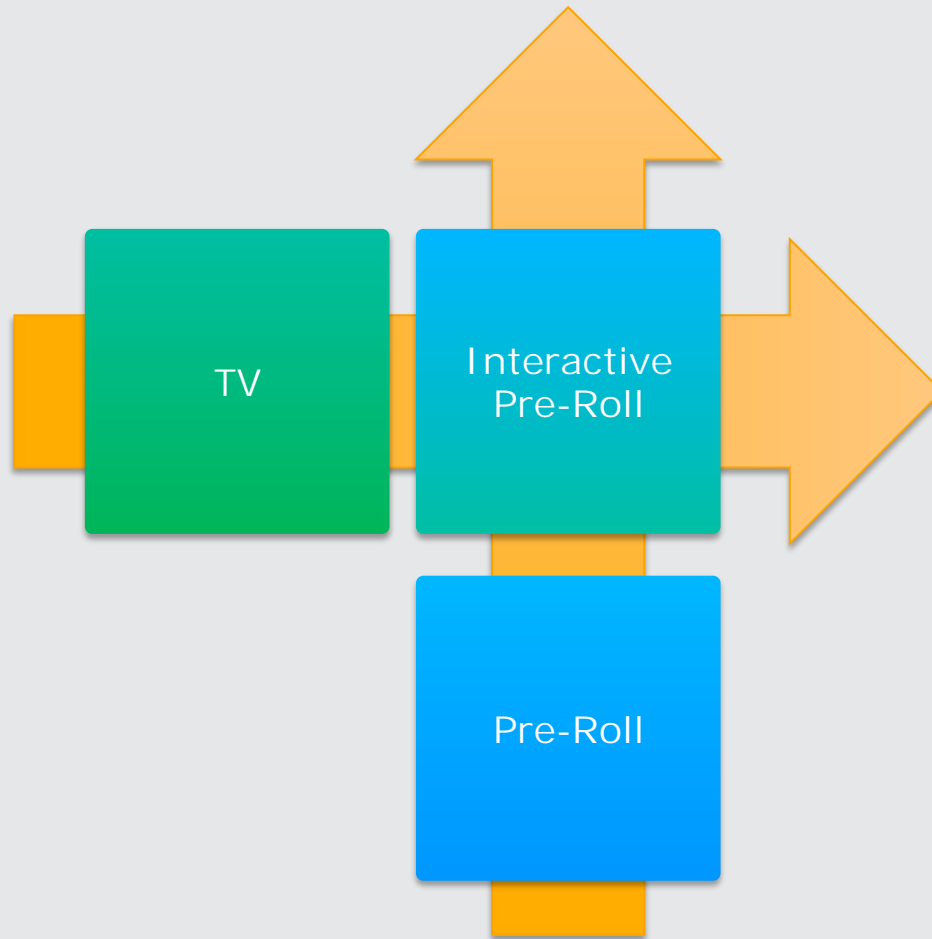# Building Brands Online: *Interactive Video*
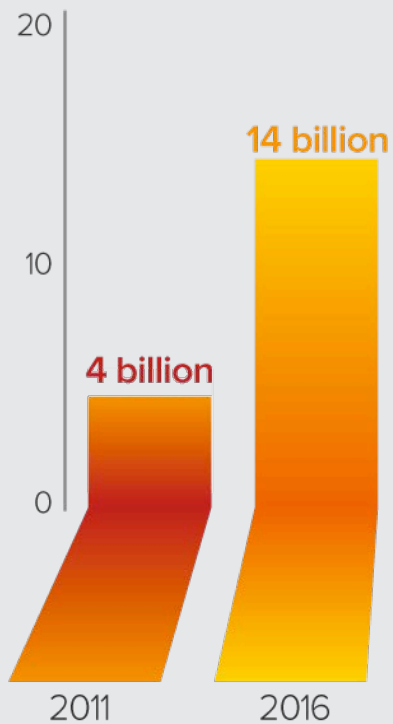
The New Normal

INNOVID
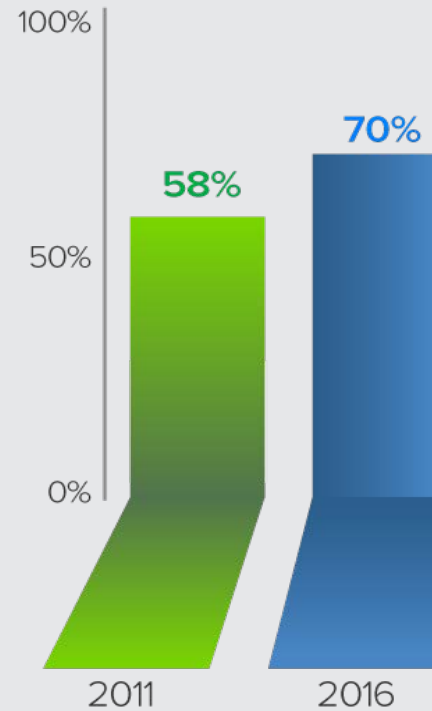
Nick Higgins

Australian's Consume *A Lot of Video!*

Monthly minutes of Video (Billions)
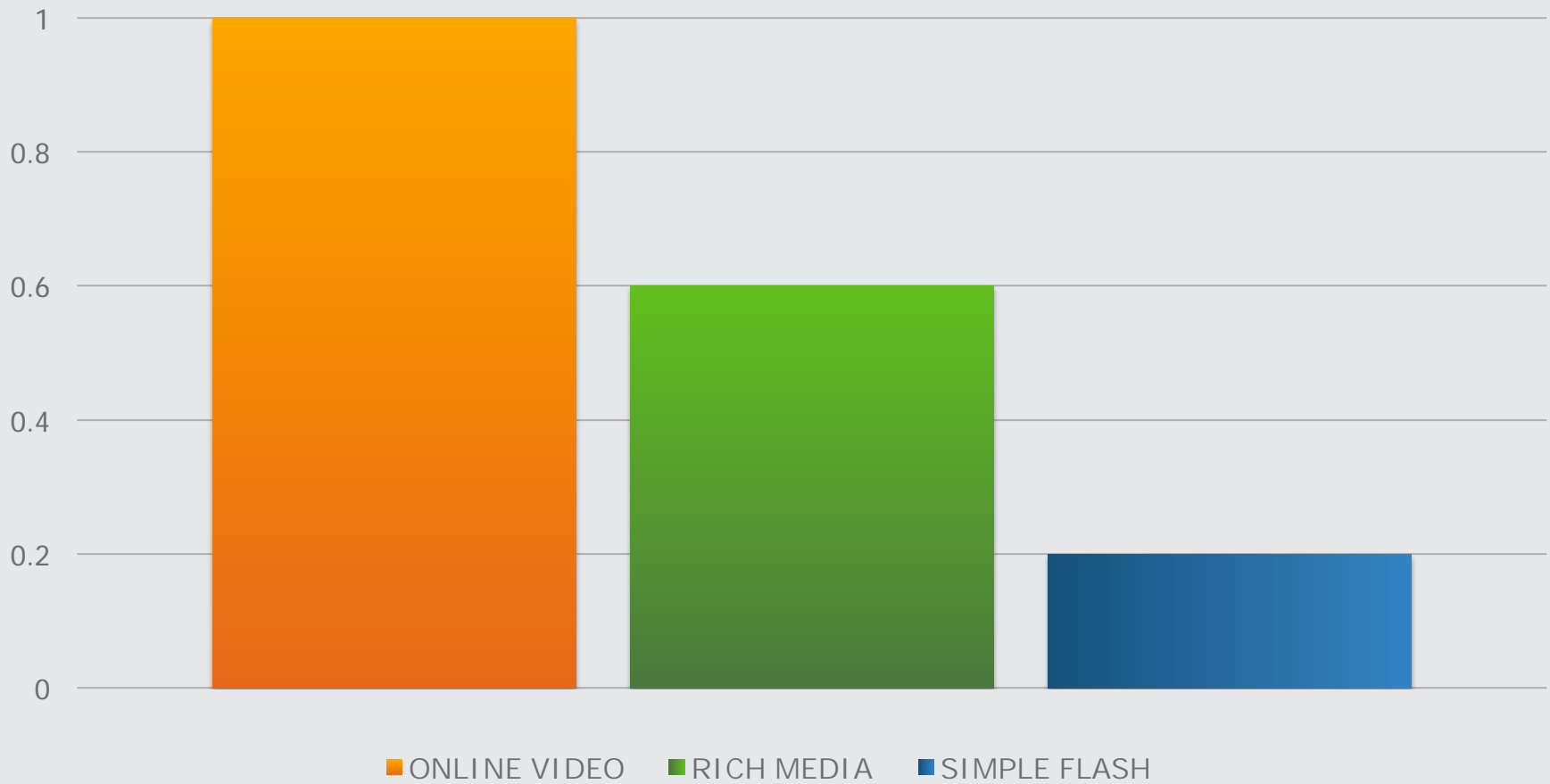
% of internet traffic

20

14 billion

10

4 billion
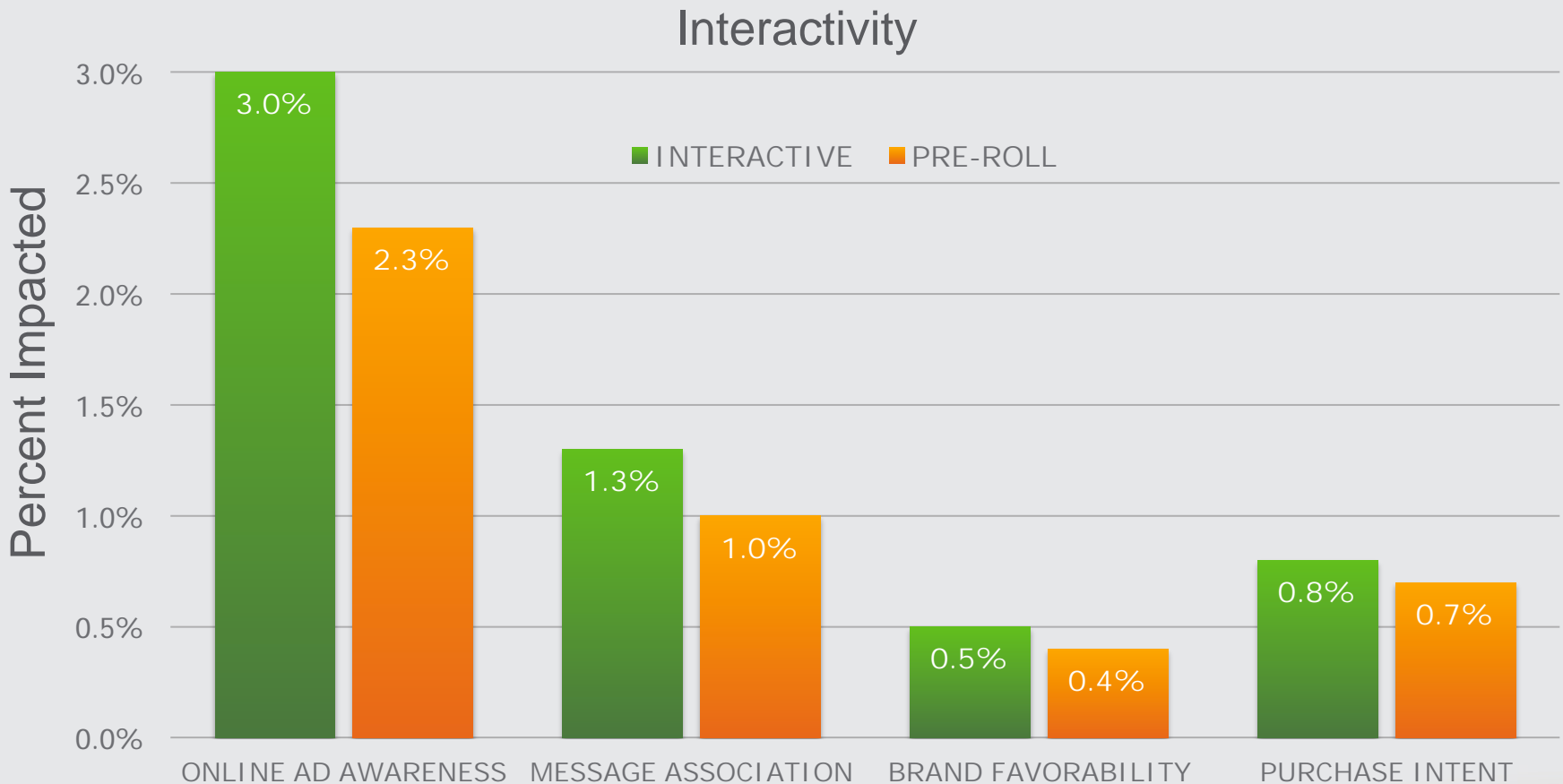
0

2011   2016

100%

70%

58%

50%

0%

2011   2016

Australian Consumer Internet Video Traffic

INNOVID

Online Video Works

Impact on purchase intent, freq = 1

Legend: ONLINE VIDEO | RICH MEDIA | SIMPLE FLASH

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Interactive Video Elements *Are Attention-grabbing*, Which Promotes *Breakthrough* and Supports *Awareness Building* Goals

Interactivity

Percent Impacted

- INTERACTIVE
- PRE-ROLL

ONLINE AD AWARENESS: 3.0% / 2.3%
MESSAGE ASSOCIATION: 1.3% / 1.0%
BRAND FAVORABILITY: 0.5% / 0.4%
PURCHASE INTENT: 0.8% / 0.7%

INNOVID

The Power of TV, the *Interactivity* of the Web

packed to the rafters

Home   Video   Galleries   Episodes   Features   Cast   Music   Julie's Blog   Fango

Packed to the Rafters: Tue 30 Apr, series 6 episode 2

BANANA BOAT SPORT

BANANA BOAT
SPF 50+
Our most Advanced Protection against the harsh Australian sun
Rollover To Expand

⏸ ▬▬▬▬▬▬   00:03 / 00:15   ◄ ▭ ▭   ▣

Share: f 🐦 ✉

Yahoo!7 May 1, 12:00 am

Nathan is working hard to build a solid base for Saskia and Edward in Australia and accepts a job offer despite its obvious shortfalls.

Featured

10:06
Effie flashback

3:30
Boss offers pay rise in return for tattoos
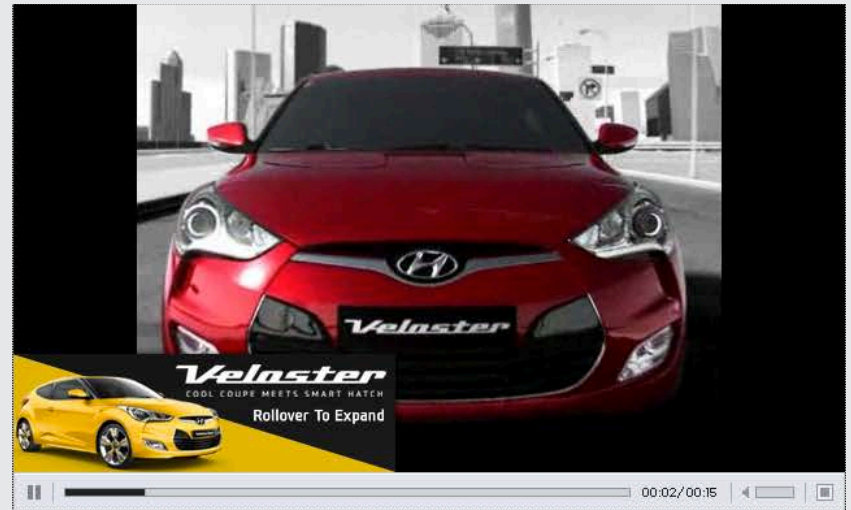

3:25
Meet Anna Bligh

Guiding Principles Of Successfully Building Brands Online

1. Acknowledge the power of sight, sound and motion online

2. Now, evolve your digital video experience to engage, excite and reward customers

3. Technology is moving at breakneck speeds - invest time to get to know your partners

4. Brief your partners in detail, and with ample time to respond

5. Know your products - align the appropriate ad formats to your campaign objectives

6. Ensure success metrics align with your creative brief and ad format selection (Have the end in mind). You may need to reset your goals

INNOVID

Hyundai Veloster

> Call to action – animation

> Personalization & 360° view
> Image Gallery
> Video's
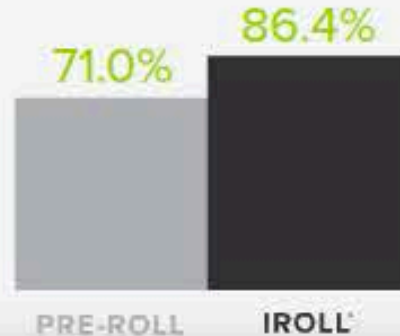> Test Drive
> Brochure Request
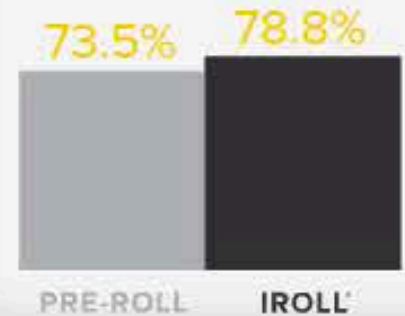> Dealer locator
> Social

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AUTOMOTIVE

AWARENESS 👁

14.0% PRE-ROLL
31.6% IROLL

AD VIEWED
71.0% PRE-ROLL
86.4% IROLL

COMPLETION
73.5% PRE-ROLL
78.8% IROLL

TIME EARNED 🕐
0.00 PRE-ROLL
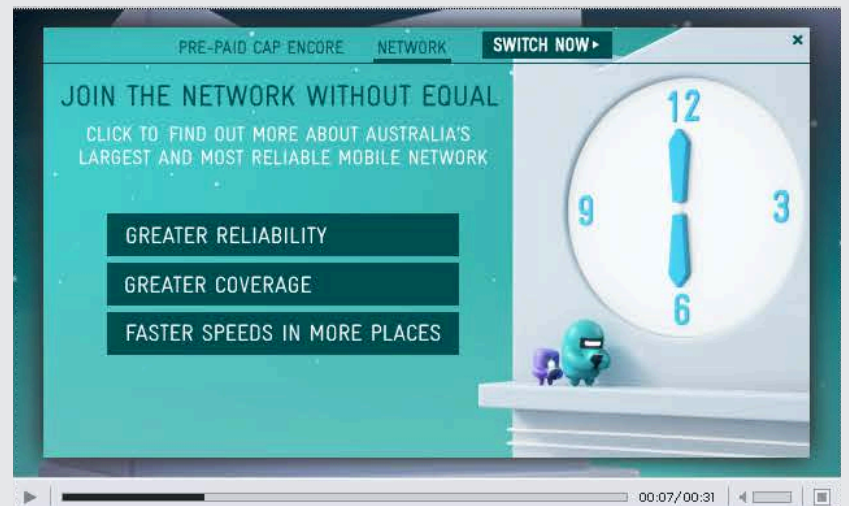20.11 IROLL

ACTIVITY LEVELS ☑
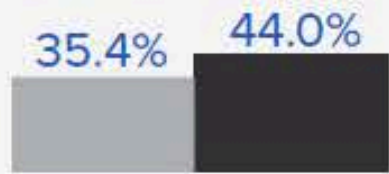■ ENGAGEMENT
■ CTR
PRE-ROLL 0.9%
IROLL 2.0%

INNOVID
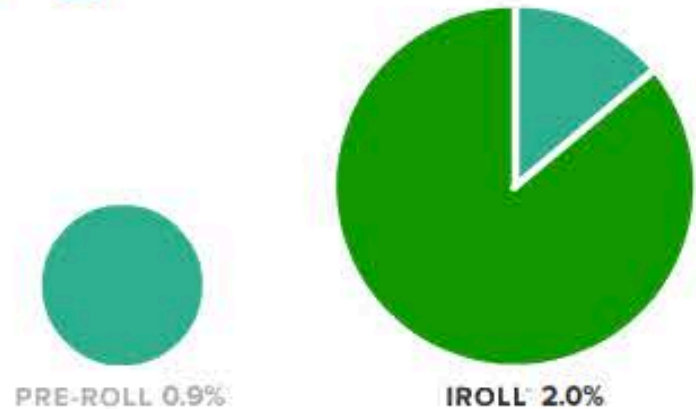
Telstra Pre-Paid

> Strong call to action

> Good balance of information
> Brand alignment
> Extension of TV and website
> Awareness to Action – *'Switch now'*

TELECOM

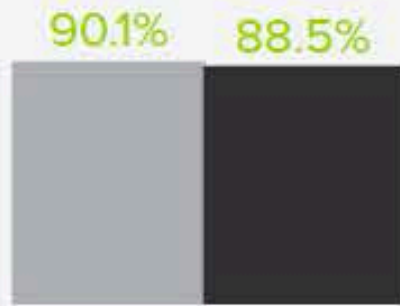**AWARENESS** 👁
35.4% PRE-ROLL
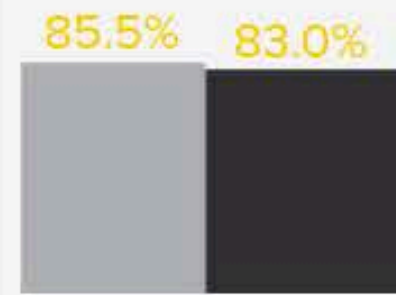44.0% IROLL

AD VIEWED
90.1% PRE-ROLL
88.5% IROLL

COMPLETION
85.5% PRE-ROLL
83.0% IROLL

TIME EARNED 🕐
0.00 PRE-ROLL
30.40 IROLL

ACTIVITY LEVELS ☑
ENGAGEMENT
CTR
PRE-ROLL 1.3%
IROLL 2.2%

INNOVID

Subway

> Classic advertising in a new ad format

> Less is more

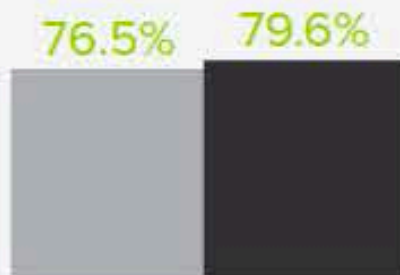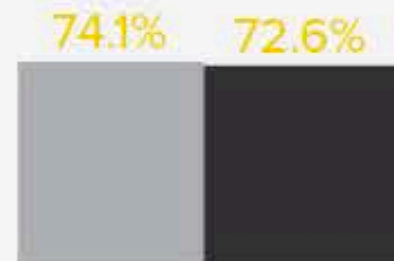> Awareness – complements messaging on other mediums

QSR

AWARENESS 👁

42.2%

19.7%

PRE-ROLL   IROLL

AD VIEWED

76.5%   79.6%

PRE-ROLL   IROLL

COMPLETION

74.1%   72.6%

PRE-ROLL   IROLL

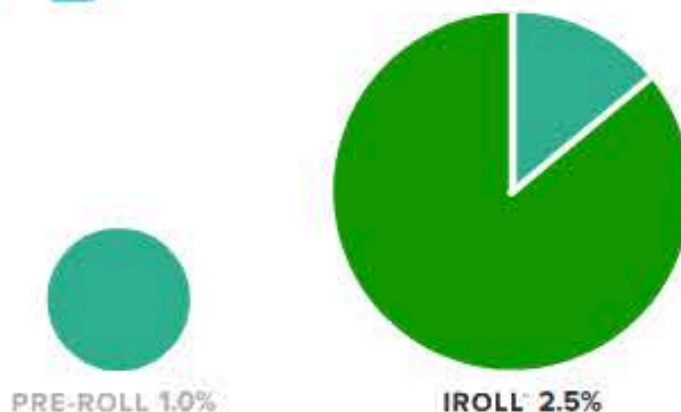**TIME EARNED** 🕐

0.00   20.88

PRE-ROLL   IROLL

ACTIVITY LEVELS ☑

■ ENGAGEMENT
■ CTR

PRE-ROLL 1.0%   IROLL 2.5%

INNOVID

Oz - The Great and Powerful

The Future Of Television

iRoll® on Seven Screens

Devices

INTERACTIVE

STATIC

INNOVID
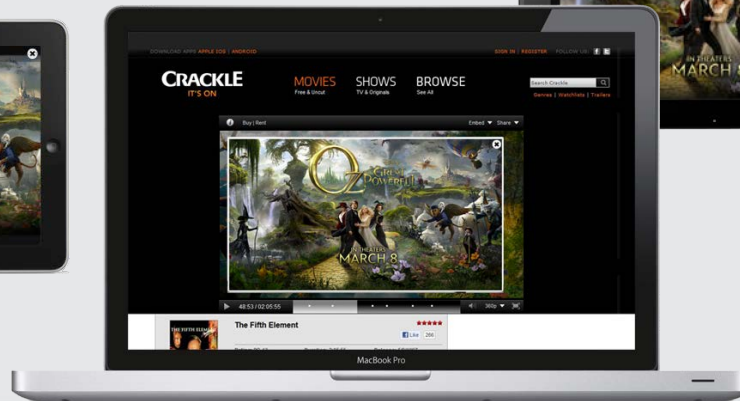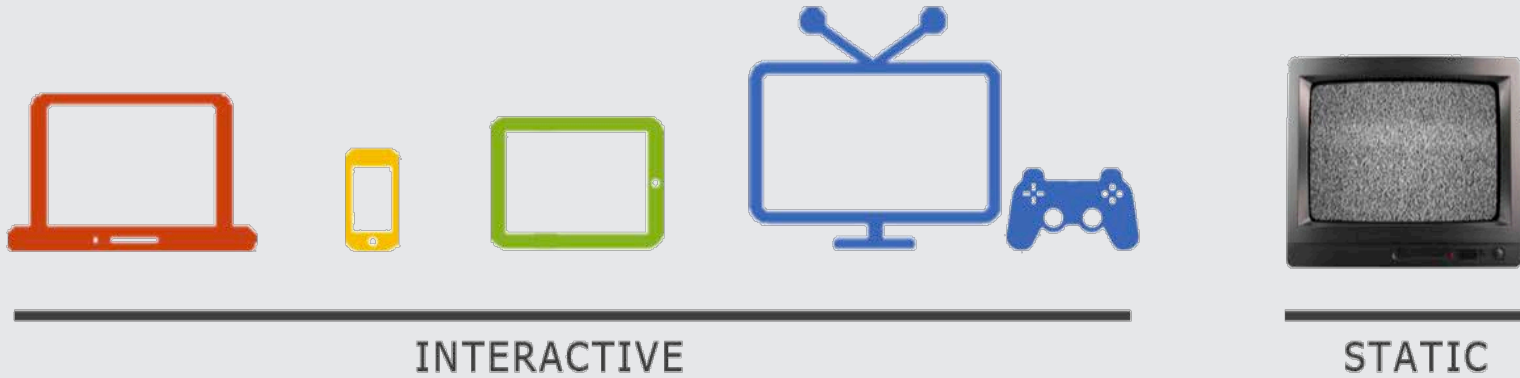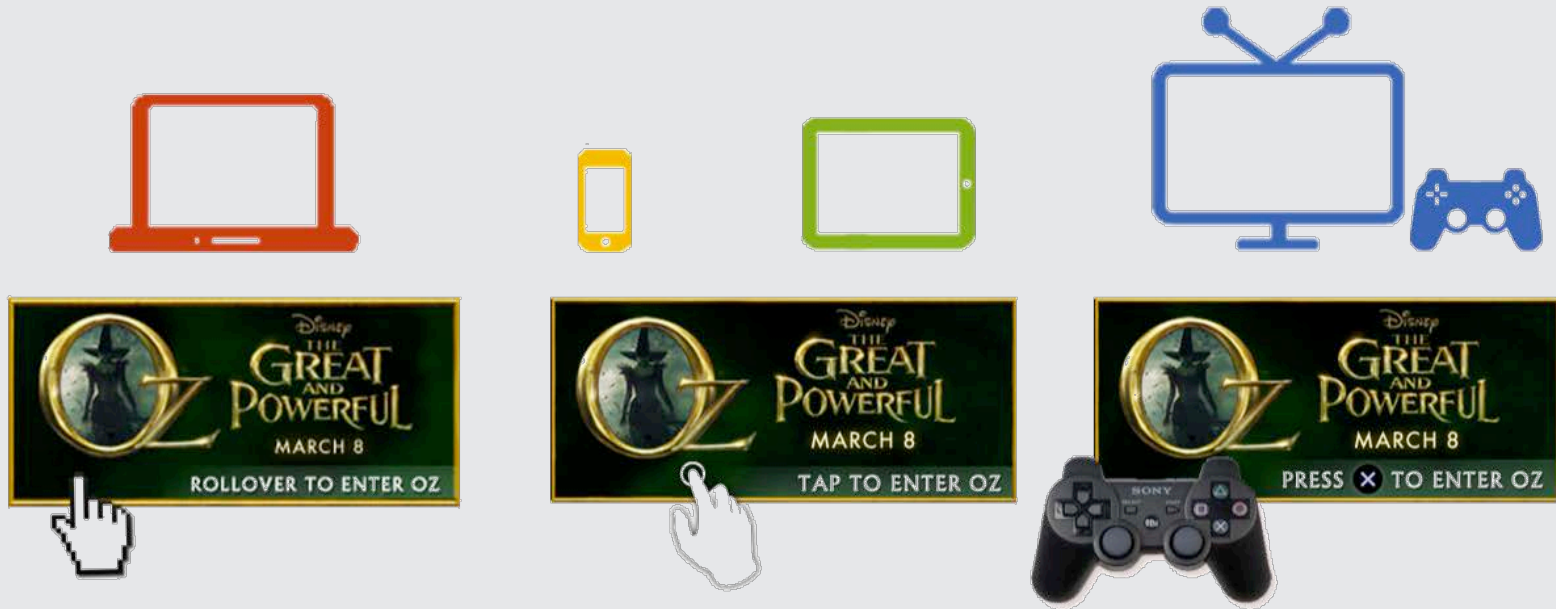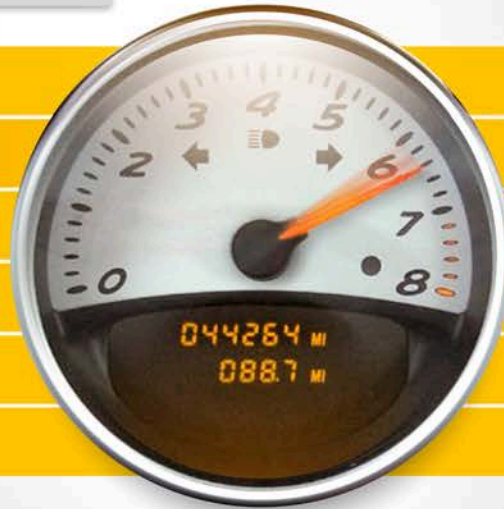
Engagement Method

Measure the Impact of Video on Brand KPI's

Unique solution to serve
Dynamic Logic's Ad Index Dash Survey

Evaluate campaign performance and
optimize site placements in real-time

INNOVID

My Final 2 ¢

> Online video is BIG and comes with a lot of exciting opportunity – embrace it!

> Video has shown it can be more efficient than other formats on Awareness and Brand Favorability

> Invest time to find preferred partners that suit your business needs

> Ensure success metrics align with your creative brief and ad format selection

INNOVID

END

Creative Examples

Banana Boat: http://deliver.innovid.com/preview/project/1hkj9o

Hyundai Veloster: http://deliver.innovid.com/preview/project/1hkj5b

Telstra Pre-Paid: http://deliver.innovid.com/preview/project/1hkpg7

Subway: http://deliver.innovid.com/preview/project/1hkokp

INNOVID