

# INNOVAD

## The most complete way to conquest across video

Chevy Conquering Malibu Campaign

June.2012



# Cadillac Conquering

Germany

Japan



Interests



Conversations



Sees 98% of all Video, all Platforms



Influencer



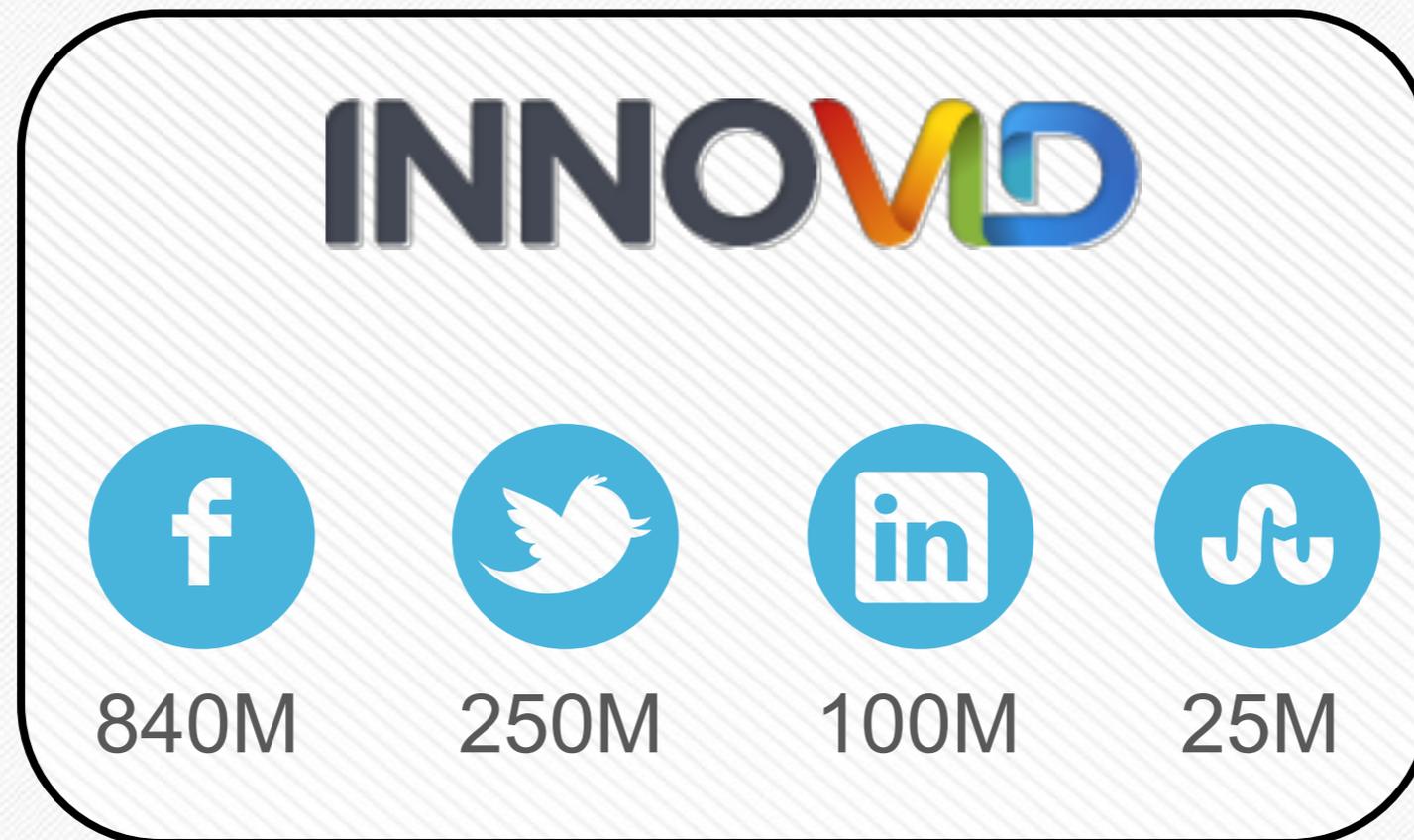
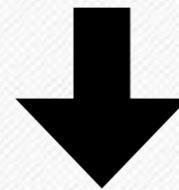
Discovery

**Real Time**  
**Real Social Video**  
**Exclusive to ATS**  
**NO ONE HAS IT!**

# UNLOCKING YOUR COMPETITORS

**2 Billion** users can be reached across video

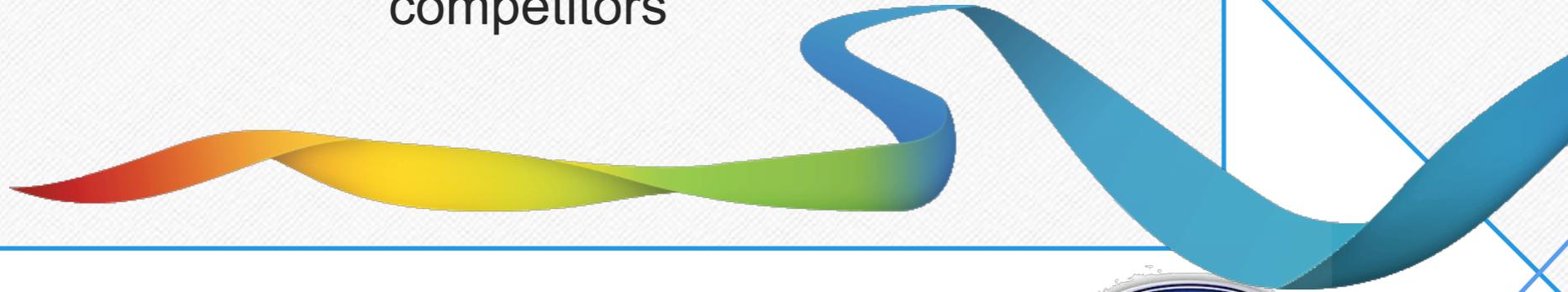
Innovid unlocks the door to reach all of them in one unified platform



# INNOVAD: 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\*



112,416

FUSION



126,254

HONDA ACCORD



96,481

HYUNDAI SONATA



CAMRY

181,714

Main Stream



Specialty



Premium



comScore Leaders



\*Automotive News June 4, 2012

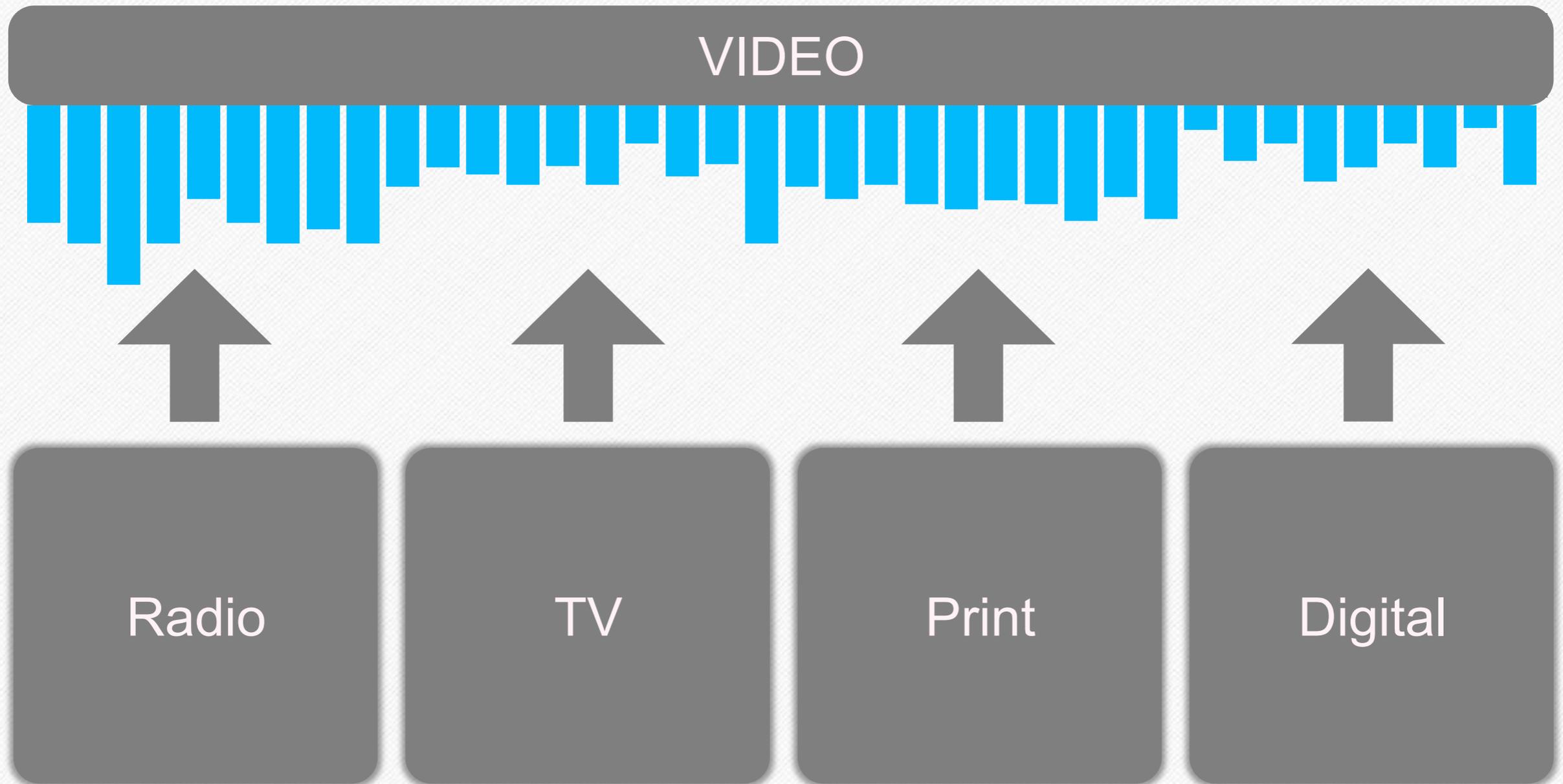
Position Chevrolet within its competitive set  
Insert the Chevy Malibu into conversations with audiences already engaged  
with the video of your competitors. Only iRoll offers the scale to do this.



## CONQUESTING



# 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

INNOVVD

AMPLIFY

ENGAGE

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



# FACEBOOK: EMBRACE NATIVE ADS



The screenshot shows a Facebook news feed for user Helen Lee. The feed includes a post by Nikhil Sethi about an Instagram photo of an Ameritrade event, a post by Jessica Schaevitz, and a sponsored advertisement. The sponsored ad is titled "Sponsored" and features a car image with the text: "How much do you spend a year on gas? Crunch the numbers with our mpg calculator." The ad is highlighted with a blue callout box.

This section illustrates three types of native ads:

- Like Ad:** A post from "Talk" with a video thumbnail (VD logo) and the text "learn how easy it can be to advertise across the social web." It includes a "Like" button.
- Sponsored Story:** A post from "Talk" with a video thumbnail (VD logo) and the text "Talk Like".
- Promoted Page Post:** A post from "Talk" with a video thumbnail (VD logo) and the text "Nice shout out from Matt Keiser, CEO of LiveIntent on BloombergTV http://www.bloomberg.com...". It includes a "Like" button and a comment icon.



# 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

facebook.		
Weight (2500 WR 51)	Cost (\$1000)	\$1.35
QW (171070)	THRESHOLD	n/a
	Total Avg	Today Avg
		End date
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 BRAND HOME(M) CIRCUIT 12.19 LS	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 FRIDGE HOME(M) CIRCUIT 12.19 LS	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 FRIDGE HOME(F) CIRCUIT 12.19 LS	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 FRIDGE HOME(M) 12.19 LS	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 FRIDGE HOME(F) 12.19 LS	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND CRAWLER LS 12.17	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 BRAND CRAWLER LS 12.16	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 HOME_IMPROVEMENT CRAWLER LS 12.20	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 BRAND HOME_IMPROVEMENT LS 12.20	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND CHOCOLATE LS 12.20	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND MOM_KIDS LS 12.20	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 BRAND PARENT_CONSUMER LS 12.20	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND PARENT_CONSUMER LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND PARENT_CONSUMER LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND KIDS_MEDIA LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND CHOCOLATE LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND KIDS_MEDIA LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND FOOD LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 BRAND FOOD LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 BRAND CLASSIC_ROCK LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 SS LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 BRAND SS LS 12.21	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 BRAND TV_GENERAL LS 12.22	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 BRAND TV_GENERAL LS 12.22	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 SS_TV_GENERAL LS 12.22	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF M2S+ PHASE1 SS_TV_GENERAL LS 12.22	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF F2S+ PHASE1 SS_FEMALE_PUB LS 12.22	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS ELECTRONICS WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS COUNTRY MUSIC WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS FAMILY MOVIES WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS GARDENING WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS HEALTH & WELLBEING WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS PETS WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS ROCK MUSIC WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS BROAD FOOD & DIVING WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS BROAD FAMILY WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS BROAD MOBILE (ALL) WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS BROAD POP CULTURE WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ SS NO TARGETING WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ 'USA NETWORK' NO TARGETING - PAGE WR 3.26	
<input type="checkbox"/>	DEPLOYED: SAMSUNG HA CPF 818+ 'USA NETWORK' NO TARGETING - APP WR 3.26	

100's of Interest Targeting

Dynamic, engaging, and fully interactive

iRoll® Engage is the most widely trusted and accepted interactive in-stream format. Dynamic, engaging, and developed entirely with existing video assets, iRoll® Engage creates a truly customized, immersive, interactive video experience.



Creative Optimization

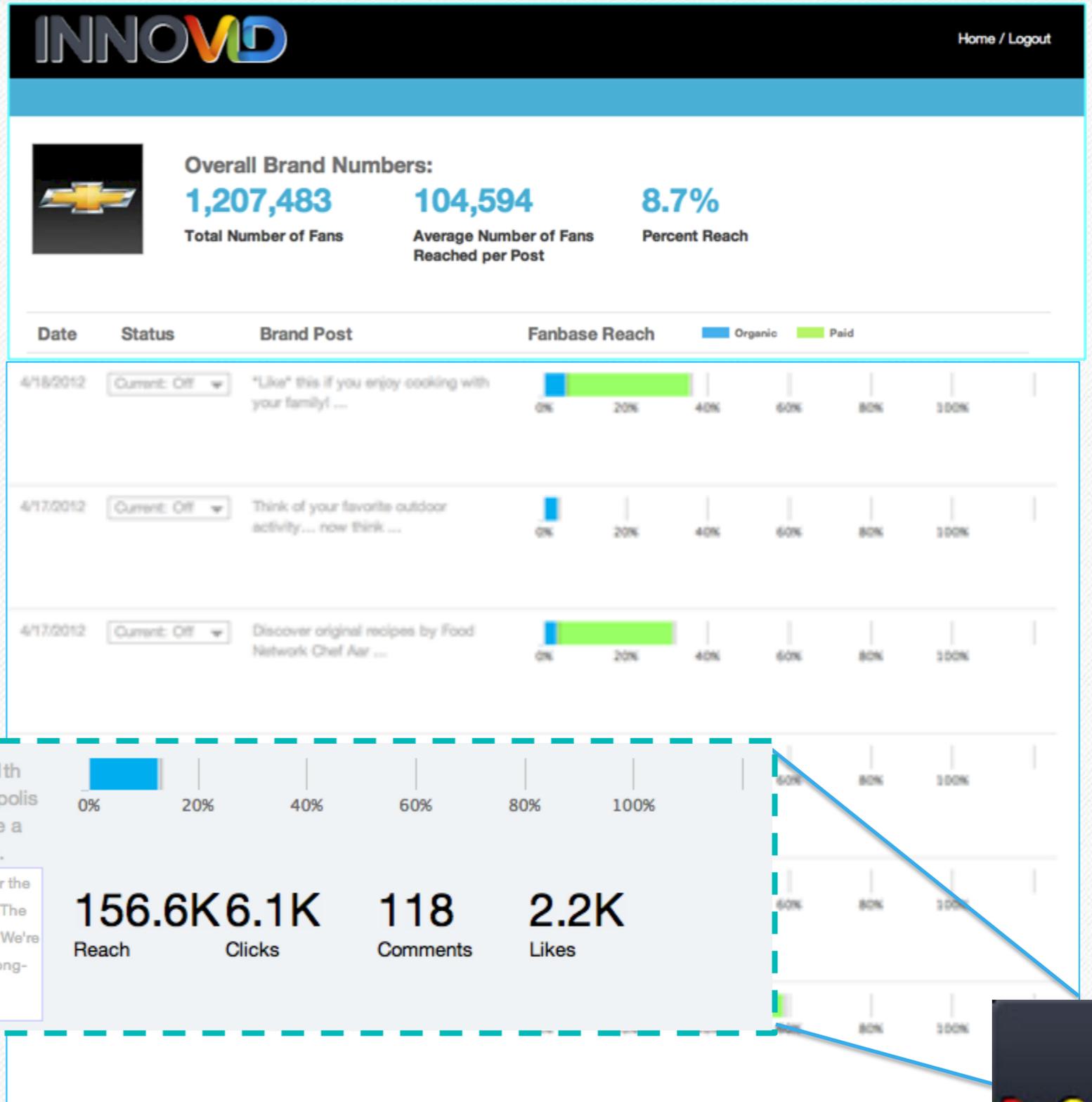


# FACEBOOK: PAGE POST CONQUEST

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

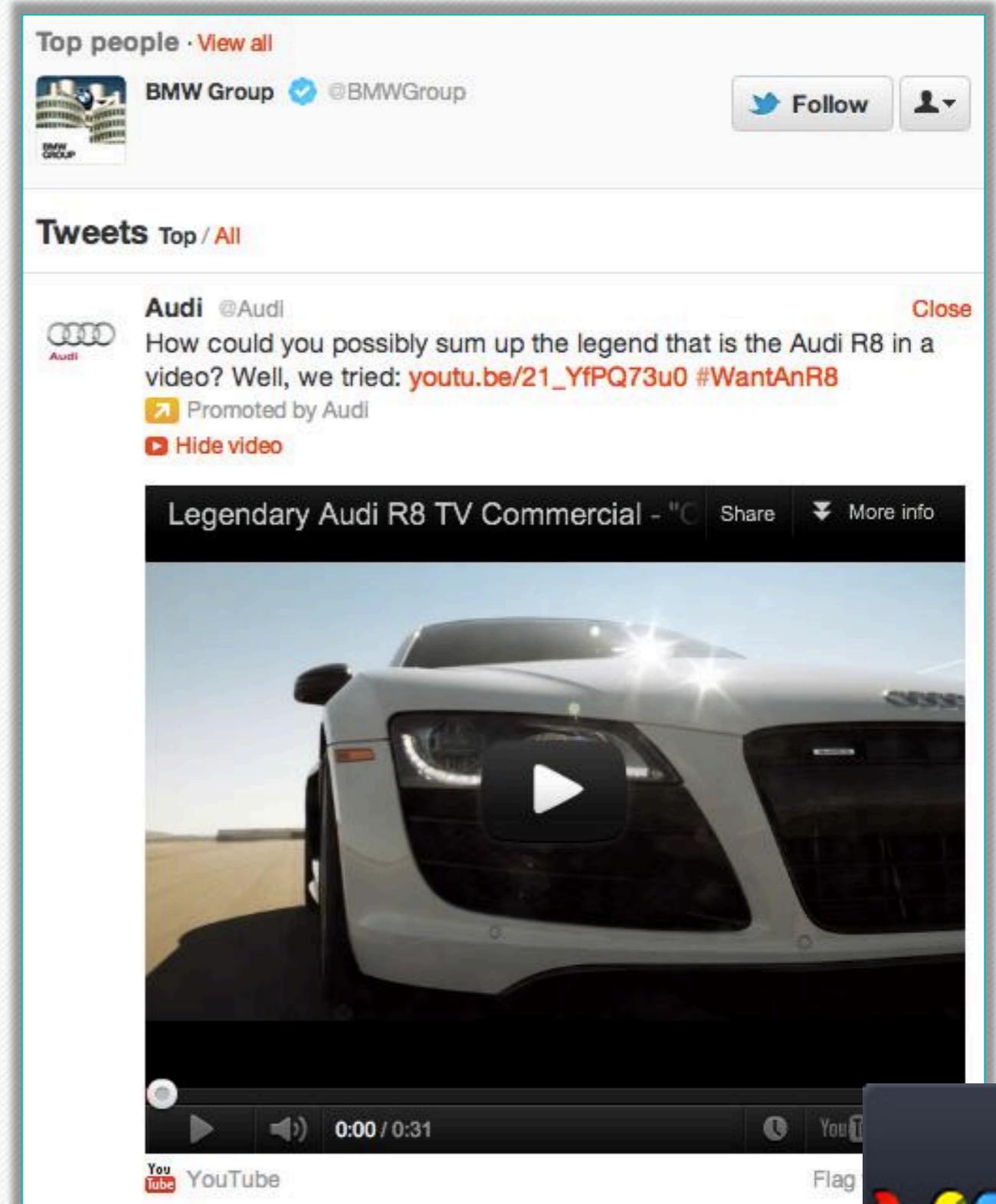
PROMOTED ACCOUNT

PROMOTED TREND



# TWITTER: EXAMPLE

- Conquering 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.



The screenshot shows the Twitter profile of BMW Group (@BMWGroup). The profile header includes the BMW Group logo, name, and a 'Follow' button. Below the header, the 'Tweets' section is visible, showing a tweet from Audi (@Audi). The tweet text reads: "How could you possibly sum up the legend that is the Audi R8 in a video? Well, we tried: [youtu.be/21\\_YfPQ73u0](https://youtu.be/21_YfPQ73u0) #WantAnR8". Below the text, there are options to 'Promoted by Audi' and 'Hide video'. The video player shows a white Audi R8 in a desert setting, with the title 'Legendary Audi R8 TV Commercial - "C"'. The video player controls at the bottom show a play button, volume icon, and a progress bar at 0:00 / 0:31. The YouTube logo is visible in the bottom left corner of the video player.

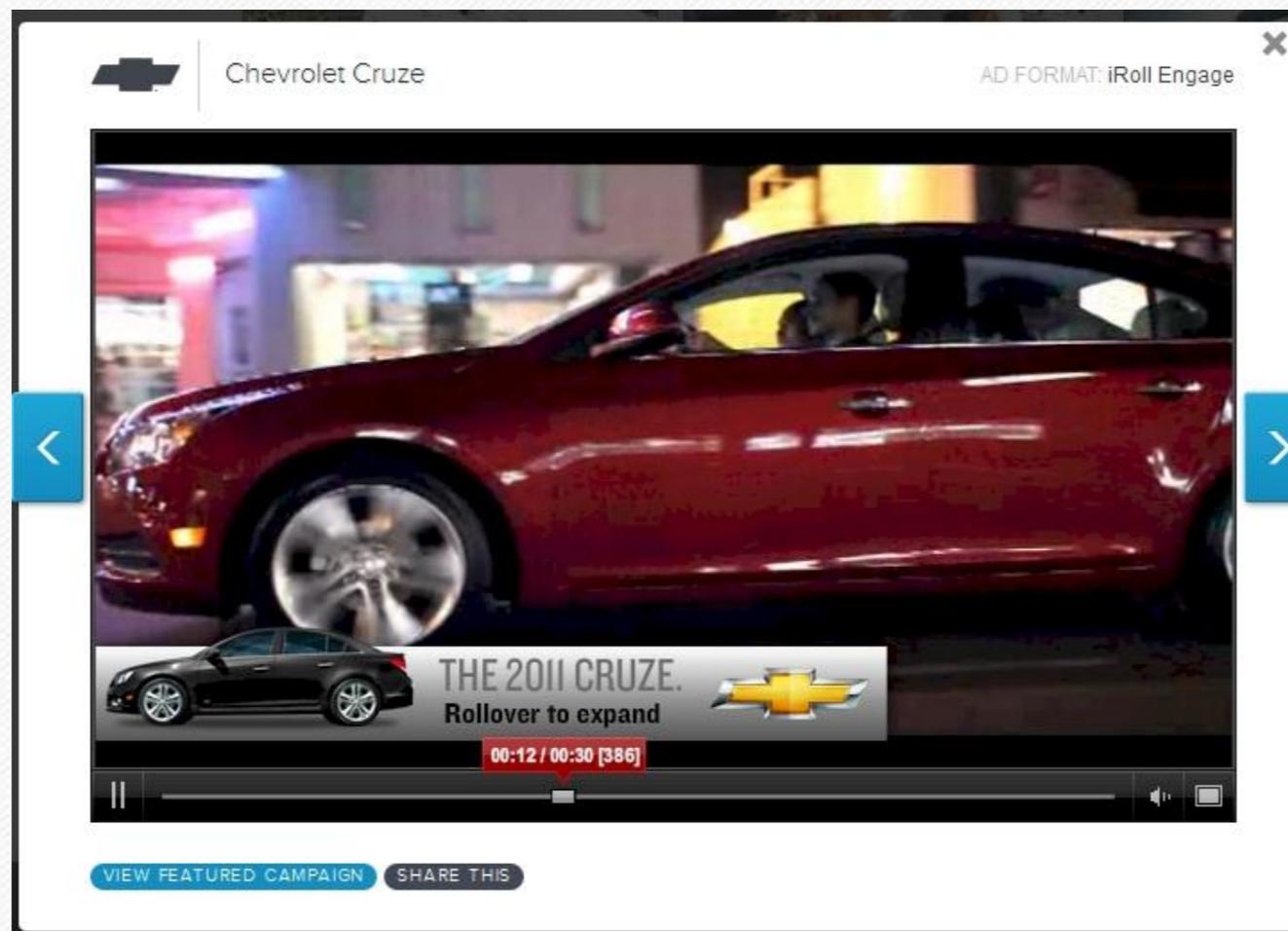
# LINKEDIN: INFLUENCE

## Conquering 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



The screenshot shows a LinkedIn video player for a Chevrolet Cruze advertisement. The video features a red car in a city setting. At the bottom of the video, there is a text overlay: "THE 2011 CRUZE. Rollover to expand" with a Chevrolet logo. The video player includes a progress bar showing 00:12 / 00:30 [386] and a volume icon. Below the video player, there are two buttons: "VIEW FEATURED CAMPAIGN" and "SHARE THIS".

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

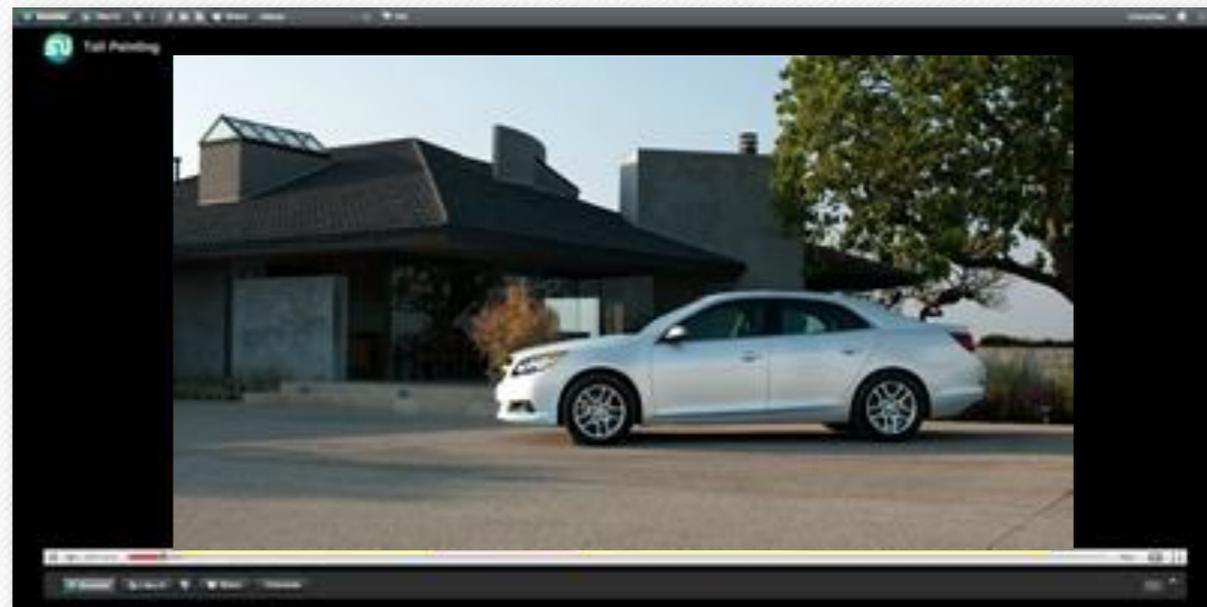
# STUMBLEUPON: DISCOVERY ENGINE

## Conquering 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)

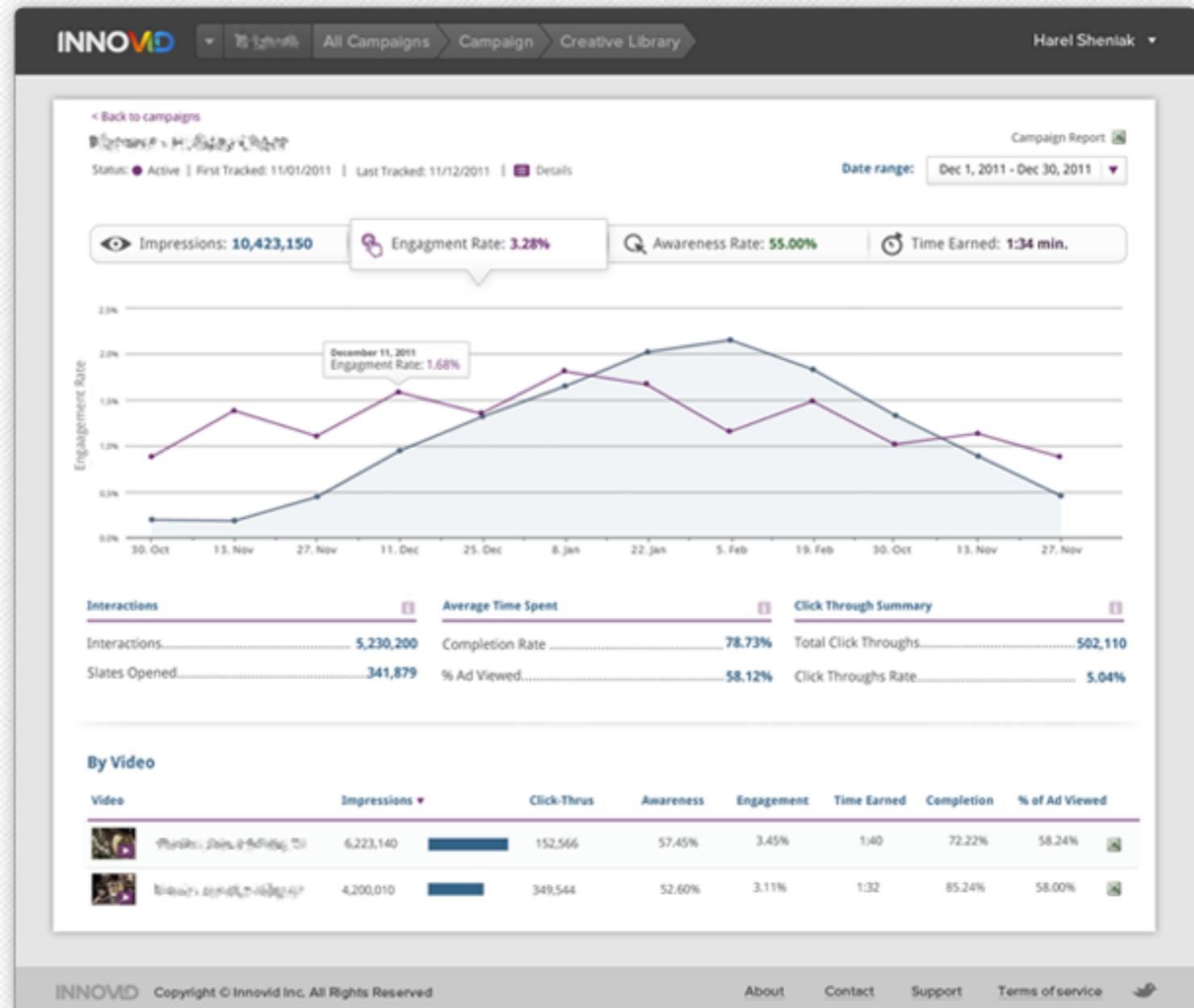


# INNOVID: ACTIONABLE ANALYTICS

## 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
<b>TOTAL</b>	<b>\$3,500,000</b>	<b>\$1,200,000</b>



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for

INNOVD

