



NEXT:
summit
2017



Don't just reach people.
Move people.

Let's Get Emotional,
Intelligently



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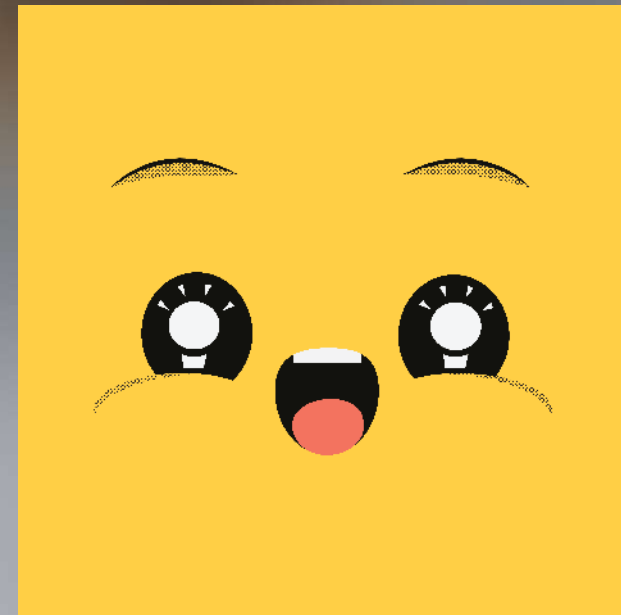
Kenneth Suh



HOW ARE YOU FEELING?

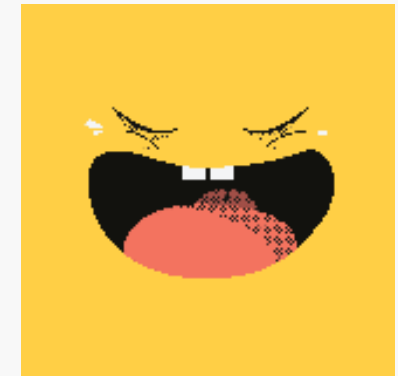


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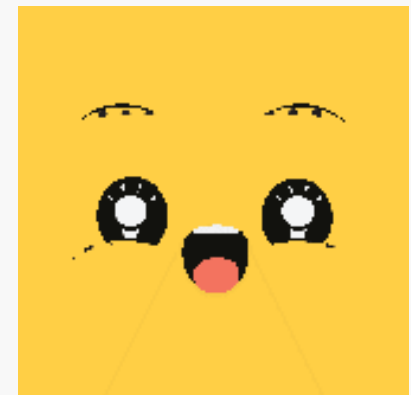
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Wiener Stampede



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Rule **Yourself**



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We've hit **digital adolescence**



GROWTH



PAINS



CHANGE

- **Video ad spend** growing 46% YOY
- **Overall digital ad spend** continues
- Accelerated **shift to programmatic** buying

We've hit **digital adolescence**

UNRULY



GROWTH



PAINS



CHANGE

- **Ad blocking** continues to rise
- **Publishers** trying to balance revenue and user experience
- **Viewability** demands increasing

We've hit **digital adolescence**

UNRULY



GROWTH



PAINS



CHANGE

- **Duopoly of Google/FB** continues
- **Agencies looking** for alternatives
- **Publishers** looking for ways to stand out



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Uncertainty



THEY 'RE BLOCKING OUR ADS?

A man with short brown hair, wearing a grey suit, white shirt, and a red and white striped tie, is seated at a bar. He has a surprised or intense expression on his face, looking slightly upwards and to the right. The background is a dimly lit bar with other patrons and colorful neon signs. A yellow diagonal bar is on the left side of the image.

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CHALLENGE ACCEPTED!

***“People will forget what
you said, people will forget
what you did, but people
will never forget how you
made them feel.”***

-Maya Angelou



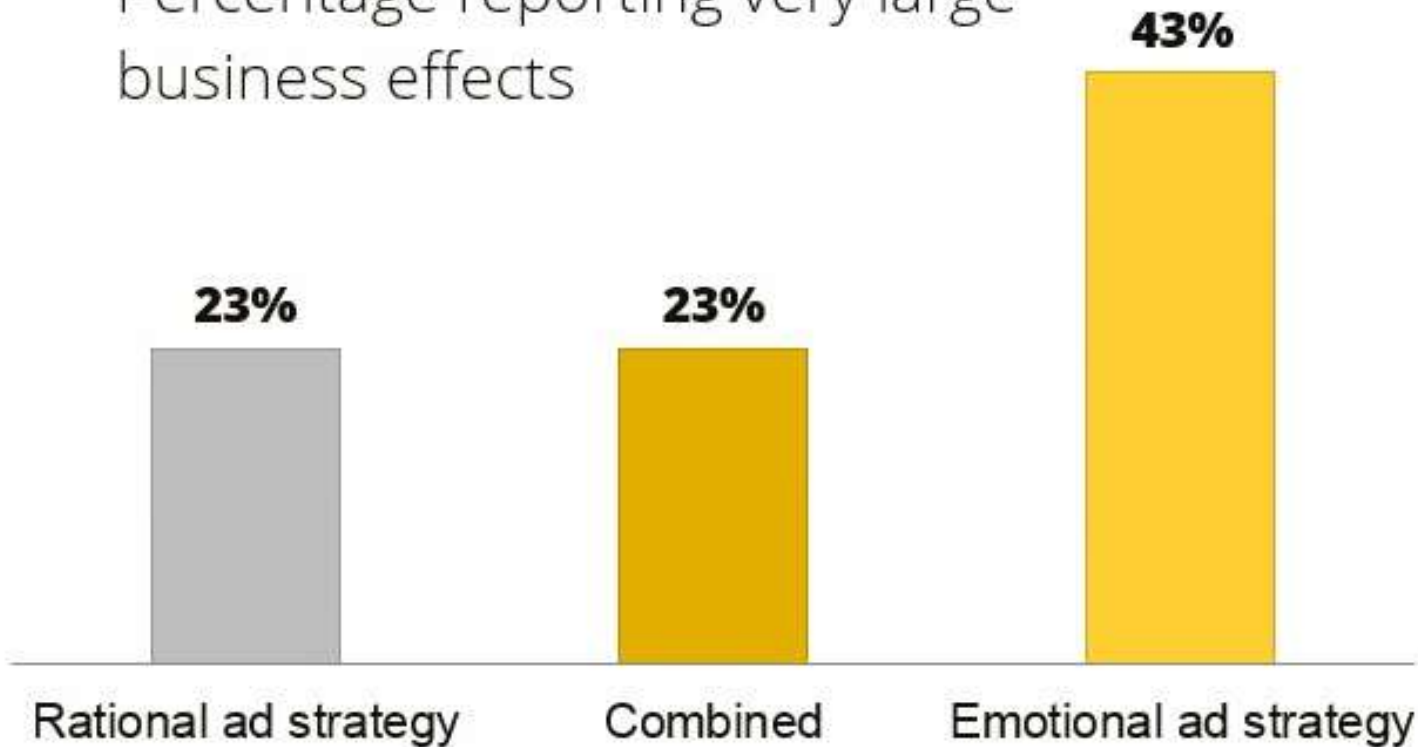
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Emotions drive **business results**



Emotional ads are the most effective in driving large business results

Percentage reporting very large business effects



"Emotional campaigns are more effective & more profitable than rational campaigns – even in 'rational' categories..."



3 Ways to boost your emotional intelligence

1

**RUN EMOTIONAL CONTENT THAT
MATCHES YOUR AUDIENCE**

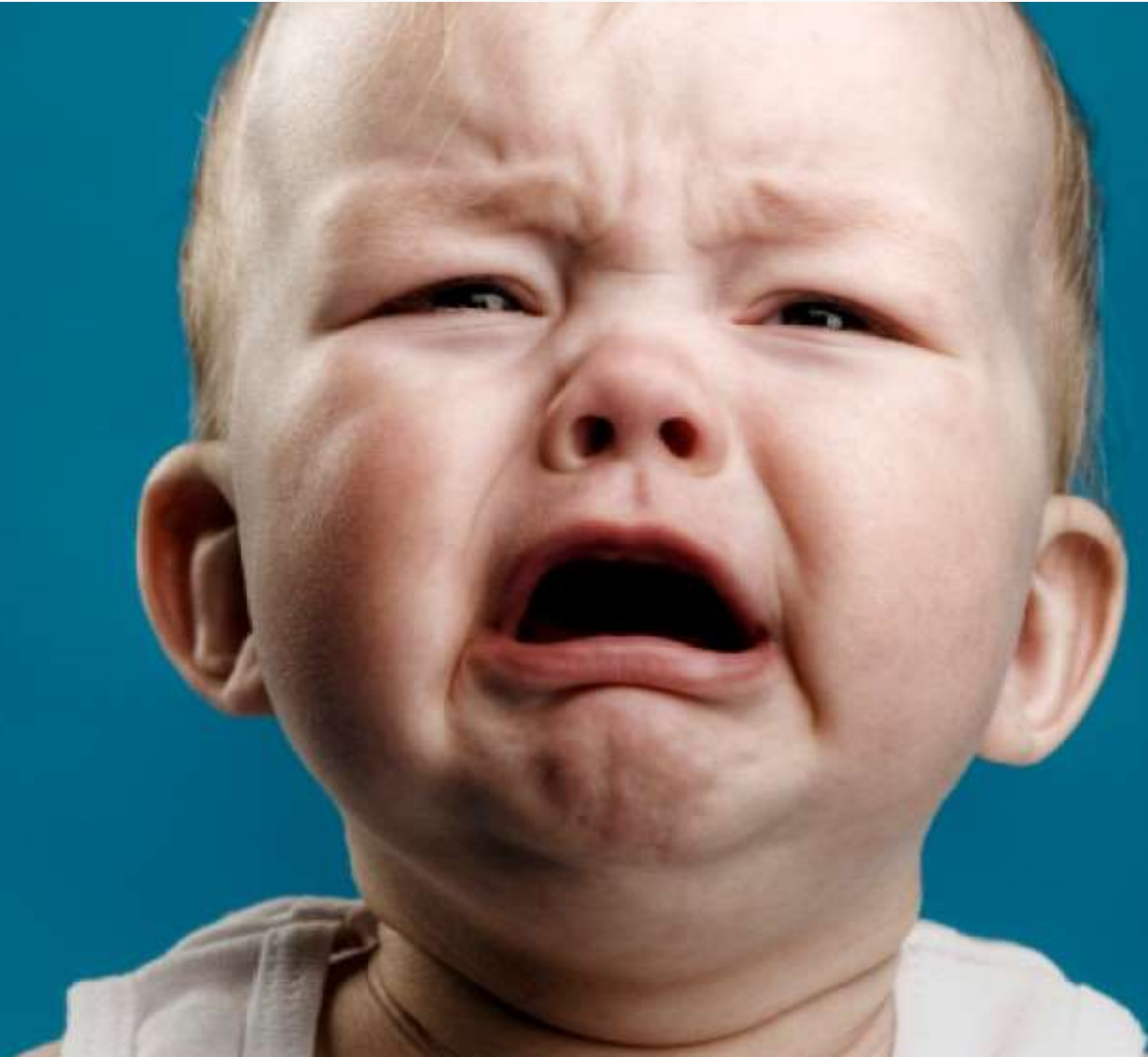


Friends **Furever**



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How did this make you **feel**?



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Emotional Responses				Intensity						
Amazement	①	②	③	④ Impressed	⑤	⑥	⑦ Amazed	⑧	⑨	⑩ Incredulous
Exhilaration	①	②	③	④ Interested	⑤	⑥	⑦ Excited	⑧	⑨	⑩ Exhilarated
Happiness	①	②	③	④ Contented	⑤	⑥	⑦ Happy	⑧	⑨	⑩ Joyful
Hilarity	①	②	③	④ Amused	⑤	⑥	⑦ Very amused	⑧	⑨	⑩ Laughing out loud
Inspiration	①	②	③	④ Encouraged	⑤	⑥	⑦ Uplifted	⑧	⑨	⑩ Inspired
Pride	①	②	③	④ Pleased	⑤	⑥	⑦ Proud	⑧	⑨	⑩ Proud as punch
Nostalgia	①	②	③	④ Wistful	⑤	⑥	⑦ Nostalgic	⑧	⑨	⑩ Deeply nostalgic
Sadness	①	②	③	④ Sad	⑤	⑥	⑦ Really sad	⑧	⑨	⑩ In tears
Warmth	①	②	③	④ Warm	⑤	⑥	⑦ Warm & fuzzy	⑧	⑨	⑩ Heart melted

Primal Responses				Intensity						
Anger	①	②	③	④ Annoyed	⑤	⑥	⑦ Angry	⑧	⑨	⑩ Enraged
Arousal	①	②	③	④ Titilated	⑤	⑥	⑦ Turned on	⑧	⑨	⑩ Horny as hell
Fear	①	②	③	④ Nervous	⑤	⑥	⑦ Afraid	⑧	⑨	⑩ Terrified

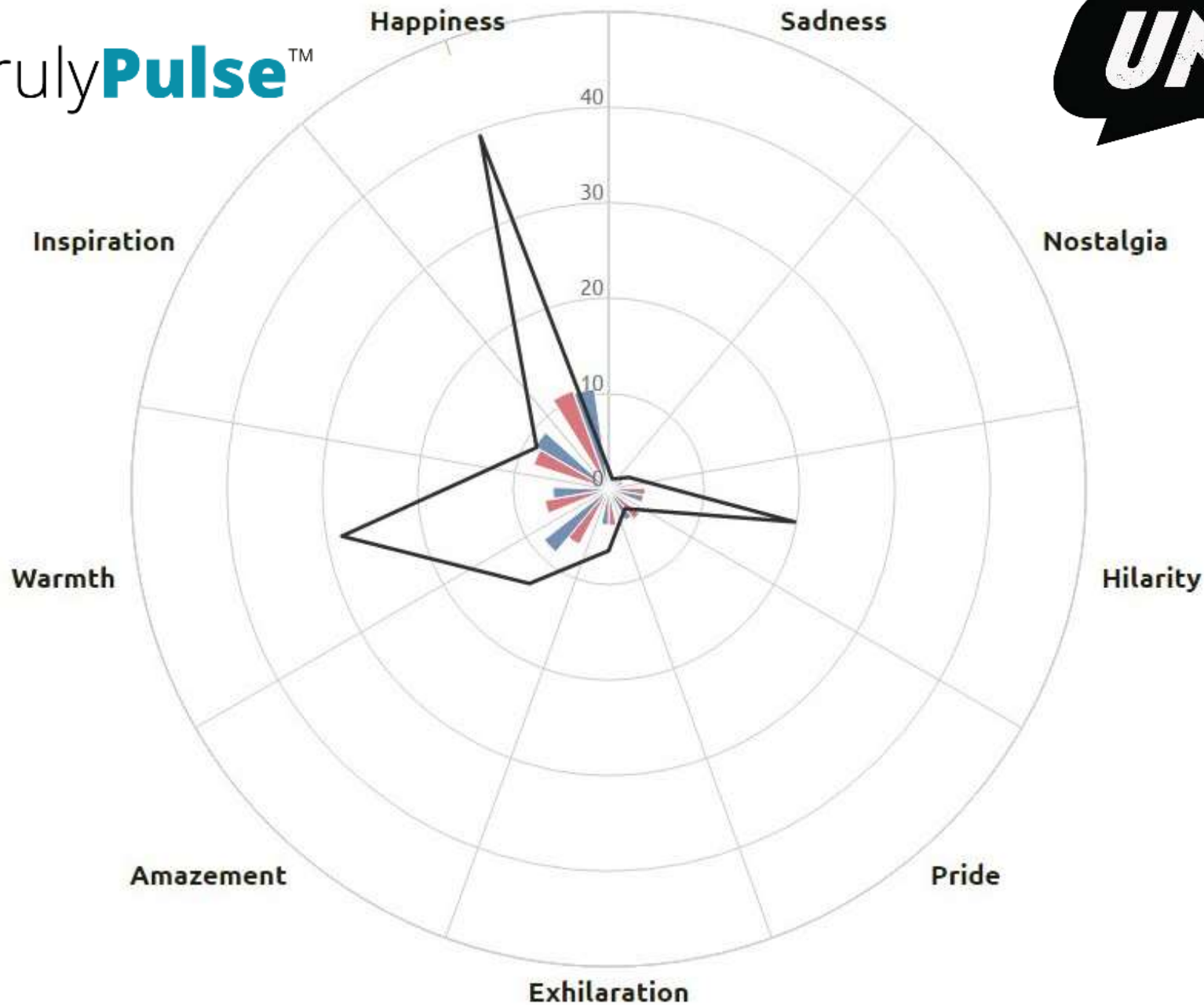
Cognitive Responses				Intensity						
Knowledge	①	②	③	④ Informed	⑤	⑥	⑦ Enlightened	⑧	⑨	⑩ In-the-know
Shock	①	②	③	④ Startled	⑤	⑥	⑦ Shocked	⑧	⑨	⑩ Horrified
Surprise	①	②	③	④ Mildly surprised	⑤	⑥	⑦ Surprised	⑧	⑨	⑩ Astounded

Non-Empathetic Responses				Intensity						
Confusion	①	②	③	④ Unsure	⑤	⑥	⑦ Confused	⑧	⑨	⑩ Baffled
Contempt	①	②	③	④ Distainful	⑤	⑥	⑦ Contemptuous	⑧	⑨	⑩ Hateful
Disgust	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 I would share this video because I want to be the first to tell my friends	<input type="checkbox"/> <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"/>



UnrulyPulse™



— Norm
— Technology
— Android: Friends Forever



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2

UNDERSTAND YOUR AUDIENCE



Millennials like to feel
happy and **inspired**!

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+27%

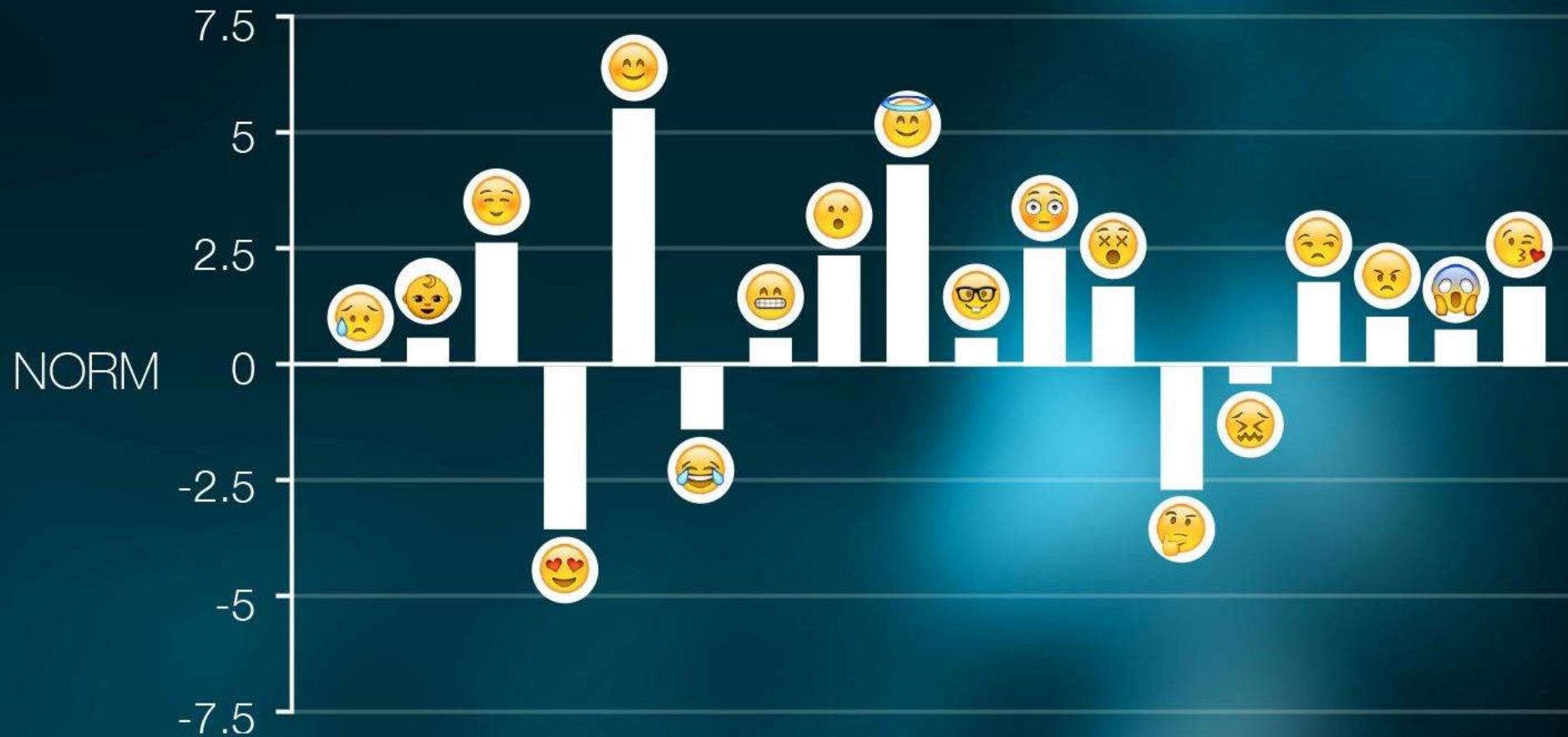
to feel happy

+25%

to feel inspired

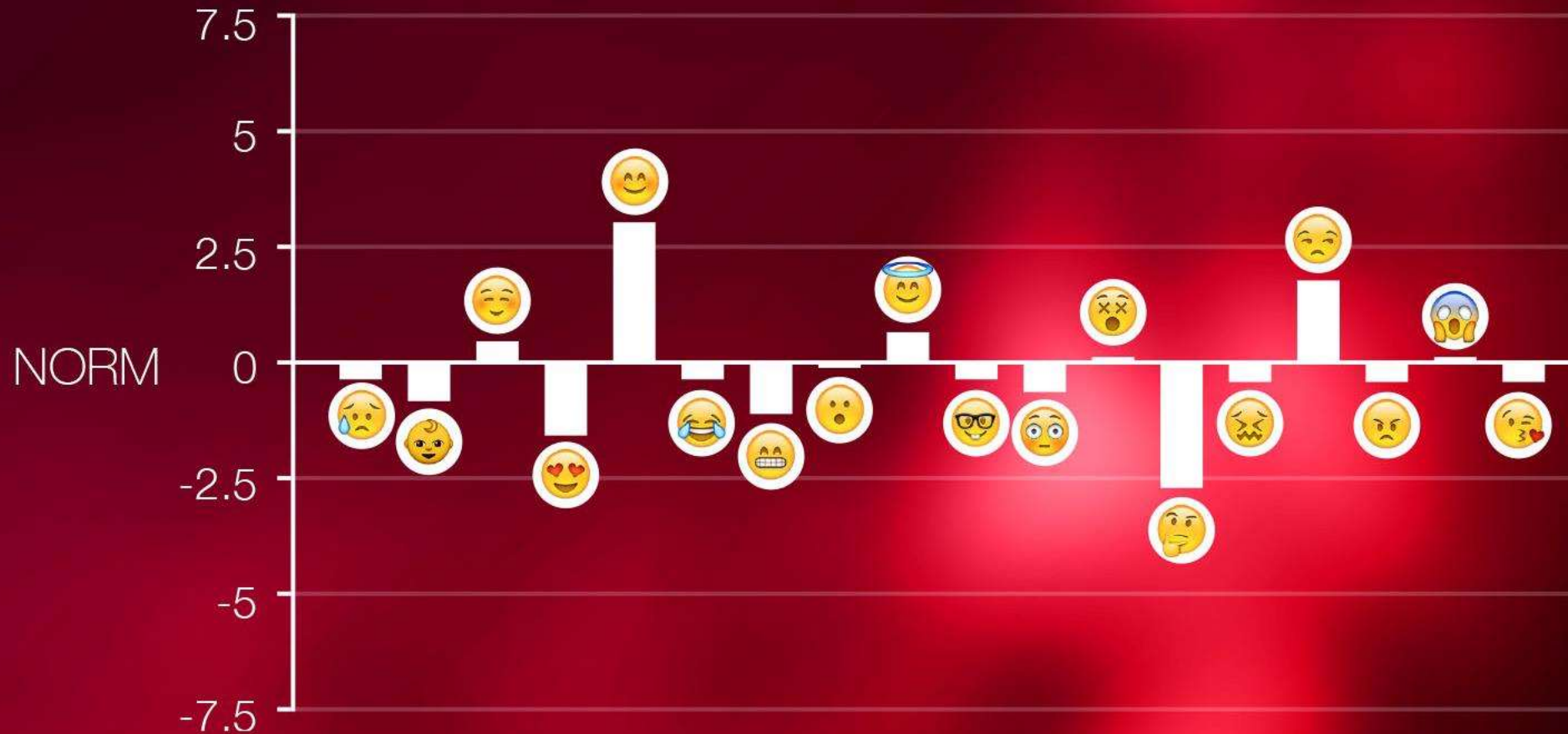


US Millennial men are the most **emotional** demo



Demographic: 25-34 Male Market: US

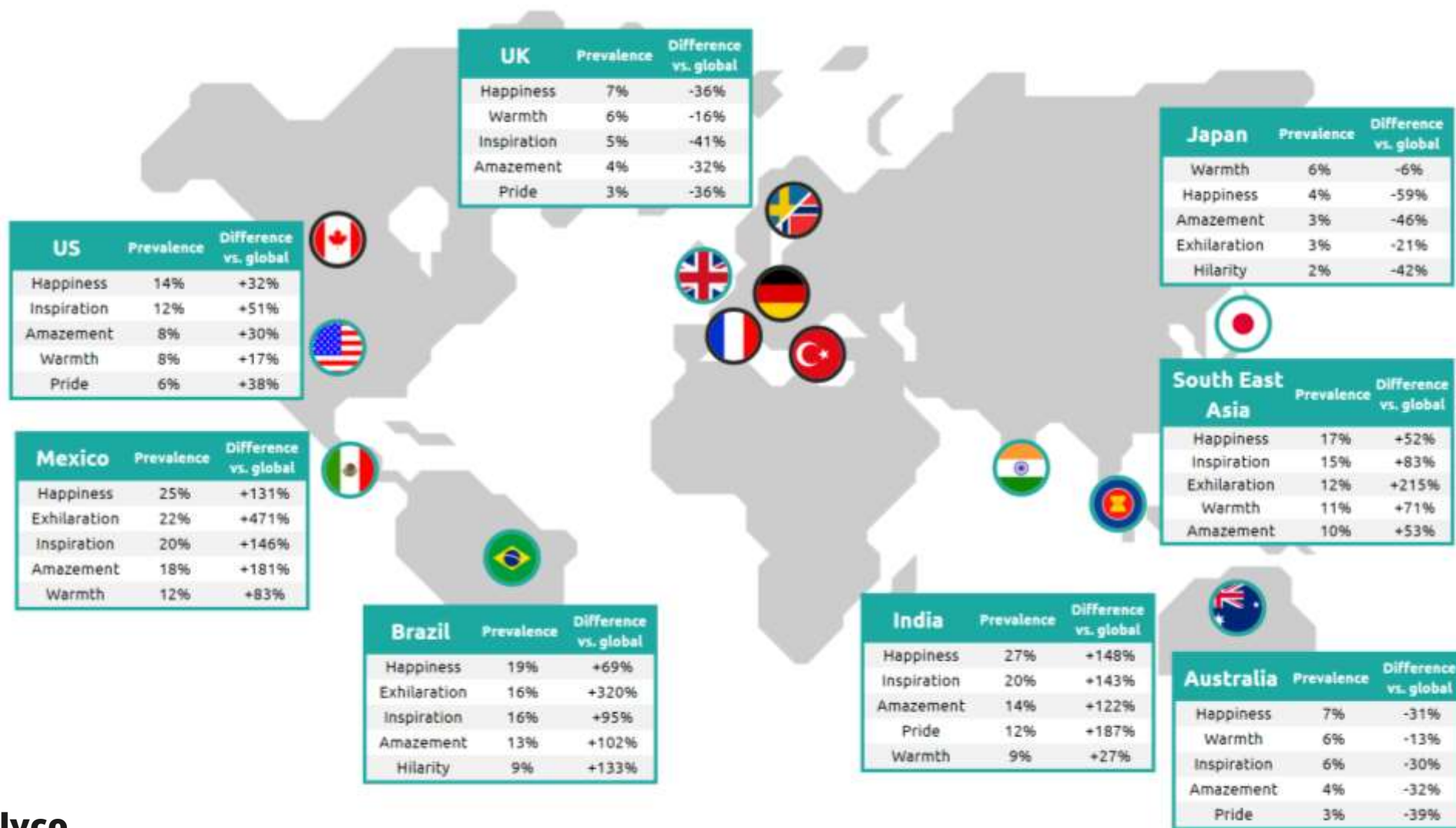
US Millennial women respond most to **happiness**



Demographic: 25-34 Female

Market: US





Emotional PMPs



Match the emotions of your ad to the mood of its environment

- 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
- Private Marketplaces use only sites meeting highest level of emotional intensity



Happiness

Exhilaration

Amazement

Inspiration

Hilarity

Sadness

Warmth

Pride

Nostalgia

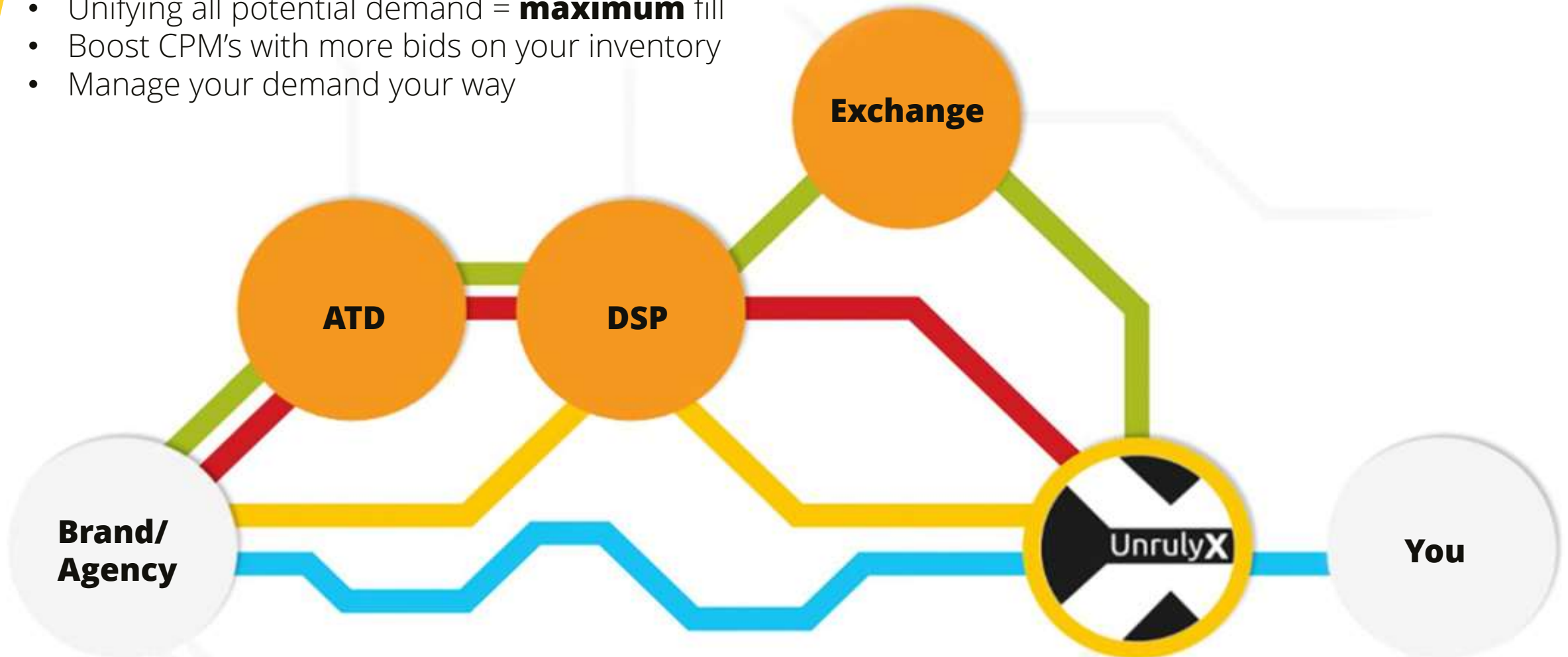
Surprise

Knowledge

Put your feet up, **we've got this**



- Unifying all potential demand = **maximum** fill
- Boost CPM's with more bids on your inventory
- Manage your demand your way



3

USERS (STILL) COME FIRST



Your viewers want **control** and **choice**



81%

Sometimes, often or always
mute video ads

71%

Like to be in control of video ads

63%

Are annoyed by forced pre-roll
(and put-off the brand)

Especially on mobile



44%

lock their phone in vertical

54%

annoyed when mobile ads play with auto sound

64%

dislike ads because they get in the way of online content

**100
M**

hours viewed daily on Facebook

10B

videos viewed daily on Snapchat





Lifestyle

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

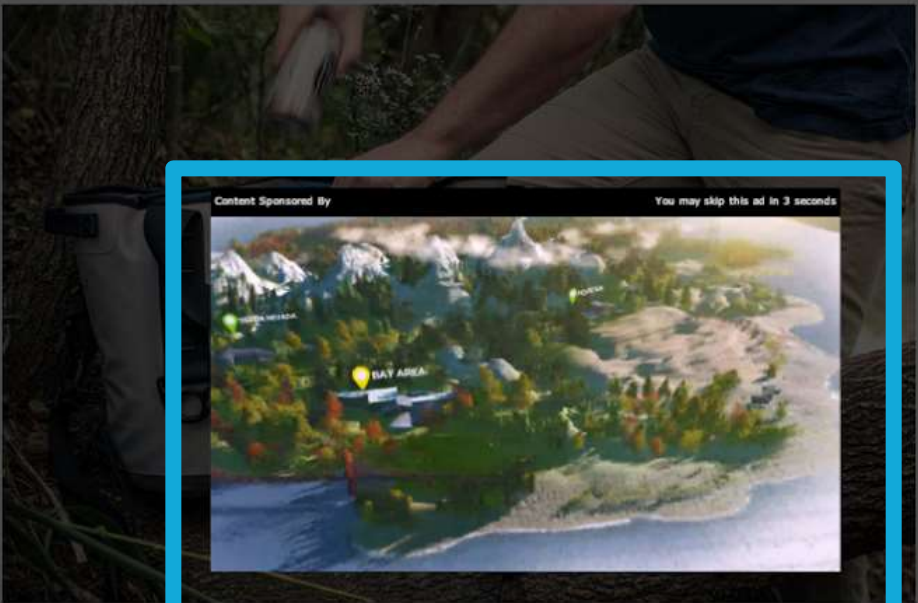


Hunter Atkins
Contributor

Offerings for the executive
athlete, chef and
entrepreneur made us

FOLLOW ON FORBES (13)

FULL BIO >



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.

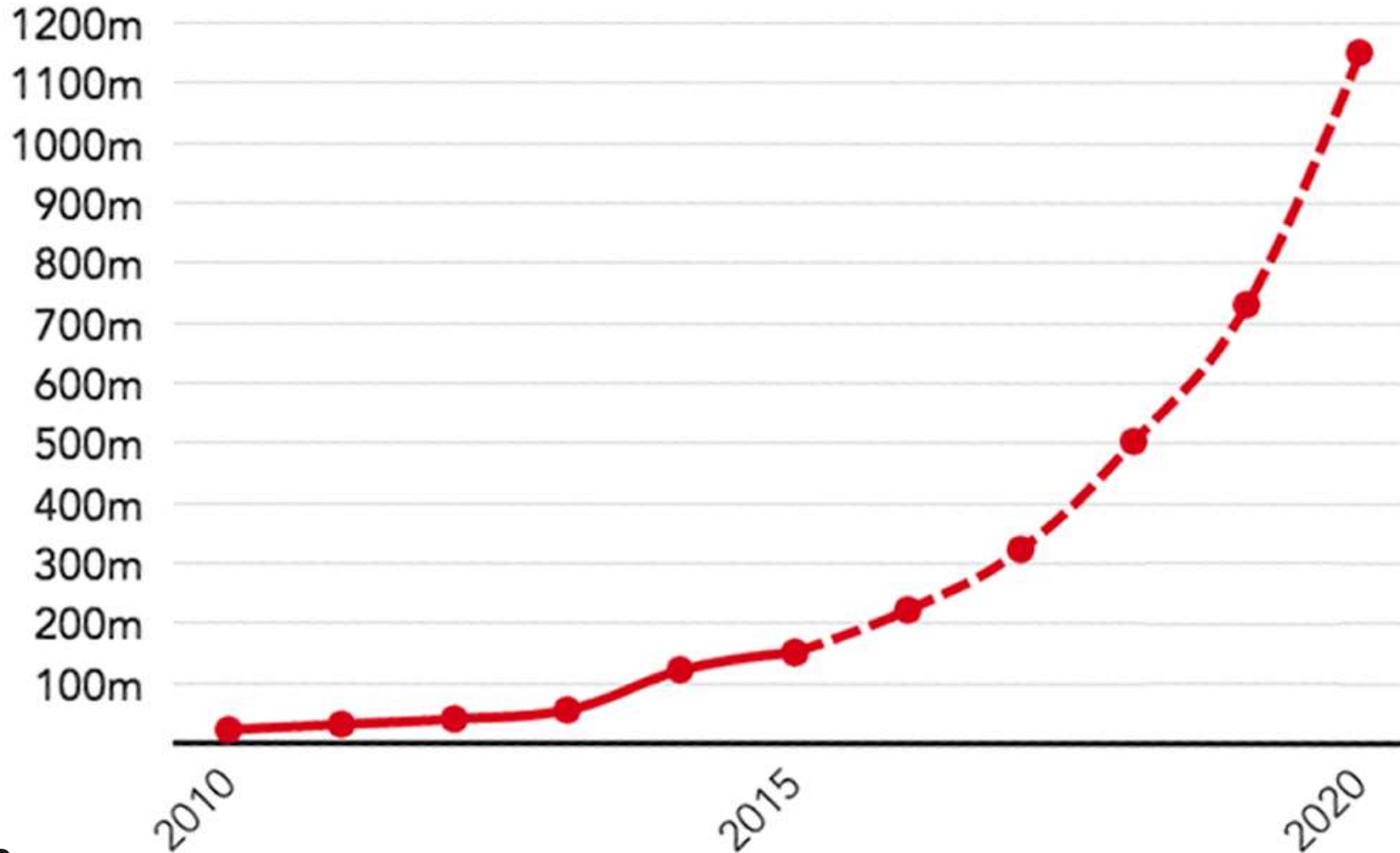
The coolers are insulated with a commercial-grade pressure-injected polyurethane foam in the walls "that gives it ice for days," says Yeti's director of product marketing DJ Bell. That advanced technology combines with superiorly durable material. Coolers get beat up. Fishermen and hunters stand on them.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



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



Number of people using ad blockers



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Source: Pagefair and Adobe
2015 Ad Blocking Report



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Less is more
Fewer Placements
Faster Page load

***Smart data and
targeting***

***Apply LEAN
Guidelines***



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81%

of Millennials and Gen Z either don't mind when they see ads that are for products or services that interest them



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Source: Unruly FVL Survey, 3,200 global respondents aged 11-69, July 2015

All Unruly ad formats are **user friendly**



**OUTSTREAM
VIDEO**



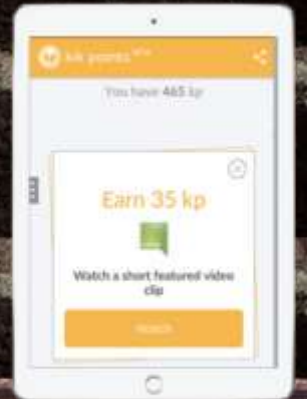
**VERTICAL
VIDEO**



**NATIVE
NEWSFEED**



**SKIPPABLE
PRE-ROLL**



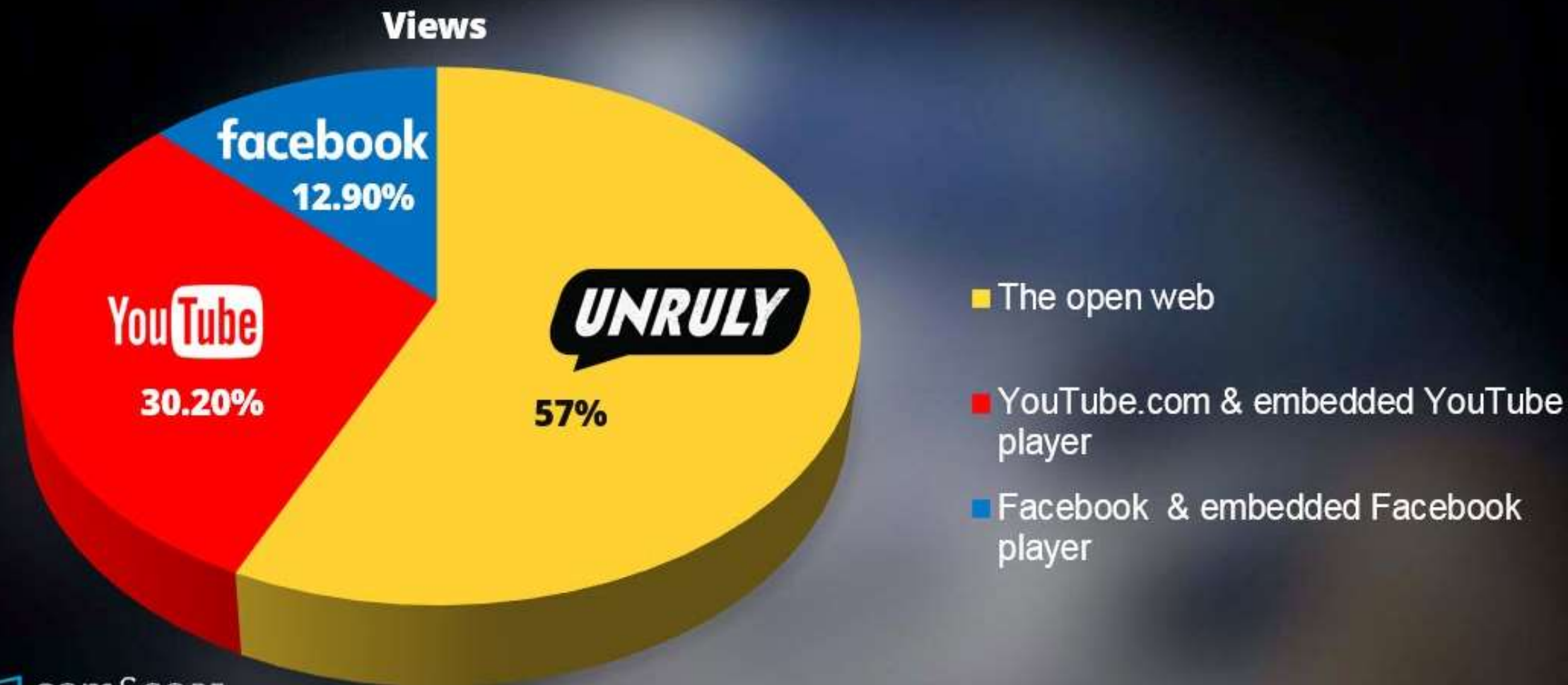
**REWARDED
VIDEO**

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**

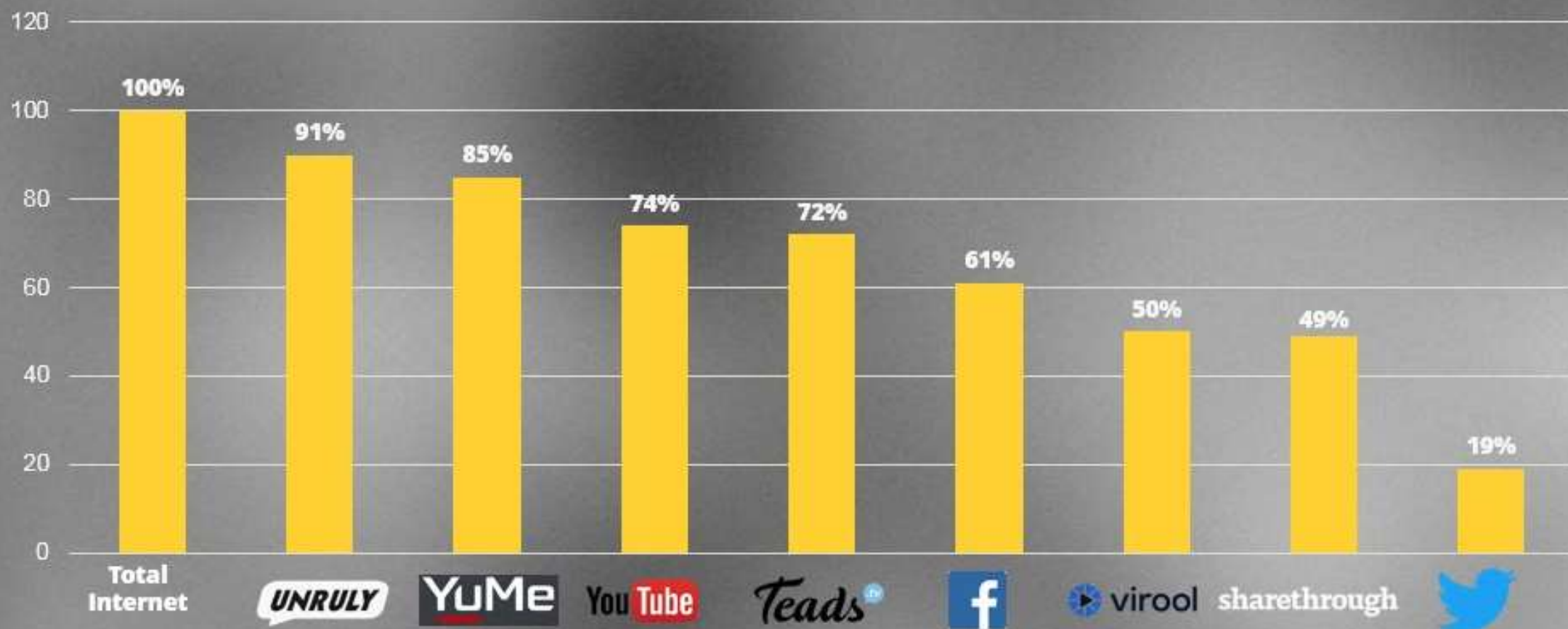
We're helping publishers get their content
out there



Unruly is #1 in the US



Reach audiences at scale!



Source: comScore Key Measures Jul 2016



Where do we go from **here**?

Get emotional, **intelligently**

UNRULY

Apply emotional intelligence to your site and advertisers



UnrulyX Future Video Lab

UNRULY



- **Inspire** your video strategy
- Video filled **case studies & best practices**
- Interactive **insights & workshops**

We work with **91% of the AdAge top 100** brands



L'ORÉAL
PARIS



SONY



PEPSICO

Mondelēz
International

the power of big. and sm.



Disney



RENAULT



GlaxoSmithKline

Coca-Cola

Kellogg's



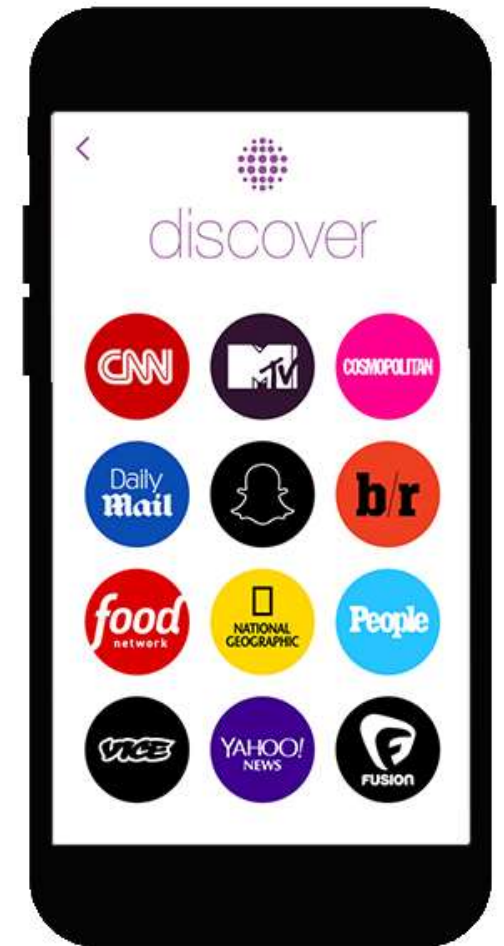
Microsoft

MARS



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The world is **changing fast**



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We Can Do It!

UNRULY

Test

Learn

Iterate



THANK YOU!



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