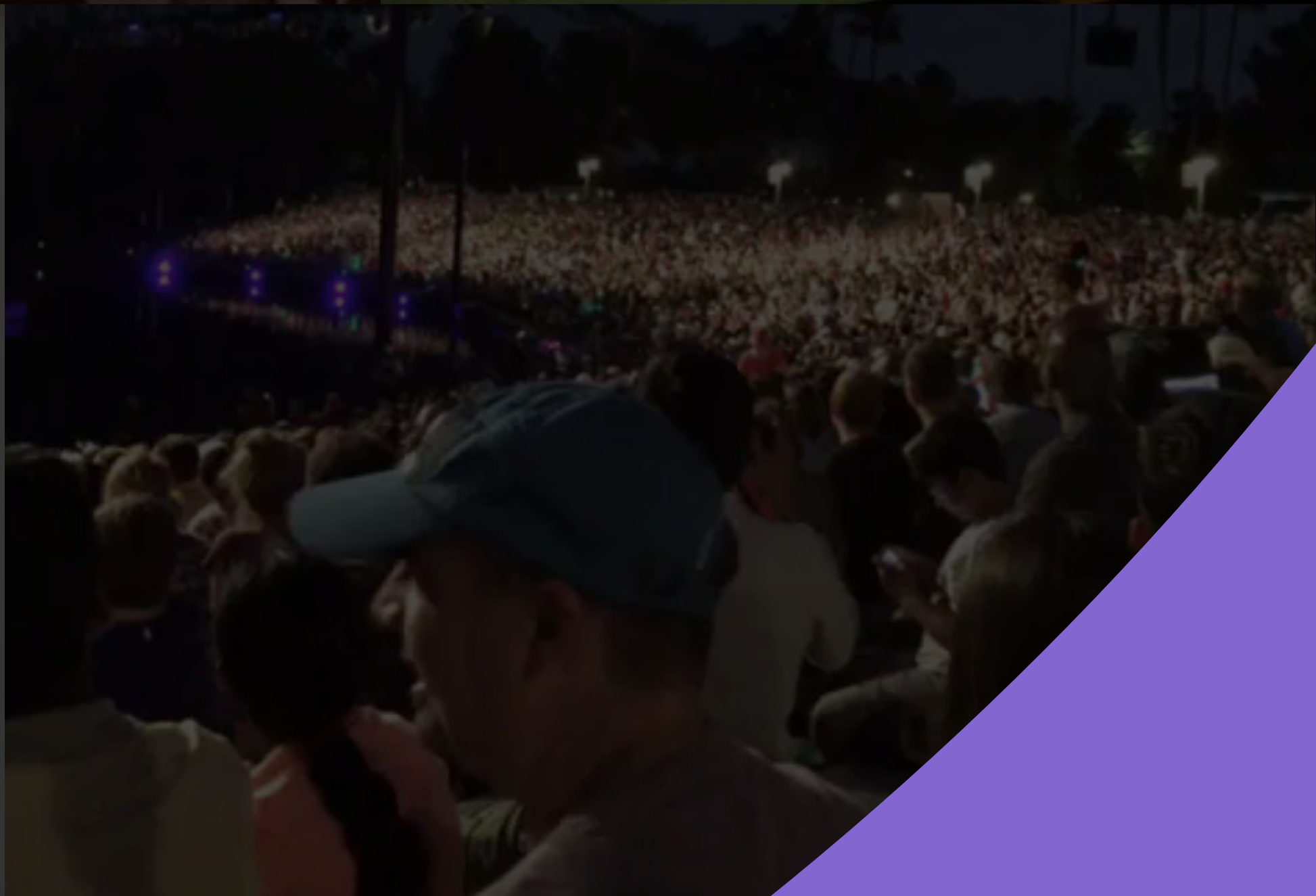
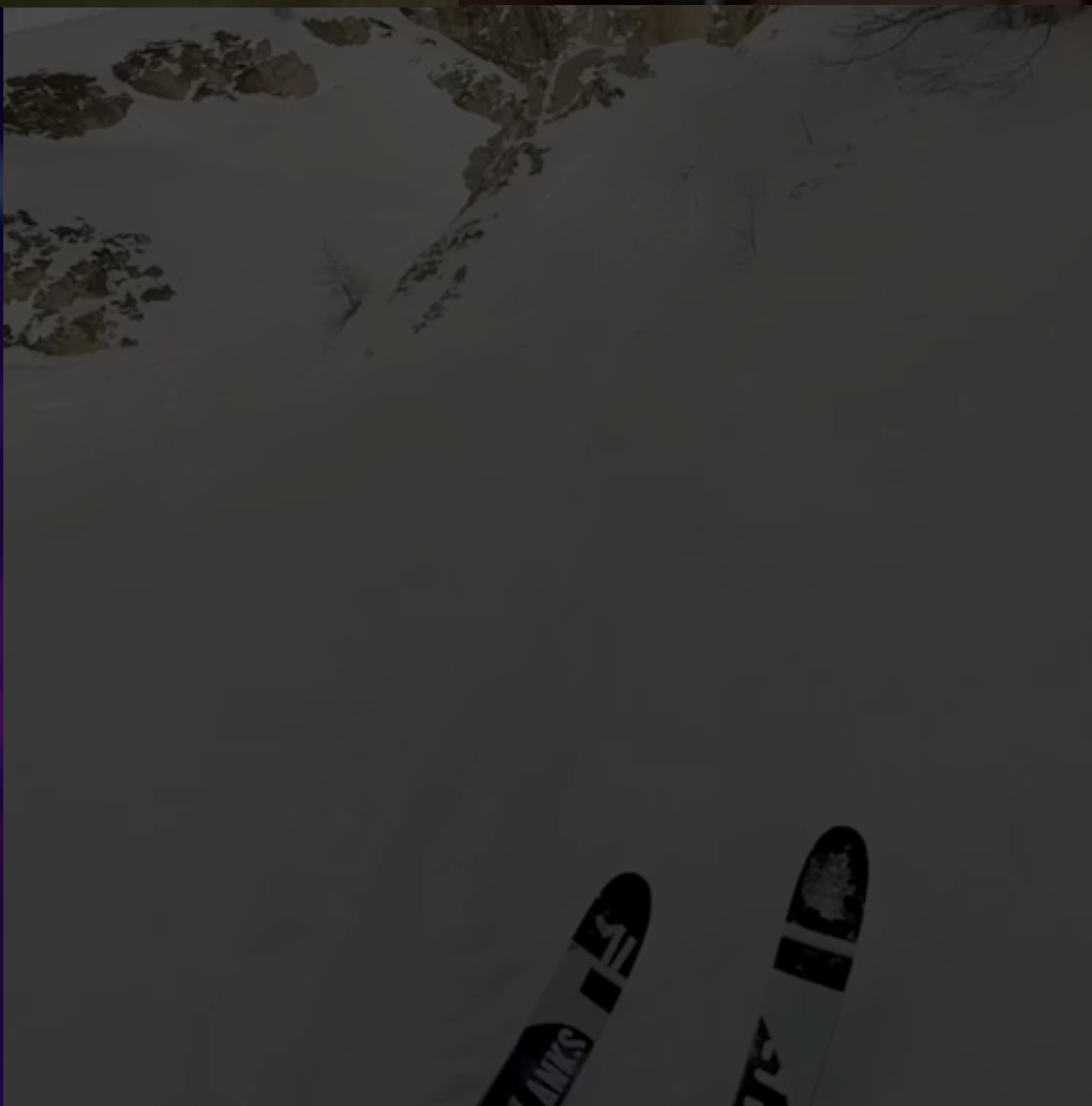




# Video on Twitter







# 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**

---



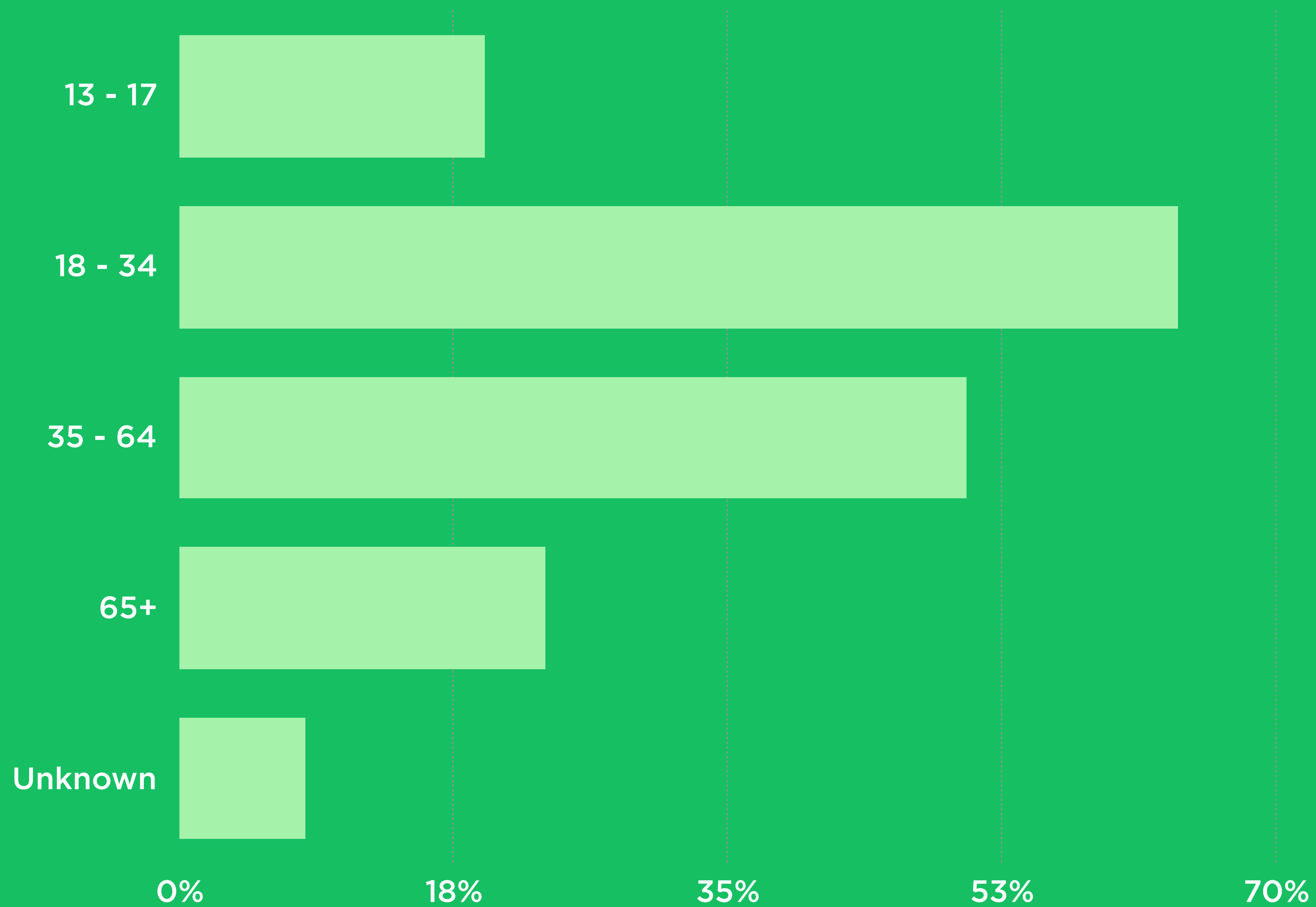
# A massive global audience

# 800 Million+





# Reach Savvy Millennials and Young Adults



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



53%

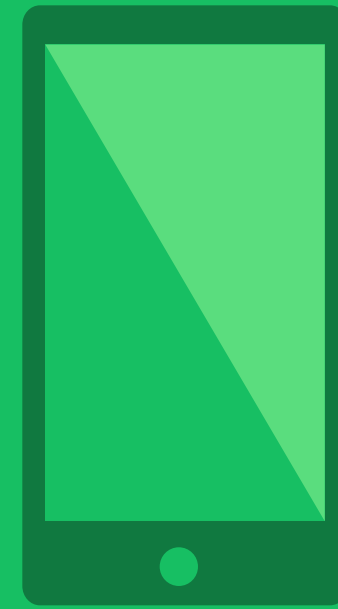
are early adopters—twice as many as non-Twitter users<sup>1</sup>

64%

more likely to influence the purchases of friends and family<sup>2</sup>

80%

of A25-34 who make \$100K+ are on Twitter<sup>3</sup>



93%

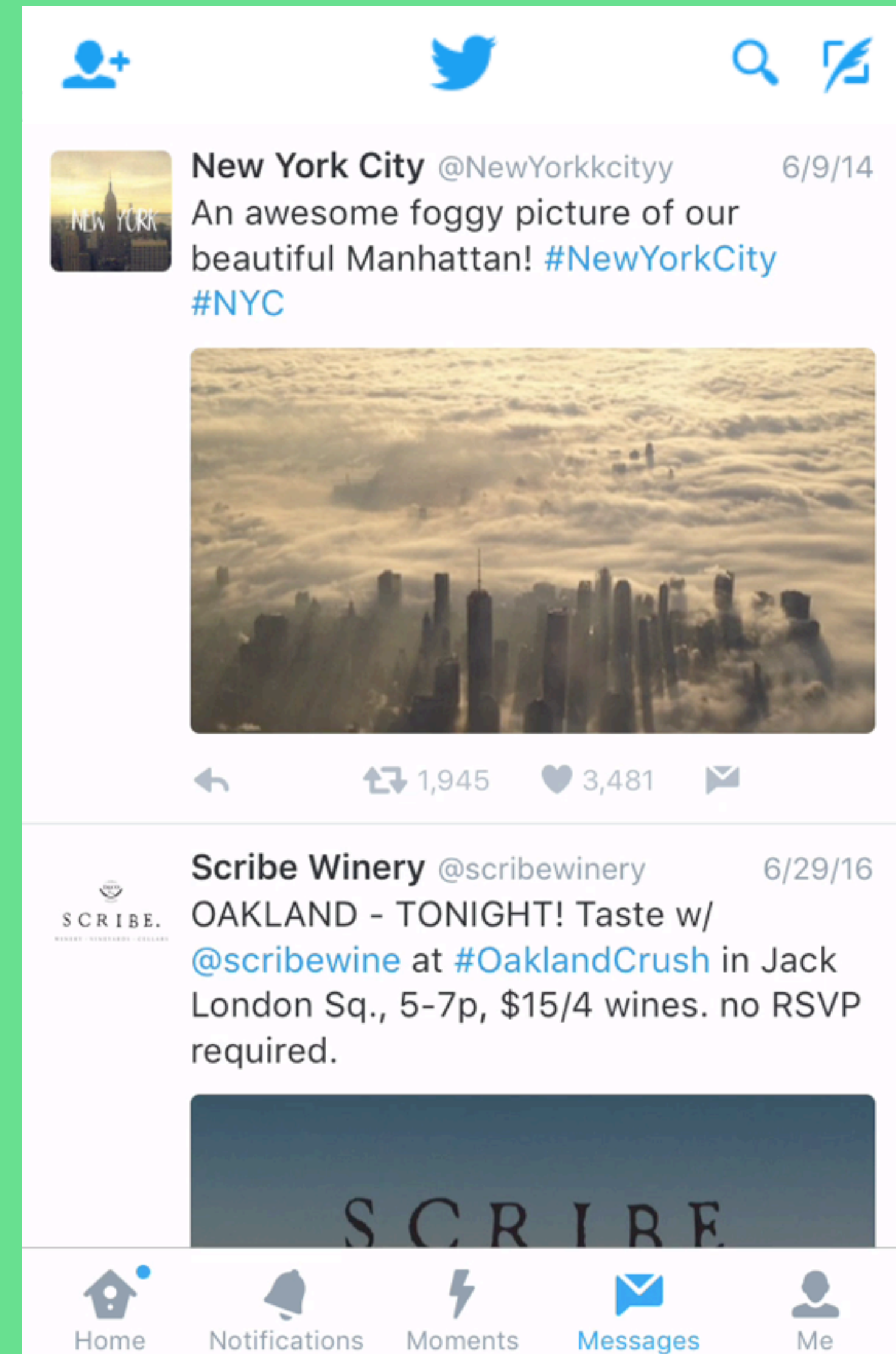
of video views on Twitter are mobile



# 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

---





# Investing to help you measure what matters

**Reach**

---

MOAT

**Influence**

---

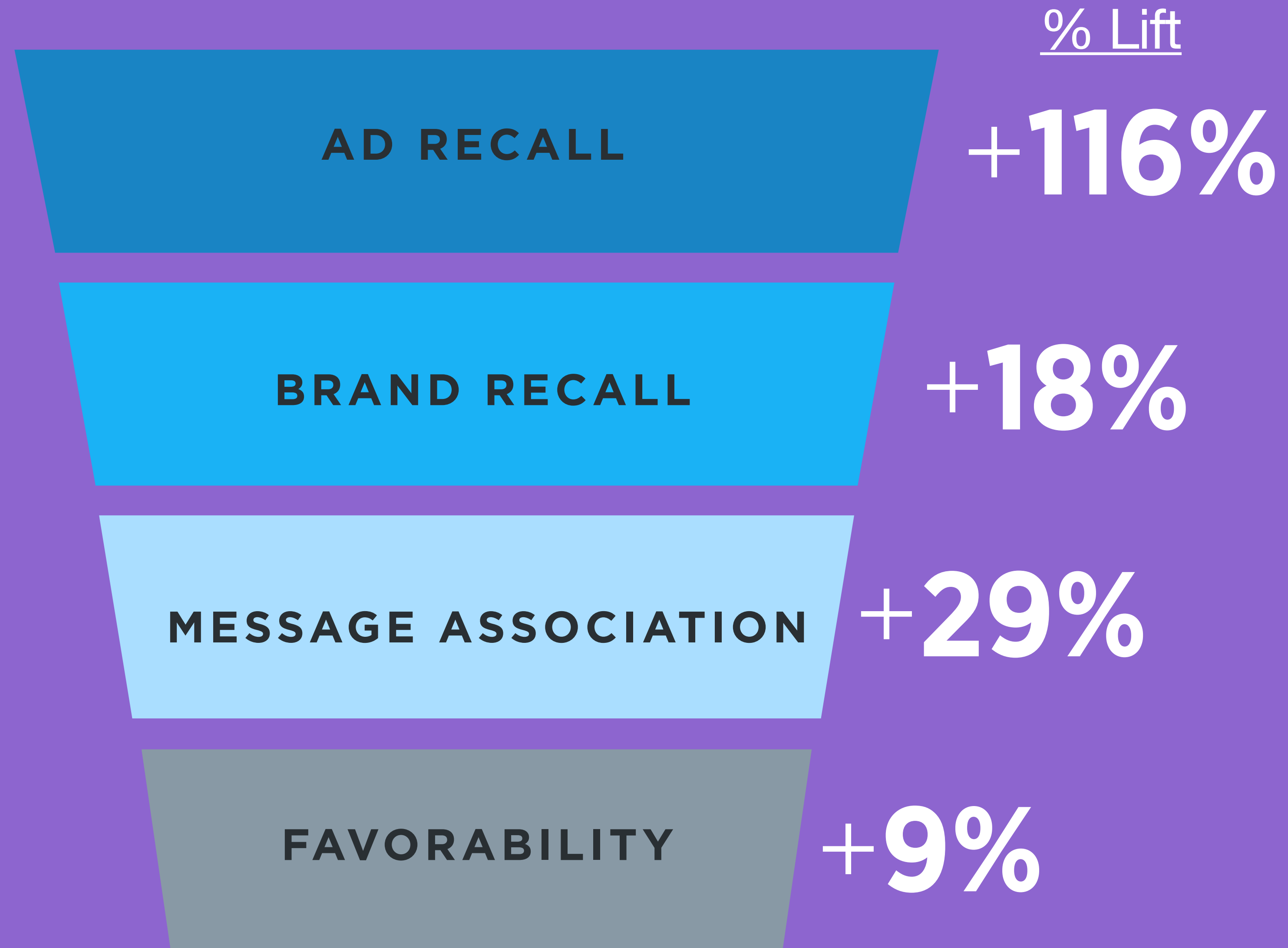
nielsen  
.....

**Action**

---

 datalogix™  
nielsen  
.....

# 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?**





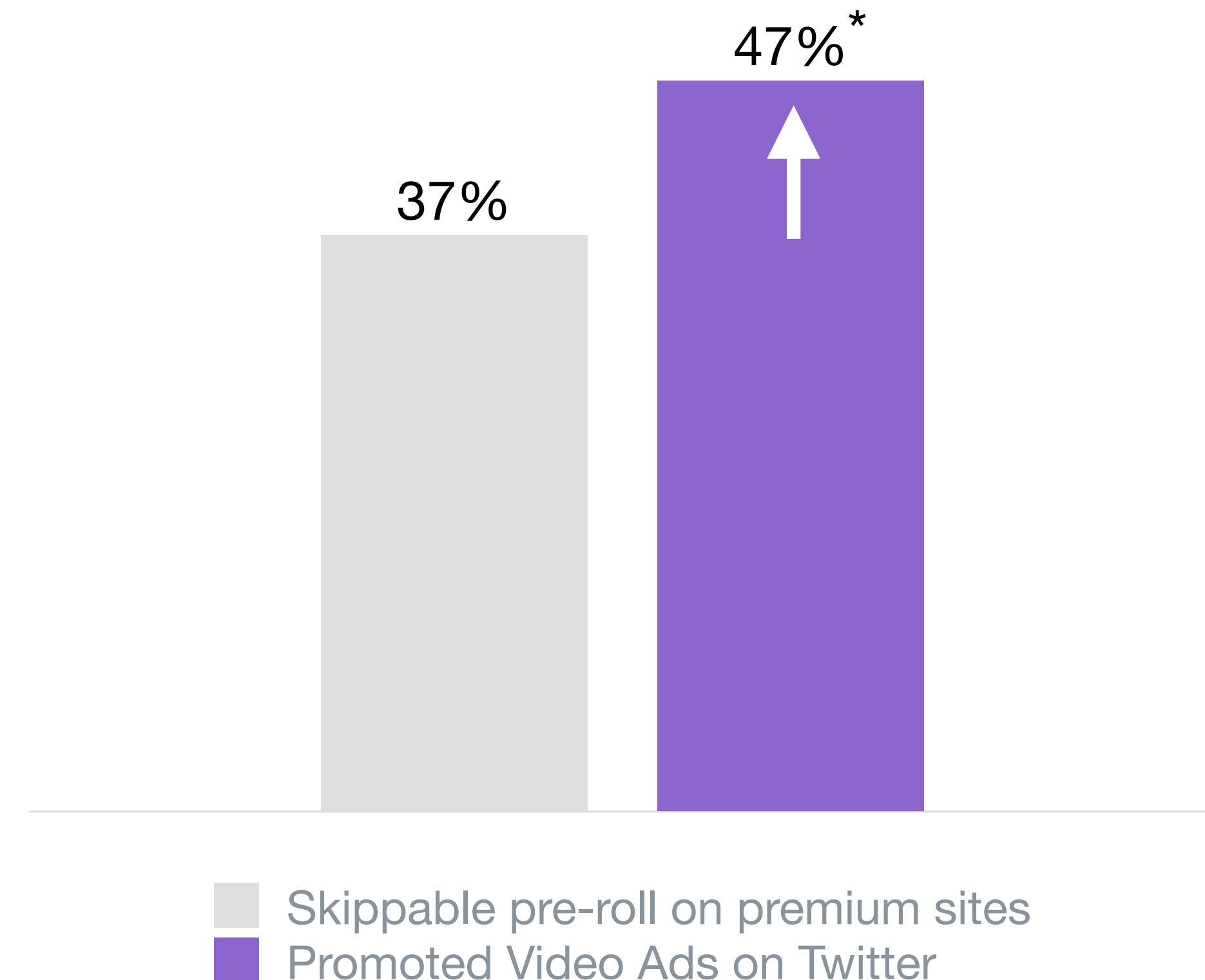
**Because Twitter's relevant and  
curated environment makes  
ads **more memorable,  
engaging and effective****



# 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

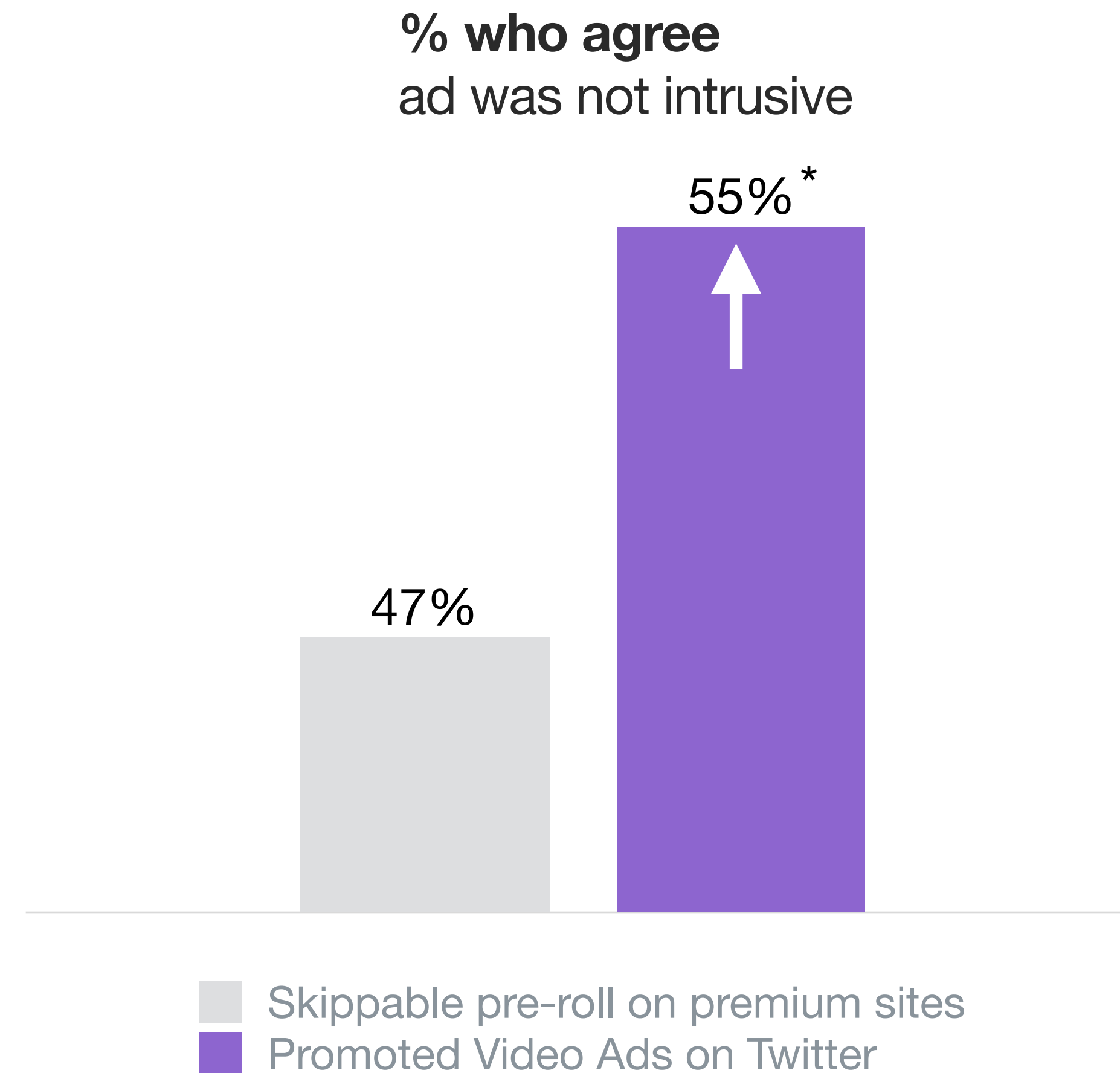
↑ Statistically significant difference between Pre-roll vs. In-feed, auto-play video at  $\geq 90\%$  confidence

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 people's feeds, 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

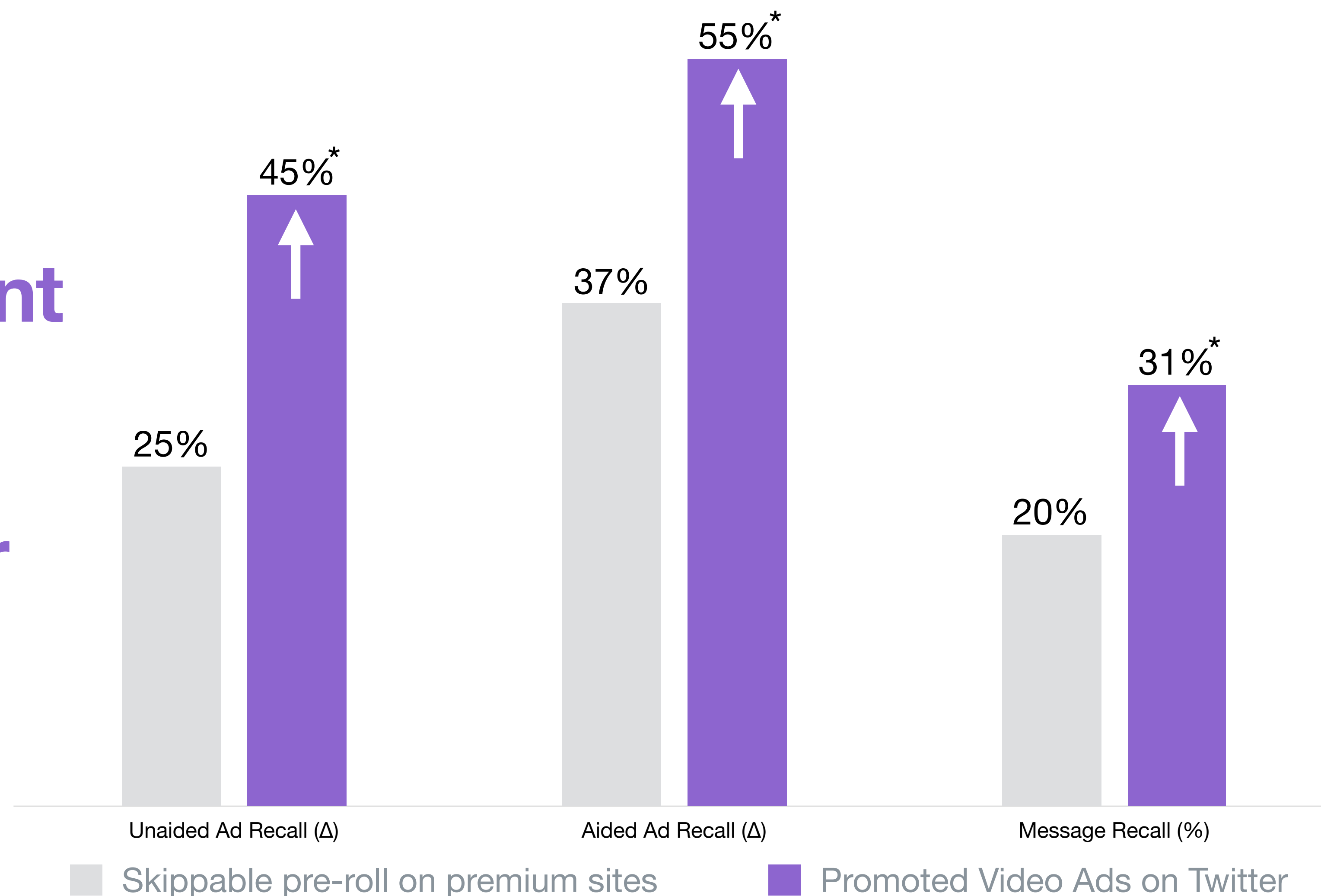
↑ Statistically significant difference between Pre-roll vs. In-feed, auto-play video at  $\geq 90\%$  confidence

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



# 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

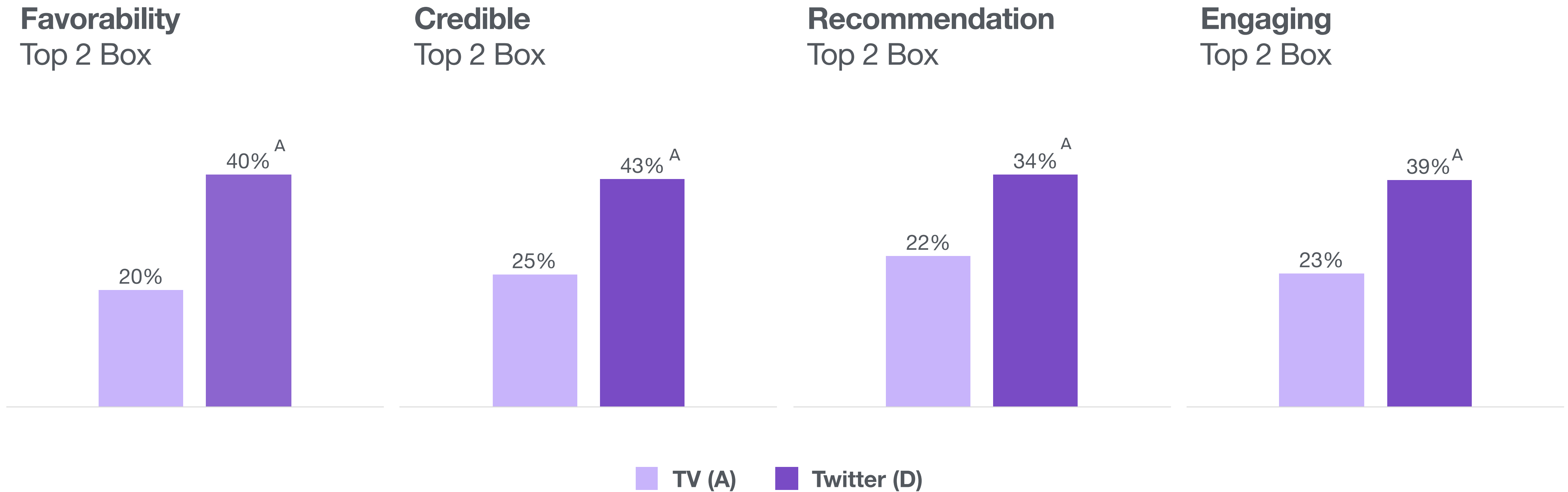
\*Statistically significant difference between test vs. control at  $\geq 90\%$  confidence

↑ 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



# 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



**3**

---

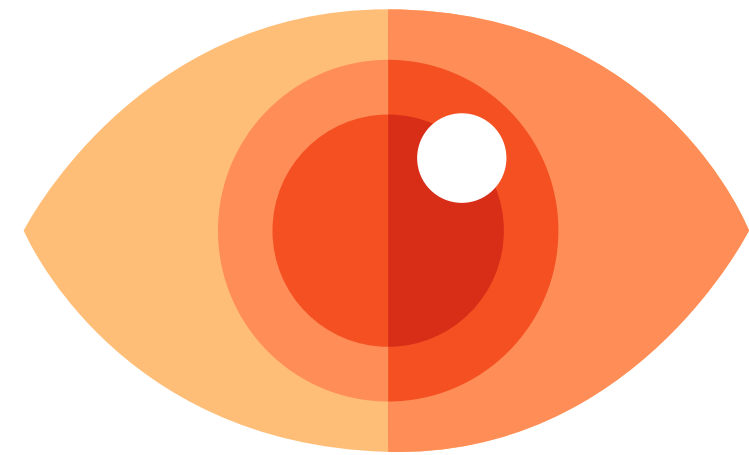
**Tell Captivating  
Brand Stories**

---

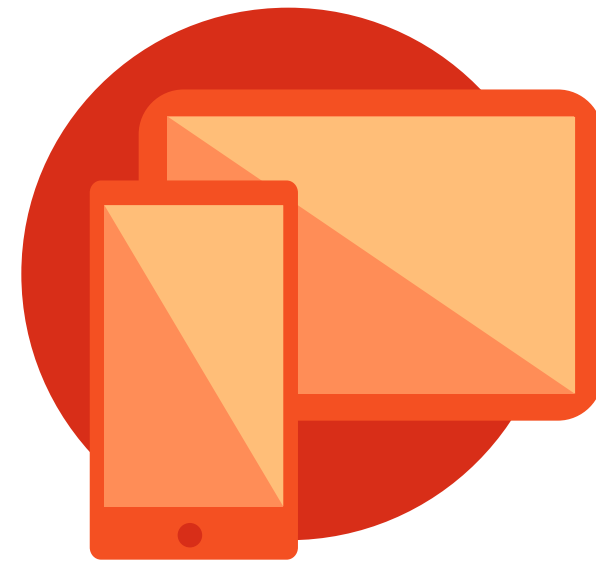




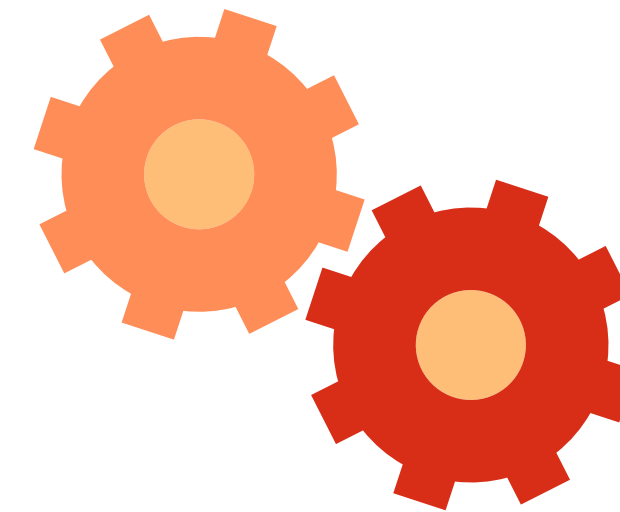
# Creative solutions for your brand objectives



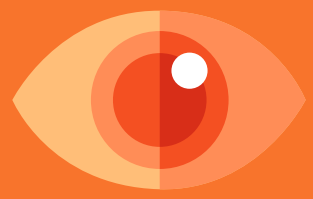
**Drive Reach  
And Attention**



**Align With  
Premium Content**



**Drive  
Engagement**



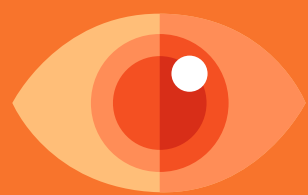
Drive Reach



# Video Ads

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



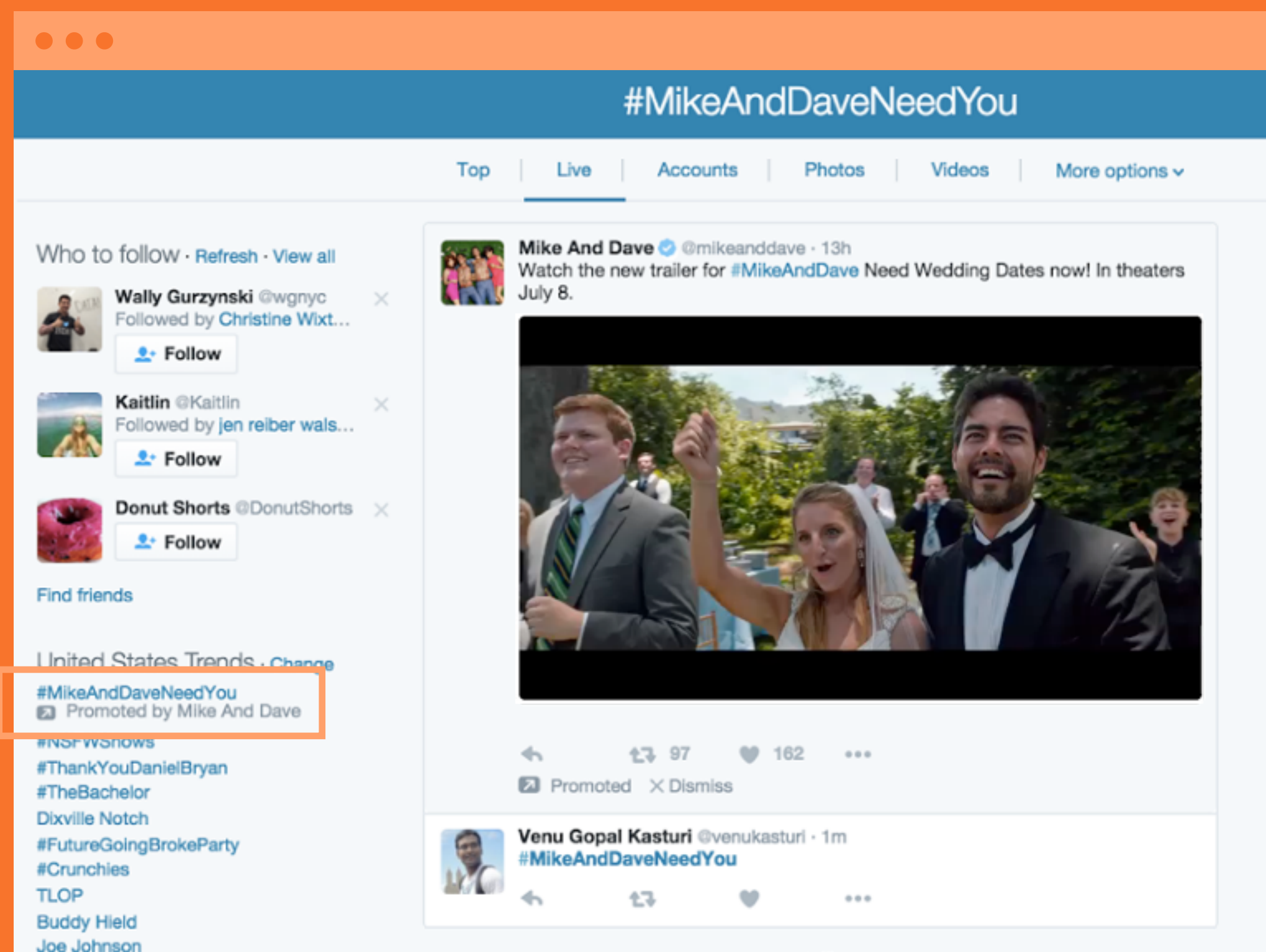


Drive Reach



# Timeline Takeover

Reach a wider audience with a takeover



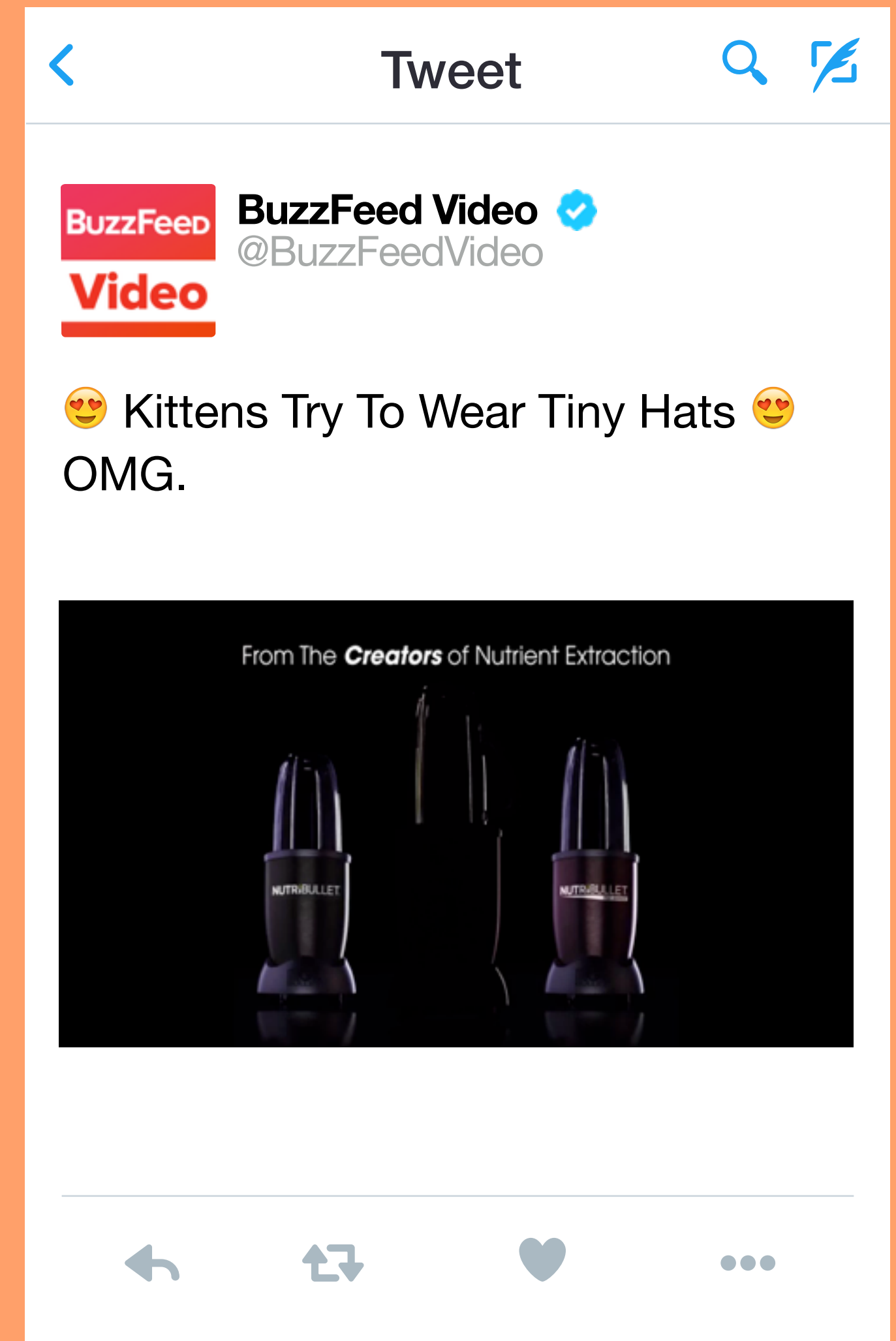
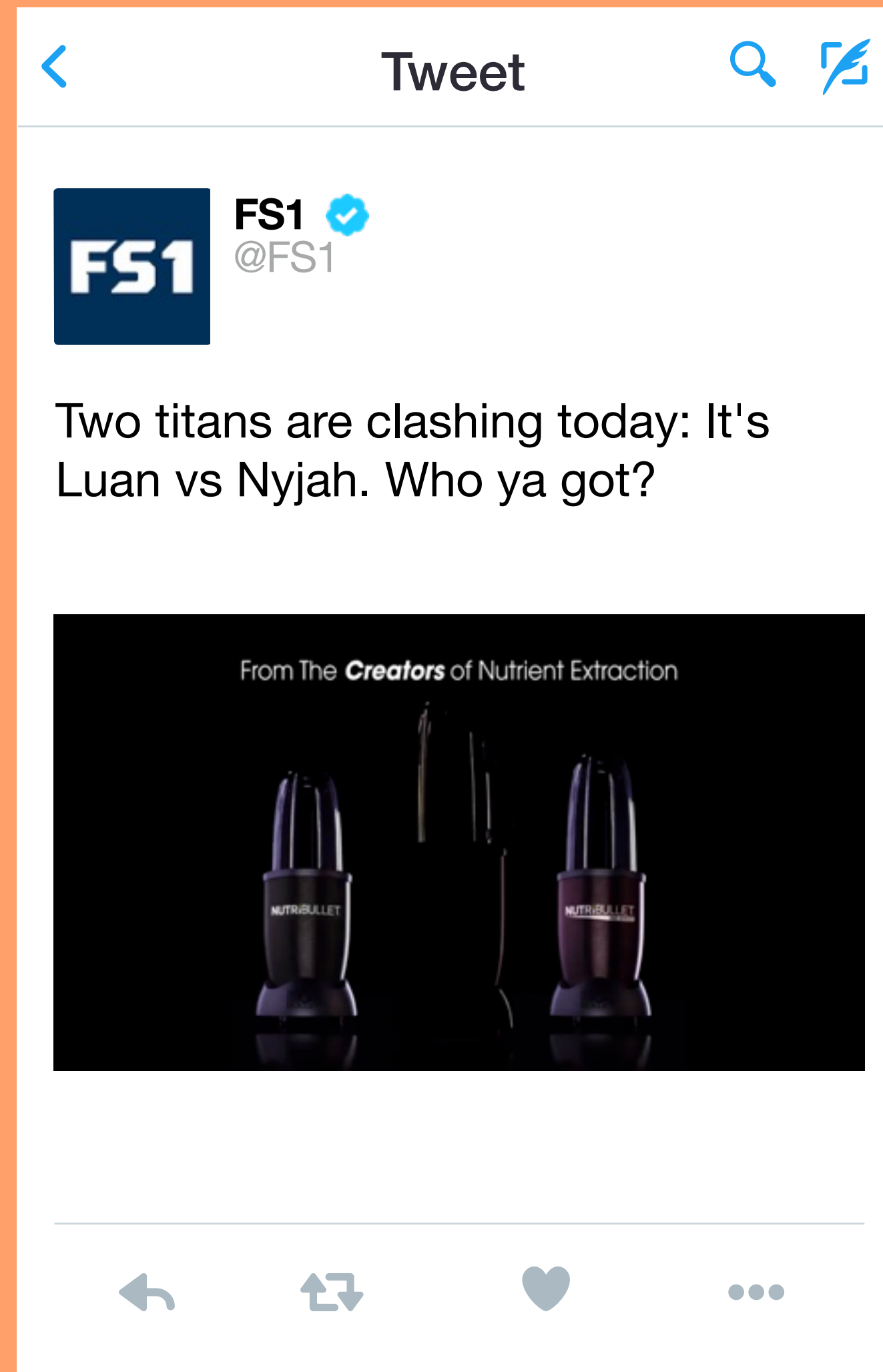


Align with Content



# Pre-Roll

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







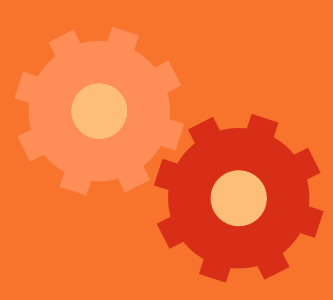
Align with Content



# Sponsorships

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



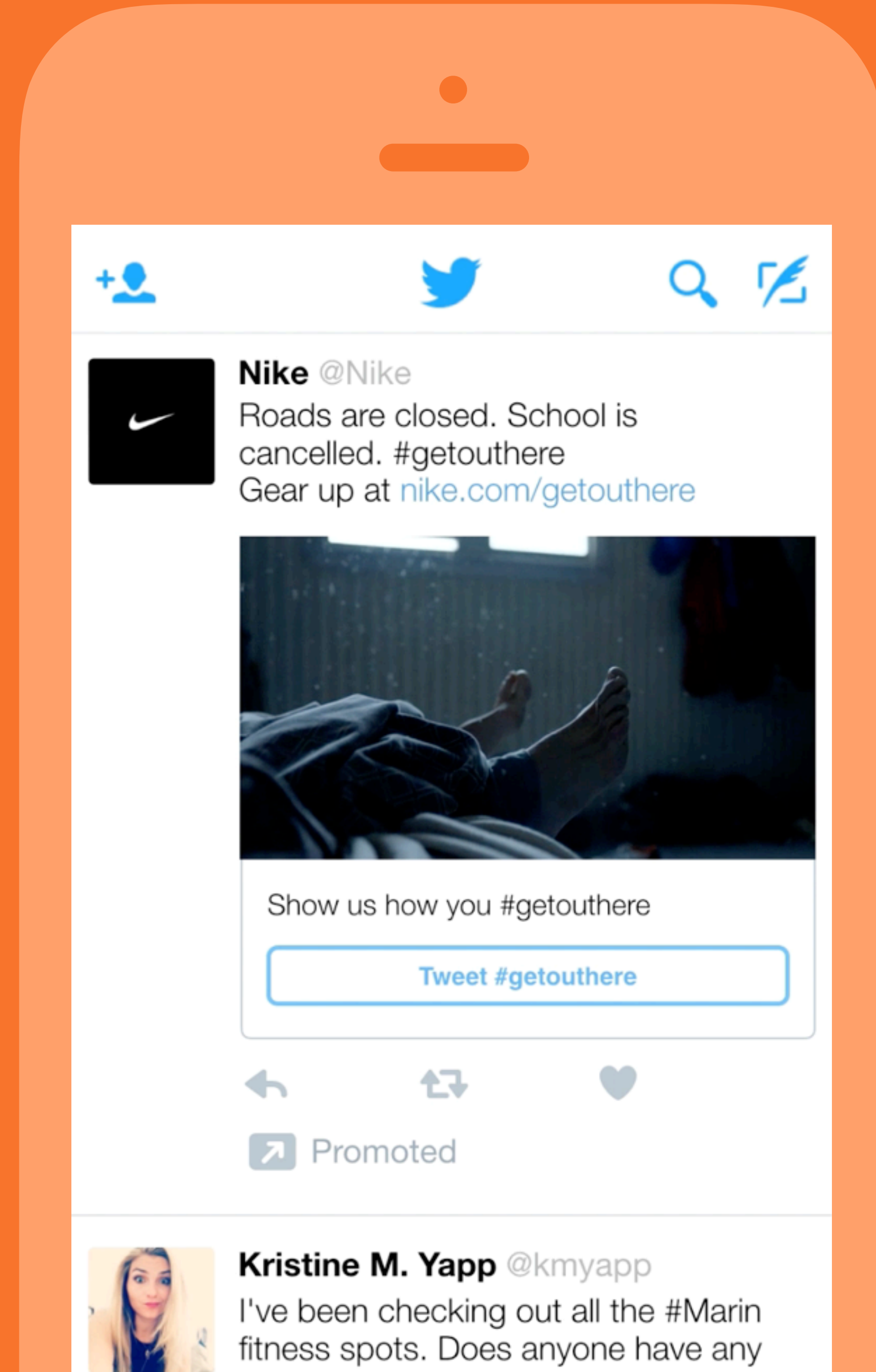


Drive Engagement



# Video Ads with Conversation Buttons

Spark conversations at scale







**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

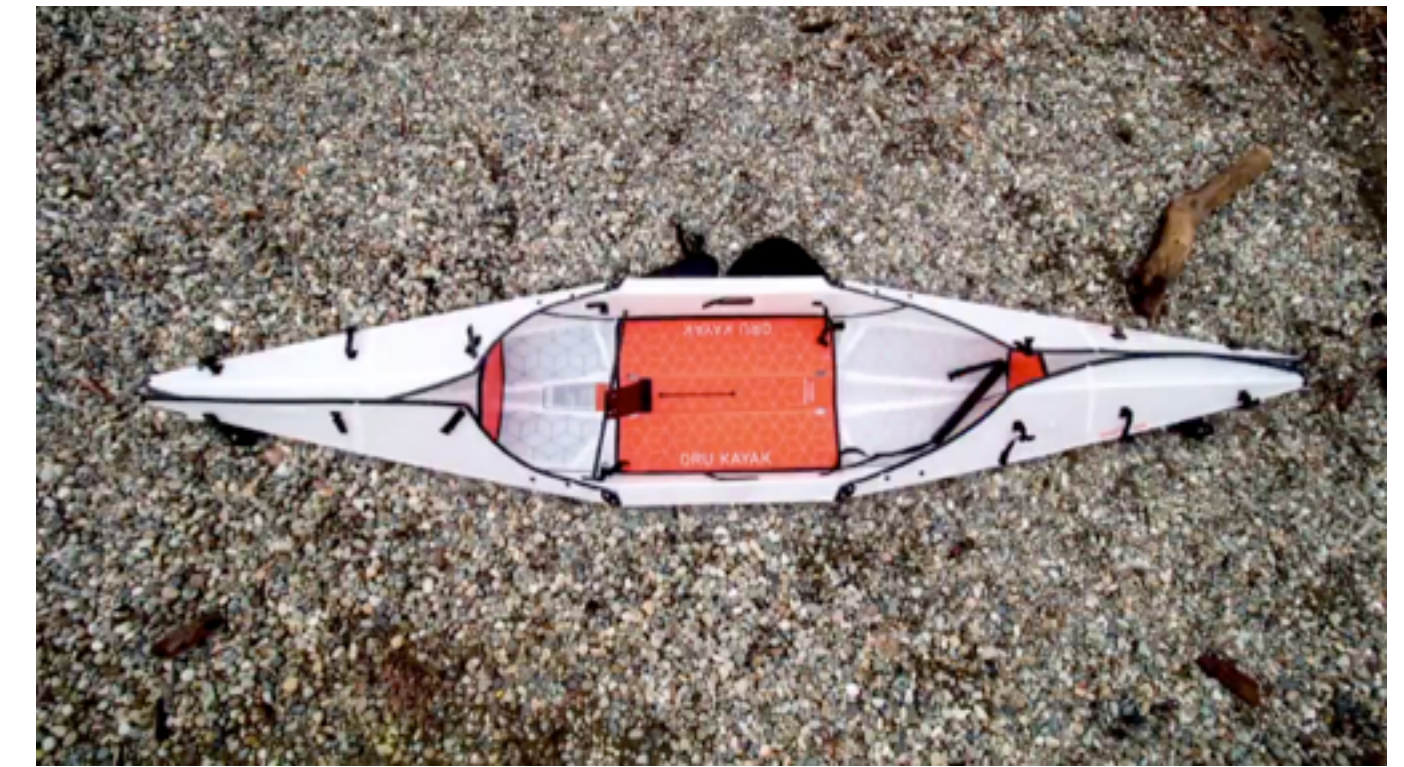
## Budweiser



**8 seconds**

Extended life of TVC

## REI



**15 seconds**

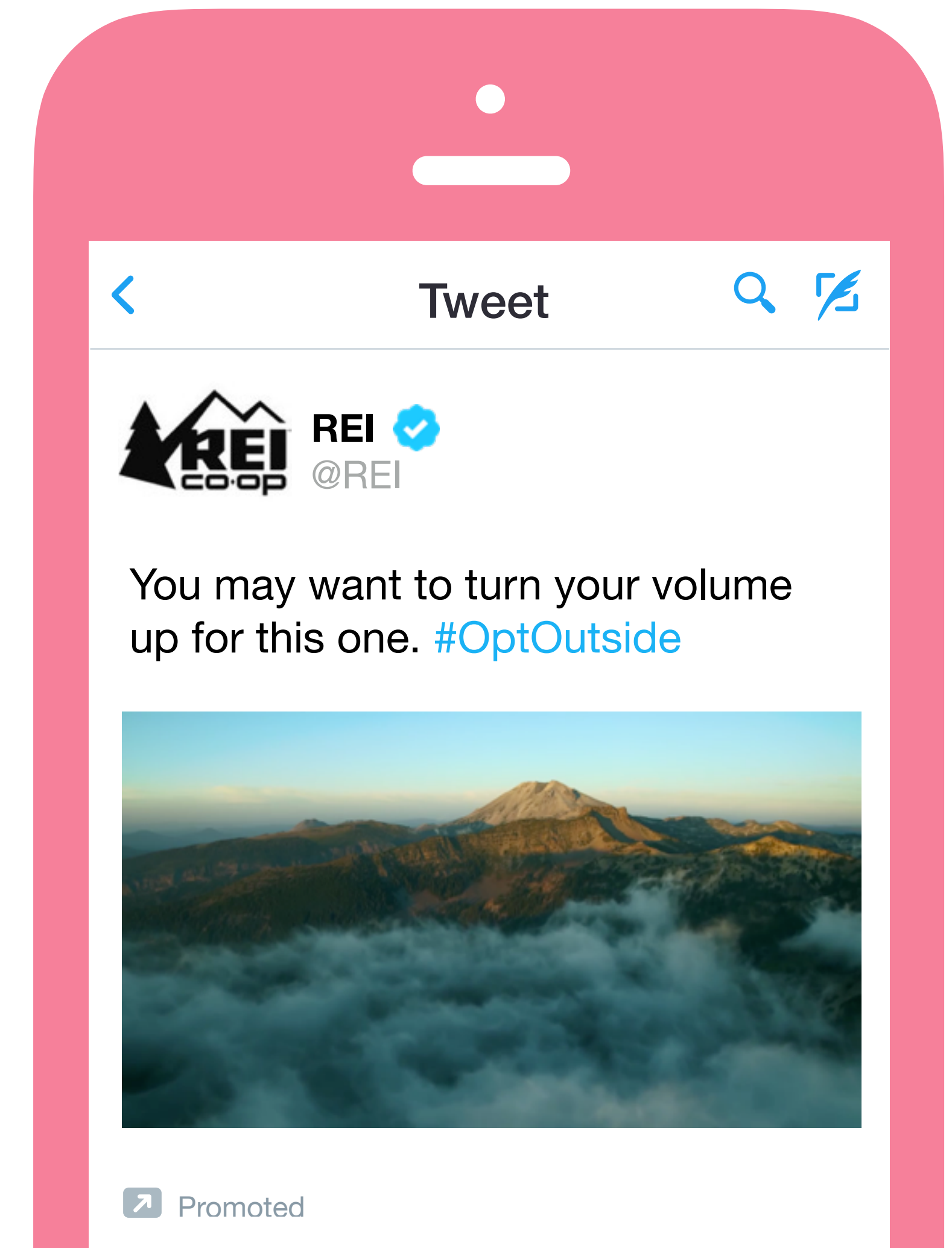
Products with personality



# Have a sound-off strategy

**Captions and visual cues pull the viewer through the video**

**Consider copy prompts to initiate sound**







# Case Studies



# Reebok

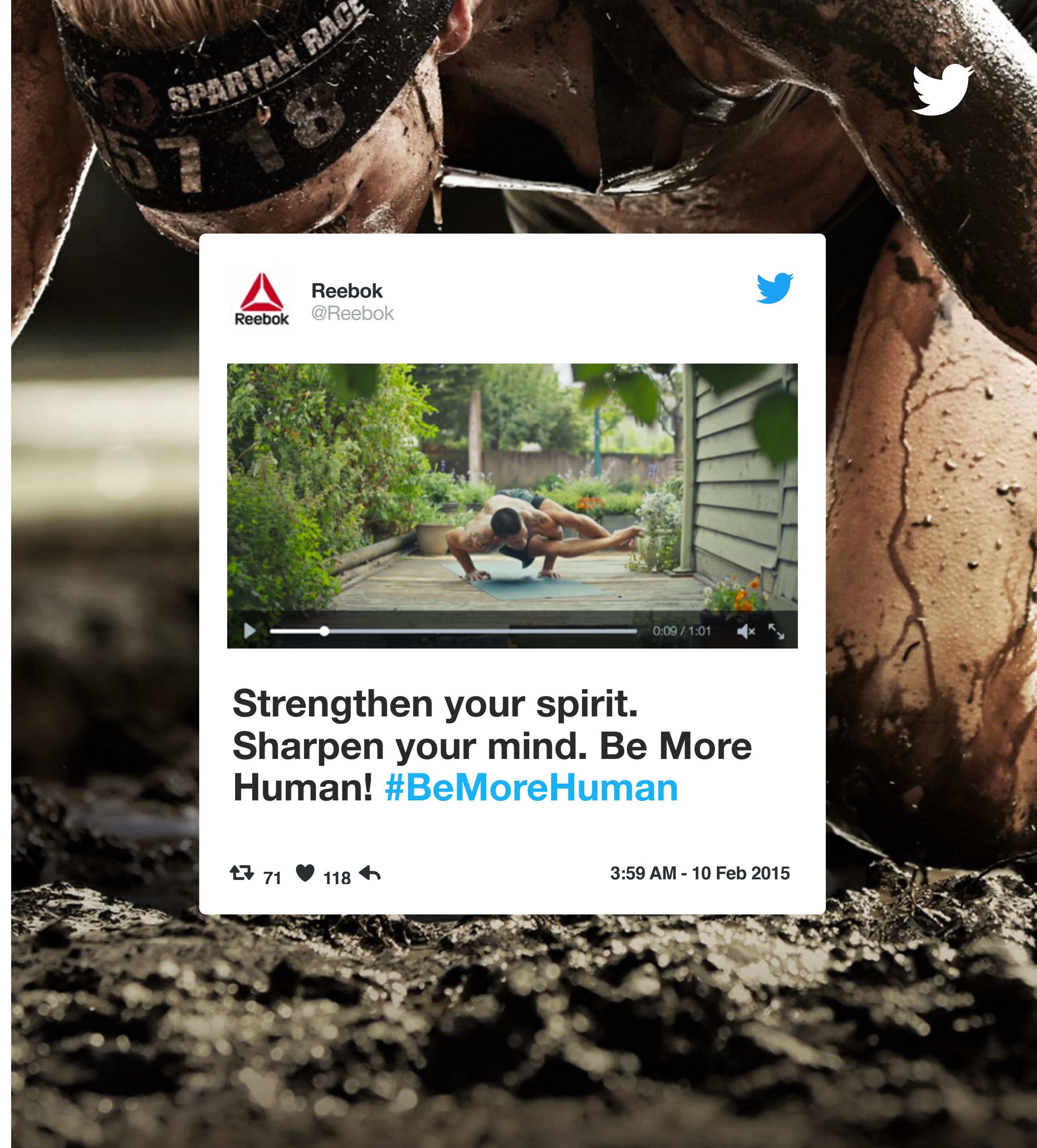
@Reebok #BeMoreHuman

## Objective

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

## Solutions

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



Reebok @Reebok

Strengthen your spirit.  
Sharpen your mind. Be More Human! [#BeMoreHuman](#)

71 118 3:59 AM - 10 Feb 2015



# Reebok

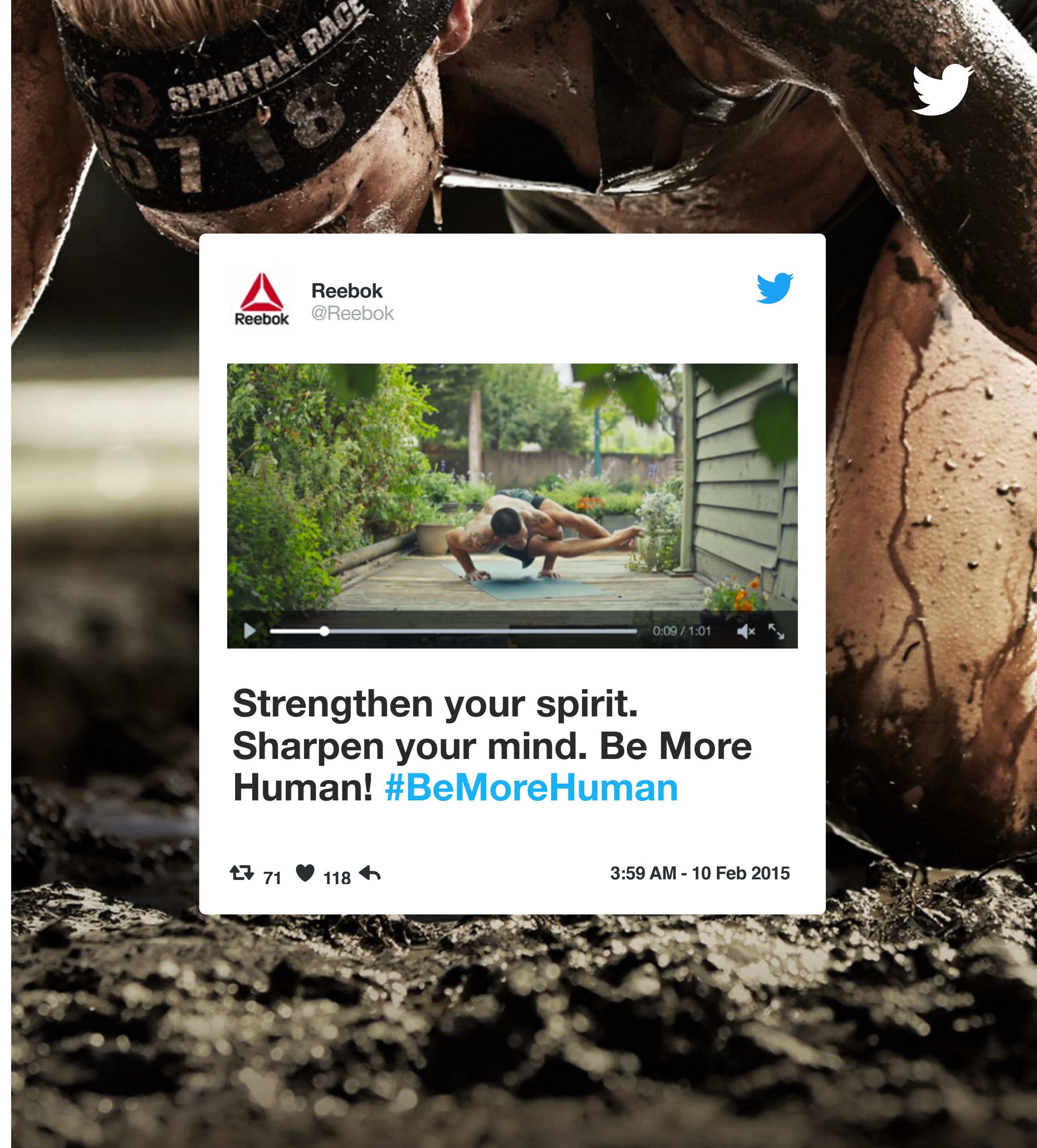
@Reebok #BeMoreHuman

## 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

Video Ads

Promoted Ads

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**