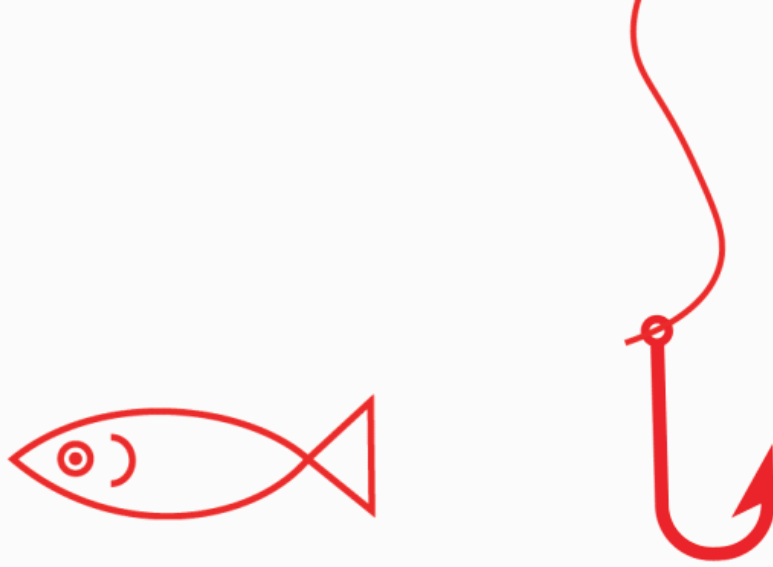


loopMe™

VISUAL CREATIVITY

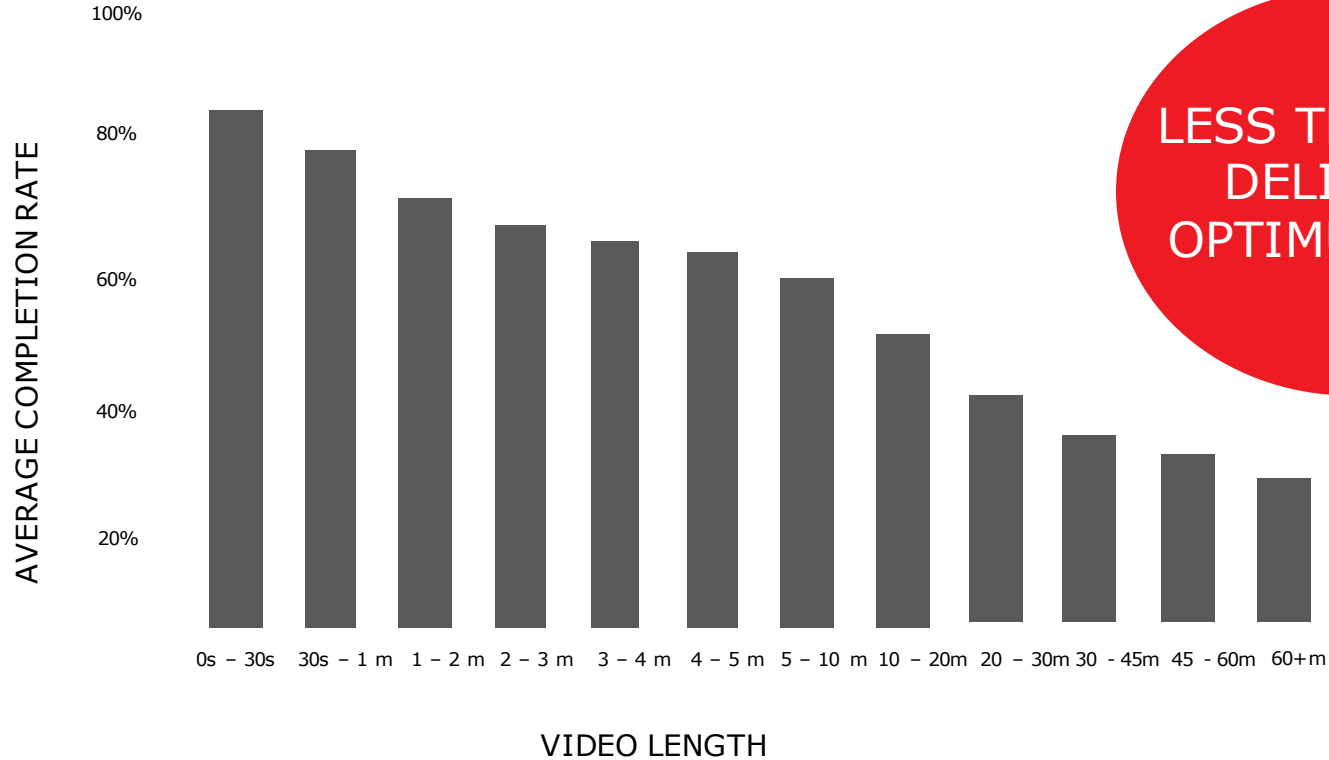
JACK EDMONDS, HEAD OF AGENCY SALES, LOOPME

CREATING THE ULTIMATE VIDEO CAMPAIGN



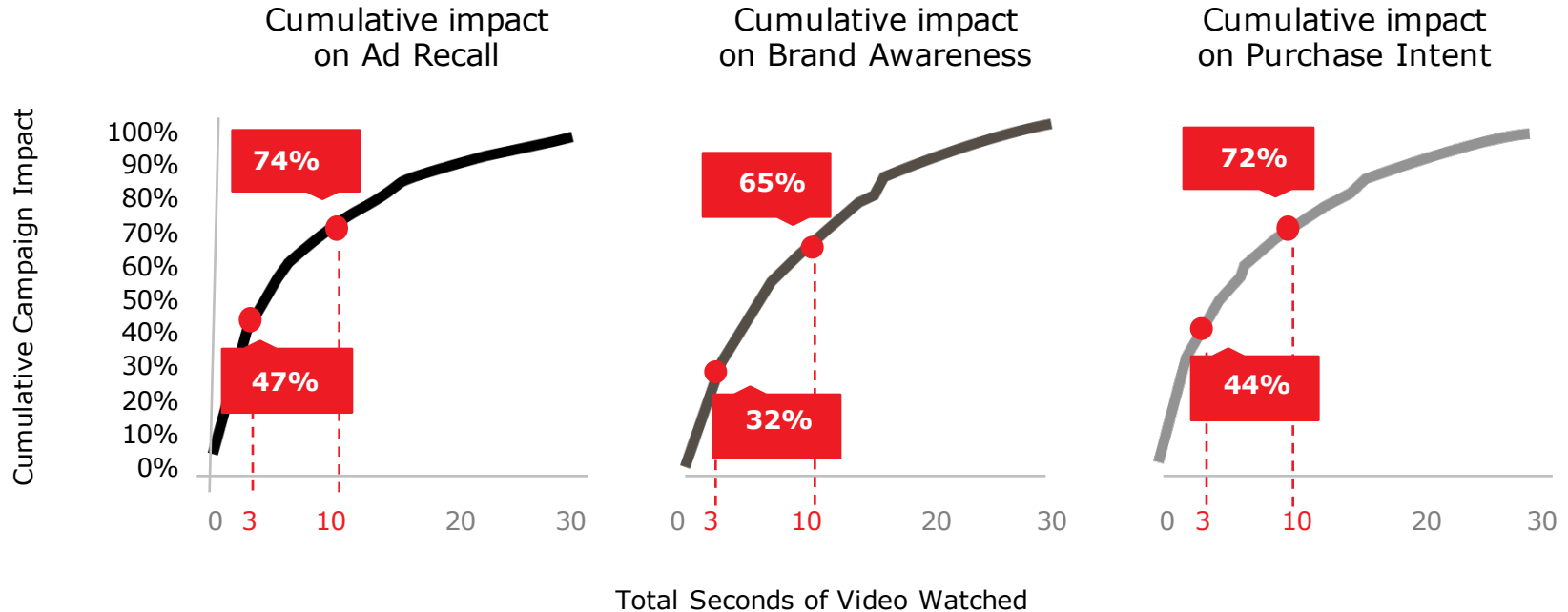
THE AVERAGE ATTENTION SPAN IS 8.25 SECONDS
DOWN 45% SINCE 2000

KEEP IT SHORT



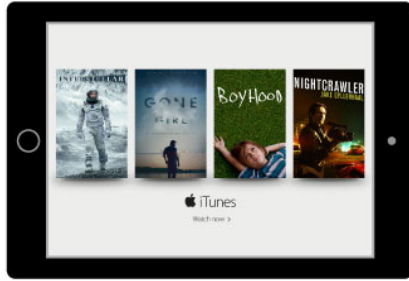
LESS THAN 30s
DELIVERS
OPTIMUM VCR

10 SECONDS TO MAKE AN IMPACT

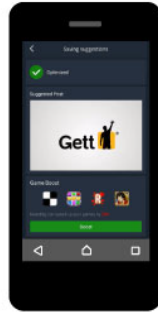


Source: Nielsen and Facebook

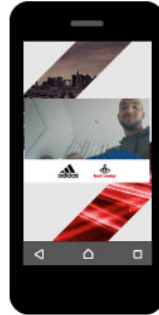
CONSIDER THE FORMAT



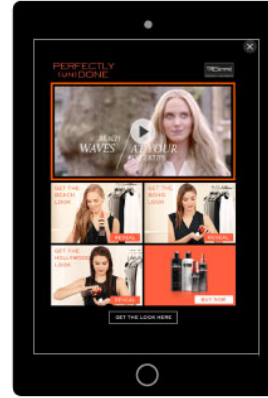
PRE-ROLL
& FULL-SCREEN



NATIVE
VIDEO



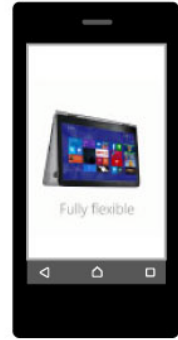
EMBEDDED
VIDEO



RICH MEDIA
VIDEO



RICH MEDIA
TO VIDEO



PORTRAIT
VIDEO

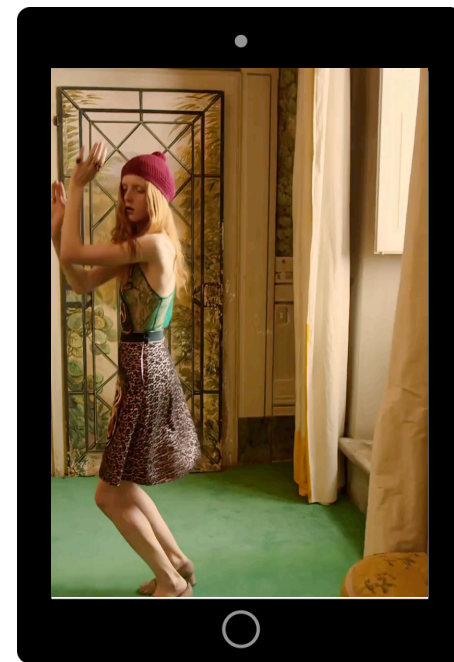


FULL-SCREEN PORTRAIT VIDEO



5% in
2010

29% in
2015



SOUND ON/SOUND OFF





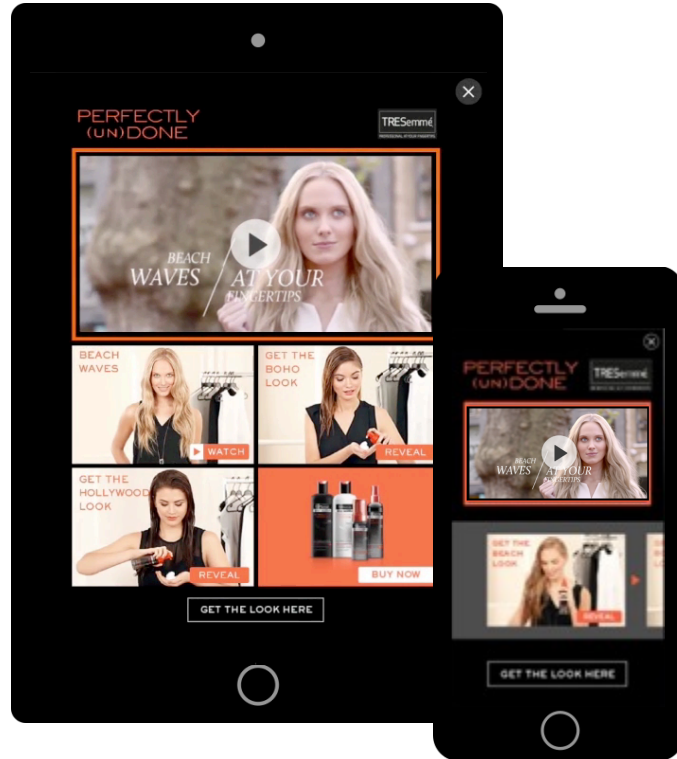
MAKE IT RICH



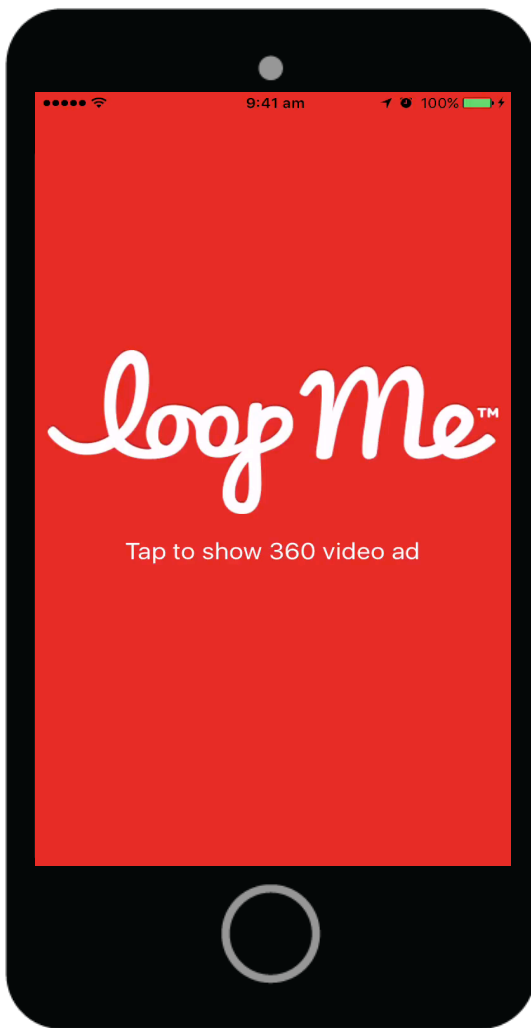
72% ER &
27% VCR
for 2min
video



INTERACTIVITY



ENGAGEMENT
RATE OF
19.2%



SIZE MATTERS

THINK ABOUT FORMAT

VERTICAL VIDEO

SHHHH! AUDIO OFF

BE CREATIVE WITH THE DEVICE

MAKE IT RICH

ANY QUESTIONS?