



UNRULY

Don't just reach people.
Move people.

How emotions trigger
monetisation

Our Mission



To deliver the **most awesome social video campaigns** on the planet!



High growth **video ad tech** company

Run over 14,000 campaigns for
91% of ad age 100 brands

Unique data set of **3 trillion views**

300 Unrulies across **20 locations** worldwide

Global reach **1.44bn monthly unique users**

Analysing **116 million social shares** per day

Our Vision



Be the team and the tech that transforms digital advertising for the better

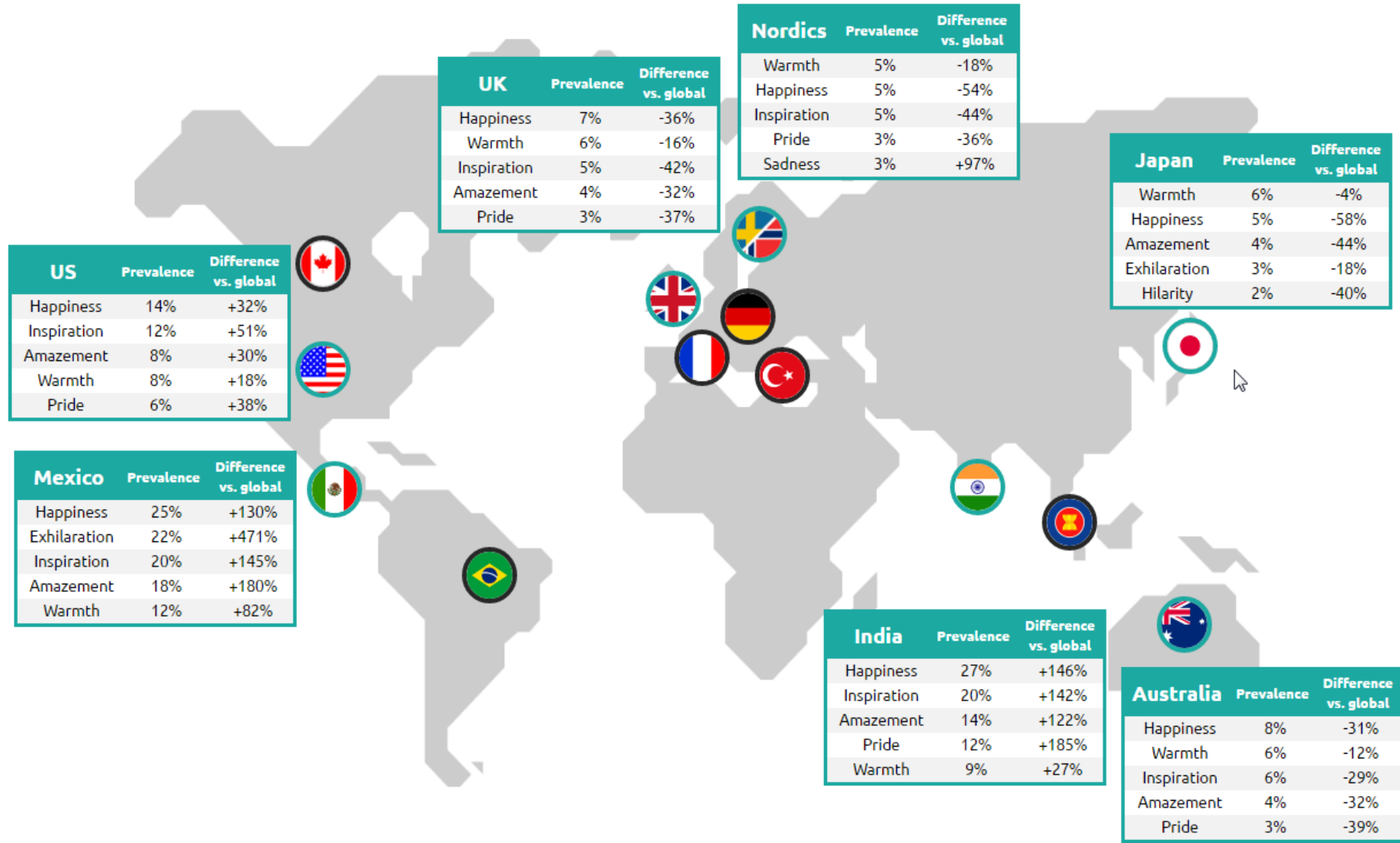
- **Emotional Intelligence**
- **Polite Ads**
- **Premium Media**



With a ton of **Data and Insight**



With Emotional Intelligence



Attention to digital ads is dire



2002

CTR averaged 2.4%

Source: Doubleclick, display benchmarks, 2002

2015

CTR has dropped to 0.2%

Source: Doubleclick, display benchmarks, 2015



In fact, you are **475 times** more likely to survive a plane crash than click on a banner ad.

Source: solve media, 2011

This is how **pre-roll ads** make viewers **feel**



61%

**of viewers say being
forced to watch ads puts
them off the brand.**

No wonder that **trust in advertising** is at an **all time low**

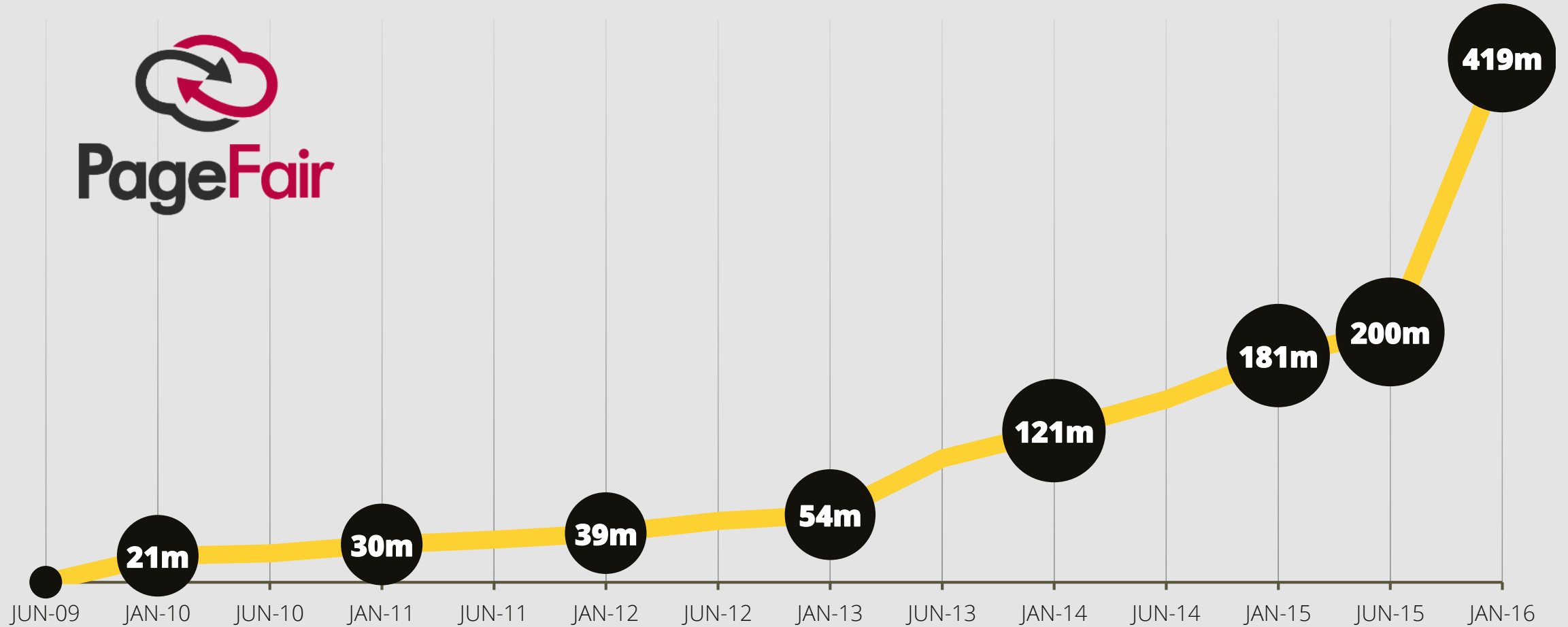


97%

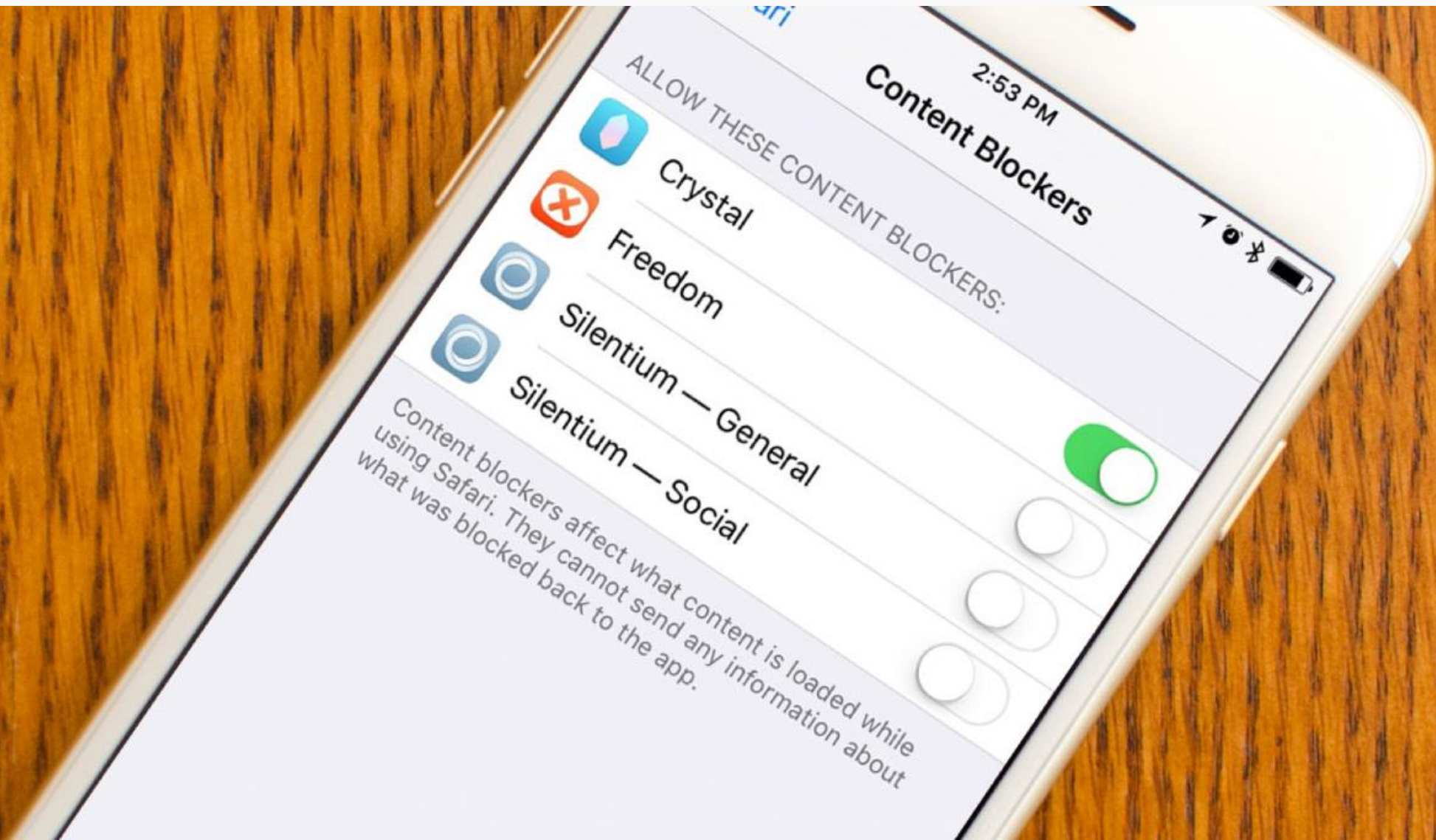
**of internet users don't
completely trust advertising**

Source: YOUNG&Rubicam, Advertisements, April 2014

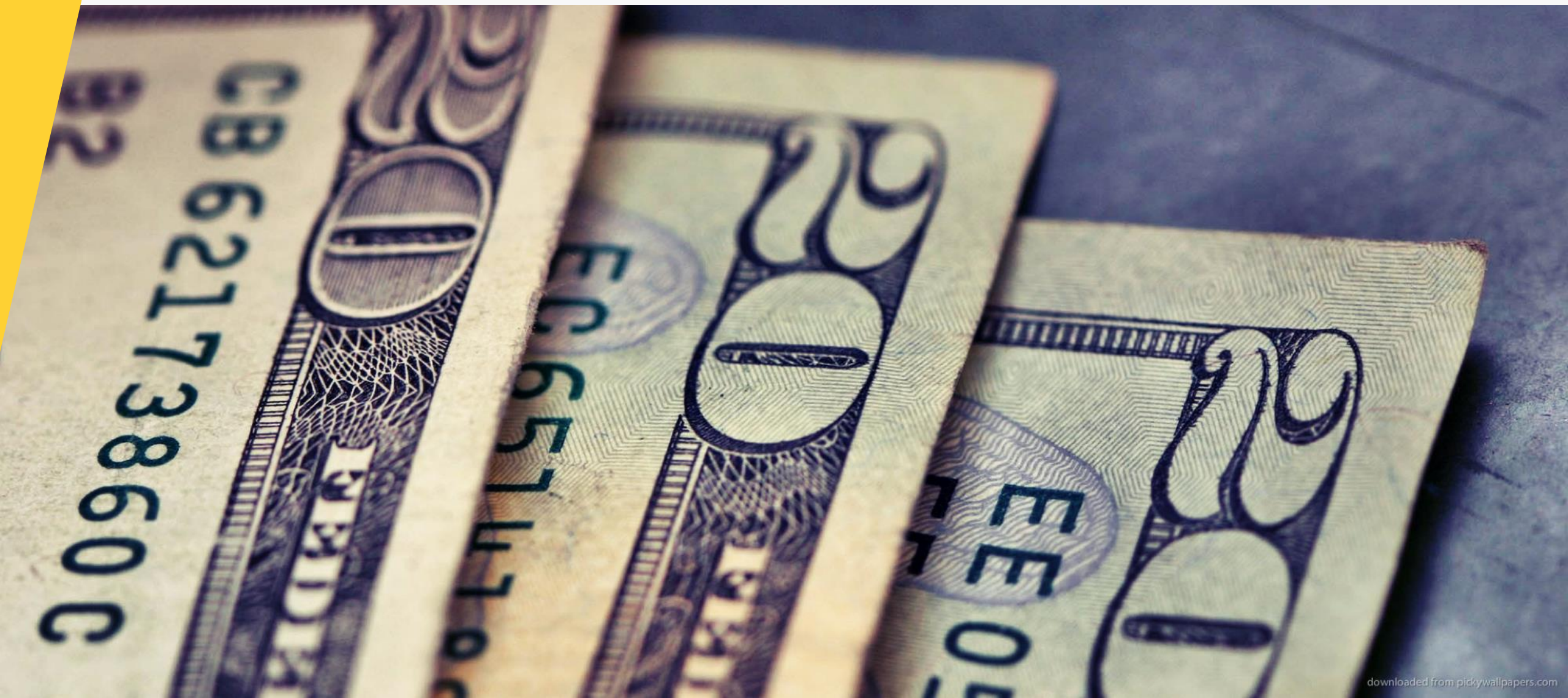
And **ad blocking** is going **up, up, up**



You can **block** or **cap** your content



You can **pay** through the nose



You can play **cat** and **mouse**

UNRULY



Imagine how viewers feel when they still see ads they've blocked

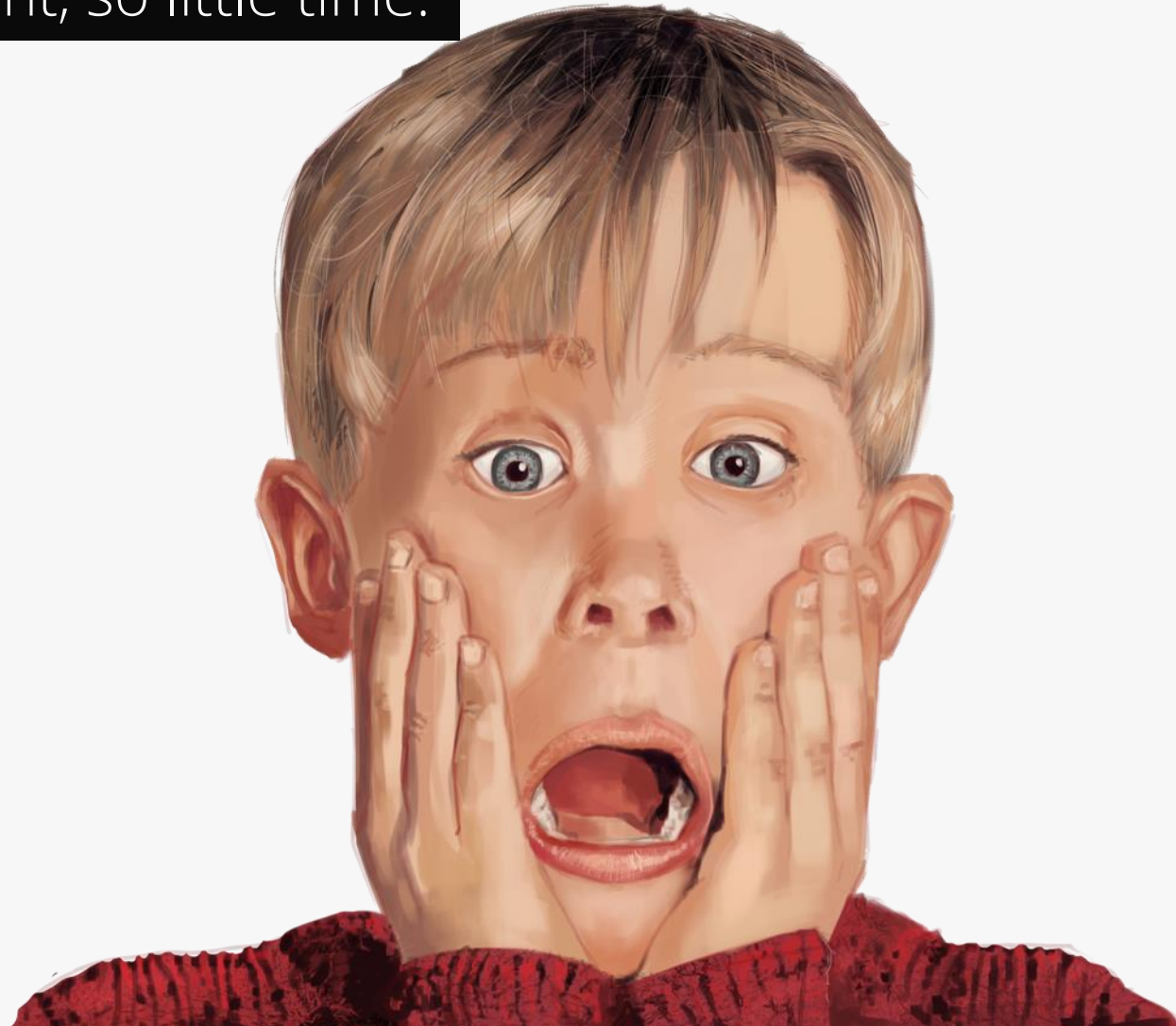
UNRULY



But people **block** ads because they're so **bad**



So much content, so little time.





UNRULY

The Future Ad Manifesto

1. **Less** is More



Fewer placements to **reduce ad fatigue** and fewer ad tags to **improve page load**



1. **Less** is More



TIFFANY & CO. TIFANY & CO. TIFANY & CO.

Forbes / Lifestyle



OCT 9, 2015 @ 11:01 AM 5 VIEWS

For Tailgating, Hunting and Thwarting Bears, Yeti Coolers Are The Best

The Little Black Book of Billionaire's Secrets

Hunter Atkins
CONTRIBUTOR
Offerings for the wannabe private chef and entrepreneur? Here it is.
FOLLOW ON FORBES (13)
FULL BIO >

Content Sponsored By You may skip this ad in 3 seconds



If it can absorb the thrashing from a 500-lb. wrestler, withstand an explosion of fireworks and thwart a grizzly bear mauling, a cooler made by Yeti will likely satisfy your tailgating, hunting and storage needs better than any other on the market.

In 2006, brothers Roy and Ryan Seiders founded Yeti in order to make coolers that endured the duration and damage of the Texas elk season. They came up with innovative designs that handle the typical problems of utility, cumbersomeness, physical abuse and leakage.

Yeti coolers come in a range of sizes and two versions: soft and hard. The Hopper is a portable soft cooler with an inch of firm foam insulation more than competitors, ideal for throwing over your shoulder on a trip. The Roadie is a small hard cooler similarly appropriate to roll to your campsite, whereas the Tundra is larger and more insulated for storing massive contents, like marlins and big game.

The coolers are insulated with a commercial-grade pressure-injected polyurethane foam in the walls "that gives it ice for days," says Yeti's director of product marketing DJ Bell. That advanced technology combines with superiorly durable material. Coolers get beat up. Fishermen and hunters stand on them. A pickup truck

Human powered programmatic social video

GlassView MEDIA

1. **Less** is More



Forbes
**QUOTE OF
THE DAY**

"The important work of moving the world forward does not wait to be done by perfect men."

- *Mary Ann Evans*

[CONTINUE TO SITE >](#)



1. **Less** is More



Search Google or type URL



2. Polite placements that users will accept



Non-interruptive with polite page loading.
Content loads first, ads load second



2. Polite placements that users will accept

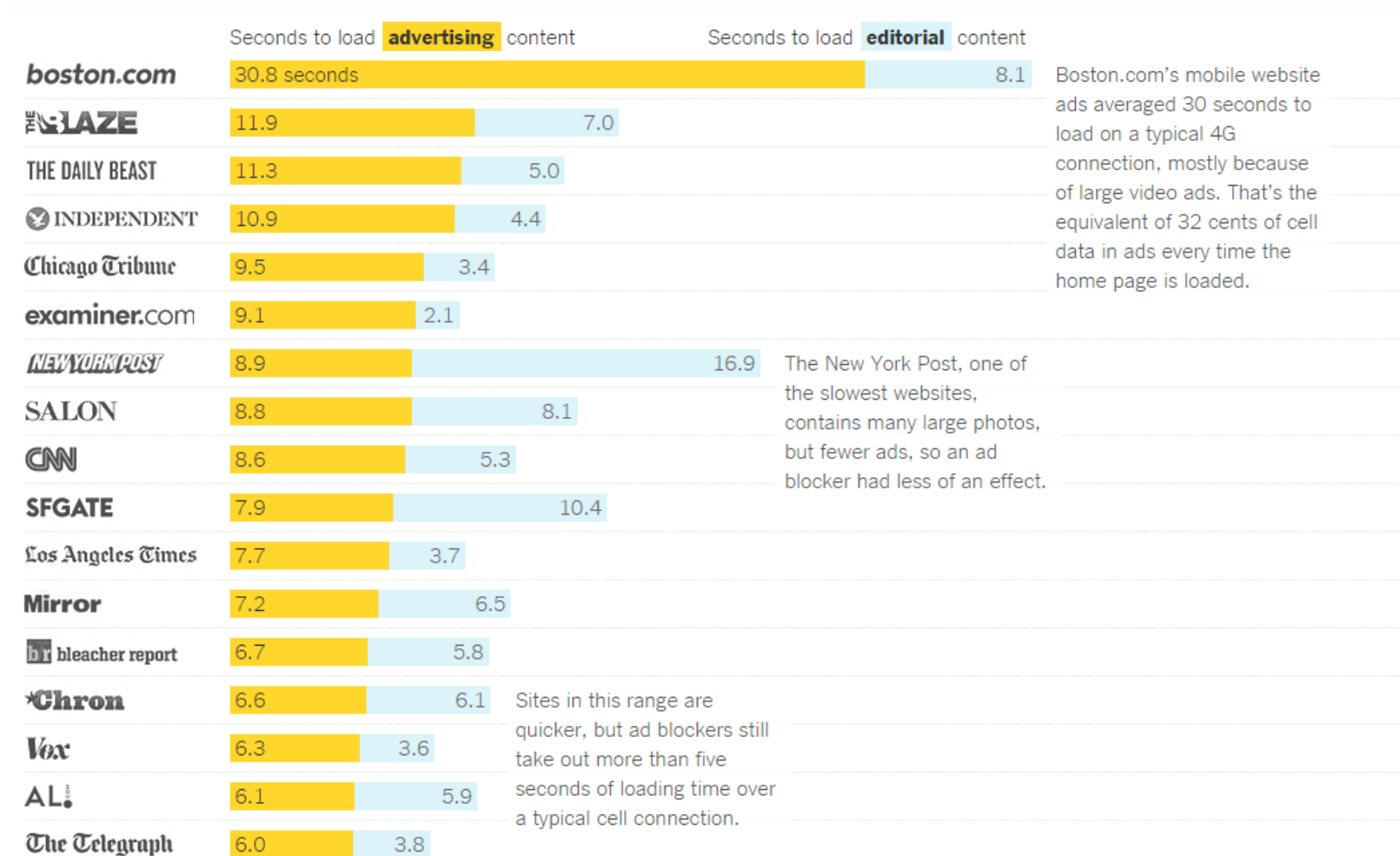


Say hello to **In-Article!**

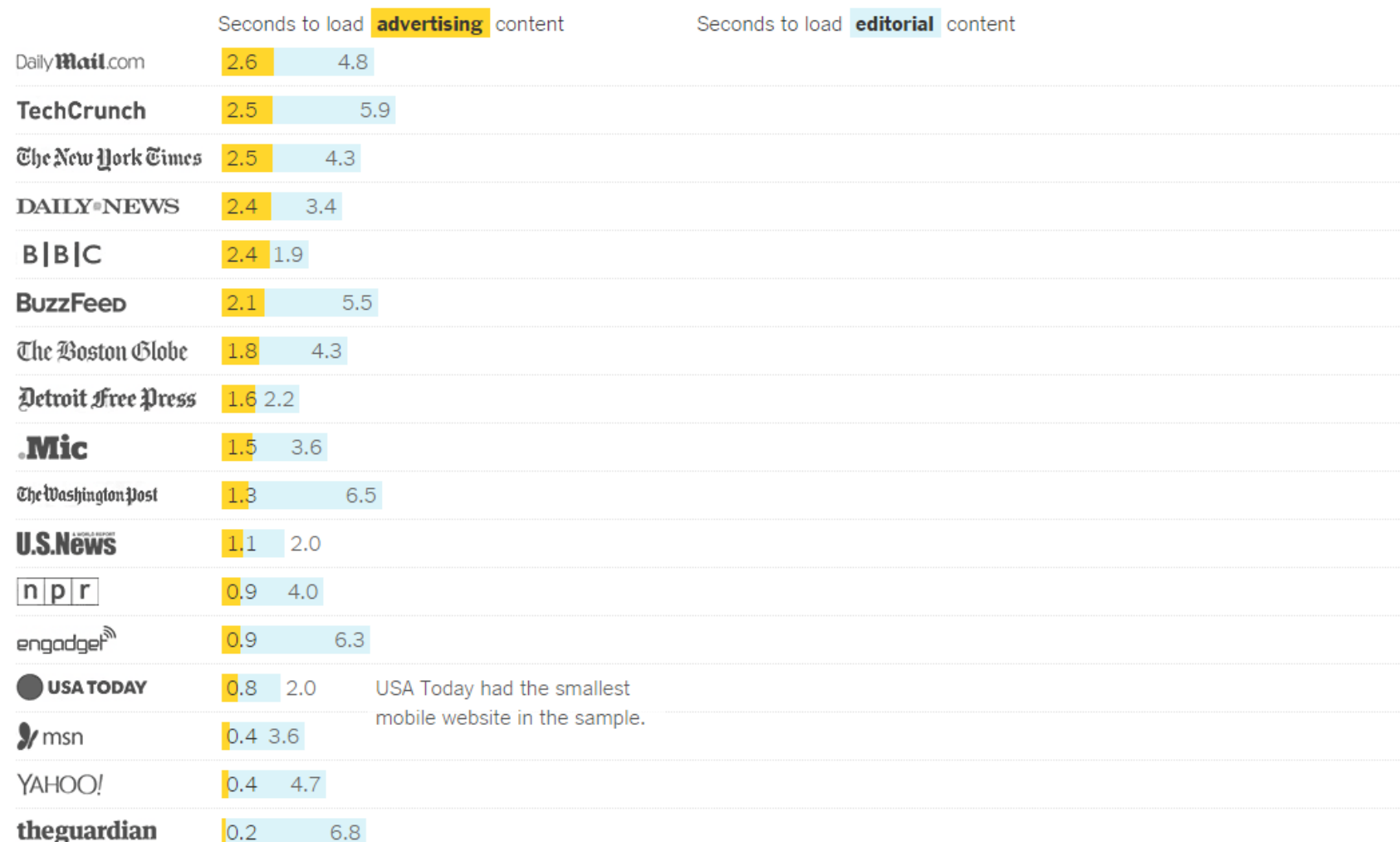
- **Viewable** outstream format
- Creates **new premium** video inventory
- **Monetise** search & social traffic on article pages



2. Polite placements that users will accept



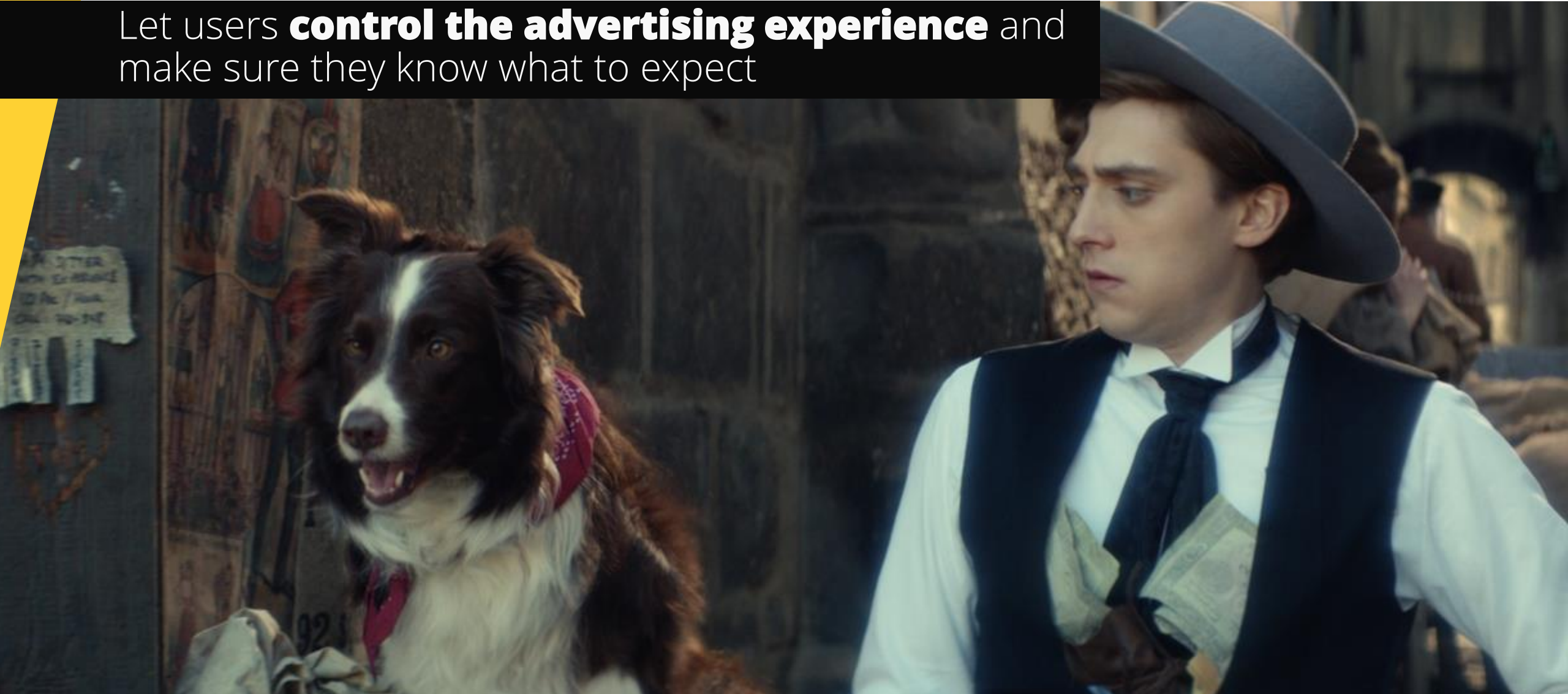
2. Polite placements that users will accept



3. Ad formats **that empower consumers**



Let users **control the advertising experience** and make sure they know what to expect



3. Ad formats **that empower consumers**



Say hello to Unruly **In-Feed!**



- **Native video** at scale
- **Liquid layout** – Native Tech
- **ViewPlay** – Plays only in-view
- **Mobile** audiences
- **'Thumb skip'**
- **Programmatic** CPM
- **Managed service** CPCV

3. Ad formats **that empower consumers**

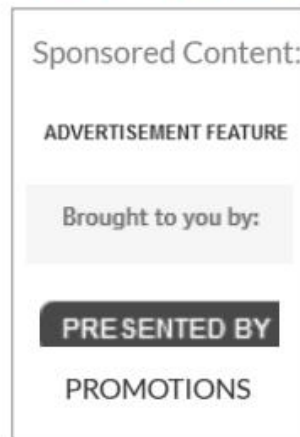


A word on disclosure for native ads....

Visual cue



Label/description



Clear visual demarcation



3. Ad formats **that empower consumers**



And for advertisers, outstream drives brand metrics

40% users find pre-roll extremely annoying

Users trust the advertiser **+52%** more in premium environments than on YouTube

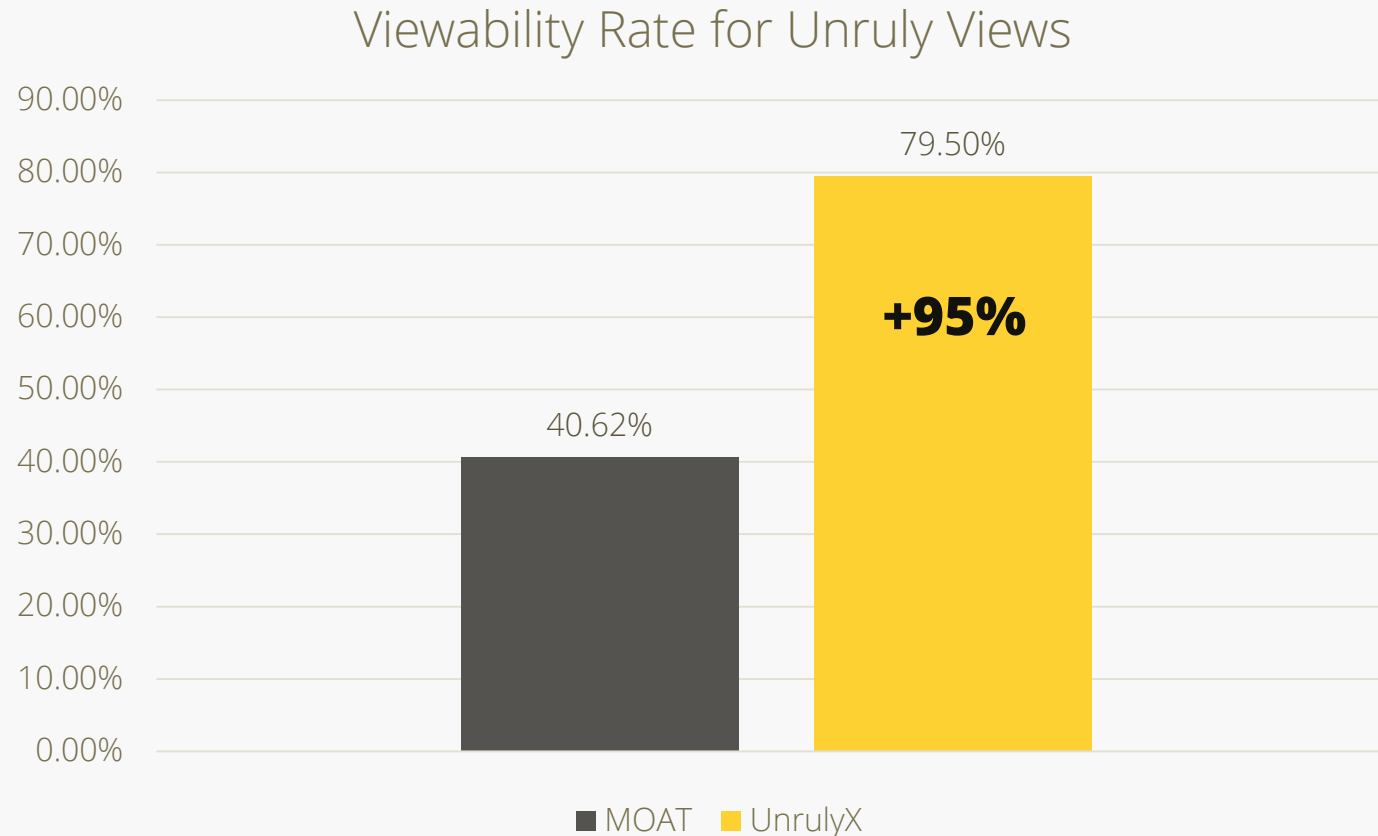
Pre-roll ads are on average **-24%** less likeable than outstream

Purchase intent is **+50% higher** after watching outstream

3. Ad formats **that empower consumers**



As viewability becomes a hot topic, Unruly ensures your ads are being seen

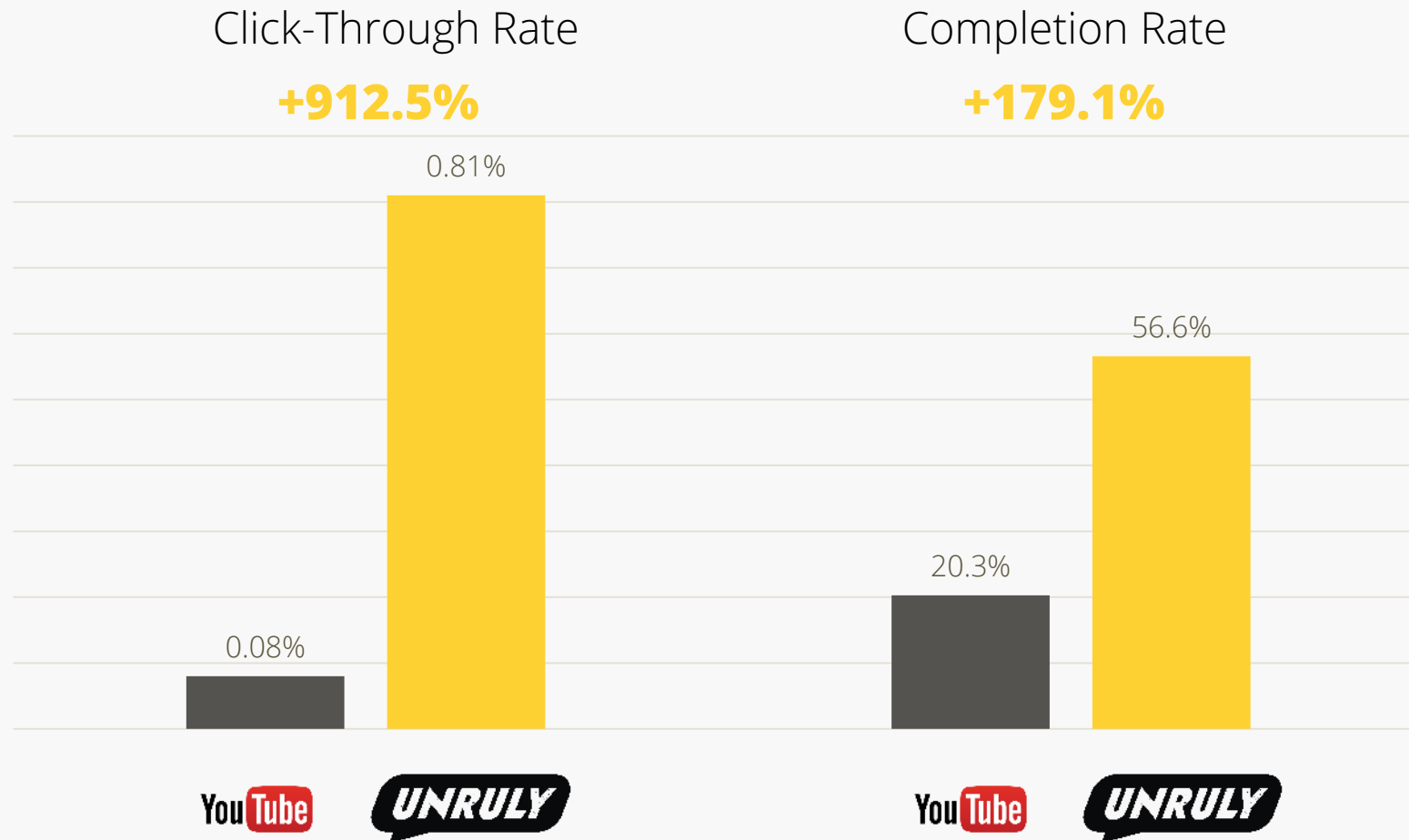


Source: MOAT Analytics - 50% in view for greater than or equal to two continuous seconds; MOAT Market Benchmark VS UnrulyX; UnrulyX views are in-Article and In-Feed

3. Ad formats **that empower consumers**



Unruly formats **greatly outperform** YT TrueView and Facebook video in APAC



4. **Smart** data & targeting



Improves both user experience & CPMS



4. **Smart** data & targeting



81%

of Millennials and Gen Z
either don't mind or like it
when they see ads that are
for products or services
they are interested in

4. **Smart** data & targeting

Conditions for native ad acceptance



1st filter – is this **relevant** to me?

NO

Filter out



YES



2nd filter – Is there something in it for me? (**value**)

NO

Filter out



YES



3rd filter – Do I know who its from? (**clarity**)

NO

Filter out or
**-ve impact
on brand
& website**



YES

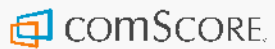
Read article – positive impact



4. **Smart** data & targeting

Programmatic audience targeting

- Age & gender
- Household income
- Family status
- Home owners, car buyers, gamers & hundreds of behavioral segments



Offline behavioral targeting

- Target category spenders
- Intercept competitors' customers
- Retarget TV show viewers & synchronise with TV ad buys



4. **Smart** data & targeting



UnrulyX private marketplaces



Audience



Vertical



ComScore Sites

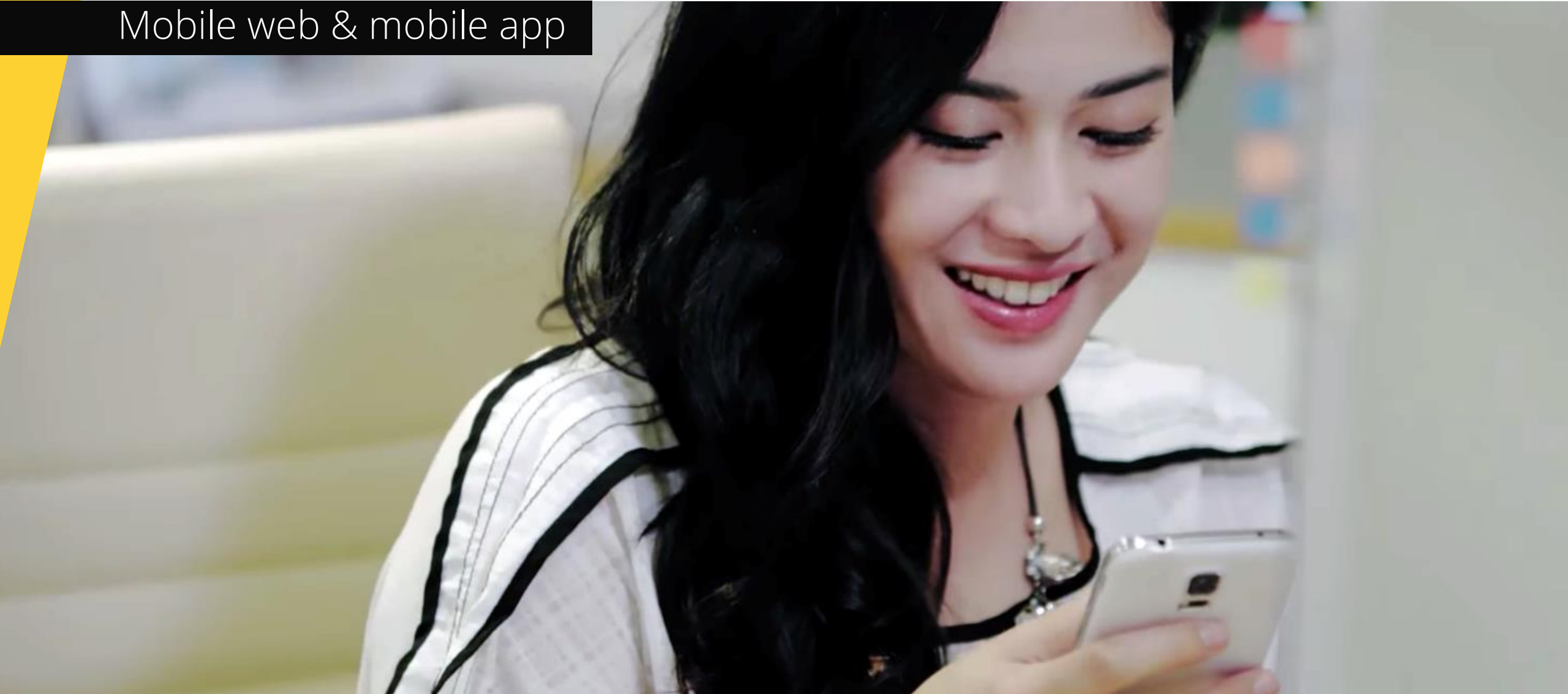


KPI based

5. **Mobile** first



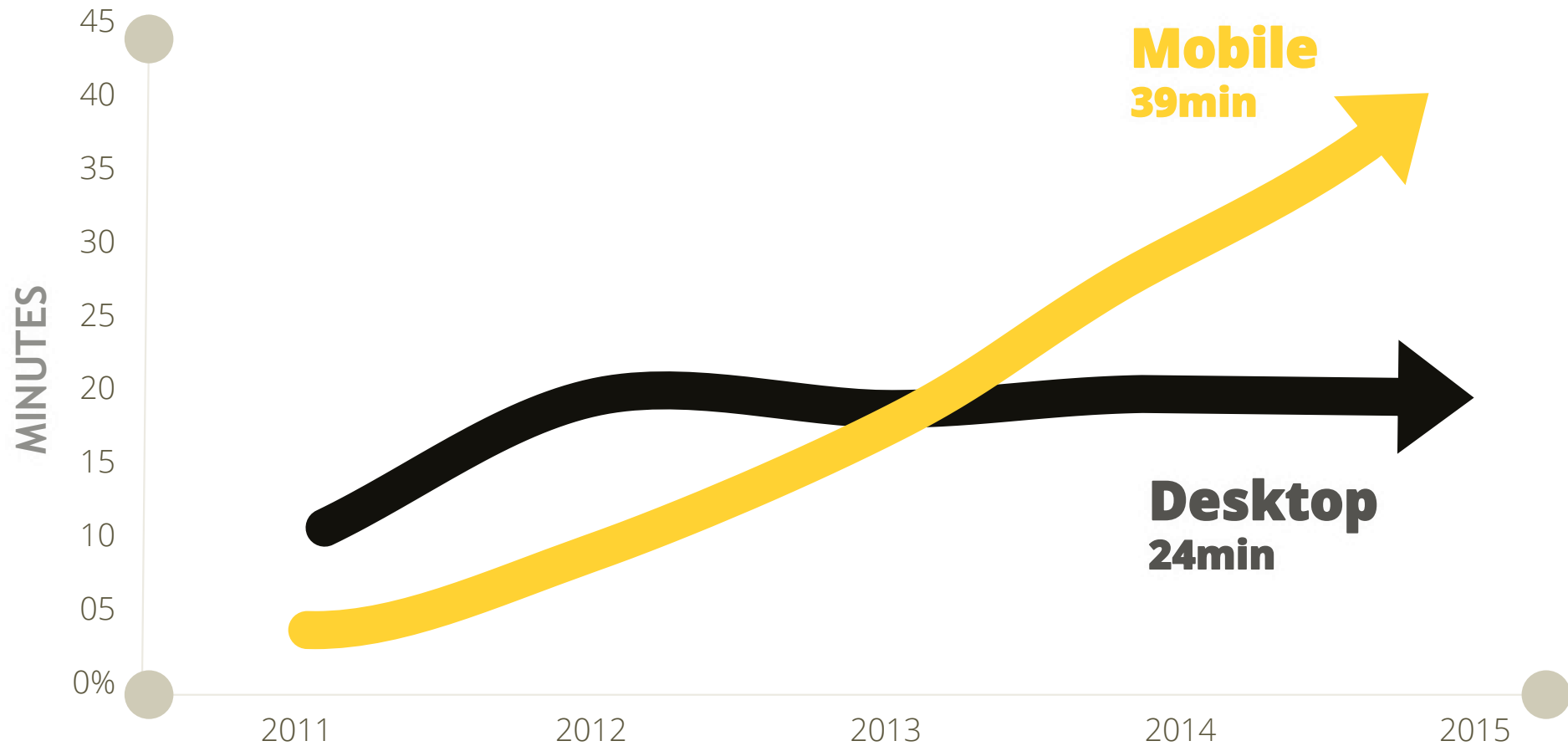
Mobile web & mobile app



5. **Mobile** first



Average time spent per day with digital video by US adult *by device



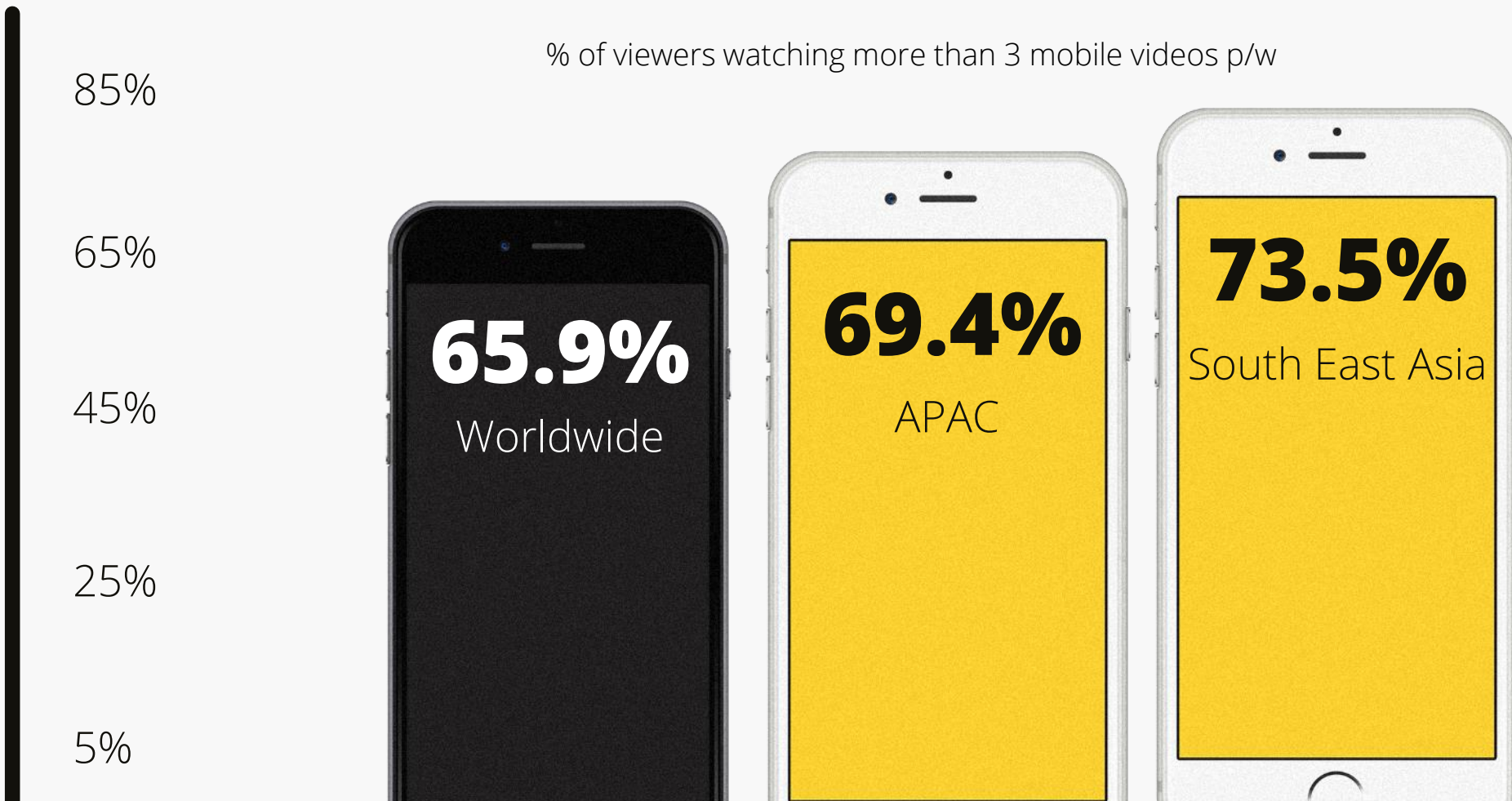
Source: Emarketer, April 2015

5. **Mobile** first



Mobile video consumption is **rocketing**

Source: Unruly Mobile Video Survey May 2016 (WW n=6,000, APAC n=3500 consumers)

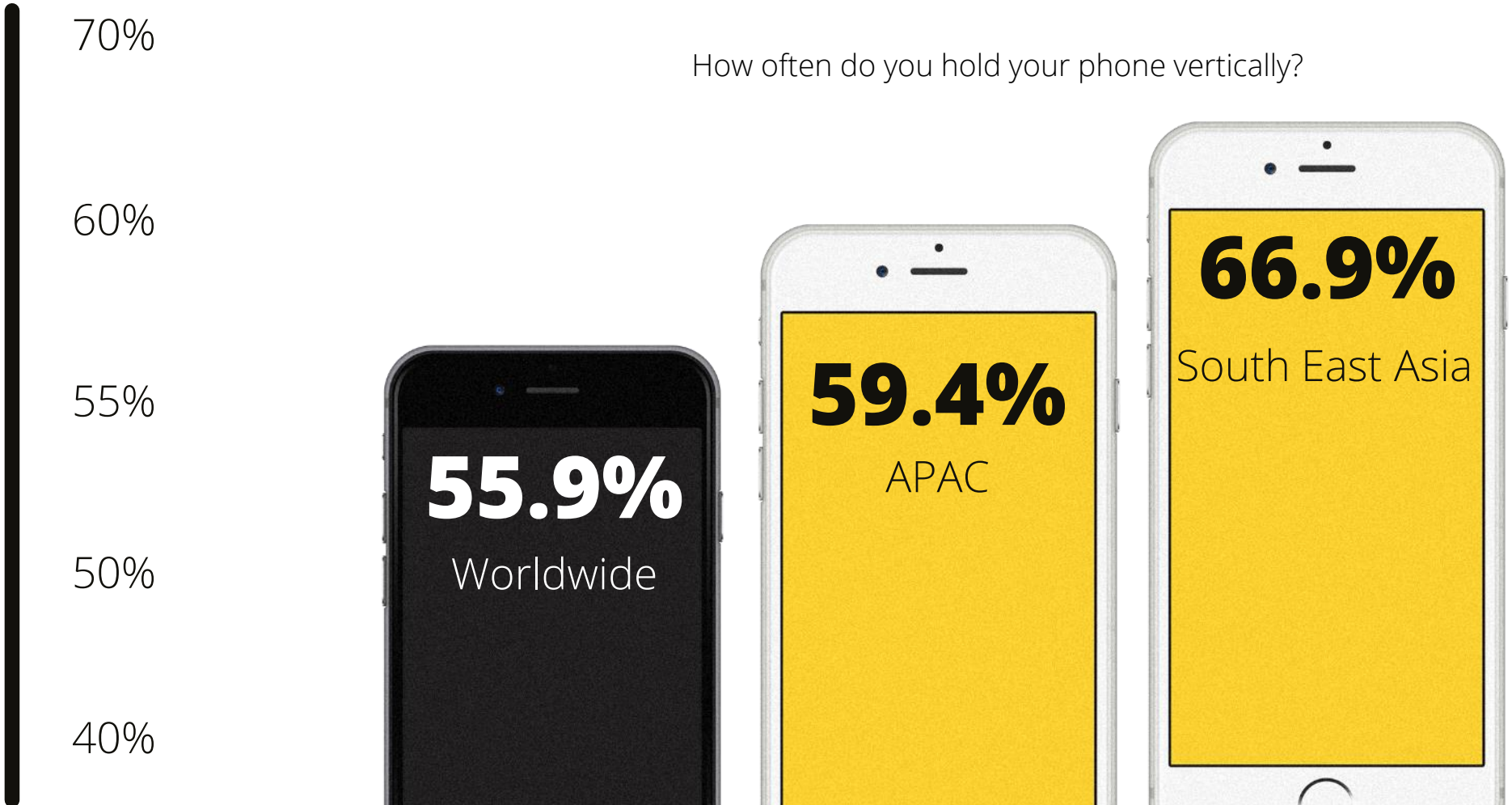


5. **Mobile** first



When watching ads, SE Asians are most likely WW to hold phones **vertically**

Source: Unruly Mobile Video Survey May 2016 (WW n=6,000, APAC n=3500 consumers)



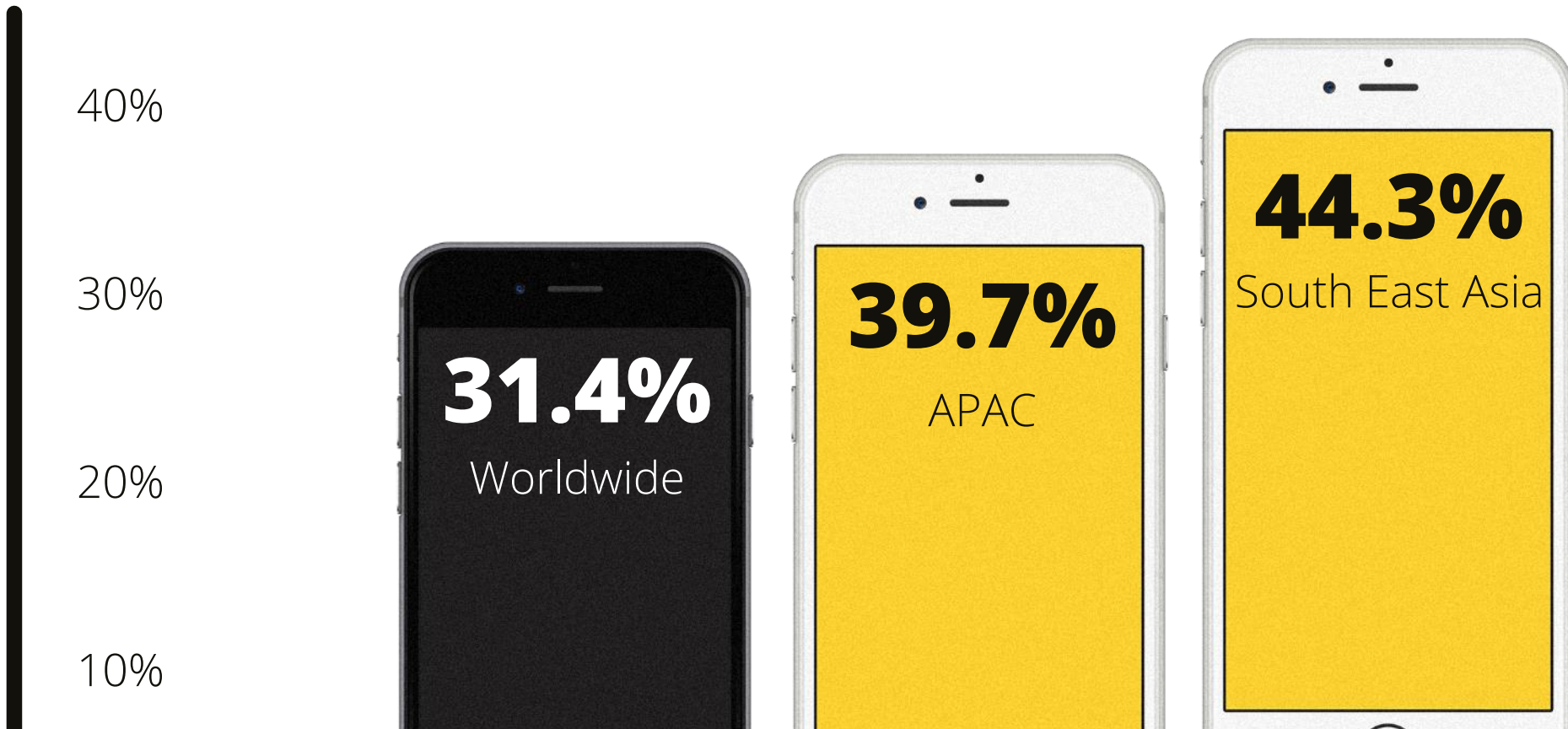
5. **Mobile** first



SE Asians most likely WW to lock their phones in **vertical mode**

Source: Unruly Mobile Video Survey May 2016 (WW n=6,000, APAC n=3500 consumers)

How often do you use the rotation lock on your phone to lock it to vertical mode?



5. **Mobile** first



South East Asians demand **immersive experiences**

Source: Unruly Mobile Video Survey May 2016 (WW n=6,000, APAC n=3500 consumers)

I prefer to watch video ads on my mobile played in full-screen rather than in a small window on the mobile site



5. **Mobile** first



Say hello to **Vertical Video**



- Unlock the **true power of mobile**
- **Intuitive** viewing experience
- Full Screen = **Full Attention**
- **Viewable** and **skippable**
- **Premium** publishers
- Third-party **verified**

6. Be **agile**



Test and learn for yourself as the landscape evolves



6. Be **agile**

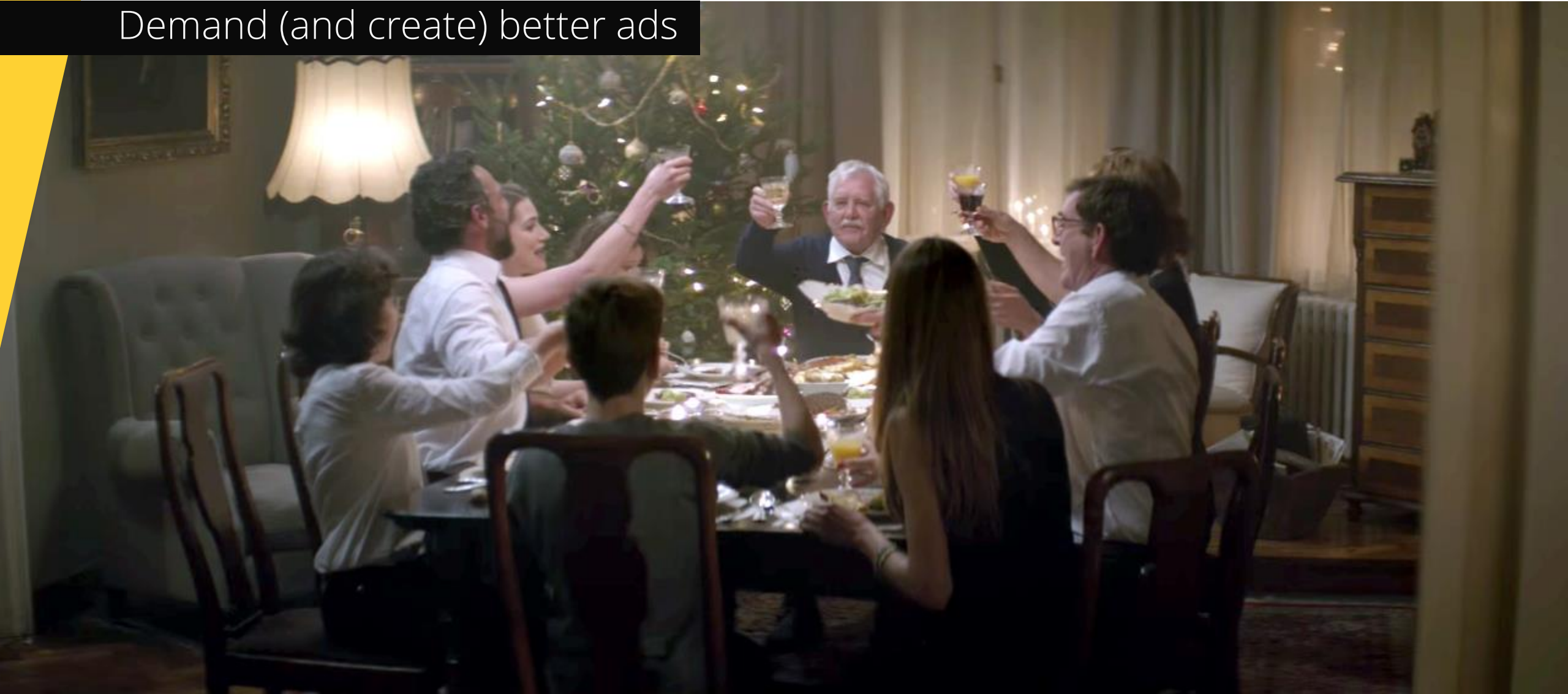
World is changing fast



7. Quality **control** the ads



Demand (and create) better ads



7. Quality **control** the ads



75% of millennials and Gen Z share brand content – if it's good



7. Quality **control** the ads



Driving value is what makes content 'good' - offer consumers value



Entertaining: I want to enjoy myself

Informative: Tell me something I don't know

Useful: Help me do something better or differently

7. Quality **control** the ads



We work with **91% of ad age 100 brands**



Unruly brings **emotional intelligence + data** to video content marketing and programmatic



Content strategy and evaluation



Distribution and measurement



Unruly Pulse

Emotion led content/audience planning tool



Unruly EQ

Advanced content/creative pre-testing using biometrics and self assessment



Unruly Custom Audiences

World's first 'Emotional targeting' tool launching in South East Asia!



Unruly Activate

Social video distribution at scale outside of YT and FB



UNRULY



UnrulyEQ™

What about emotions?

Two main drivers of **video engagement**

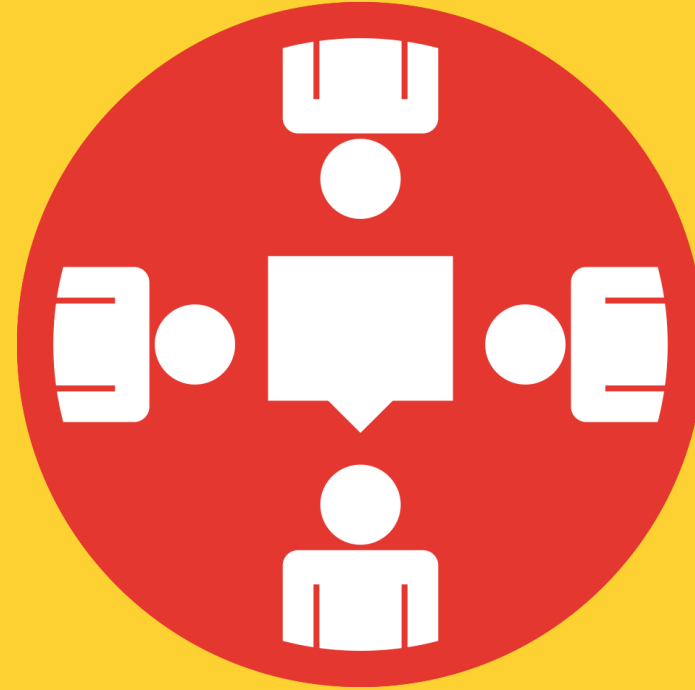


Emotions



Sub-Conscious

Social Motivations



Conscious

UnrulyEQ Scorecard



Emotional Responses	Intensity										
Amazement	N/A	1	2	3	4 Impressed	5	6	7 Amazed	8	9	10 Incredulous
Exhilaration	N/A	1	2	3	4 Interested	5	6	7 Excited	8	9	10 Exhilarated
Happiness	N/A	1	2	3	4 Contented	5	6	7 Happy	8	9	10 Joyful
Hilarity	N/A	1	2	3	4 Amused	5	6	7 Very amused	8	9	10 Laughing out loud
Inspiration	N/A	1	2	3	4 Encouraged	5	6	7 Uplifted	8	9	10 Inspired
Pride	N/A	1	2	3	4 Pleased	5	6	7 Proud	8	9	10 Proud as punch
Nostalgia	N/A	1	2	3	4 Wistful	5	6	7 Nostalgic	8	9	10 Deeply nostalgic
Sadness	N/A	1	2	3	4 Sad	5	6	7 Really sad	8	9	10 In tears
Warmth	N/A	1	2	3	4 Warm	5	6	7 Warm & fuzzy	8	9	10 Heart melted
Primal Responses	Intensity										
Anger	N/A	1	2	3	4 Annoyed	5	6	7 Angry	8	9	10 Enraged
Arousal	N/A	1	2	3	4 Titillated	5	6	7 Turned on	8	9	10 Horny as hell
Fear	N/A	1	2	3	4 Nervous	5	6	7 Afraid	8	9	10 Terrified
Cognitive Responses	Intensity										
Knowledge	N/A	1	2	3	4 Informed	5	6	7 Enlightened	8	9	10 In-the-know
Shock	N/A	1	2	3	4 Startled	5	6	7 Shocked	8	9	10 Horrified
Surprise	N/A	1	2	3	4 Midly surprised	5	6	7 Surprised	8	9	10 Astounded
Non-Empathetic Responses	Intensity										
Confusion	N/A	1	2	3	4 Unsure	5	6	7 Confused	8	9	10 Baffled
Contempt	N/A	1	2	3	4 Disdainful	5	6	7 Contemptuous	8	9	10 Hateful
Disgust	N/A	1	2	3	4 Uncomfortable	5	6	7 Disgusted	8	9	10 Repulsed

Social Motivations		
Shared Passion	I would share this video because it gives me the opportunity to connect with my friends about a shared passion or interest	<input type="checkbox"/>
Social IRL (in real life)	I would share this video because it will help me to socialize with my friends offline	<input type="checkbox"/>
Social Utility	I would share this video because the product/service could be useful to my friends	<input type="checkbox"/>
Social Good	I would share this video because it's for a good cause and I want to help	<input type="checkbox"/>
Zeitgeist	I would share this video because it is about a current trend or event	<input type="checkbox"/>
Kudos	I would share this video because it demonstrates my knowledge and authority about the subject	<input type="checkbox"/>
	I would share this video because I want to be the first to tell my friends	<input type="checkbox"/>
Conversation Starting	I would share this video to start an online conversation	<input type="checkbox"/>
Self Expression	I would share this video because it says something about me	<input type="checkbox"/>
Opinion Seeking	I would share this video because I want to see what my friends think	<input type="checkbox"/>

Unruly clients are **winning big!**



PRUDENTIAL: #RelationshipReconnect wins **Gold** and **Silver** Spark Awards



- **13.5 million** organic views
- 48,000 **unique visitors** to Prudential site
- 28% increase in **top of mind brand awareness**
- **48% of viewers** intended to buy a product after watching the video

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Emotional video ads drive viewer behavior

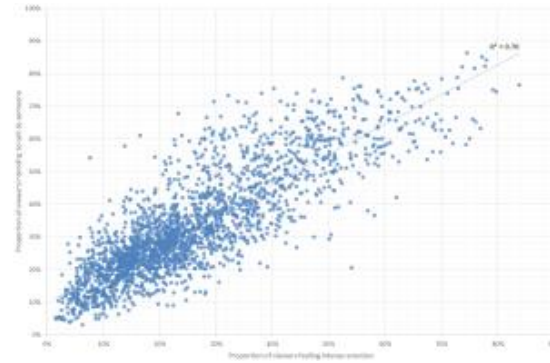


Intent to **find out more**

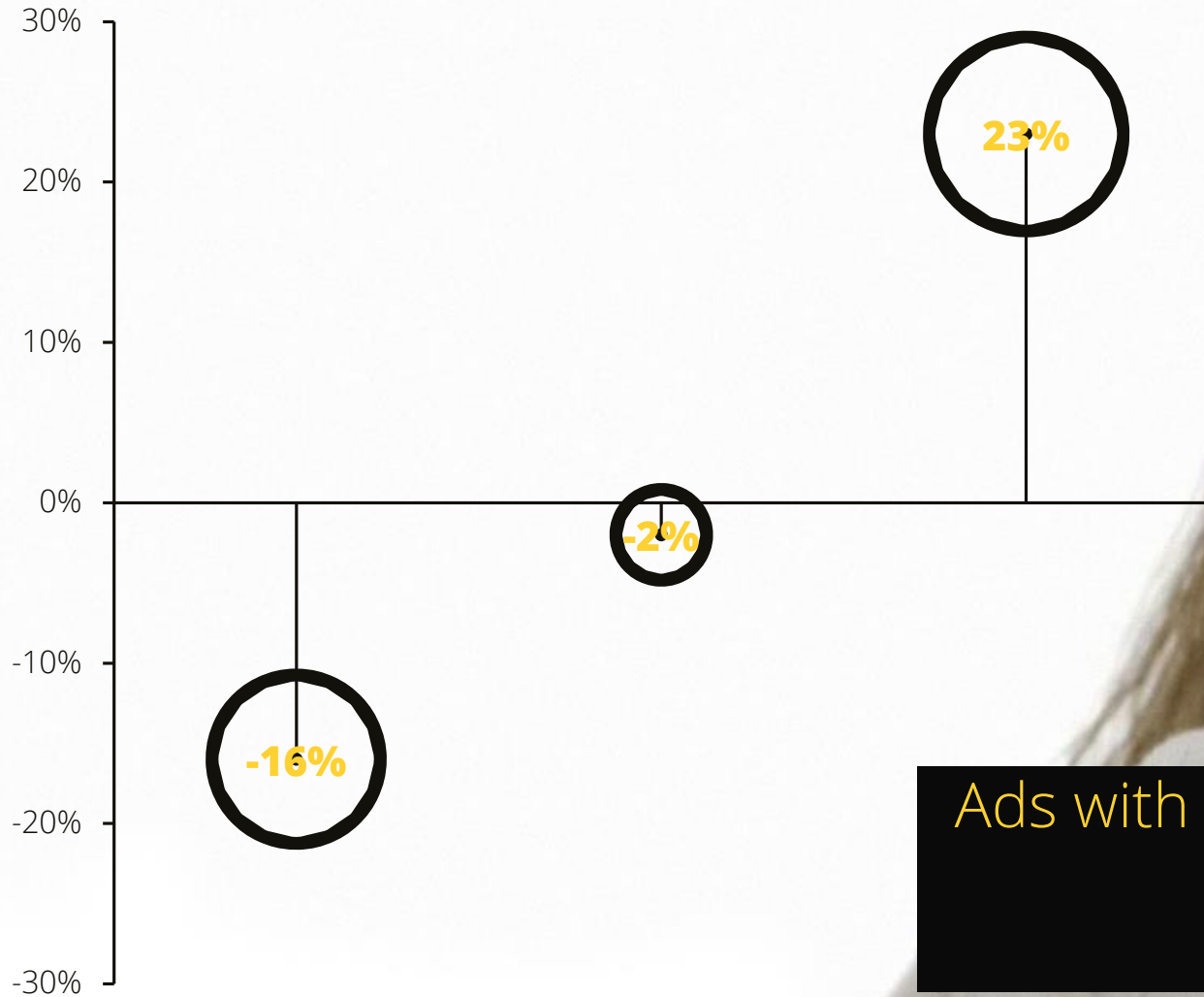
Intent to **re-watch**

Intent to **discuss**

Purchase intent



Emotion is **key** for **driving purchases**



Ads with above-average EEG scores delivered
23% lift in sales volume



Emotional private marketplaces



Don't just reach people. **Move people.**

Private marketplaces curated to match the key emotions that are proven to lead to video engagement.

- Unruly EQ has identified the 12 top emotional responses that drive video engagement
- Pairs of trained coders coded up UnrulyX sites on an intensity scale for the 12 emotional responses
- Data from coding was compiled and results were calculated to meet inter-rater criteria. Private Marketplaces were developed using only sites meeting each emotion with the highest level of intensity



Happiness

Exhilaration

Amazement

Inspiration

Hilarity

Sadness

Warmth

Pride

Nostalgia

Surprise

Knowledge

When the ad **just clicks**



For example: UnrulyX Hilarity PMP

If the ad is funny, use the hilarity PMP to reach viewers in the mood for a laugh as they consume light-hearted content.

Engage users on desktop and mobile using Unruly's In-Article, In-Feed and NEW Vertical Video formats via any major DSP.

Including...



...And many more!



Samsung Galaxy Note 7:
Busy Busy Busy August 2016



UnrulyX is the viewable video SSP



The **joined-up approach** to content creation and audience activation



INSPIRE

UnrulyX lab

Discover data-driven trends & drivers of success by sector, brand & audience



CONNECT

Meet the makers

Workshop live briefs with the up-and-coming makers most relevant to your content goals



EVALUATE

Unruly EQ

Algorithmically test, predict & improve effectiveness of content



LAUNCH

UnrulyX

Connect with billions of consumers in the most premium environments, using Unruly's user-friendly outstream ad formats



EXTEND

UnrulyX PMPs

Target the most receptive audiences using a range of PMPs including KPI based and Emotional PMPs

Summary



- **Do it differently:** Don't try to avoid current industry challenges.... Face them **head on**
- **Be authentic:** shape your strategy according to **your UX**, rather than focusing on what others are doing
- Consider the viewer – be **polite and respectful**, aim for legitimate engagement from the audience
- When it comes to **content**, look for creatives that evoke an **emotional response** and give an audience reasons to share – **advocacy** is key

Thank you & say hello



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