MAKE A LASTING IMPRESSION

25 July 2017
Major Brands Were Born Through Video
To the World of Today
In a world where we block ads more than ever…

… we continue to send brand messages

- I skip ads whenever I can: 62%
- I installed an ad blocker/changed settings: 47%
- I look away from screen/do something else: 46%
- I don’t mind ads: 25%

Chart showing the percentage of people who skip ads:

- Totally Explicit: 34%
- Mostly Explicit: 30%
- Mostly Implicit: 21%
- Totally Implicit: 15%
And the risks involved are getting greater…

<table>
<thead>
<tr>
<th></th>
<th>Brand Favourability</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best (top 20%)</td>
<td>6.4</td>
<td>7.7</td>
</tr>
<tr>
<td>Average</td>
<td>1.3</td>
<td>1.8</td>
</tr>
<tr>
<td>Worst (bottom 20%)</td>
<td>-3.5</td>
<td>-3.3</td>
</tr>
</tbody>
</table>

% difference Exposed vs. Control
FIVE WAYS TO MAKE A LASTING IMPRESSION
#1
MAKE A MEANINGFUL IMPRESSION
Show meaningful difference
Meaningful difference makes good creativity great

ANALYSIS OF SAME 95 BRANDS
Average change in brand value from 2007-2017

Meaningfully Different

Advertising Appeal

High

+187%

+21%

Low

Meaningfully Different

Low

+82%

+19%
WORK WITH THE BRAIN, NOT AGAINST IT
MAKE PEOPLE ‘FEEL’ SOMETHING
GOOD STORYTELLING LEAVES AN IMPRESSION
Stories leave impressions

- No story: 62%
- Story: 38%

**Ads with no story**
- Explicit: 68%
- Implicit: 32%

**Ads with story**
- Explicit: 56%
- Implicit: 44%
#4

NO BRAND MEANS NO IMPRESSION
Branding is the best single predictor of in-market effects

High branding scores related to stronger sales effects

Short Term Sales Increase (%)

- Low Branding: 53%
- Medium Branding: 59%
- High Branding: 68%

Brand ‘fit’ is vital in making story ads compelling

Motivation

- Stories with Good Brand Fit: 55%
- Stories with Bad Brand Fit: 26%
#5
GET THE CHANNEL RIGHT
TV and digital; a partnership

Digital Ad spending of total Ad Spends

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>16.9%</td>
<td>20.3%</td>
<td>23.8%</td>
<td>27.2%</td>
<td>29.6%</td>
<td>30.8%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>14.3%</td>
<td>17.0%</td>
<td>19.7%</td>
<td>22.3%</td>
<td>23.9%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Philippines</td>
<td>13.1%</td>
<td>16.2%</td>
<td>18.7%</td>
<td>21.0%</td>
<td>22.9%</td>
<td>24.2%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>13.0%</td>
<td>16.0%</td>
<td>18.4%</td>
<td>20.6%</td>
<td>22.5%</td>
<td>23.6%</td>
</tr>
<tr>
<td>Thailand</td>
<td>12.7%</td>
<td>15.1%</td>
<td>17.5%</td>
<td>19.8%</td>
<td>21.5%</td>
<td>22.7%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>12.5%</td>
<td>14.8%</td>
<td>17.1%</td>
<td>18.8%</td>
<td>20.1%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>34.4%</td>
<td>39.4%</td>
<td>44.4%</td>
<td>48.8%</td>
<td>51.2%</td>
<td>53%</td>
</tr>
</tbody>
</table>
1. MAKE A MEANINGFUL IMPRESSION
2. WORK WITH THE BRAIN, NOT AGAINST IT
3. GOOD STORYTELLING LEAVES AN IMPRESSION
4. NO BRAND MEANS NO IMPRESSION
5. GET THE CHANNEL RIGHT