

Realtree's Max5 Trueview YouTube Advertising

Timing: December 18-31, 2013

Test: Advertising on YouTube

Duck Commander Max5 :15 Spots

Drive Traffic to Max5 Micro-Site

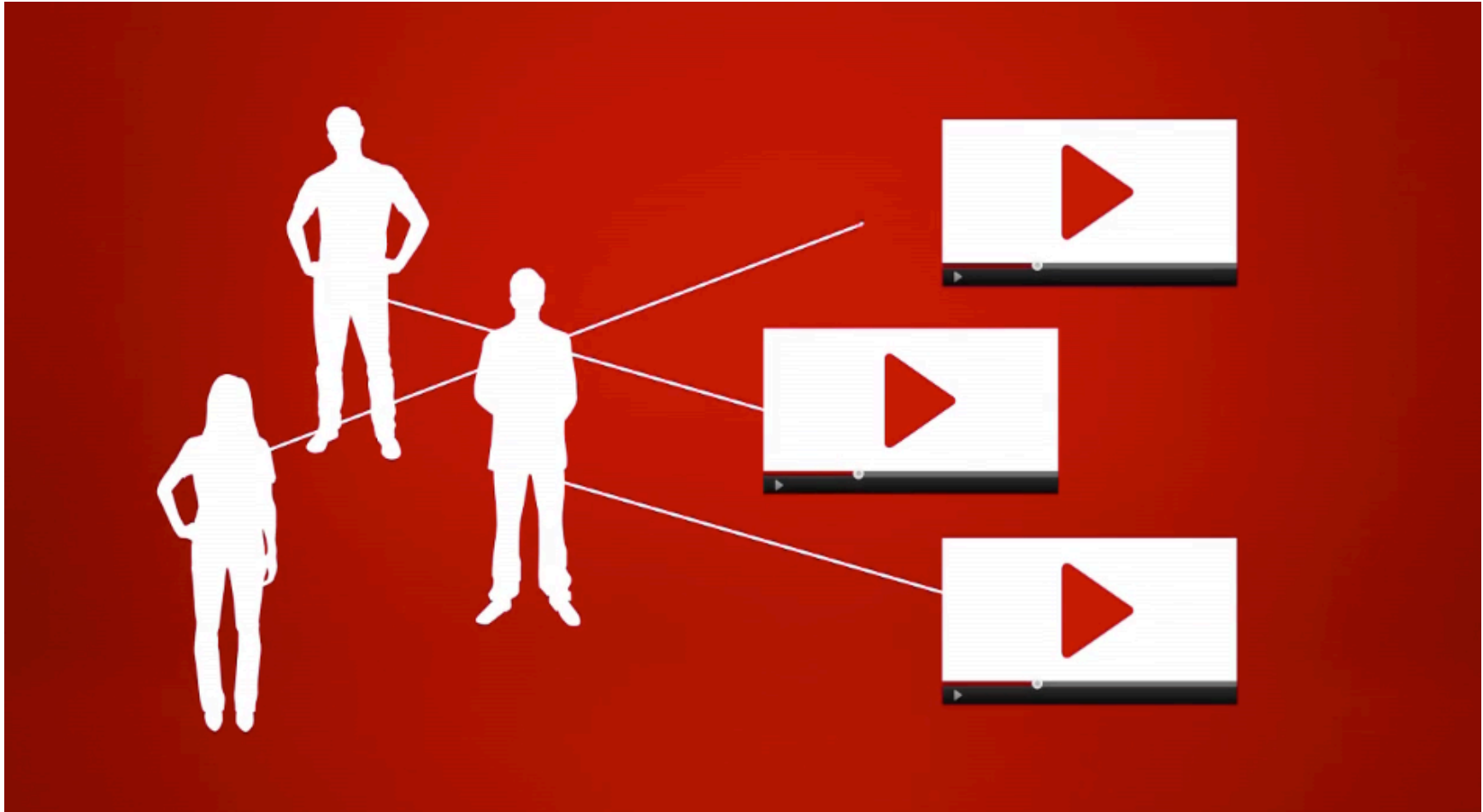
YouTube + Google Adwords



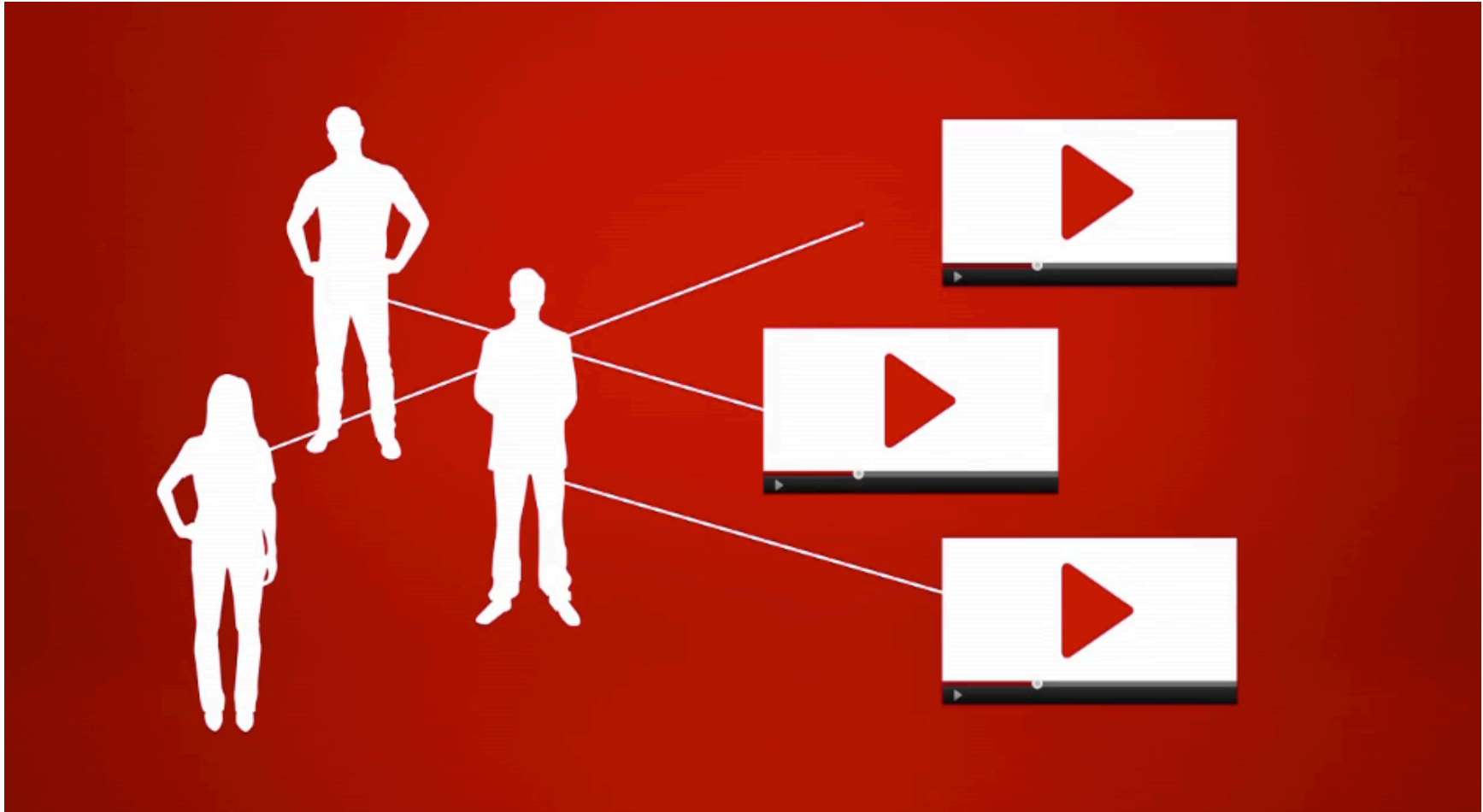
TrueView YouTube Advertising



TrueView Video Ads let Viewers Choose You



Pay only when they choose to watch
your ad.



TrueView, Four Different Ways: inView, inDisplay, inSearch, inStream



TrueView in-stream ads

- This type of ad plays like a traditional TV-Style ad, shown after or during another video play from YouTube partner.
- It allows the viewers to skip the pre-roll ads after viewing it for five seconds.
- Sponsors pay for the ads which are viewed either for thirty seconds or until end of video.

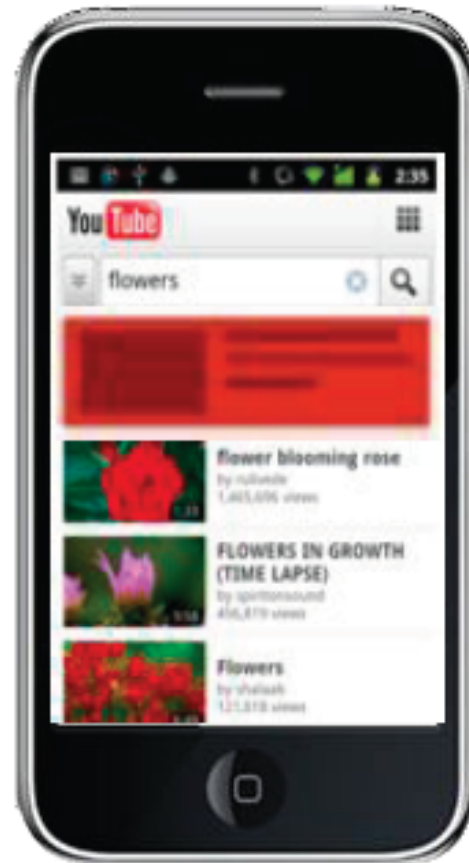
MAX5 Trueview Campaign



TrueView in-display ads

- These ads are shown before playing YouTube partner videos lasting ten minutes or longer.
- Viewers can either watch one of these advertisements, or can opt to view regular commercial breaks interspersed through the video.
- Sponsors are charged only when the viewers choose to watch the video or the ads.

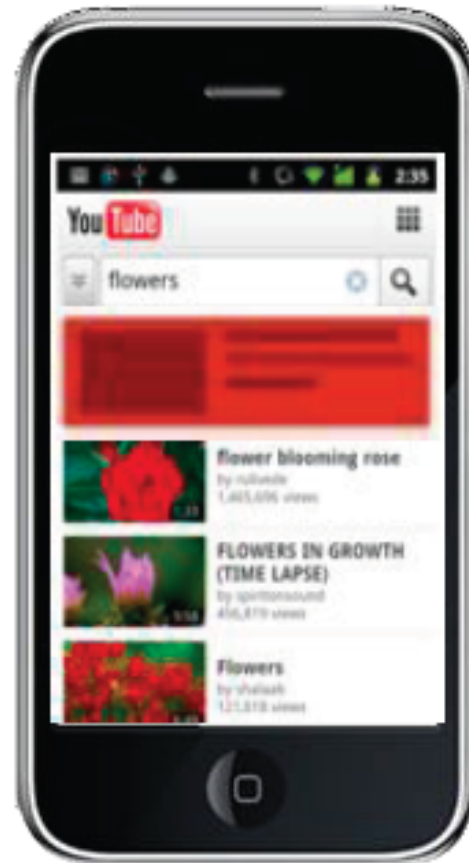
Trueview inSearch



TrueView in-search ads

- These video are displayed in a special promoted section of the search result pages on Google Video or YouTube, when the viewer's search matches with the keywords of the advertisement.
- Sponsors pay for the ads that the viewers start to watch.

Trueview inSearch



TrueView in-display ads

- These are legacy formats, which appear in the video overlay promoted by YouTube.
- In-display ads are also shown in related videos, video search results and Click-to-Play formats of Google, assuming there is a match for the target audience.
- The appearance of the video depends on the publishers and the sponsors are charged only when the viewers opt to watch the video.

Advantages of TrueView Advertising

- Less than thirty seconds - website click-through is also free of charge.
- It is possible to target the audience according to their demographics, interests or keywords they use in search.
- TrueView is available across wide range of devices, like PC's, tablets, smartphones or mobile devices.

New Approach to Video Production and Advertising

- These ads on YouTube and Google Display Network are characterized by consumer's choice, lower cost and higher engagement of the viewers.
- TrueView videos allows us to reach a greater number of our target audience than ever before.

Overall Campaign Performance

Free Video Impressions: 341,285

Full Video Views (Paid): 85,512

Website Clicks: 1,562

Key Takeaways

- Overall, the campaign performance was extremely strong, especially given the limited time frame.
- Just under a half-million unique viewers were exposed to the brand in just 10 days.
- The 1,562 website clicks would have cost nearly \$4k alone if advertised through AdWords or a similar platform. With our campaign, this is purely an added value.
- The 85k+ full views is at the high end of the spectrum (percentage-wise) in respect to the total number of views. This attests to the content being desirable to the viewer.
- Female viewers were higher than expected. (61k free views and 15k full views)