

Rewarded video – Make Your Brand the Hero

MMA Webinar Series
May 17, 2018

Sponsored by:





MMA PURPOSE

WHO: The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY: Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT: Our Strategic Priorities



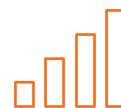
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry



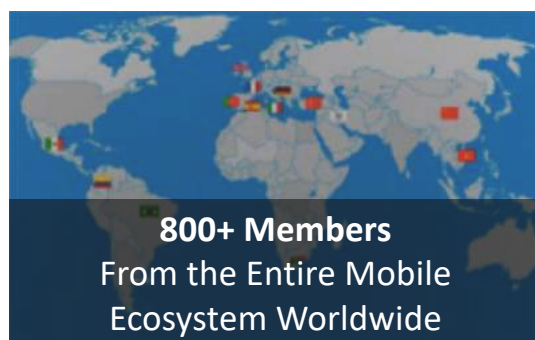
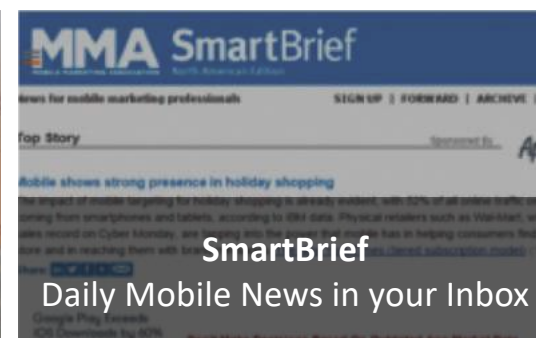
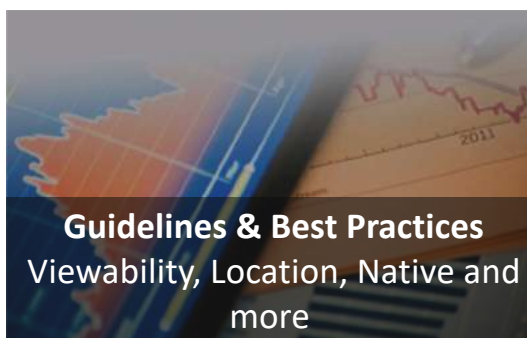
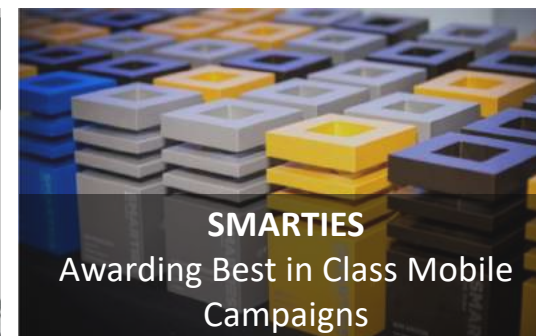
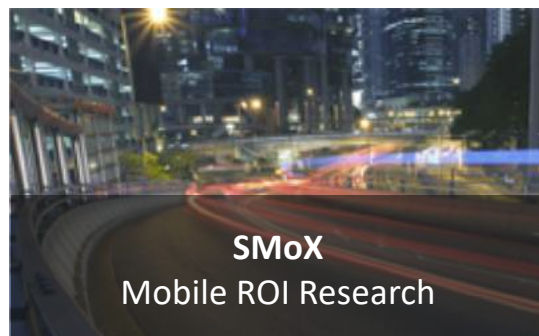
|| MMA IS 800+ MEMBERS STRONG GLOBALLY



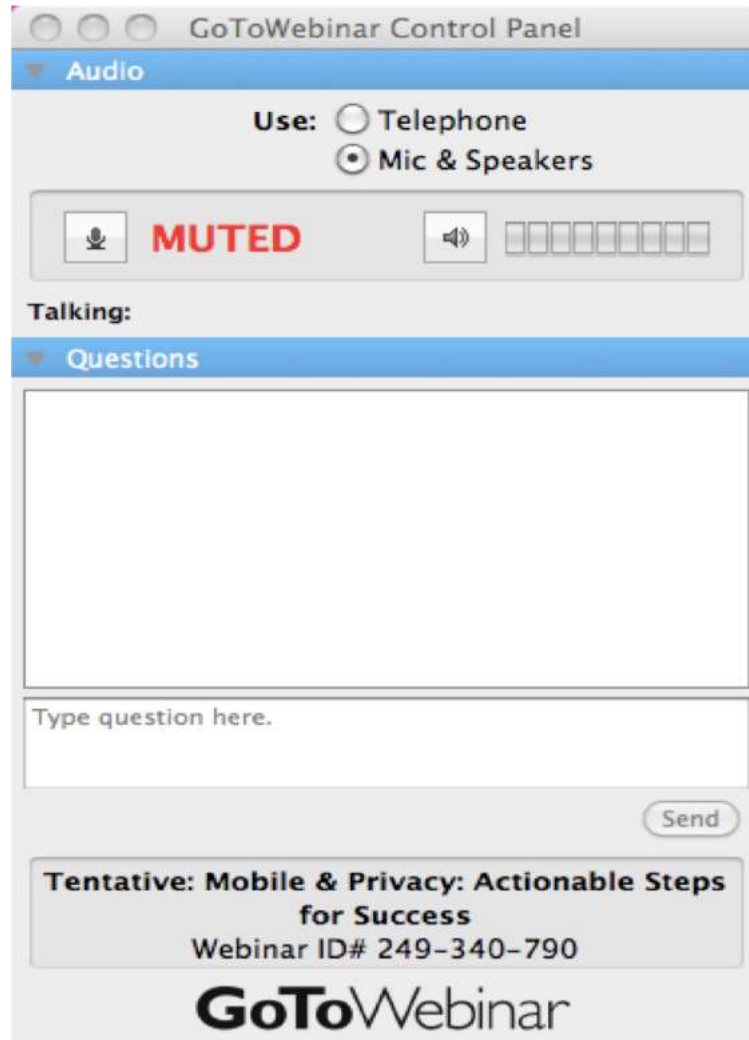
MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



MMA MEMBERSHIP



MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

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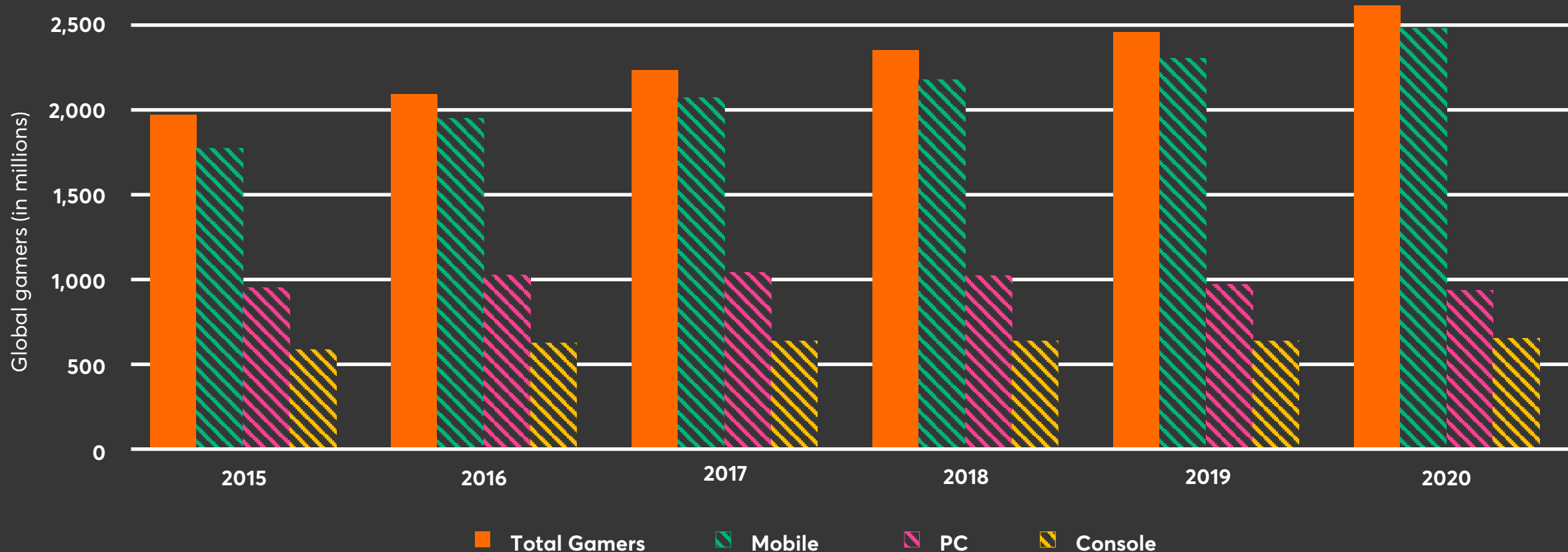
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AGENDA

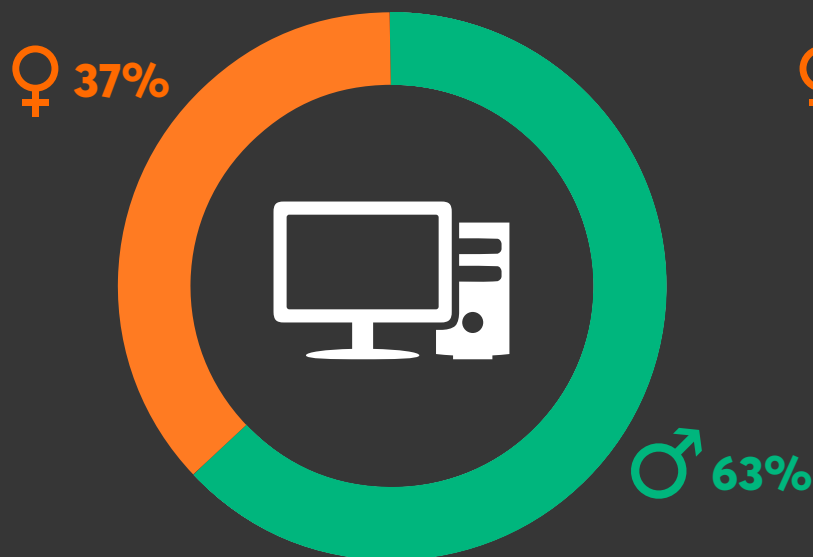
- Illustrate how **gamers are a valuable advertising audience** and highlight the massive opportunity being missed, in reaching the mass market of casual gamers.
- Highlight how **rewarded video is a very impactful format** to connect with gamers and how this format delivers high, real-world impact for brands.
- Apply the science and know-how from King games, to **developing great rewarded ad products** and sharing our learnings for making great rewarded video ads.

There were **2.2 billion gamers** globally in 2017, mobile gamers driving reach

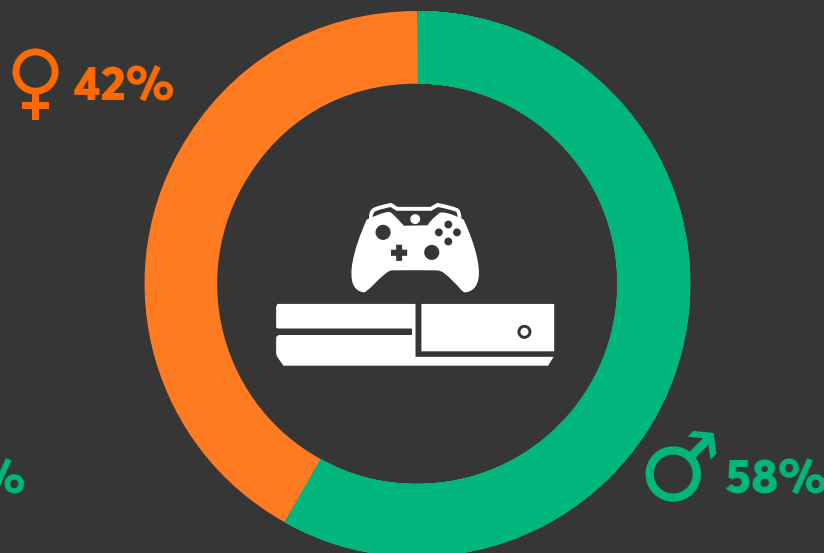


The gaming audience has diversified, with an **equal gender split on mobile**

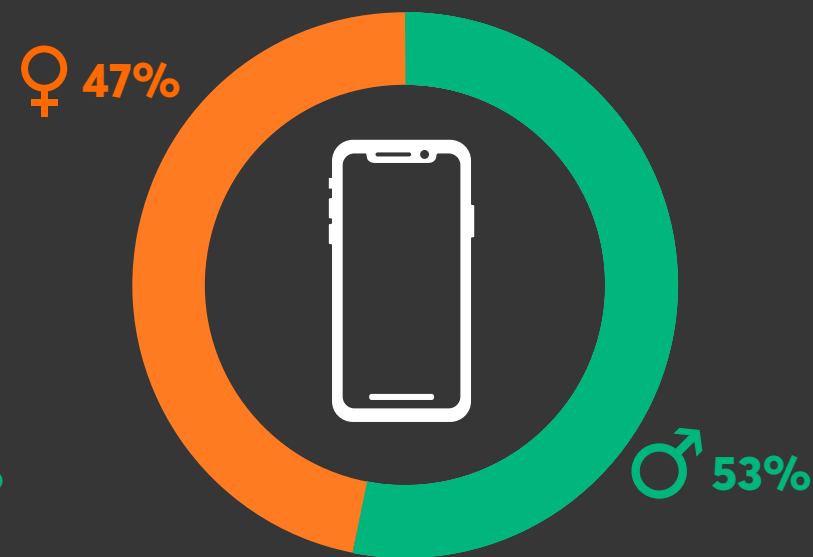
PC Games



Console Games

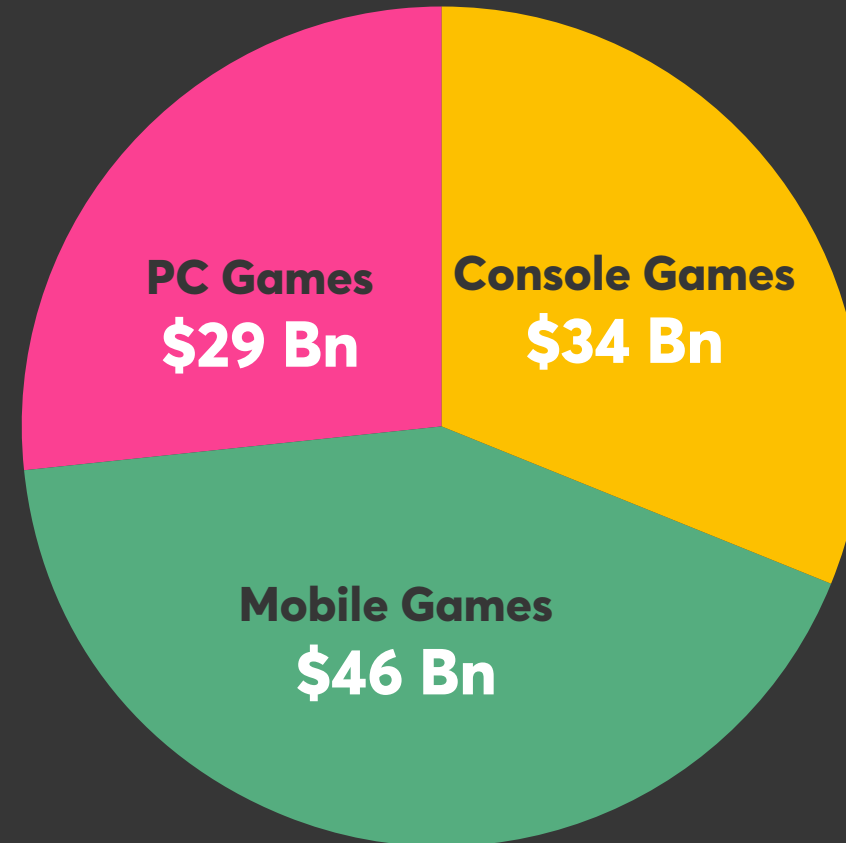


Smartphone Games



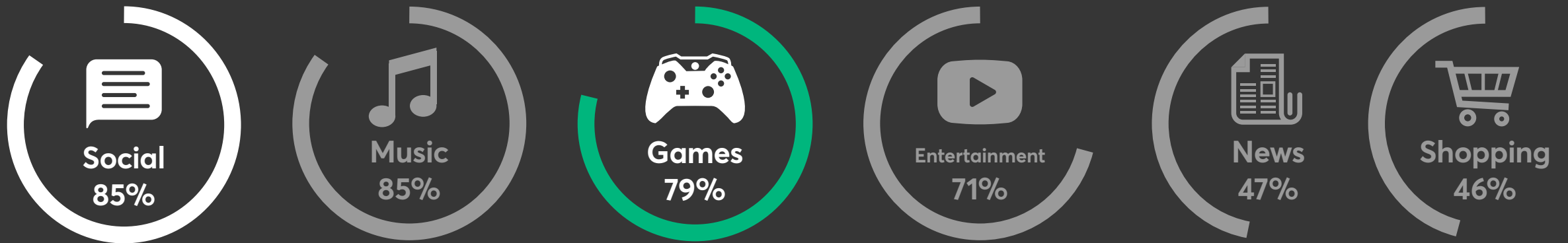
Mobile is the driving force of the growing video games category

Gamers generated over **\$100 billion dollars** in 2017, with the largest contribution coming from **mobile games**



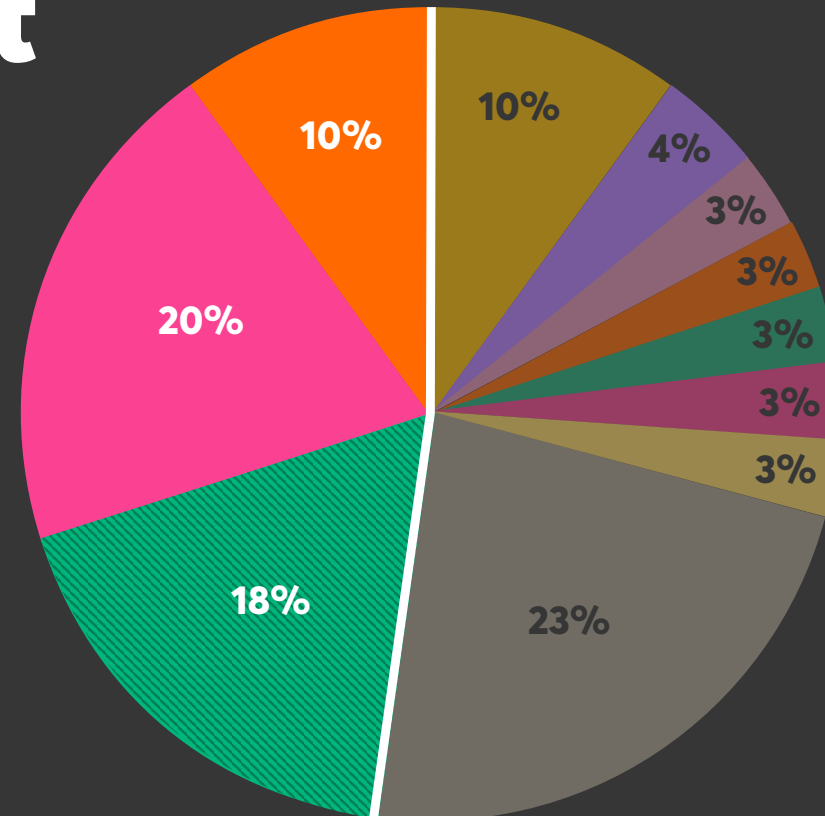
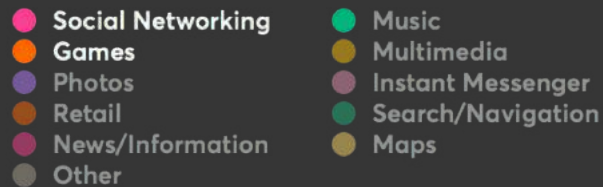
Gaming is amongst the **highest reaching categories** on mobile

Top Reaching iOS App Categories

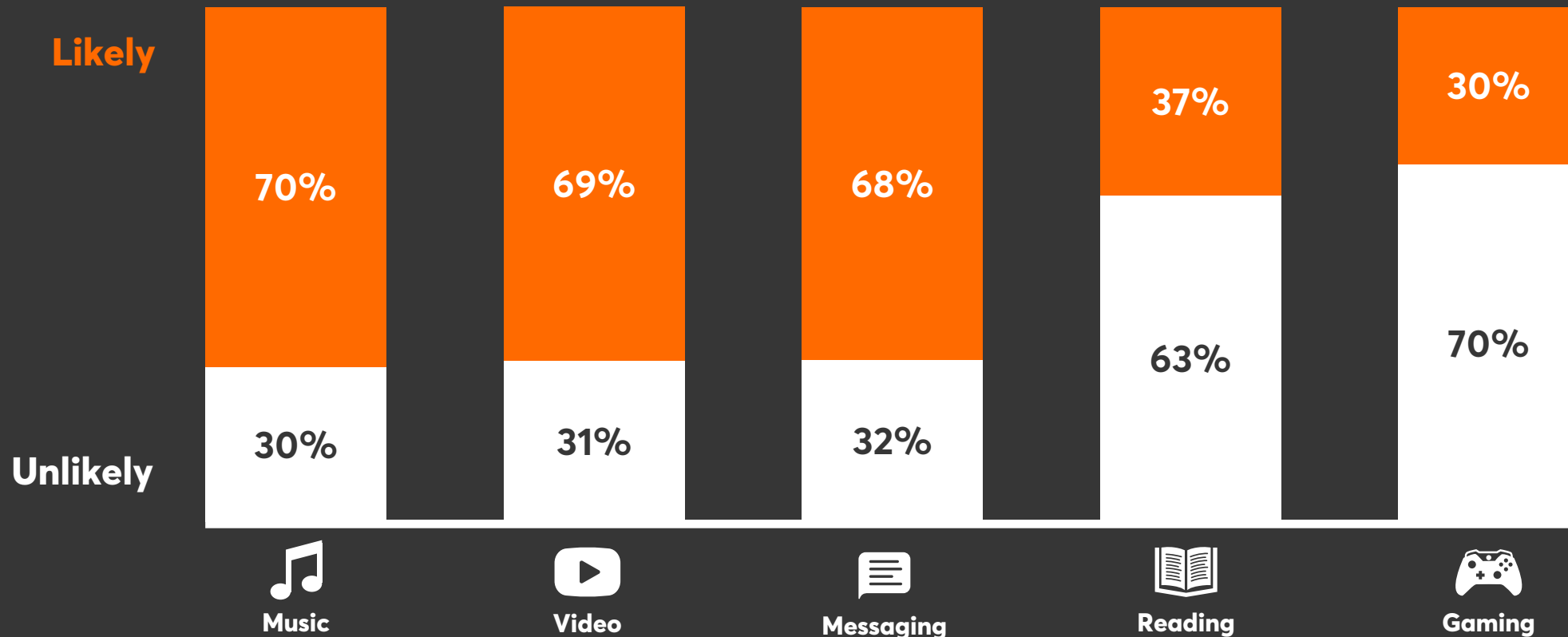


People are playing mobile games more than ever... and spending a LOT of time doing it

Share of Mobile App Time Spent by Content Category

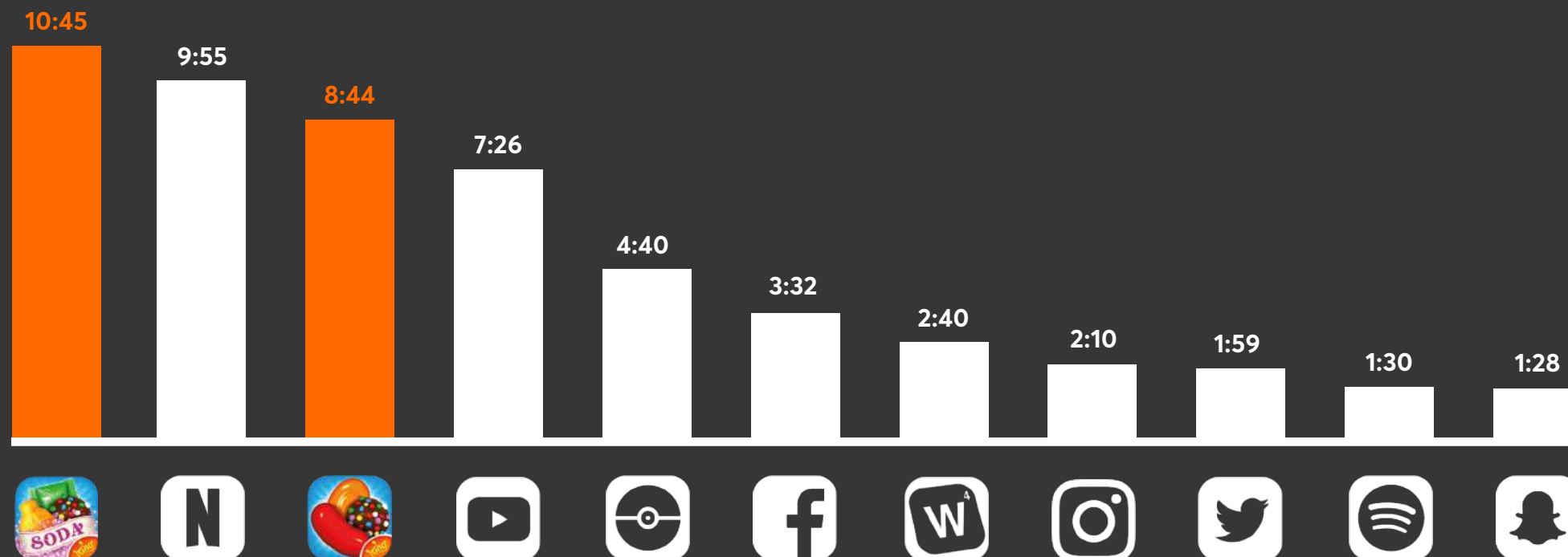


Unlike other media, gaming **doesn't suffer** from second screening



Consumers **are more focused in-game,** from app-open to app-close

Mobile App Session Duration (mm:ss)



Gamers are **everyone**



88% viewed cable
in the past week



84% went to the cinema
in the past month



37% dine out weekly
or more often



31% retail shop 15+ times
in the past month



43% spent \$150+ on groceries
in the past week



53% visited a mall
in the past month

NETFLIX

49% watched Netflix
in the past month



46% use cell to find out where to
go or what to do in free time



80% use cell to get
various pieces of information



45% love traveling abroad



93% own/lease a Car



70% own/lease 2 Cars

Gamers are a **valuable** audience



69% of gaming app users identify as the main earner in their household



82% of gaming app users identify as the main shopper in their household

Question:

"What are the biggest challenges facing the video industry?"

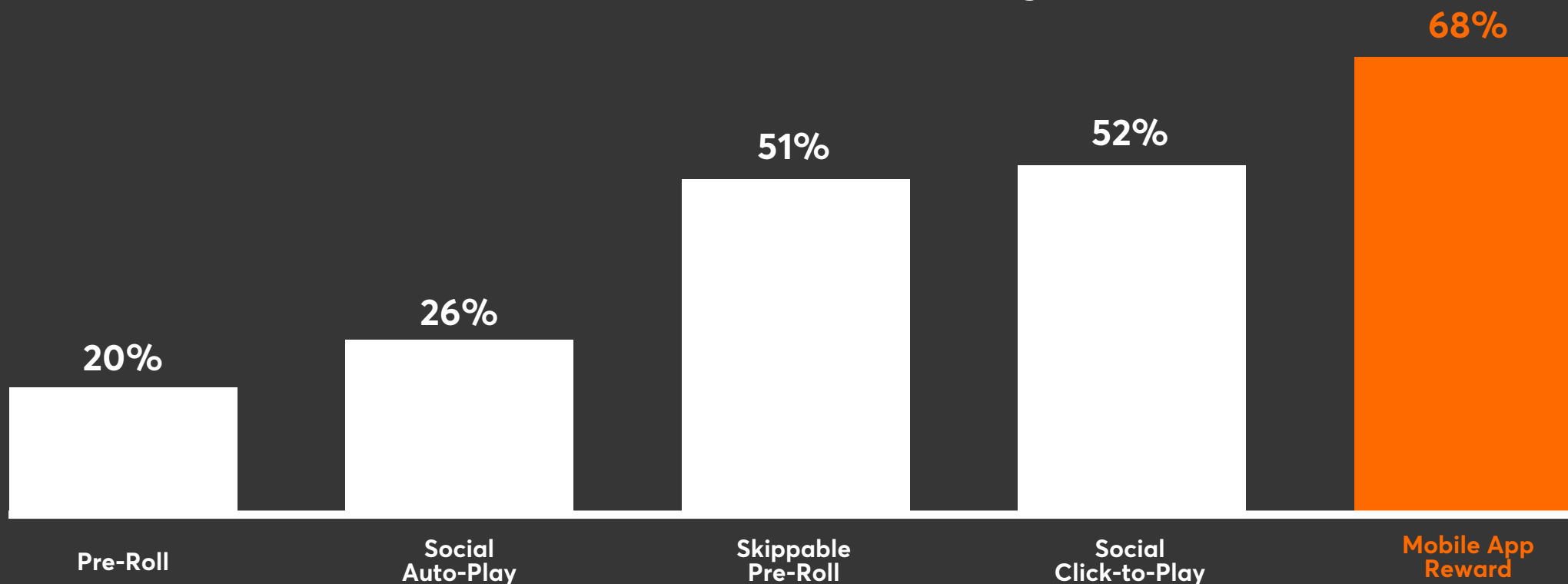
#1 Answer:

"Creating a better ad experience for users and consumers."



Rewarded video is the preferred experience

Positive attitude towards advertising formats:



Best practices in rewarded video

- How to **create value** for the player
- How to choose **the right placements**
- How to design for **initiation**
- How to balance **ad load**
- How to manage your **sources of demand**

Advertising as a value exchange



Good reward choice



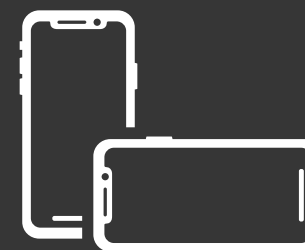
Link to player goal



Meaningful trade off



Offer differentiation



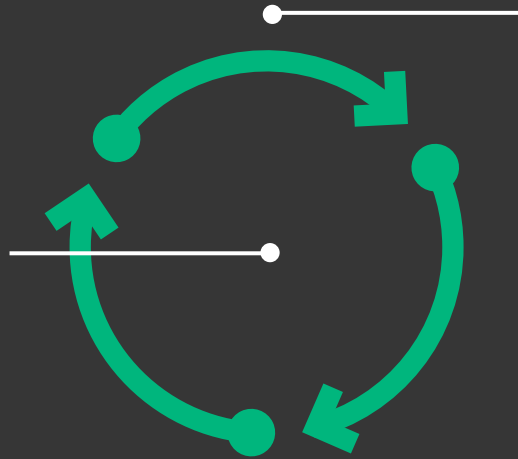
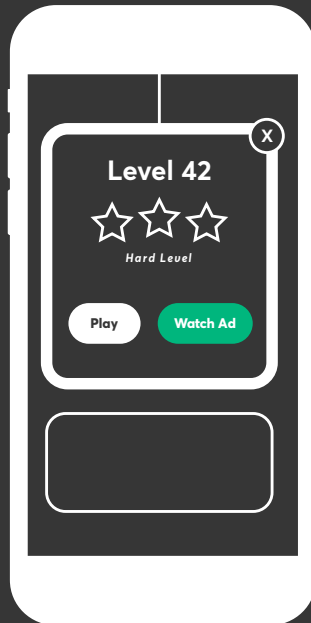
Seamless integration

Reach and placement types

In-loop integration

Placements on screens in the core game loop

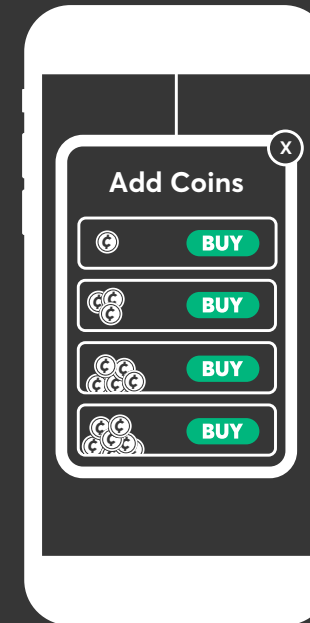
High coverage across player types



Out of loop integration

Placements outside game loop

High potential ad load for subset of players



How to choose the right placements

Good placement choice

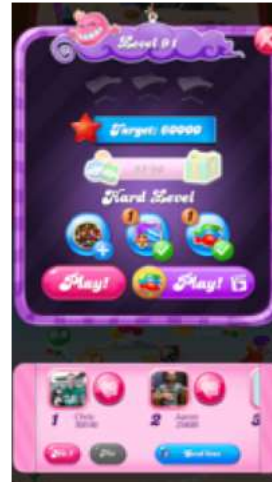
Launch



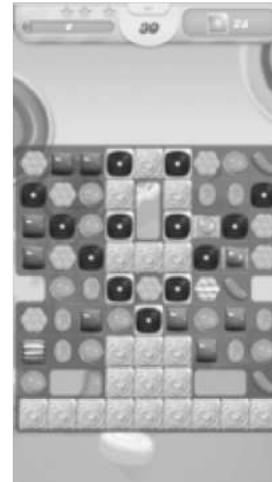
Calendar



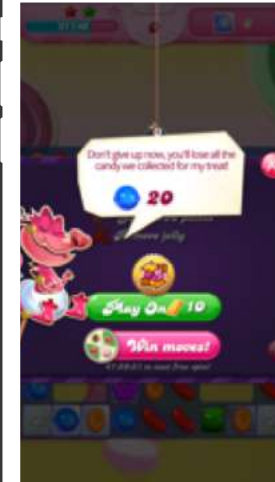
Pre-level



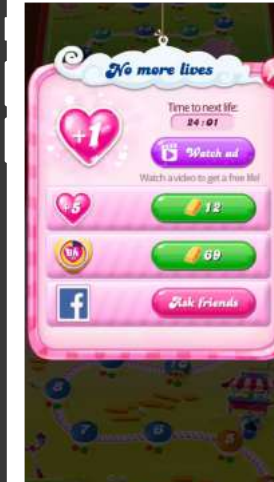
Play



Out of Moves



Out of Lives

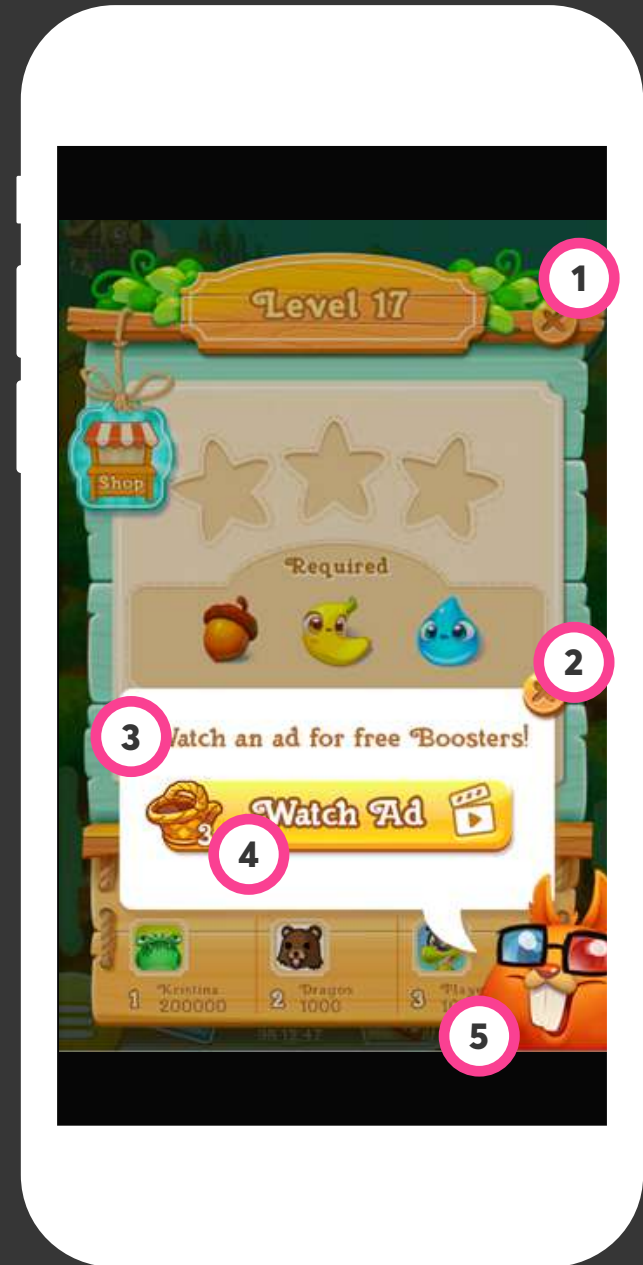


Back to Map

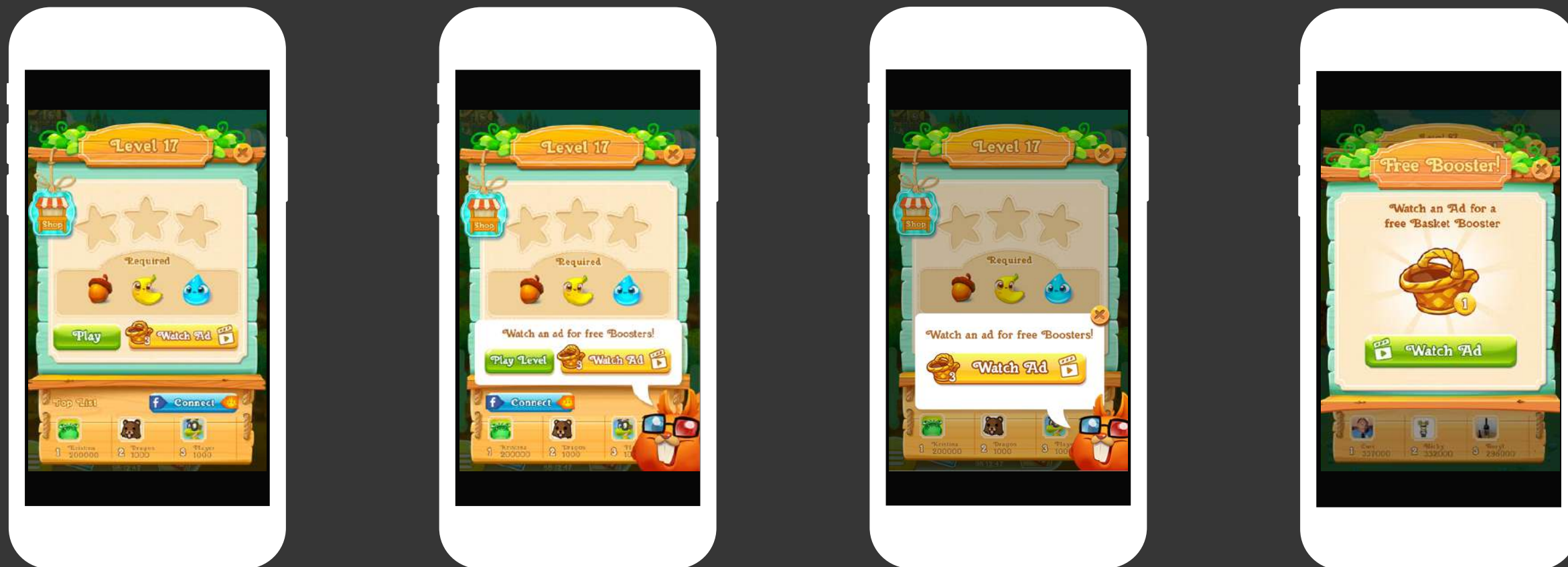


Components of a good ad initiation

1. Closes dialog
2. Closes rewarded video CTA
3. Text explanation for the action
4. Clear call to action
5. Native design



Example: Farm Heroes Super Saga



Increased initiation

Optimizing ads based on players' consumption patterns



Experimenters

Reward and branding variety can drive higher ad load than standardization



Passive engagers

Placements early in gameplay can impact reach significantly



Routine consumers

Clear caps in core placements can develop daily consumption habits



Ad lovers

Initiation cooldowns can help safeguard game balance

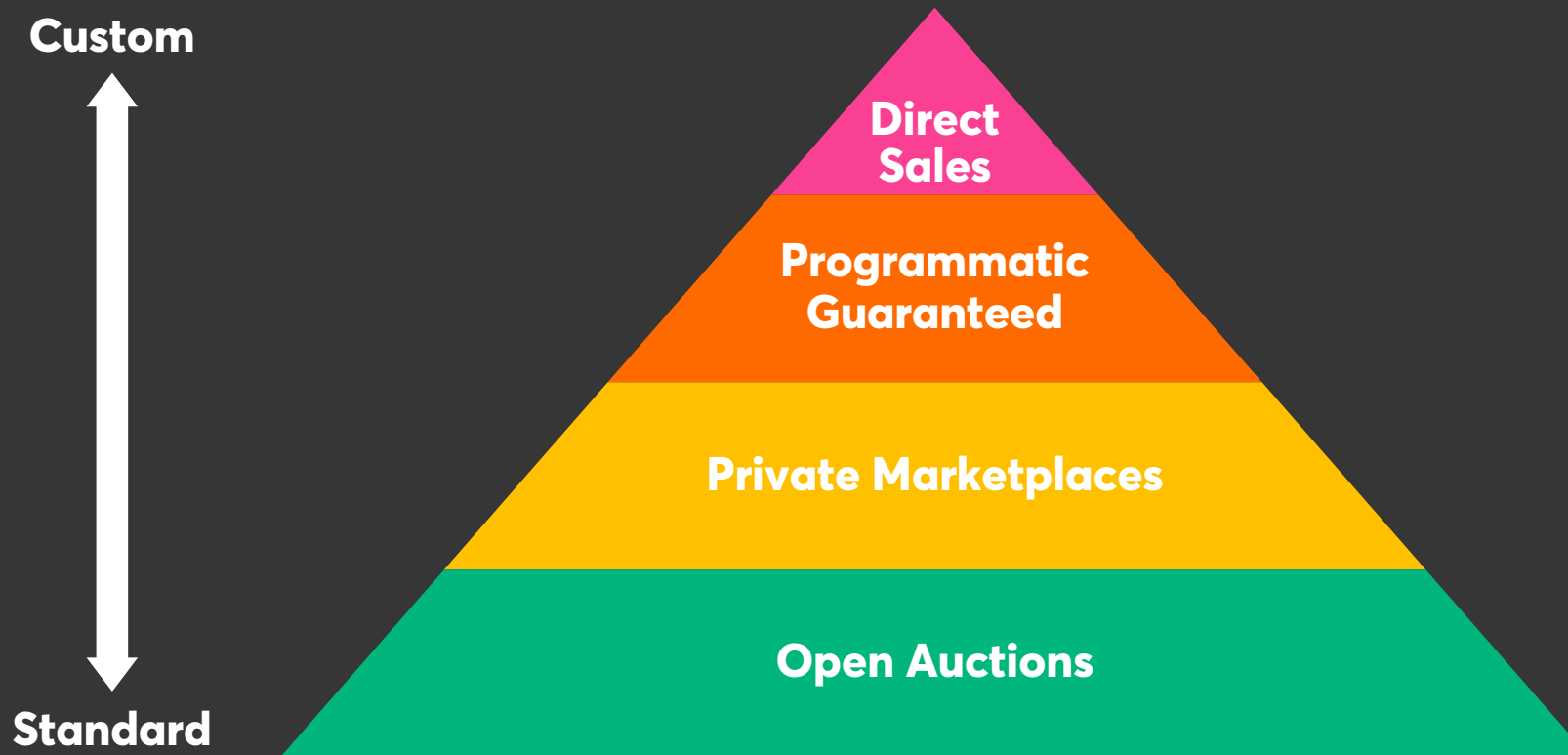
Find **the right trade-offs**

**Individual player
preference**

**Optimal
brand impact**



Maximizing yield requires a multi-channel approach



Our players love us, and so do brands



**Players'
Attention**

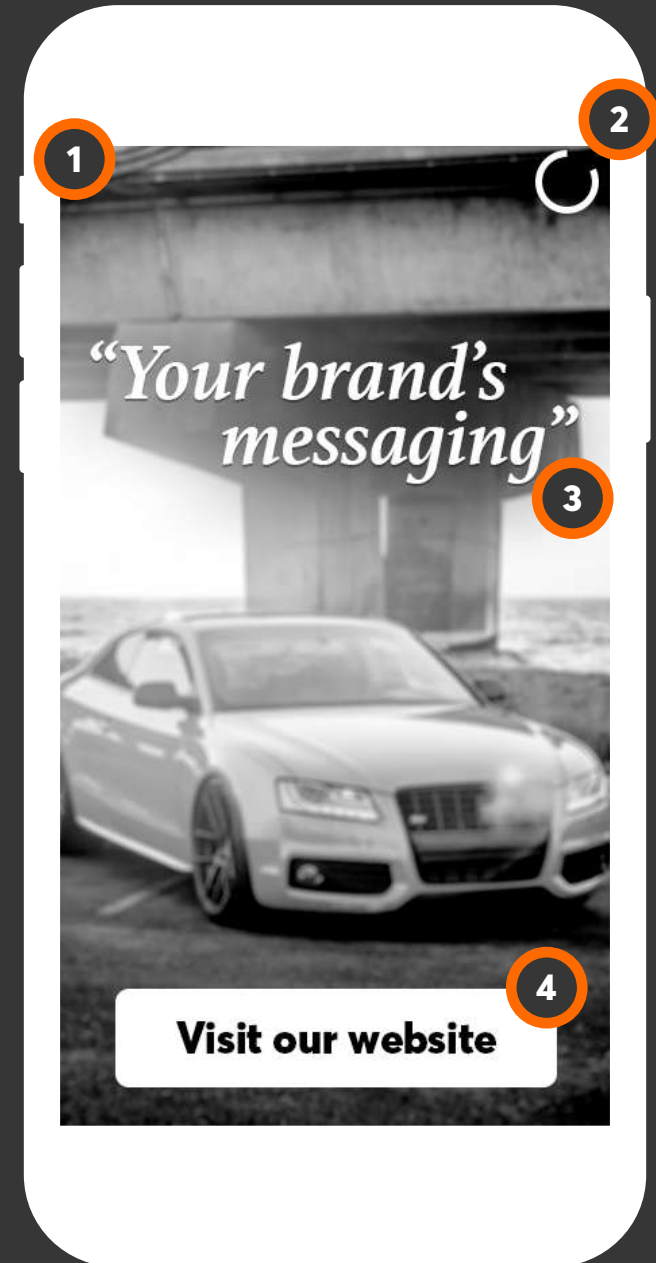


**Brands'
Messaging**



Components of a **good rewarded video ad**

1. Maximize vertical video
2. Make it quick
3. Add text boxes to increase brand messages
4. Add an end card
5. Add branding elements under horizontal creative



What this means **for brands...**



Marketers **are challenged with creating engaging ad experiences** that consumers connect with



Consumers spend **a lot of time in mobile games**, comparable to music and social. Strong growth is forecasted for the next 5 years



Mobile Games publishers like King provide an opt-in rewarded ad experience that **consumers actually want to engage with**



Brands need to move on this opportunity **before their competitors do**

Q & A

Presenter



Melissa Stein
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Presenter



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Moderator



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because the future of mobile is the future of business

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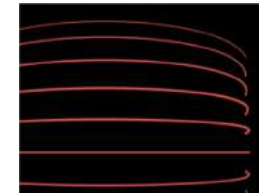
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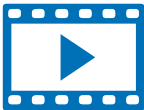

October 1 -2 , 2018
New York City





MMA PROGRAMS & INITIATIVES



 Currency Measurement	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy

Thank you!

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