QUANTIFYING THE CONNECTION:
PREMIUM VIDEO & BRAND BUILDING

accenture consulting
OBJECTIVES

+ DEVELOP A BETTER UNDERSTANDING OF CONTENT’S IMPACT ON ACCEPTED BRAND METRICS & SALES

+ QUANTIFY ADVERTISING ROI VALUE IN:
  + PREMIUM VIDEO
  + SOCIAL MEDIA
  + SHORT-FORM VIDEO
STUDY SCOPE: CHANNELS & METRICS

+ MEASURED MEDIA CHANNELS:
  - LINEAR TV
  - PREMIUM DIGITAL VIDEO
  - SHORT-FORM DIGITAL VIDEO (EXCLUDES PREMIUM SHORT-FORM)
  - PAID SOCIAL MEDIA
  - PAID SEARCH
  - DIGITAL DISPLAY

+ KEY METRICS:
  - BRAND AWARENESS
  - AD AWARENESS
  - CONSIDERATION
  - QUALITY
  - PURCHASE INTENT
  - SALES
METHODOLOGY

+ ANALYTICAL PARTNER: Accenture Media Analytics
+ METHODOLOGY: Econometric modeling analyzing different media investment strategies and outcomes

30 LEADING BRANDS
(AUTO, RETAIL, TELECOM, FINANCIAL SVCS, CPG)

$12B MARKETING SPEND
(2014 - 2016)

1500+ OUTCOME MODELS

+ DATA SOURCES:
  + ACCENTURE CLIENT BASE: Proprietary media investments & sales data
  + STANDARD MEDIA INDEX (SMI): Supplementing Accenture media channel data with real agency spend data
  + YOUNGOV’S BRAND INDEX: Consistent brand metrics across categories & brands
ROI METRICS: DEFINITIONS

“AVG ROI”:
The return on ad spend generated by a single media channel, relative to the average of all media channels.

“MARGINAL” ROI: WHERE SHOULD I SPEND MY NEXT DOLLAR?
The return on incremental investment generated by a single media channel, relative to the average of all media channels.
KEY QUESTIONS

+ IS PREMIUM CONTENT WORTH THE COST?

+ HOW DOES BRAND IMPACT VARY BY MEDIA CHANNEL?

+ HOW DO MEDIA CHANNELS WORK TOGETHER?

+ WHAT IS THE VALUE OF SINGLE-PUBLISHER PREMIUM VIDEO BOUGHT ACROSS PLATFORMS?

+ WHAT IS THE RELATIVE VALUE OF DIFFERENT CONTENT TYPES & MEDIA CHANNELS ON FUTURE BRAND & SALES GROWTH?
PREMIUM & NON-PREMIUM VIDEO: DEFINITION, FORMATS & DISTRIBUTION

+ DEFINITION
- User-Generated
- High-Quality UGC
- Live

+ FORMATS
- Short-Form
- Short-Form
- Live Program Short-Form Clips
- Long-Form Episodic Short-Form Clips
- Live Event Short-Form Clips

+ DISTRIBUTION
- YouTube
- Facebook
- Twitter
- Snapchat
- CNBC
- AMC
- TBS
- Bravo
- FX
- ABC
TOP-LINE OBSERVATION

ADVERTISING IN PREMIUM VIDEO CONTENT CONSISTENTLY DELIVERS HIGHER ROI, THROUGHOUT THE PURCHASE JOURNEY, RELATIVE TO ADVERTISING IN OTHER MEDIA CHANNELS.
PREMIUM VIDEO GENERATES SIGNIFICANTLY HIGHER BRAND ROI vs. SHORT-FORM OR SOCIAL

<table>
<thead>
<tr>
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<th>PREMIUM VIDEO (LINEAR TV + PREMIUM DIGITAL VIDEO)</th>
<th>VS. SHORT-FORM VIDEO (EXCLUDES PREMIUM SHORT-FORM)</th>
<th>VS. PAID SOCIAL</th>
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<tbody>
<tr>
<td>Brand Awareness</td>
<td>11.6X</td>
<td>4.1X</td>
<td></td>
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<tr>
<td>Consideration</td>
<td>4.3X</td>
<td>2.5X</td>
<td></td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>2.5X</td>
<td>1.8X</td>
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Source: Accenture
THE PATH-TO-PURCHASE: AWARENESS TO INTENT
PREMIUM DIGITAL VIDEO OUTPERFORMS SHORT-FORM VIDEO

PREMIUM DIGITAL VIDEO

VS.

SHORT-FORM DIGITAL VIDEO
(Excludes premium short-form)

SHORT-FORM VIDEO
ROI = 1.0

PREMIUM DIGITAL VIDEO

VS.

SHORT-FORM DIGITAL VIDEO
(Excludes premium short-form)

Source: Accenture
CUTTING TV BUDGET = ROI LOSS IN OTHER CHANNELS

REDUCING TV INVESTMENT RESULTS IN -27% LOSS IN SEARCH ROI OR -22% LOSS IN SOCIAL ROI

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<tr>
<th>Brand Awareness</th>
<th>Quality</th>
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<tr>
<td>POTENTIAL LOSS IF REDUCING TV INVESTMENT</td>
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<tr>
<td>-27%</td>
<td>-22%</td>
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</table>

Source: Accenture
PREMIUM CROSS-PLATFORM WORKS EVEN HARDER

INVESTING ACROSS PLATFORMS (TV, LONG-FORM AND SHORT-FORM DIGITAL VIDEO, SOCIAL) WITH A SINGLE PREMIUM PUBLISHER IMPROVES ADVERTISING EFFECTIVENESS

+28% BRAND LIFT

+16% SALES LIFT

CROSS-PLATFORM ADVANTAGE

VS.

SILOED PLANNING

Source: Accenture
PREMIUM VIDEO DELIVERS THE BEST VALUE FOR YOUR NEXT MEDIA DOLLAR

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<th>ABOVE-AVERAGE RETURN</th>
<th>BELOW-AVERAGE RETURN</th>
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<tr>
<td></td>
<td>PREMIUM DIGITAL VIDEO</td>
<td>LINEAR TV</td>
</tr>
<tr>
<td>BRAND ROI</td>
<td>110</td>
<td>46</td>
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<tr>
<td>SALES ROI</td>
<td>128</td>
<td>72</td>
</tr>
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(INCLUDES) PREMIUM DIGITAL VIDEO

(INCLUDES) SOCIAL MEDIA

(INCLUDES) SHORT-FORM DIGITAL VIDEO

MARGINAL ROI

TOO MUCH SHORT-FORM/SOCIAL IS LIKE A TAX ON YOUR MEDIA PLAN!

Index vs. Avg. Media Channel ROI

Source: Accenture
KEY INSIGHTS

+ Advertising in premium video delivers significantly greater ROI throughout the path-to-purchase.

+ Cross-platform investment with a single premium publisher yields greater campaign impact than siloed media planning.

+ Premium video delivers the best value for your next media dollar.

+ Short-form and social reach saturation at low investment levels.