

Branding Innovation

How Content Apps Contribute Value to Brands



Morden Chen
General Manager at Alibaba UC Ads

From TV to Mobile



We used to watch TV with families



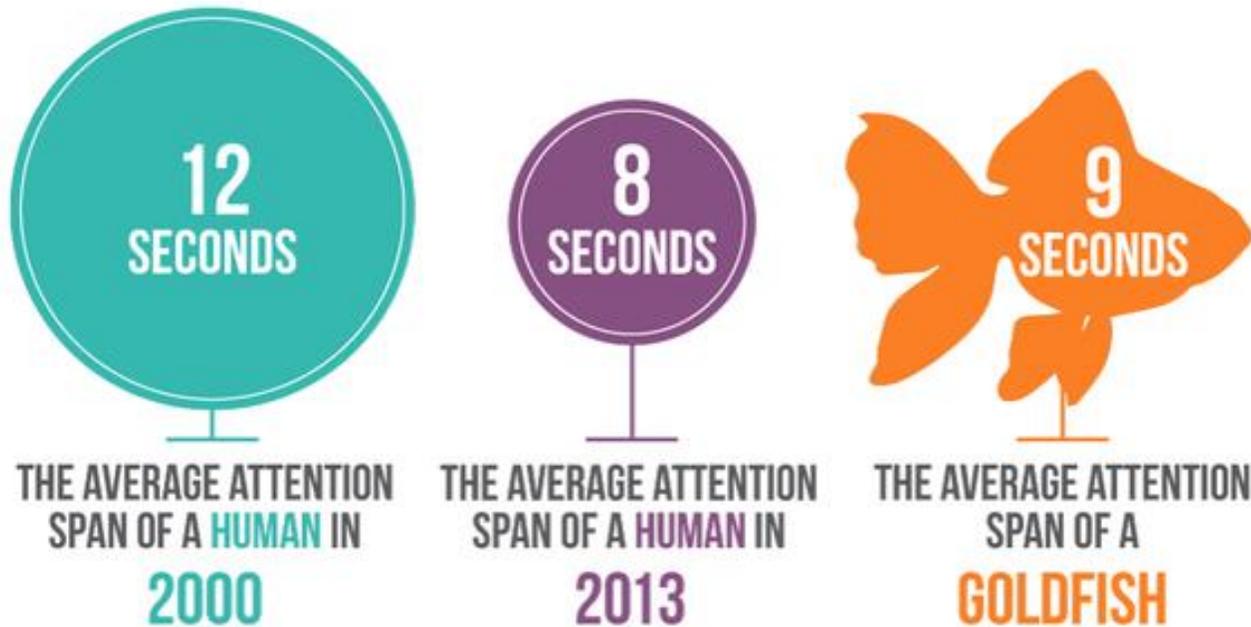
Continuous content

Now my phone just can't live without me



Snackable Short content

As customers have even shorter attention span than goldfish's, **short condensed** content outstands



Video Ads, Long Form or Short Form?

Mobile video is watchable, shareable and re-watchable



67% of users has brand recall after video ads of 15 sec , the equivalent number of 45 sec video ads is 3.8%. 15 sec video ad is 17 times as much as 45 sec.

By 3rd party data consulting agency DCCI



Among video ads of 15 sec, 45 sec and 60 sec, 15 sec video ads deliver the most memory to customers.

By Millward Brown, top 10 research firm

Innovative Storytelling

Eye Catching

when users
open an app

Large Impression

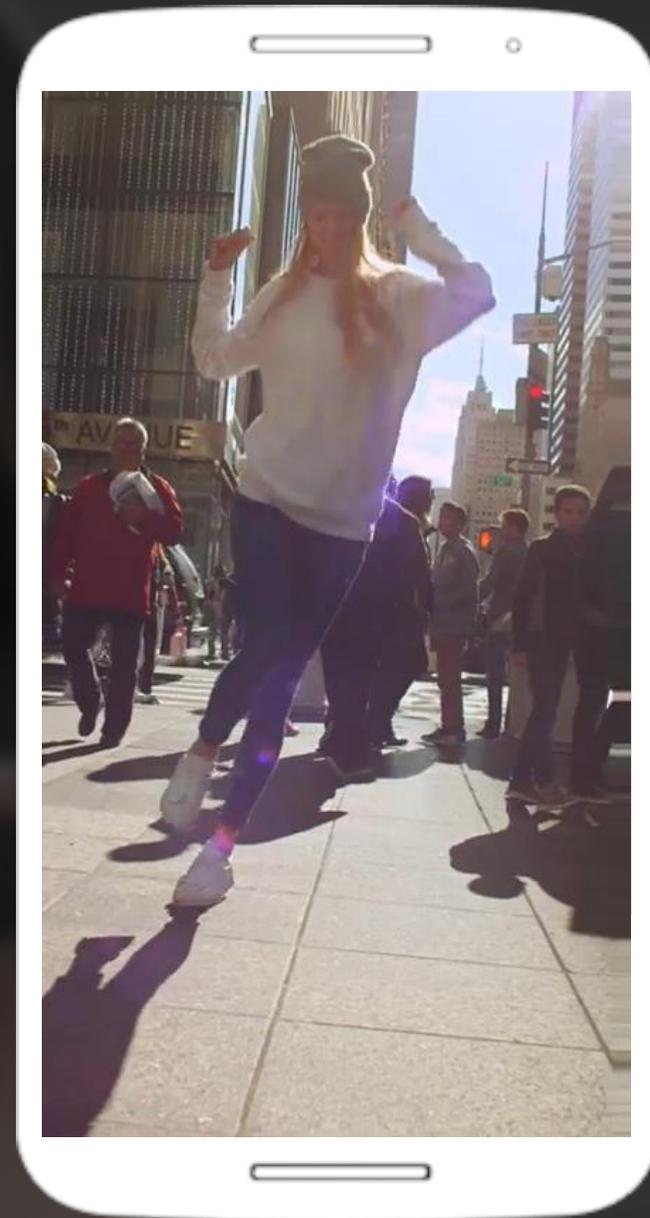
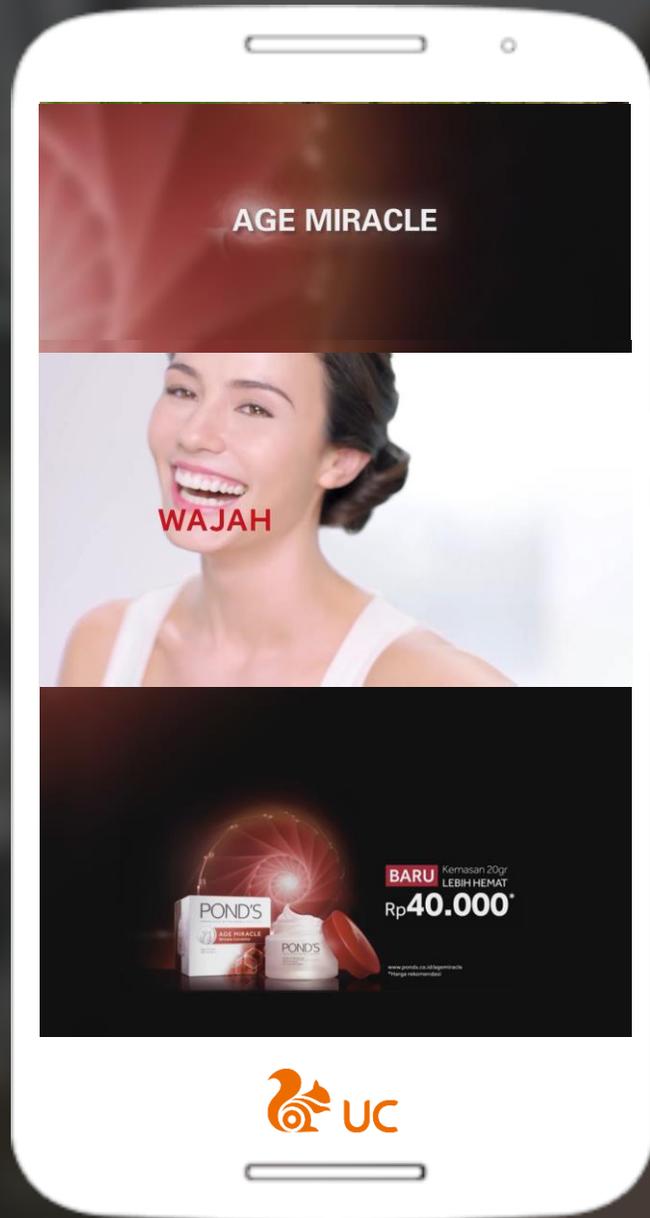
Vertical video, bigger
display

Clickable

Install/engagement
/order



Splash Video



In-Feeds Storytelling

Native ads

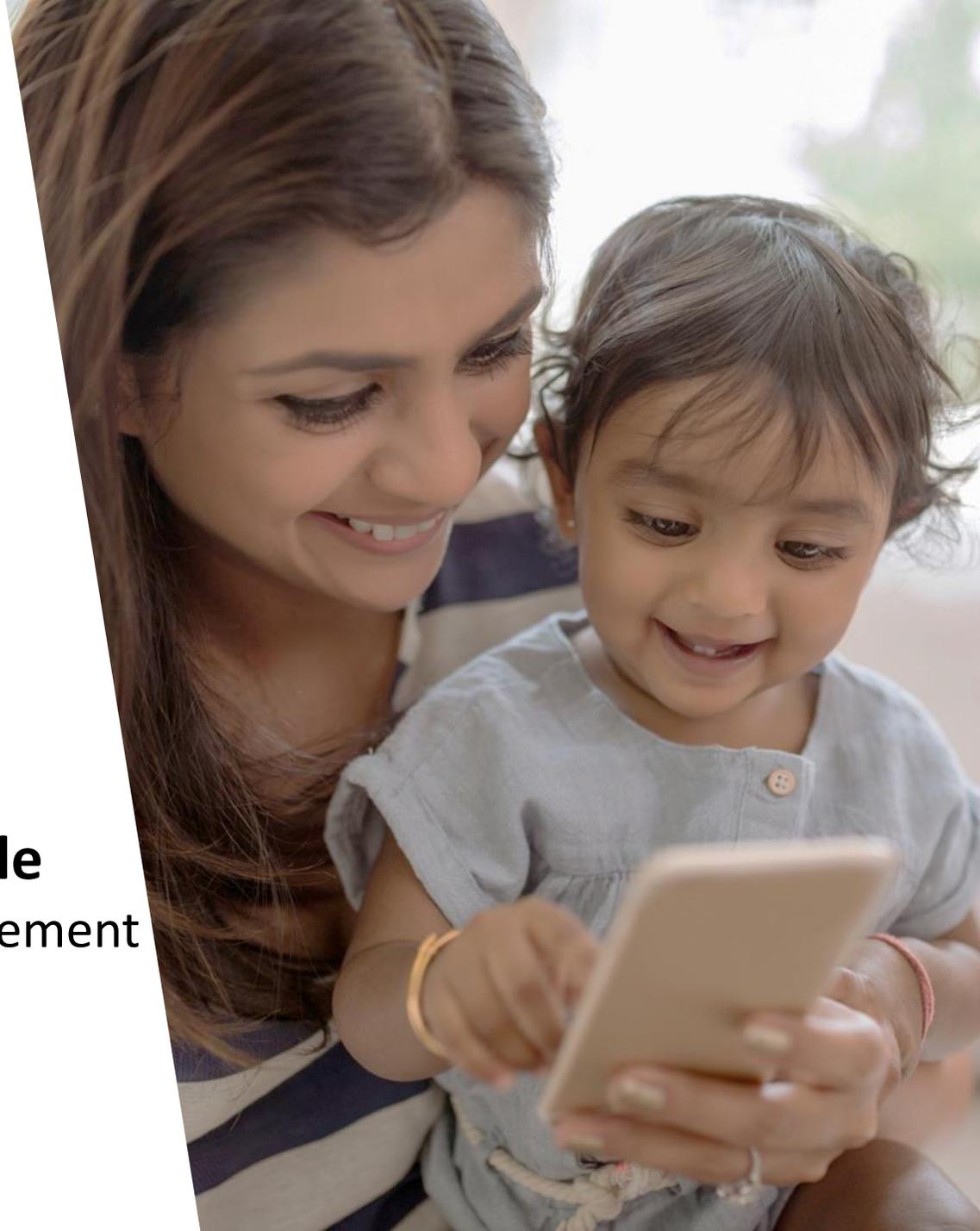
Non-intrusive video,
like normal content

Auto-Play

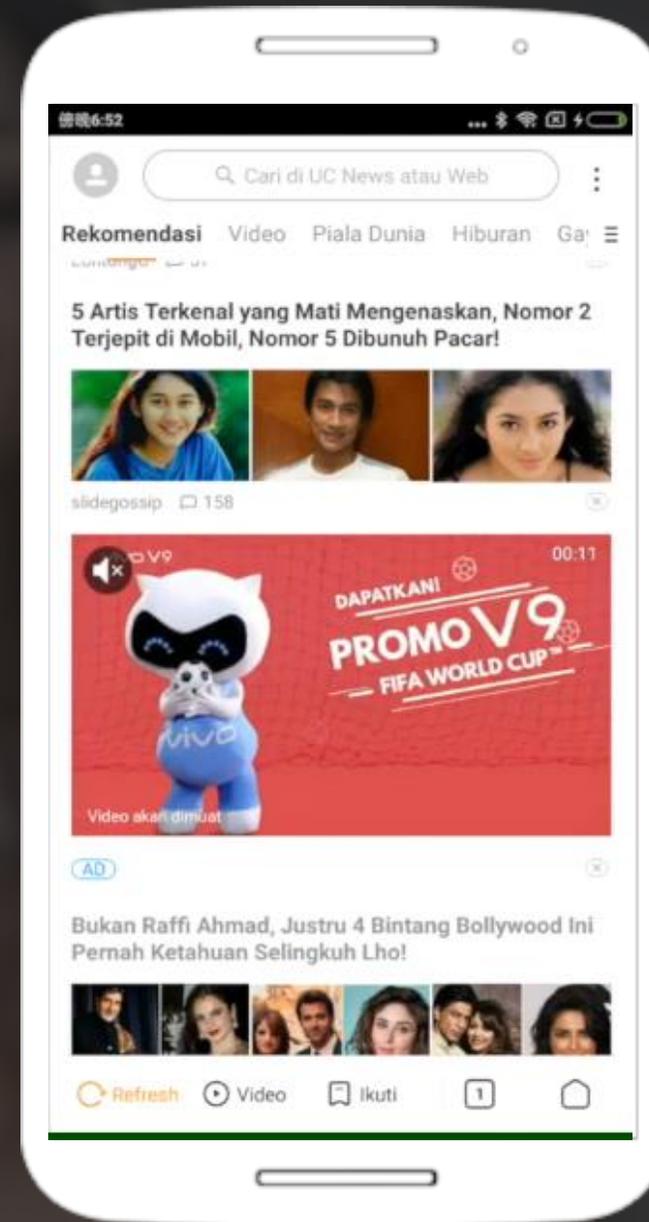
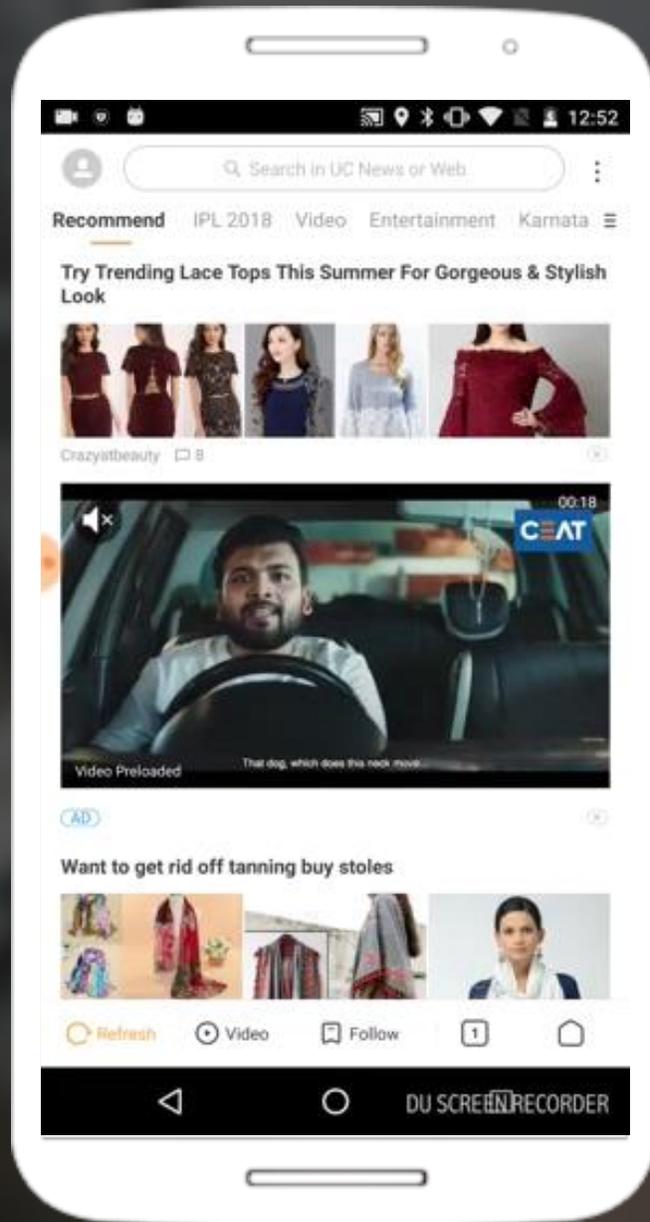
Automatically
show to users

Clickable

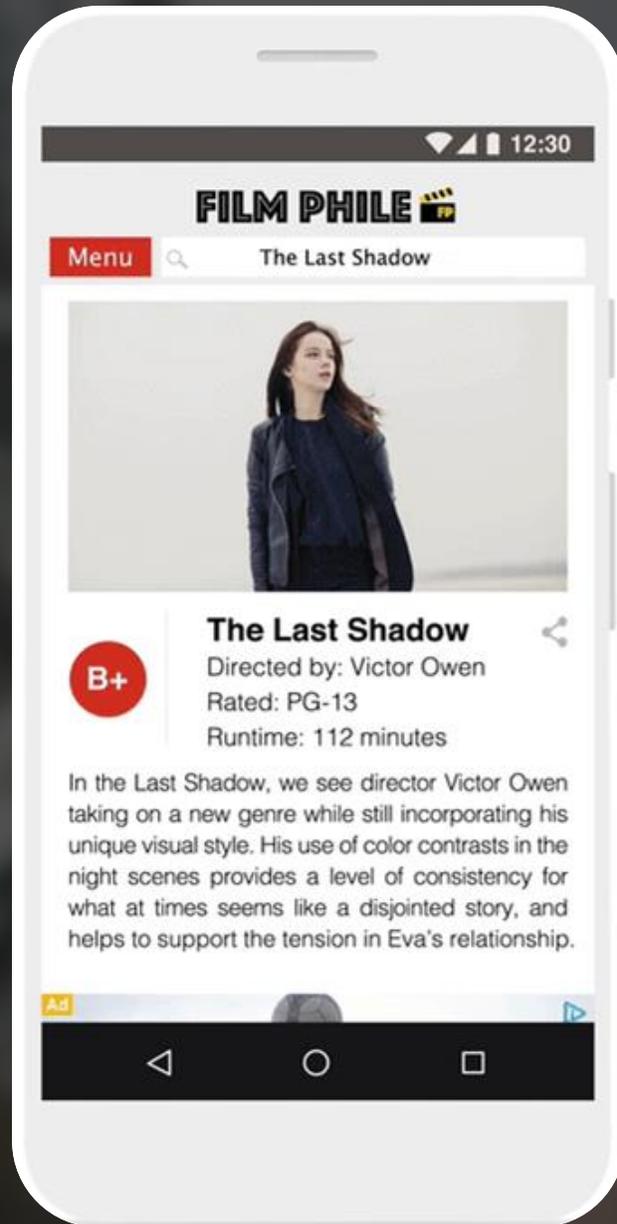
install/engagement
/order



In-Feeds Video



In-Article Video



Pioneer

In the Market

Video between native content
Valuable Esposure
Clickable

UC Ecosystem

Value – Algorithm - Users



Content Lab

Influencers Pool
Cover sports, 3C, fashion,
lifestyle, auto, and more
than 10 verticals

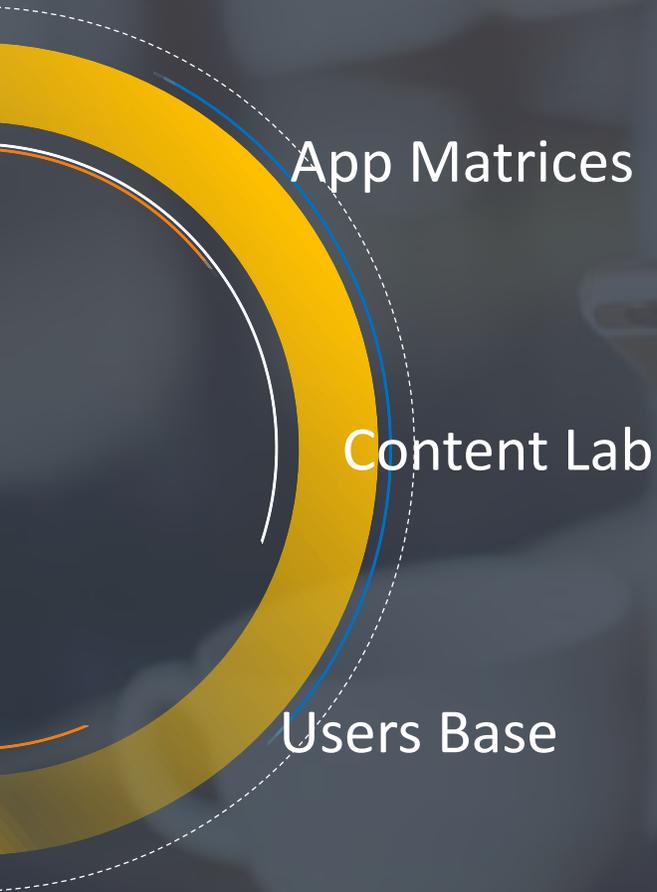
App Matrice

- ◆ UC News
Vision - NO.1 NEWS APP IN INDIA
- ◆ UC Browser
NO.1 BROWSER APP IN INDIA
- ◆ 9Apps
NO.1 3rd PARTY APP STORE IN INDIA

Users Base

- ◆ Profound Profile
- ◆ Interest Targeting

Facilitate UC Ecosystem Resources Innovative Branding Solutions Provider



Engagement

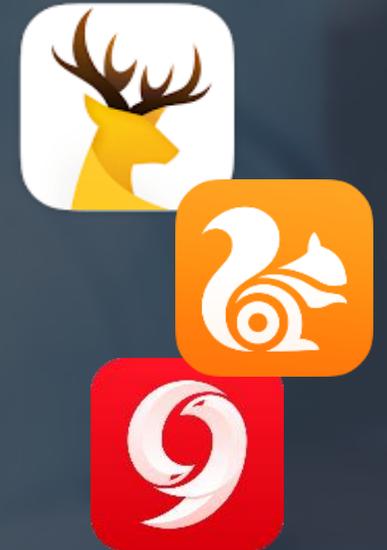
Connect with customers

Content Marketing

Celebrities, Buzz Solutions for brands

Interest Targeting

Reach the right audience at the right moment

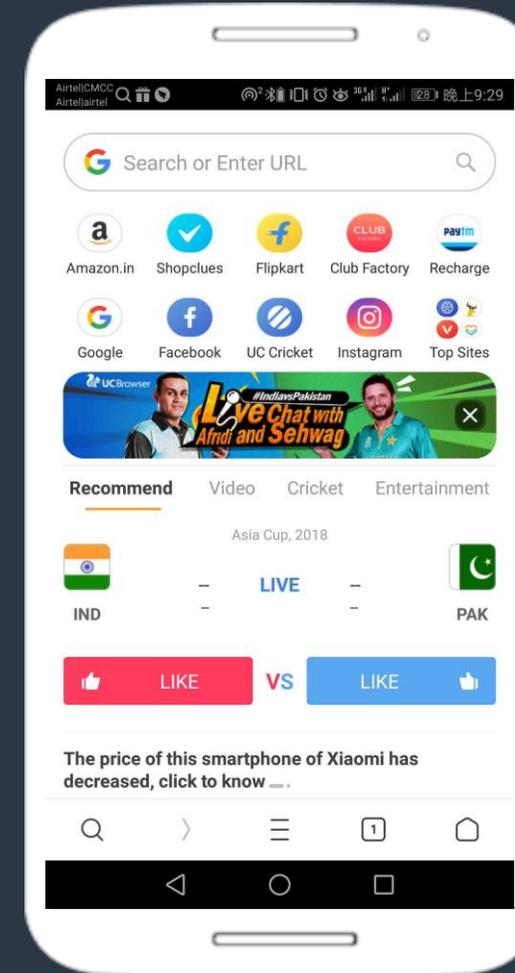
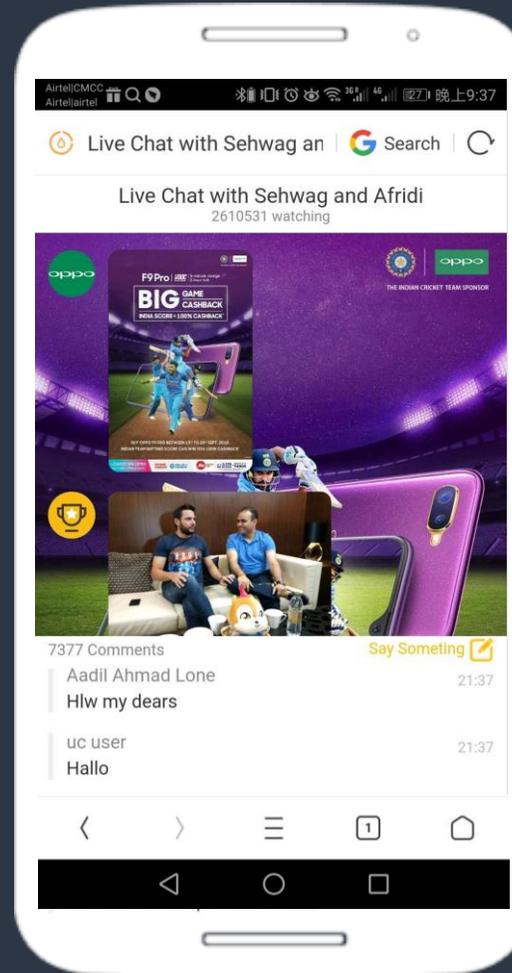
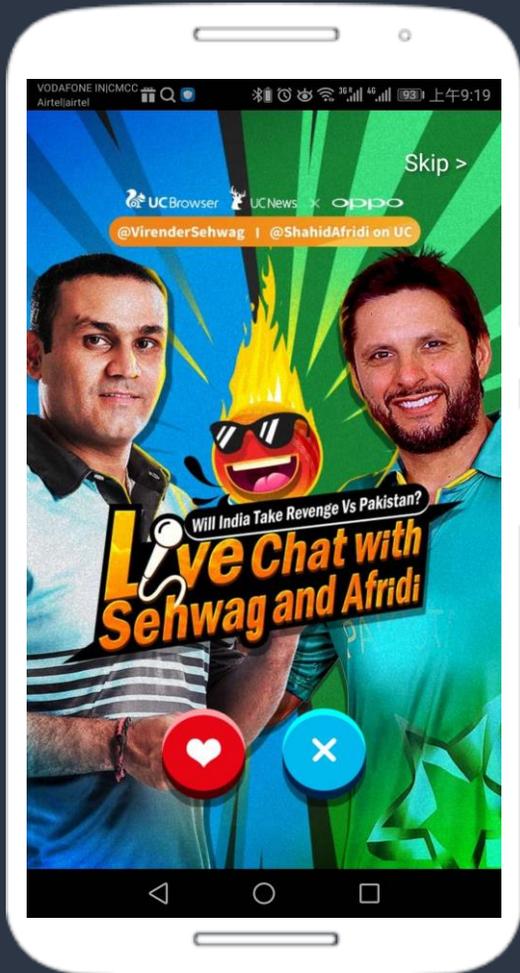


Innovative Branding solutions

Asia Cup Live Chat OPPO Sponsorship

Live Chat: Virender Sehwag Meets Shahid Afridi

Two great cricketers in conversations about the Indo-Pak cricket clash



4 million+
in live streamed
chats

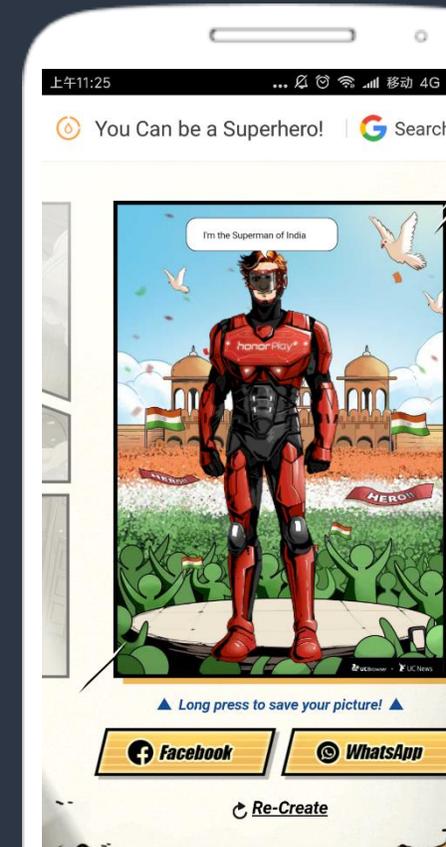
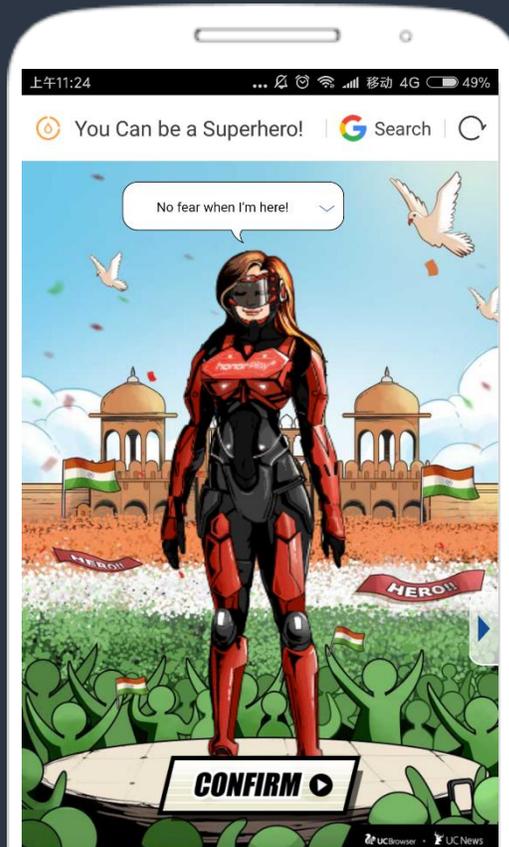
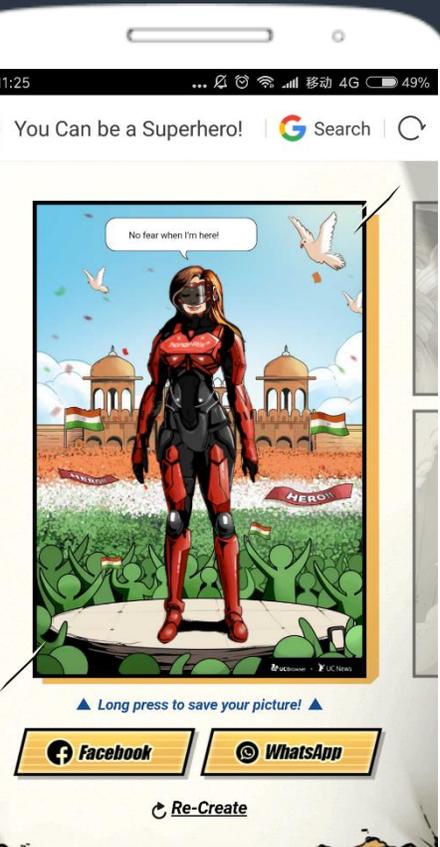
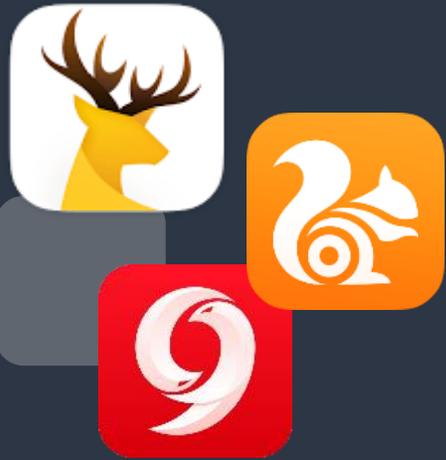
7 million+
out steam buzz

Innovative Branding solutions

Honor Branded Superhero Campaign

Superhero campaign before Independence Day
Branded Honor Superhero Outfits

200,000+
share to friends



Buzz Solutions for HONOR

Honor 7X New Phone Review by Tech Celebrities

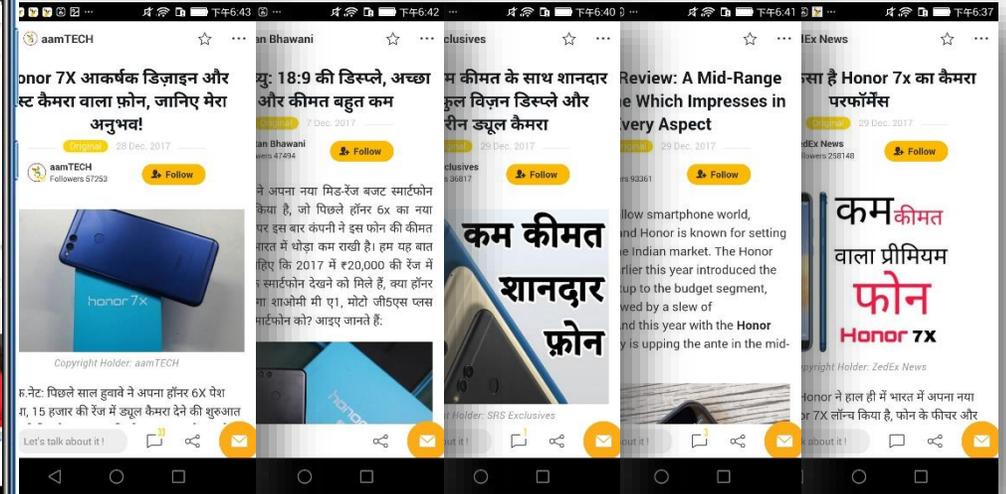
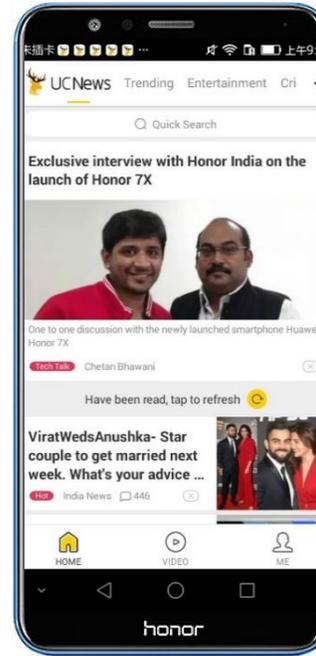
UC Influencers Network
Bloggers with 600k followers

Create Content through Content
Lab

Distribute to the right customers
UC Ads Algorithm

Reached 500k+ TA

Tech Star **Chetan Bhawani**, publish exclusive Interview article and posts on Omni media, including UC News, Facebook, Twitter and YouTube. reached 400k TA.



A composite image showing Chetan Bhawani's profile, a smartphone screenshot of his article, and a video of him reviewing the phone. The profile shows a yellow deer logo, Chetan Bhawani's name, "Founder, Editor", and "50509 Followers". Below the profile is a bio: "Your Techno Solver next door who gives easy solutions to daily life situations and shows you innovative ways of using the same technology." The smartphone screenshot shows the article "हॉनर 7x रिव्यू: 18:9 की डिस्प्ले, अच्छा कैमरा और कीमत बहुत कम" with a video player. The video shows Chetan Bhawani and another man reviewing the phone. The video player has a "GEEKFRANUT" logo in the top right corner.

UC Trends & Interest Targeting

Empowering brands marketing by Data capability

The screenshot shows the UC Media Lab website with a search bar and a list of keywords. The keywords are:

Rank	Keyword	Score
1	क्रिकेट	19797536
2	एशिया कप	19180108
3	पाकिस्तान	11470077
4	मिखर धवन	8822277
5	रोहित शर्मा	8111690

The report cover features the title "UC TRENDS OPPO DATA ANALYSIS REPORT" and the duration "Duration 2018.01.01--2018.07.01". It also includes the OPPO logo and the text "UC TRENDS OPPO DATA ON MOBILE PHONE".

01 OPPO Mobile Phone Popularity Index
Popularity index is weighted by reading, sharing and commenting on related articles of OPPO.

02 The Monthly Popularity Trends Of OPPO

JUNE COMMENTING

Long-term Preference

Short-term Preference

Instance Interest

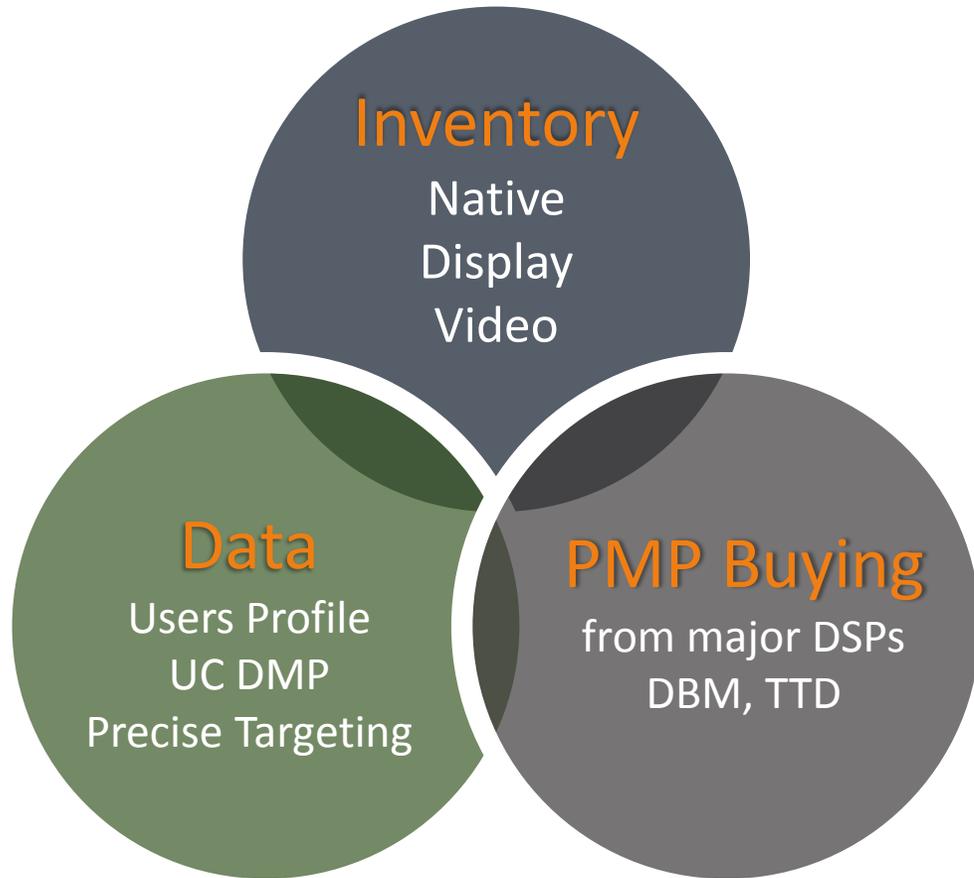
Stable Nature

Users Data & Profile

UC Data Science

Interests Targeting & Brand Analysis

Programmatic Buying



- Unilever APAC PMP Buying via TTD
- Interest Targeting via UC DMP
- Video Inventories Consumption



Thank You
We'll meet you at
Alibaba UC Ads booth

www.ucads.ucweb.com

 Alibaba Group  UC Ads