conversation starts to revolve around your brand.



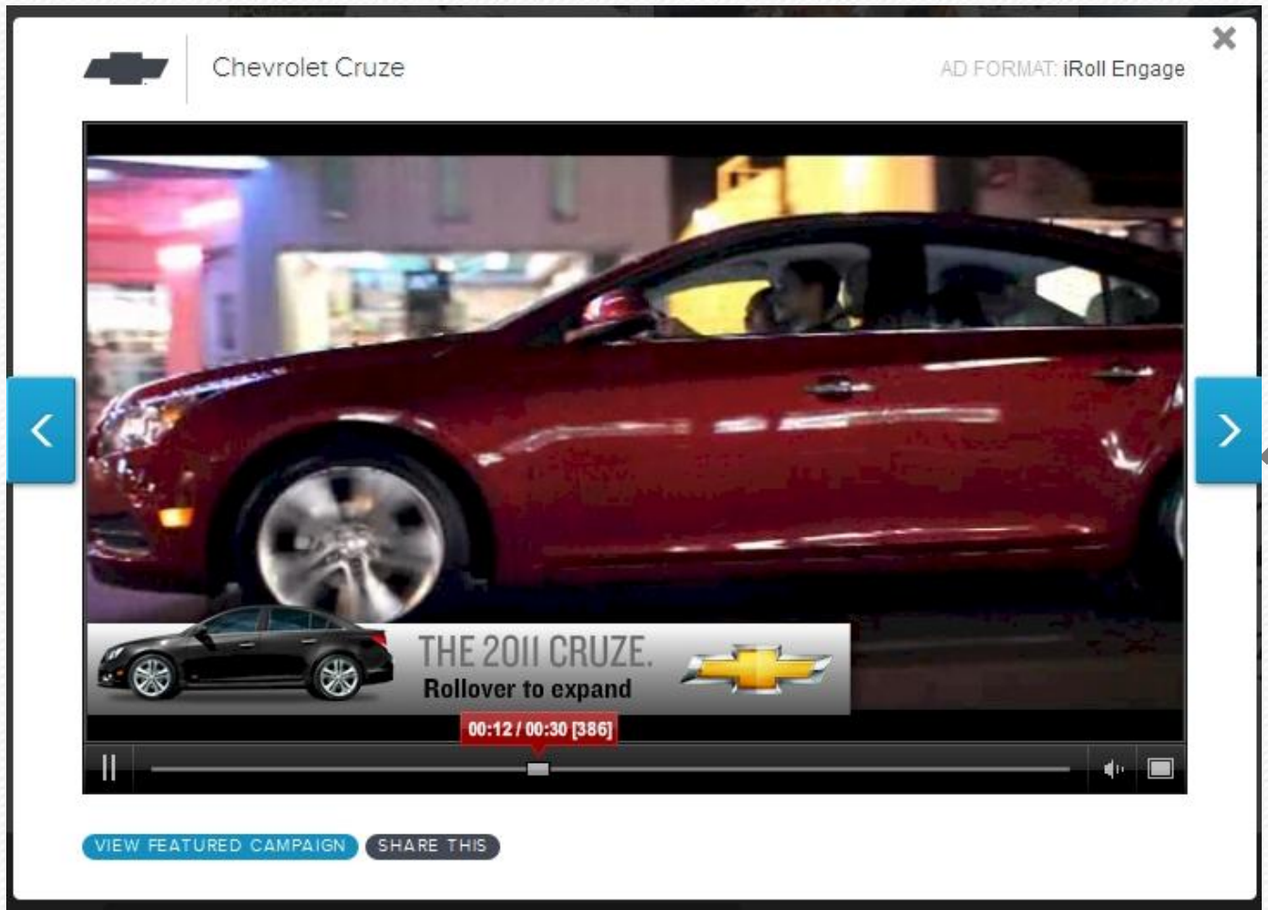
LINKEDIN: INFLUENCE

Conquesting the Professional:

LinkedIn has been referred to as the Facebook of business.

Find the professional and tell them why the Malibu is the best car for them

Craft the message to speak to that user based on location and profession



2013 Malibu Eco - state-of-the-art technology

STUMBLEUPON: DISCOVERY ENGINE

Conquesting The Discovery:

Integrated video experience allows CHEVY to take major advantage by driving a message to highly engaged video viewers.

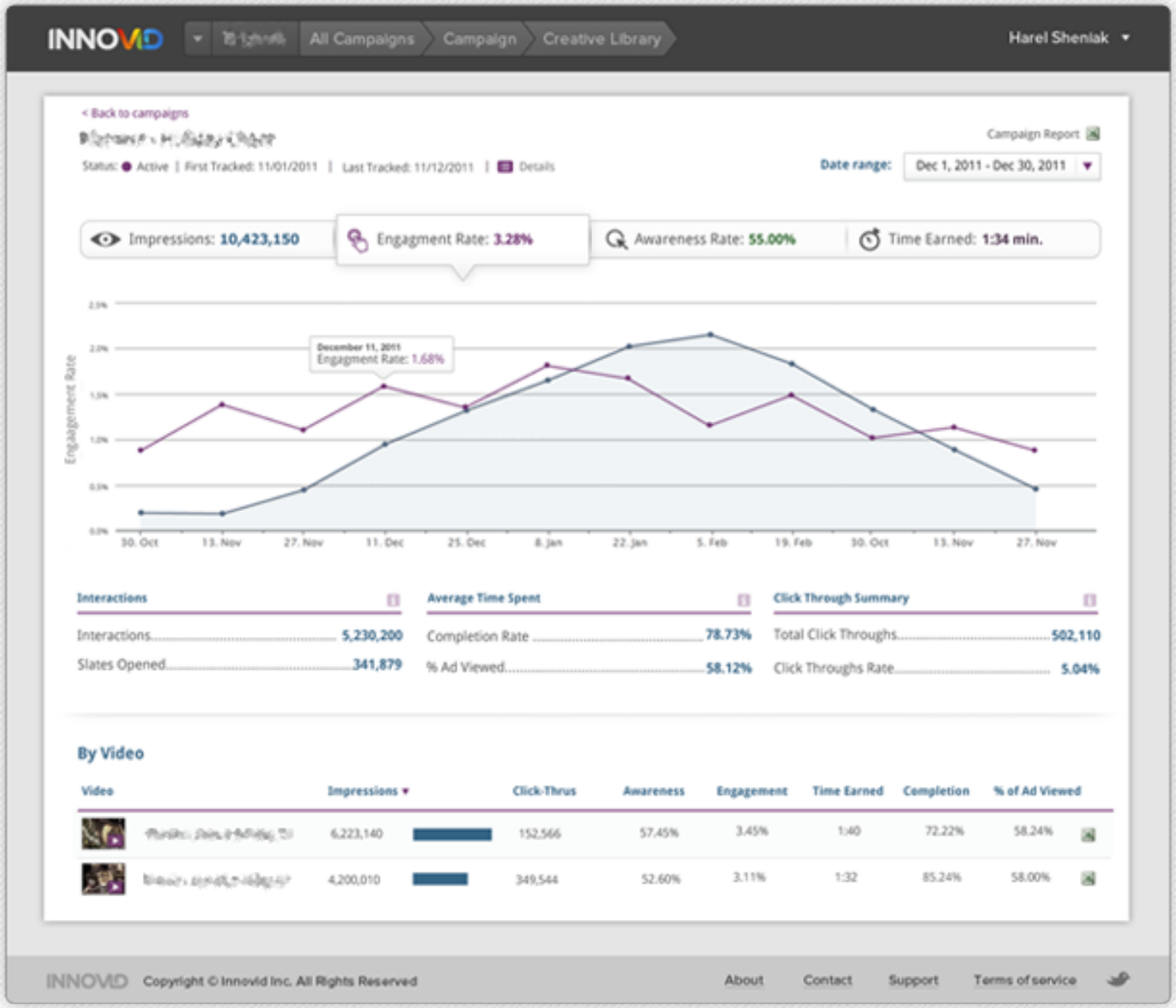
- Discreet advertisement
- Video is served in channels relevant to brand
- Real-time social feedback (Like/Dislike)

INNOVID: ACTIONABLE ANALYTICS

Proprietary INNOVID analytics tool

Unifies campaign data from all platforms into one metric

Simplifies analysis of engagements across all social platforms (measures both positive & negative impacts)



CONQUESTING: PRICING

Priced based on your audience size

PLATFORM	Total Cost/Quarter	Total Cost/Month
FACEBOOK	$2,700,000	$900,000
TWITTER	$600,000	$200,000
LINKEDIN	$150,000	50,000
STUMBLEUPON	$150,000	$50,000
TOTAL	**$3,500,000**	**$1,200,000**

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for
INNOVID