reset

DIGITAL

Reset Digital™ can partner with you on everything from the simple to the complex – from the world's largest supply of diverse publishers to more personalised creative.

Reset Digital™ can partner with you on everything from the simple to the complex

Simple (Activation) ———————————————— **Complex (Neuro/Full funnel)**

Universal inclusion™

Access to the largest set of diverse publishers in the world

DCO Ad server

Identify the right fit for creative, context and culture across all touchpoints

AI + IA <> DSP

We match AI with Human Intelligence to optimize performance

Buyer Supply Platform (BSP)

Identify partners that align with resonance scores and segments to drive maximum effectiveness

DMP / CDP

Purpose driven data sources built by cognitive scientists

Neuro Validation

Identify receptivity and resonance points within the creative

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We provide media buyers with access to the **largest diverse owned and operated media marketplace in the world.**

OUR UNIVERSAL INCLUSION™ MARKETPLACE WAS CREATED TO PROVIDE DIVERSE PUBLISHERS A ROADMAP TOWARDS PARTICIPATION IN THE EVER-GROWING DIGITAL ADVERTISING ECONOMY.

We deliver completely transparent pricing and are committed to brand safety

We disclose all pricing. The price we pay our partners is the pricing our clients receive. Absolutely zero arbitrage.

It's your data. We provide complete log file access. No other provider promises this.

Our technology lives on your servers = 100% safe. Our BSP (Buyer Supply Platform) allows you to choose partners that are verified, brand safe.
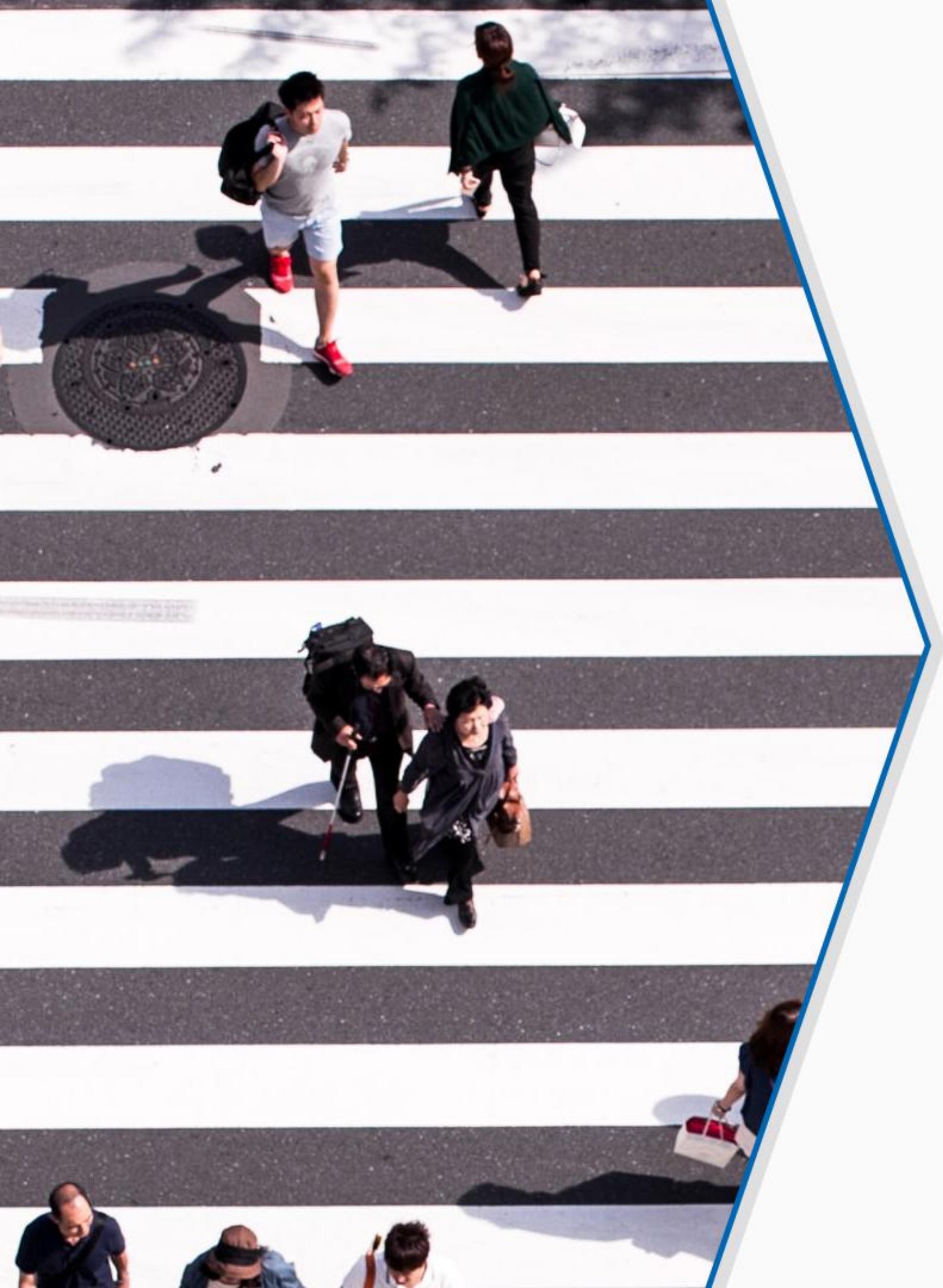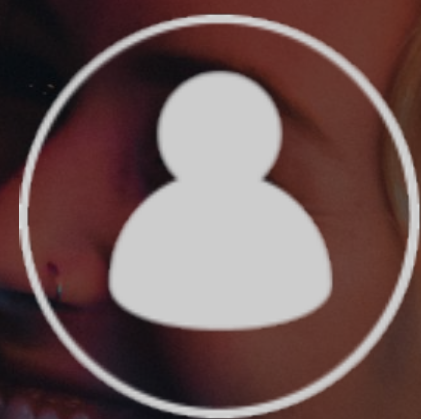
Reset Digital
Ensures Absolutely Zero Data Leakage

No entity can access your data. It's your data. No tech company or any other 3rd party can access any of your data without your permission ever when you partner with **Reset Digital.**

Personal

Tailor your creative for specific personas and audience groups

Behavior

Target based on audience behavior times and search queries

Preferences

Establish audience preferences and construct creative around using the process of embodied recognition

Interests

Discover audience interests through tailored and automated research

Intent

Reach your preferred audience based on purchase intent and interests

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We create unparalleled personalization - connecting **creative**, **context** and **consumer**

Our Reset Digital DCO Ad Server allows you to create unparalleled personalization based on live and contextual data triggers, Neuroscientific engagement data, social audience data, and CRM data to adapt creative dynamically and in real-time—all in a more personalized and privacy compliant way.
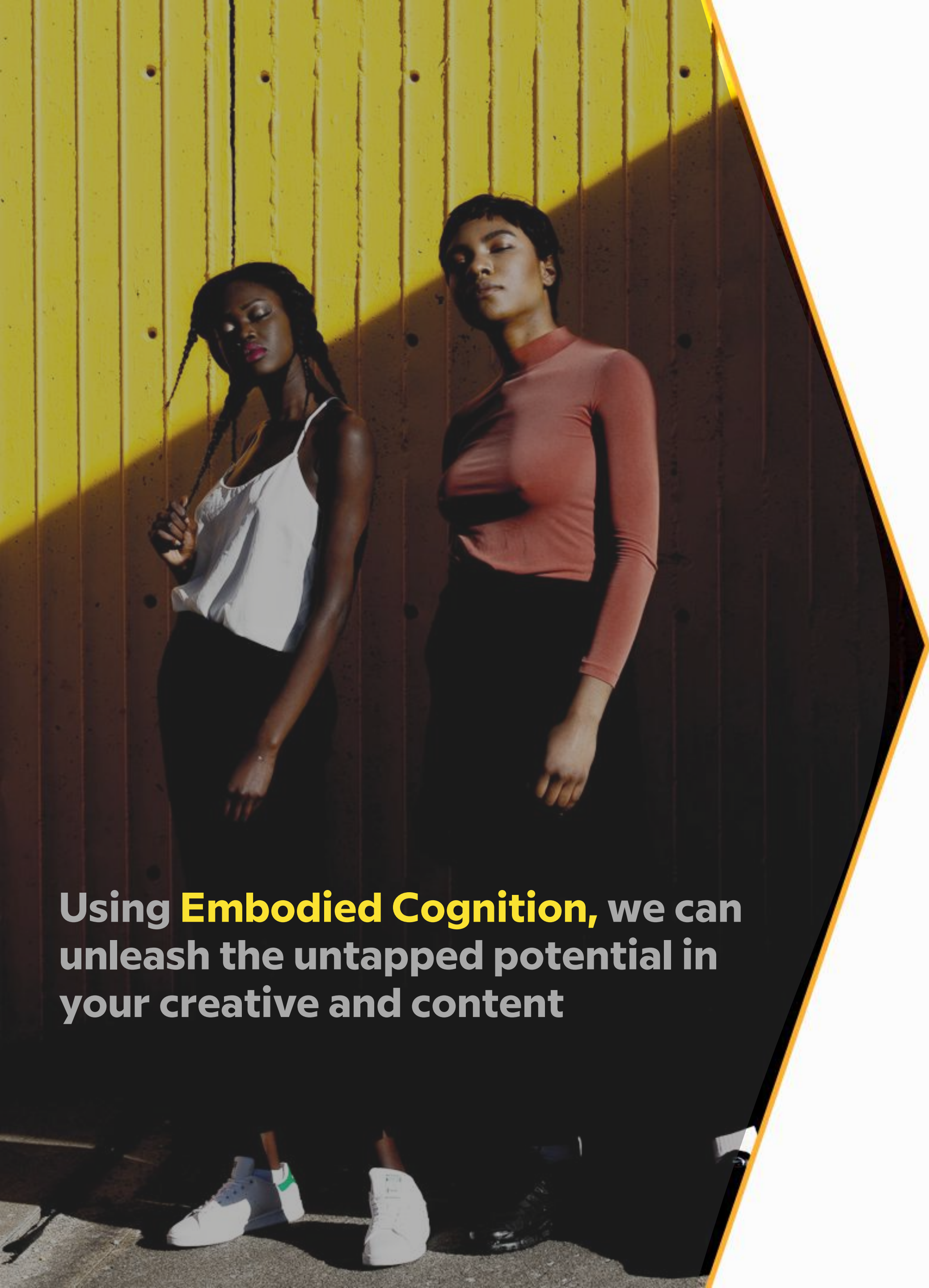
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Reset Digital™

IS ALSO THE WORLD LEADER IN NEXT GENERATION NEUROCOGNITIVE MARKETING TECHNOLOGY.

We help our clients improve their programmatic media buying solutions through embodied recognition and neuroscience.

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Using Embodied Cognition, we can unleash the untapped potential in your creative and content

Harvard Business Review defines embodied recognition as "*the idea that without our conscious awareness, our bodily sensations help determine the decisions we make.*"

By using colors and images, specific ads appeal to your self-conscious, causing you to associate brands and products with the desired outcome/feeling.

Our Neuro–Programmatic process leverages scientific data about your brand and creative aligning with (like minded) content partners to maximize the intersection between creative, context and consumer.

Identifying receptivity across four key Pillars

RESET DIGITAL

PERSONAL GOALS

The Personal Goals specific content contains gives us greater insight into how to best match that content with audiences and your brand/products.

SOMATIC REPRESENTATION

Gleaning the felt senses and the somatic cues within an Ad helps us determine how the content will affect (embodied cognition) the viewing audience.
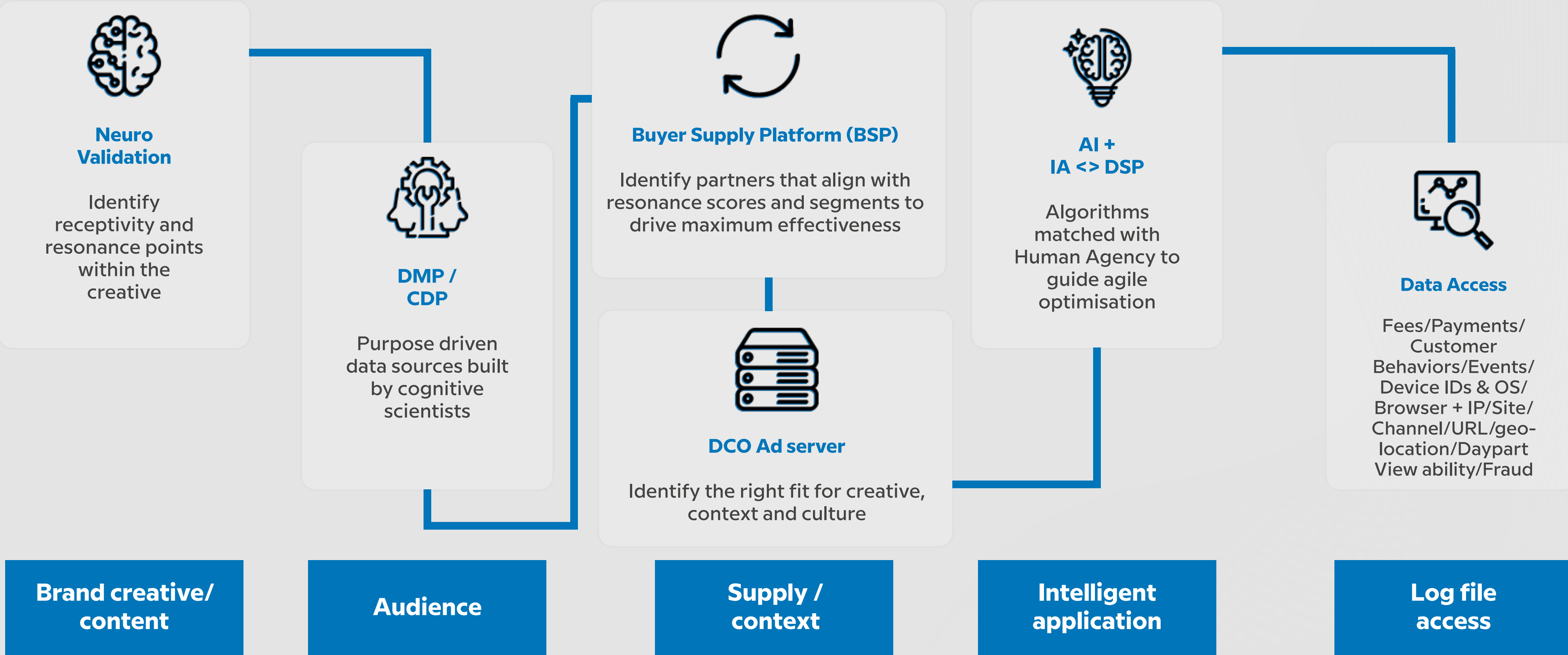
MYTHIC NARRATIVES

Analyzing what Mythic Narratives can be extracted from our client's Ads helps to determine who will identify with the content or where that Ad should be placed.

ETHOS | PATHOS

Does the content demonstrate any ethical or emotional appeal and at what levels, will determine which audiences will be affected by the analyzed content.

Our full funnel process is end-to-end and seamless - creating a closed loop of data

Neuro Validation

Identify receptivity and resonance points within the creative

DMP / CDP

Purpose driven data sources built by cognitive scientists

Buyer Supply Platform (BSP)

Identify partners that align with resonance scores and segments to drive maximum effectiveness

DCO Ad server

Identify the right fit for creative, context and culture

AI + IA <> DSP

Algorithms matched with Human Agency to guide agile optimisation

Data Access

Fees/Payments/ Customer Behaviors/Events/ Device IDs & OS/ Browser + IP/Site/ Channel/URL/geo- location/Daypart View ability/Fraud

Brand creative/ content

Audience

Supply / context

Intelligent application

Log file access

And we're **powered** by some of the best technology and tools in the industry.

Technology

Neuro-Programmatic Targeting DCO Ad Server Custom CDP – Take control of your data strategy Dynamic Pixel – Increase Operational Effectiveness

Omni-Channel Platform

CTV (Connected Television) Mobile Outdoor Desktop Television Audio

Tailored Services

Hands On Solution Development Comprehensive Brand Safety And Data Security Campaign Management And Platform Operations Foot Traffic Reporting White Label Technology And Services

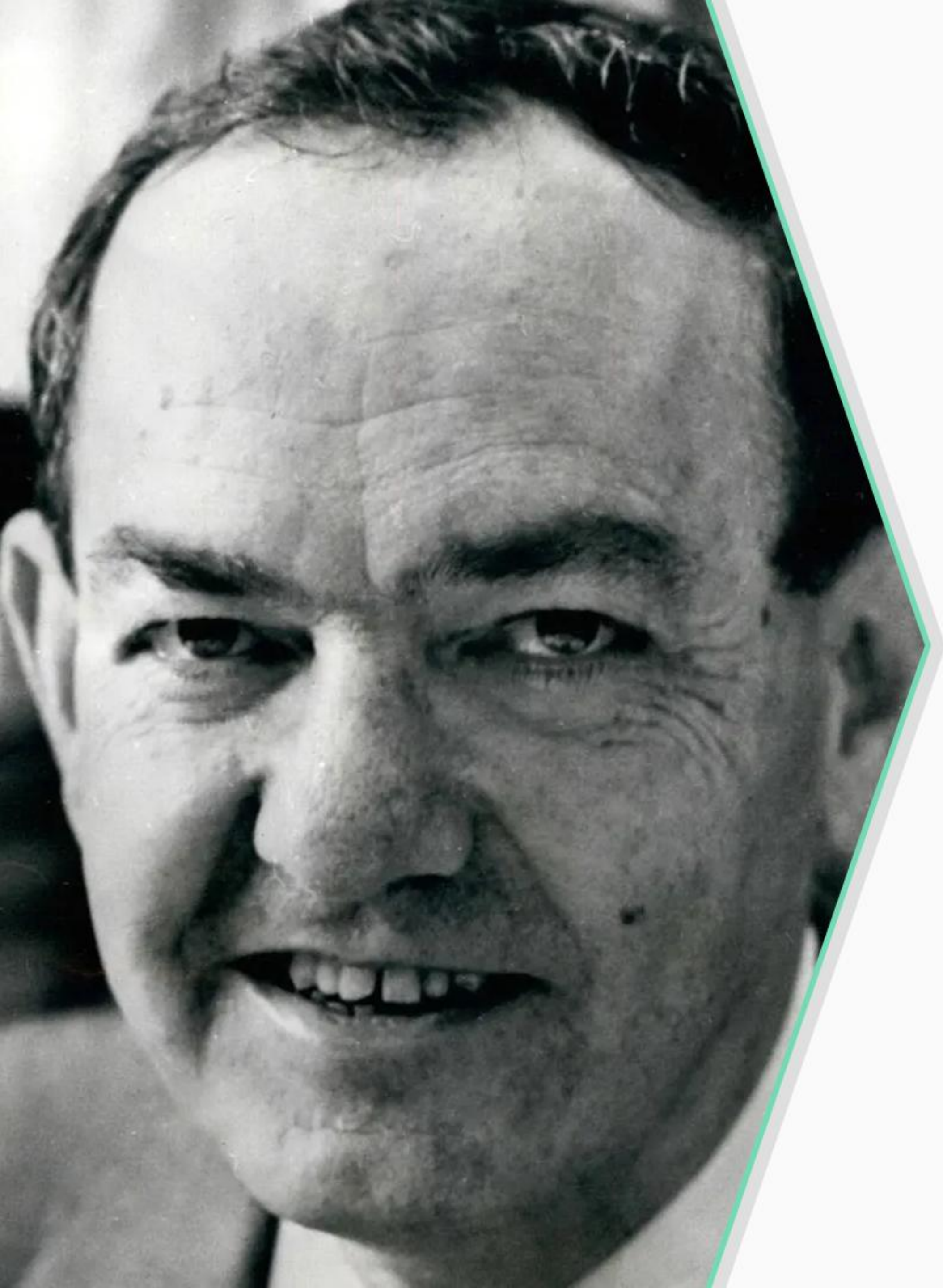# Supported by some of the largest advertisers in the world.

"P&G is connecting data from Reset Digital - so money can flow programmatically to Black-owned and Operated media inventory" - Marc Prichard

Why Emotion Matters –
Dr. Herbert Simon

According to Herbert Simon, American Nobel Laureate scientist, "In order to have anything like a complete theory of human rationality, we have to understand what role emotion plays in it."

As Dr. Simon and others have pointed out, emotions influence, skew or sometimes completely determine the outcome of a large number of decisions we are confronted with in a day.

Therefore, it behooves all of us who want to make the best, most objective decisions to know all we can about emotions and their effect on our decision-making.

Why Emotion Matters –
Professor Daniel Kahneman

S+B:

So your bet, based on your study of how individuals and groups make decisions, is that the stock market bust is not going to fundamentally change how people think about risk.
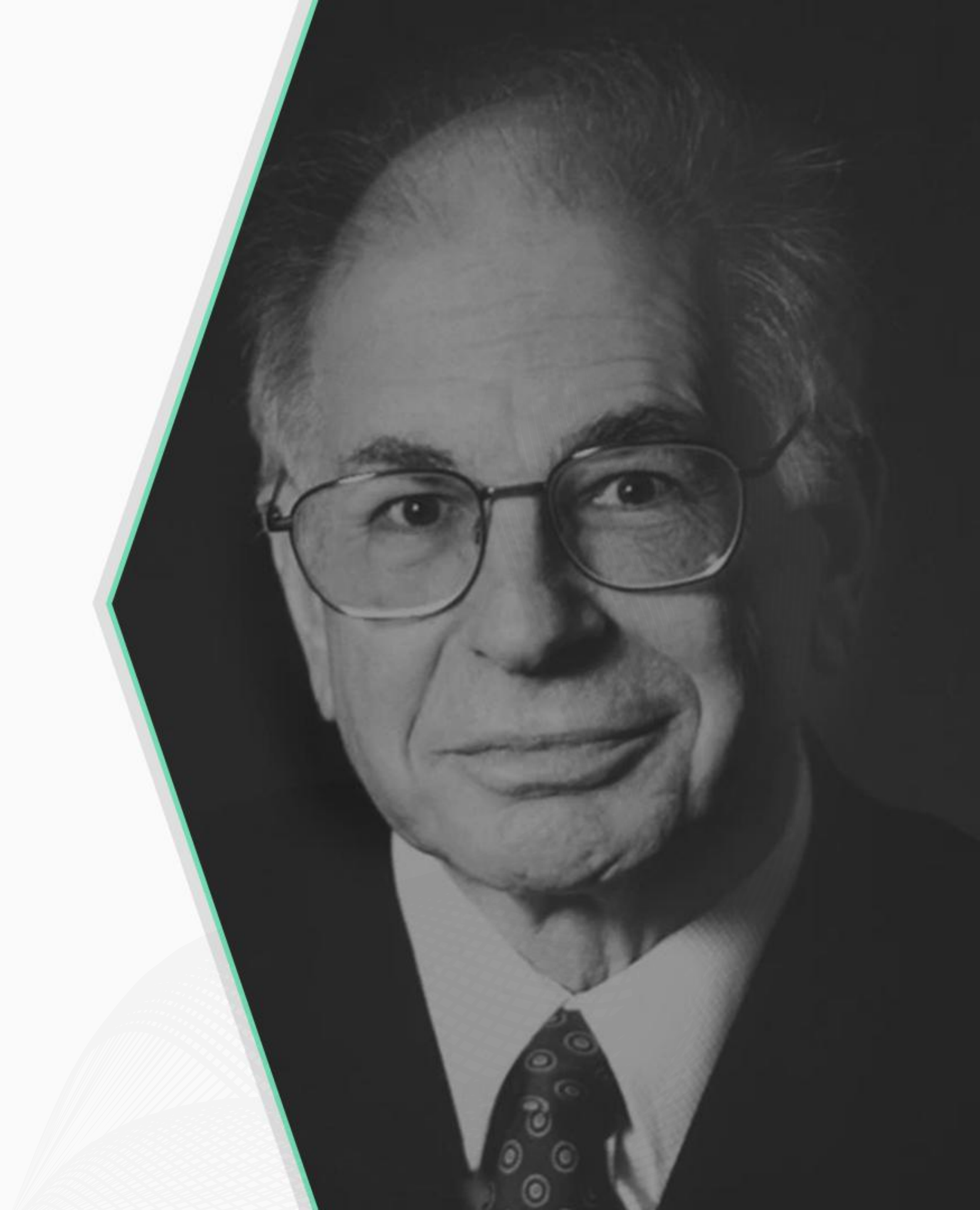
KAHNEMAN:

For a long time it's going to have the effect of people getting burned by a stove. There's going to be an effect at the emotional level, and it could last for a while.

S+B:

But their mind hasn't changed. So you think it's an emotional phenomenon, it's a System 1?

KAHNEMAN:

I think that is entirely based on emotion.

Synthesizing models –
The Rackiewicz Method

Nate V. Rackiewicz is an esteemed media researcher and data science expert. Professional roles have included:

- Co-founder of X2 Data Chief Data Officer at Gannett | USA TODAY NETWORK
- Head of Analytics at Take-Two Interactive Software Inc.
- Chief Analytics Officer at Research Measurement Technologies (RMT)
- SVP of Content Planning Operations & Analytics at HBO
- VP of Data Science & Advanced Analytics at A+E Networks

Synthesizing models –
The Rackiewicz Method

- Rackiewicz synthesized leading psychological research & frameworks of Emotion into a "model of models" (e.g. Kahneman, Plutchik, Parrot, OCEAN, etc.)
- Trained and calibrated Emotion Intensity Profile model (EIP) against consumer affinity data, purchase behavior data, and industry acclaim data based on proprietary research
- Used Machine-Learning and Natural Language Processing to apply EIP to content
- Validated predictive nature of the Emotion Intensity Profile model across a variety of use cases and industries

Applied use case examples

Content Ratings Prediction (e.g. HBO, A+E Networks, ABC, NatGeo)
Content Acquisition (e.g. A+E Networks, Roku, Romulus Entertainment)
Brand Identity Reports (e.g. Rockstar Games, Romulus, HBO Movies)
Contextual Marketing Placement (e.g. Private Division, A+E Networks)
Hedge Fund Investment Strategy (e.g. Shelter Haven, BWG Strategy)
Political Strategy
News Identity Reports

Content ratings prediction –
YOU on Lifetime

- Predicted and saw actual ratings decline in Season 1 Episode 3 and Episode 8
- Empowered Marketing with foresight to shift promotion campaign strategy to bring audience back

Emotion intensity profile of Season 1

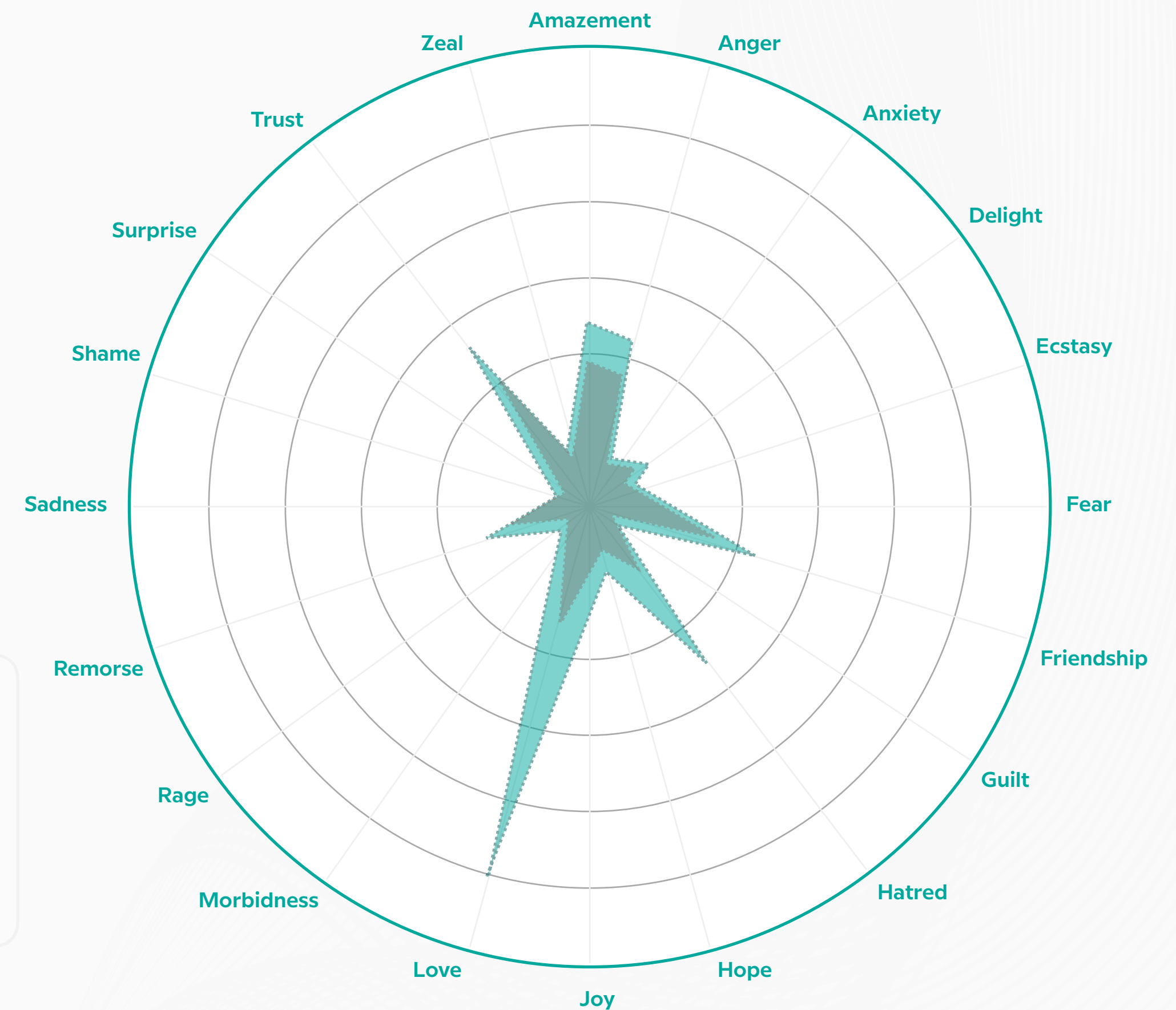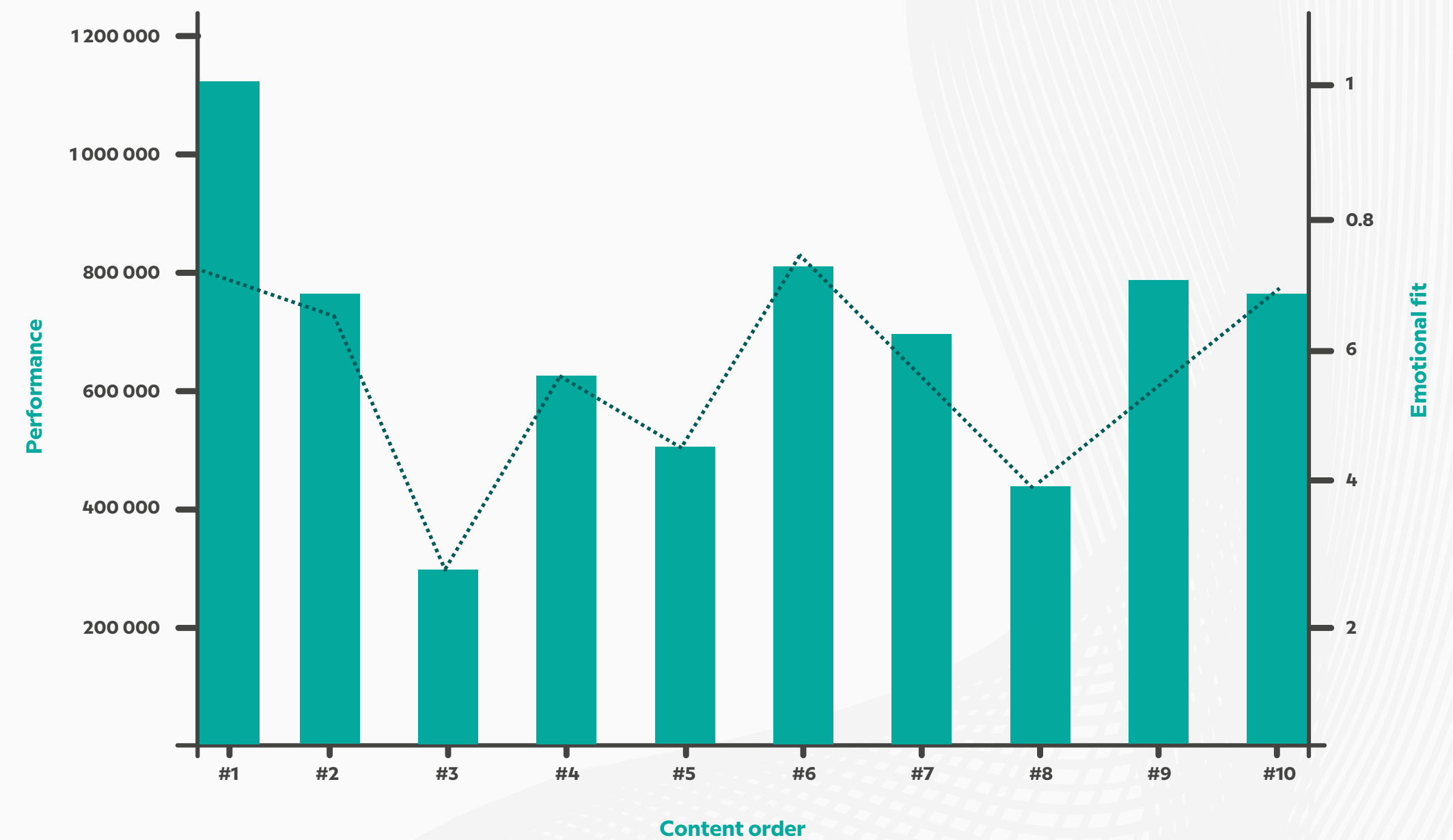- YOU on Lifetime/Netflix
- Standard deviation

Content ratings prediction –
YOU on Lifetime

- Predicted and saw actual ratings decline in Season 1 Episode 3 and Episode 8
- Empowered Marketing with foresight to shift promotion campaign strategy to bring audience back

Correlation of episodic emotion to Season 1

Content Acquisition –
Romulus Entertainment

- Provided Brand Identity report with Emotion Intensity Profile of Romulus Entertainment Films
- Empowered Content Acquisition with tools/insights to find other programs that fit the Brand's EIP

Emotion intensity profile of select Romulus Films

- Romulus Entertainment
- Standard deviation

Labels around chart: Admiration, Trust, Surprise, Subserviance, Shame, Serenity, Sadness, Remorse, Pride, Morbidness, Love, Joy, Hope, Hatred, Guilt, Friendship, Fear, Dominance, Delight, Awe, Anxiety, Anticipation, Annoyance, Anger, Amazement
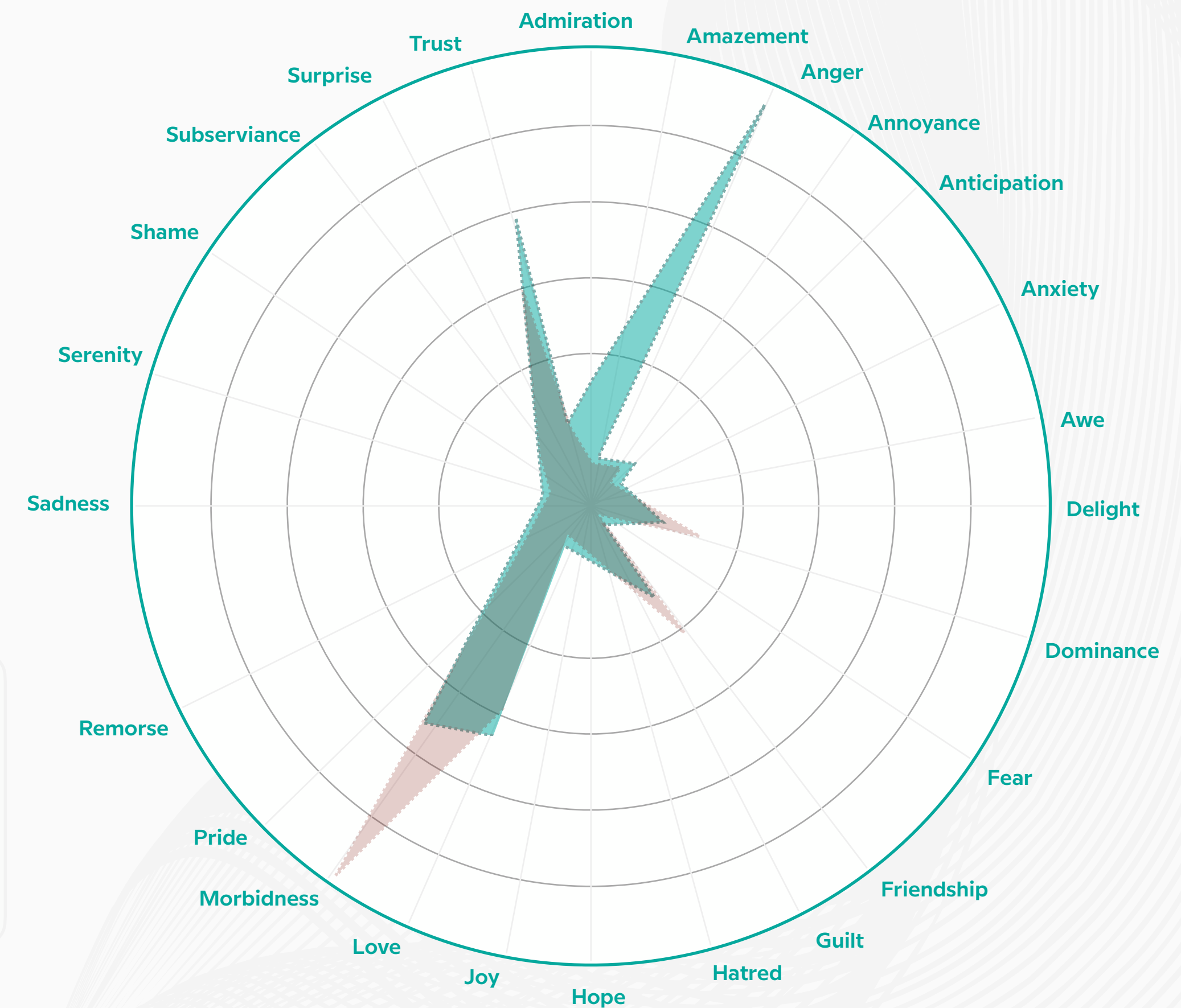
Content Acquisition –
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Correlated Films from Content Vault

	Title	Year	Rating	Genres
1	The Messenger	2009	R	Drama, Romance, War
2	Absence of Malice	1982	PG	Drama, Romance, Thriller
3	Basic	2003	R	Action, Crime, Drama, Mystery, Thriller
4	Law Abiding Citizen	2009	R	Crime, Drama, Thriller
5	Seeking Justice	2011	R	Action, Drama, Thriller
6	State of Play	2009	PG-13	Drama, Mystery, Thriller
7	Jane Got a Gun	2015	R	Action, Drama, Western
8	Perfect Stranger	2007	R	Crime, Mystery, Thriller
9	Physical Evidence	1989	R	Crime, Mystery, Romance, Thriller
10	True Crime	1999	R	Crime, Drama, Mystery, Thriller
11	88 Minutes	2007	R	Crime, Drama, Mystery, Thriller
12	A Walk Among the Tombstones	2014	R	Crime, Drama, Mystery, Thriller
13	Barney's Vision	2010	R	Comedy, Drama
14	City Slickers II: The Legend of Curly's Gold	1994	PG-13	Comedy, Western
15	Cleaner	2007	R	Crime, Mystery, Thriller

Brand Identity Report –
Rockstar Games

- Leveraged calibrated version of OCEAN model to identify emotion intensity, beyond System 1 EIP
- Identified audience affinity overlap to inform Sales team of contextual advertising strategies on TV
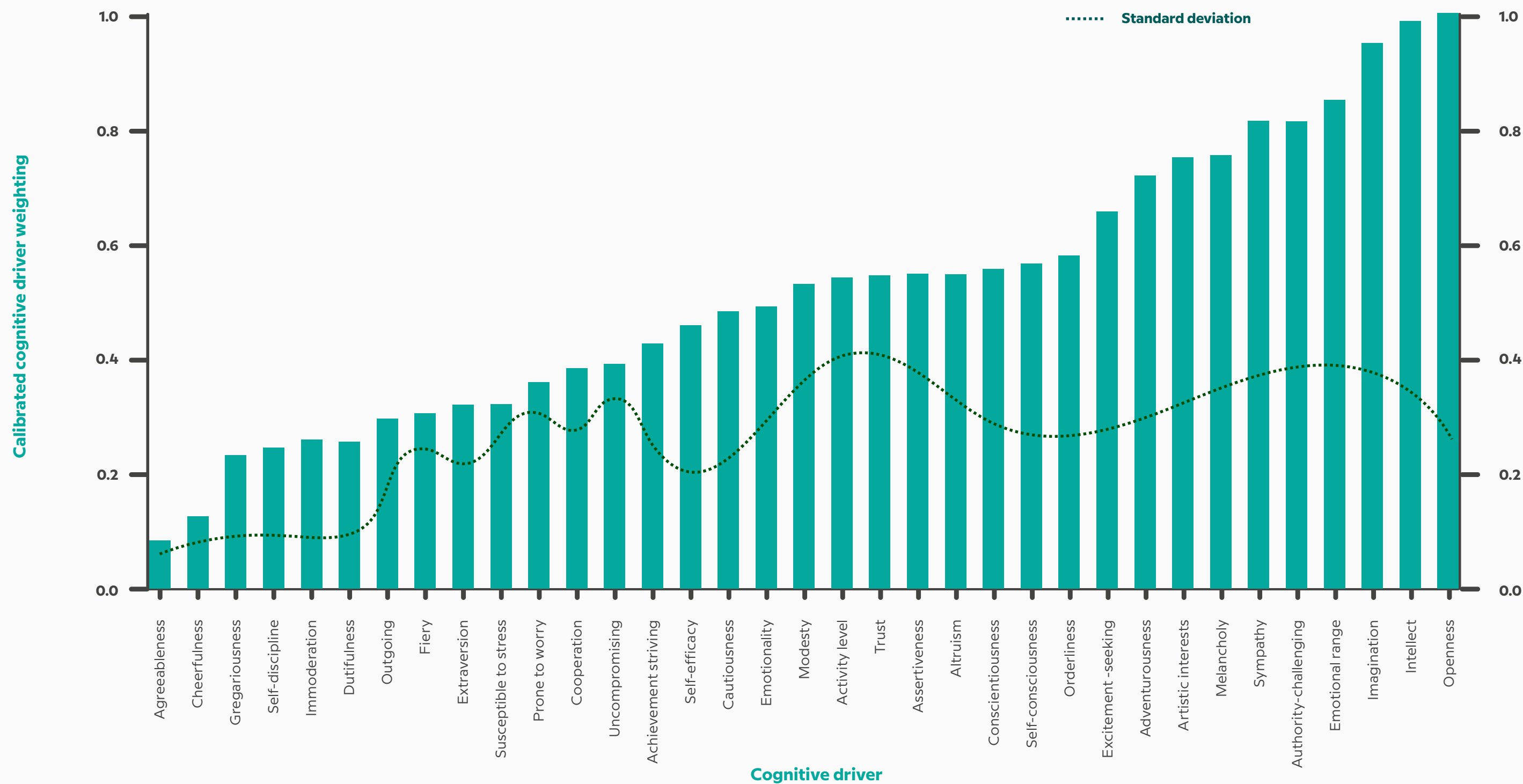
Calibrated OCEAN Model of Rockstar Brand

Brand Identity Report –
Rockstar Games

- Leveraged calibrated version of OCEAN model to identify emotion intensity, beyond System 1 EIP
- Identified audience affinity overlap to inform Sales team of contextual advertising strategies on TV

Correlated TV programmes from Content Vault

	Title	Release Year	Rating	Genres	Episode	Fit
0	Mankind: The Story of All of Us	2012		Documentary, History	s01e01	0.82
1	First Civilizations	2018		Documentary	s01e01	0.81
2	Hebrides: Islands On The Edge	2013		Documentary	s01e01	0.81
3	Hot Wheels Battle Force 5	2009			s01e01	0.81
4	Black Ops	2012			s01e01	0.8
5	Deadliest Tech	2012		History	s01e01	0.8
6	100 Days to Victory	2018		History	s01e01	0.8
7	Gargantia on the Verdurous Planet	2013			s01e01	0.8
8	Doomsday: Ten Ways the World Will End	2016		Documentary	s01e01	0.79
9	Human Planet	2011	TV-PG	Documentary	s01e01	0.79
10	The British	2012			s01e01	0.79
11	Earthflight	2011		Documentary	s01e01	0.78
12	The Blue Planet	2001	TV-G	Documentary	s01e01	0.78
13	The World Wars	2014		Documentary, History, War	s01e01	0.78
14	Fate/Apocrypha	2017	TV-MA	Animation, Action, Drama, Fantasy	s01e01	0.77
15	Ancient Worlds	2010	Not rated	Documentary	s01e01	0.77
16	Bang Goes The Theory	2009		Documentary, Family	s01e01	0.77
17	Barbarians Rising	2016	TV-14	Documentary, Action, Drama, History	s01e01	0.77
18	Frozen Planet	2011	TV-PG	Documentary	s01e01	0.77
19	Great Migrations	2010	TV-PG	Documentary	s01e01	0.77

Contextual Ad Placement –
The Outer Worlds

- Premiere video game launch plan for title from Private Division label
- Provided correlated programs to inform Marketing campaign strategies

Correlated Films from Content Vault

	Title	Year	Rating	Genres
0	Side by Side	2012	Not Rated	Documentary
1	Rewind This!	2013	Not Rated	Documentary
2	Atari: Game Over	2014	TV-14	Documentary
3	Plastic Galaxy: The Story of Star Wars Toys	2014	Not Rated	Documentary, History, SciFi
4	Marvel Studios: Assembling a Universe	2014	TV-PG	Documentary, History
5	Incident at Montauk	2019		Horror, Mystery, SciFi
6	50 Years of Star Trek	2016		History
7	Showrunners: The Art of Running a TV Show	2014	12A	Documentary, Biography, News
8	Attenborough and the Great Dinosaur	2016		Documentary
9	30 Years of Garbage: The Garbage Pail Kids Story	2017	Not Rated	Documentary
10	Birth of The Living Dead	2013	Not Rated	Documentary
11	Dangerous Days: Making Blade Runner	2007	M	Documentary
12	Exit Through The Gift Shop	2010	R	Documentary, Comedy, Comedy, History
13	Jodorowsky's Dune	2013	PG-13	Documentary
14	The People vs George Lucas	2010	Not Rated	Documentary, Comedy

Contextual Ad Placement –
The Outer Worlds

- Premiere video game launch plan for title from Private Division label
- Provided correlated programs to inform Marketing campaign strategies

### Correlated TV programmes from Content Vault

	Title	Release Year	Rating	Genres	Episode	Fit
0	Voltron: Legendary Defender	2016	TV-Y7	Animation, Action, Adventure, Comedy, Family, SciFi	s01e01	0.87
1	Duck Dodgers	2003	TV-Y7	Animation, Action, Adventure, Comedy, Family, Fantasy, SciFi	s01e01	0.86
2	Lost Land of the Tiger	2010		Documentary	s01e01	0.86
3	Museum of Life	2010		Documentary	s01e01	0.85
4	Nanatsu no Taizai	2014	TV-14	Animation, Action, Adventure, Comedy, Fantasy	s01e01	0.85
5	Seven Deadly Sins (Nanatsu no Taizai)	2014	TV-14	Animation, Action, Adventure, Comedy, Fantasy	s01e01	0.85
6	Beast Legends	2010		Documentary	s01e01	0.84
7	James May's Man Lab	2010		Documentary	s01e01	0.84
8	Life Story	2014		Documentary	s01e01	0.84
9	Meet the Ancestors	1998			s01e01	0.84
10	Prehistoric Autopsy	2012	Not rated	Documentary	s01e01	0.84
11	Richard Hammond's Miracles of Nature	2012	Not rated	Documentary	s01e01	0.84
12	Wizards vs Aliens	2012		Action, Drama, Family, SciFi	s01e01	0.84
13	7 Deadly Sins	2014		Documentary	s01e01	0.83
14	Bill Bailey's Jungle Hero	2013		Documentary	s01e01	0.83
15	Expedition Unknown	2015		Adventure, Mystery, Reality-tv	s01e01	0.83

Hedge Fund Investment Strategy – BWG Strategy

- Premiere expert network to Hedge Fund and other
- Investment clients Identified opportunity to provide EIPs of expert network call transcripts and correlate to performance
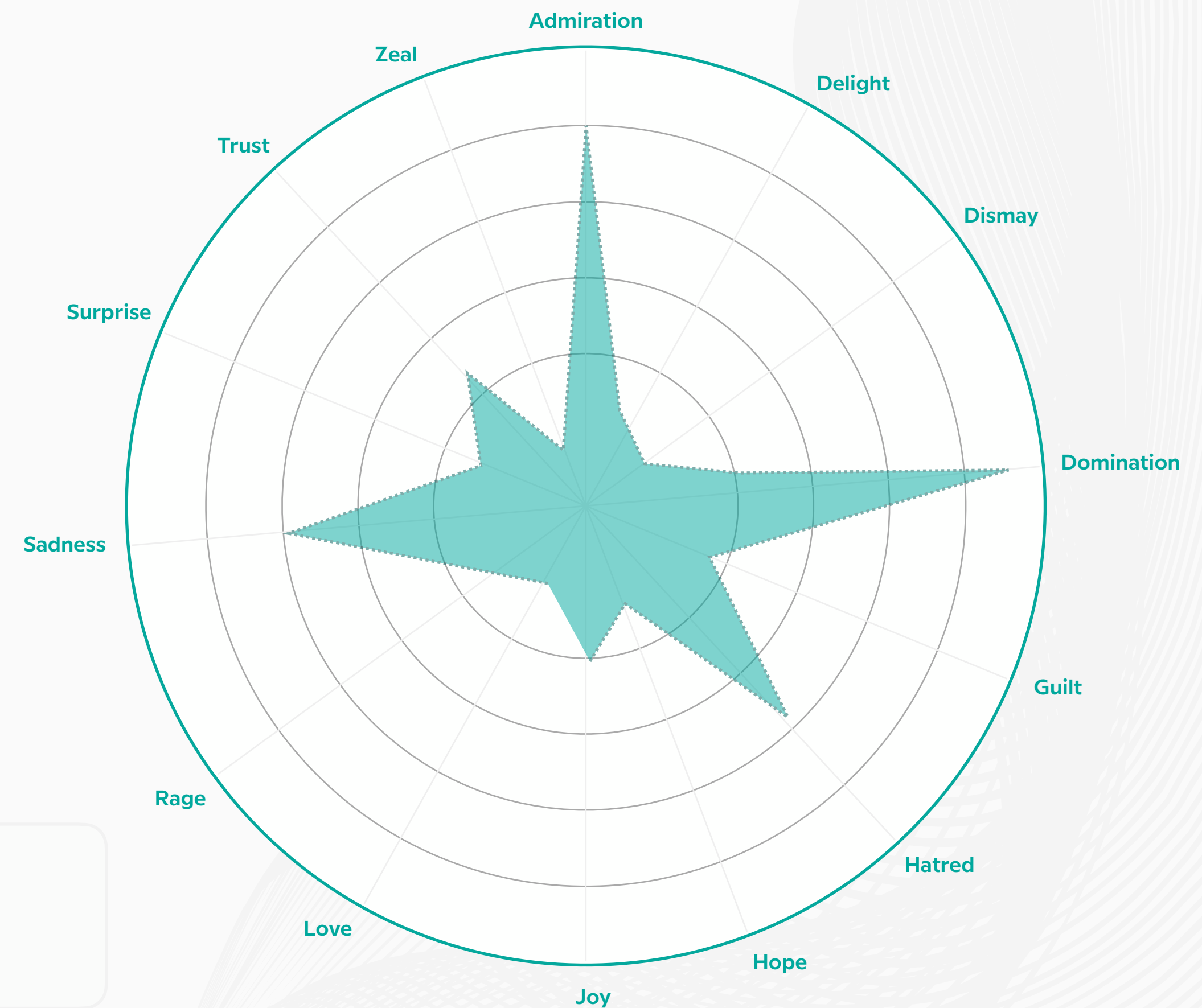- Modified platform to provide investment researchers insight into earnings calls and Investor PR
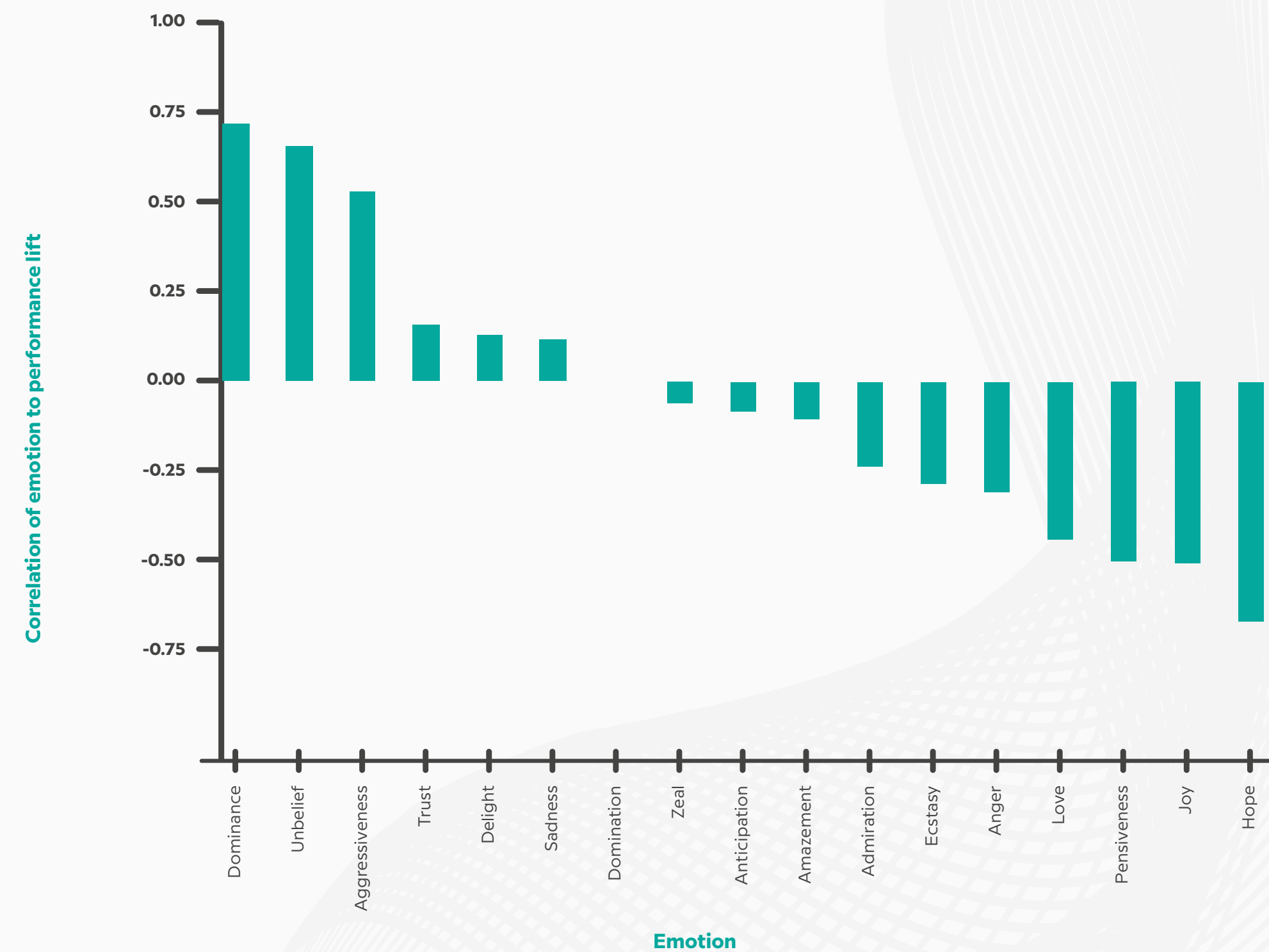
Emotions When Present in Expert Transcripts Correlated with Corporate Performance Lift/Decline

Political Strategy –
Trump & Biden Presidential Debate

- Provided recurring insights to presidential campaign during course of the contest

Admiration
Zeal
Delight
Trust
Dismay
Surprise
Domination
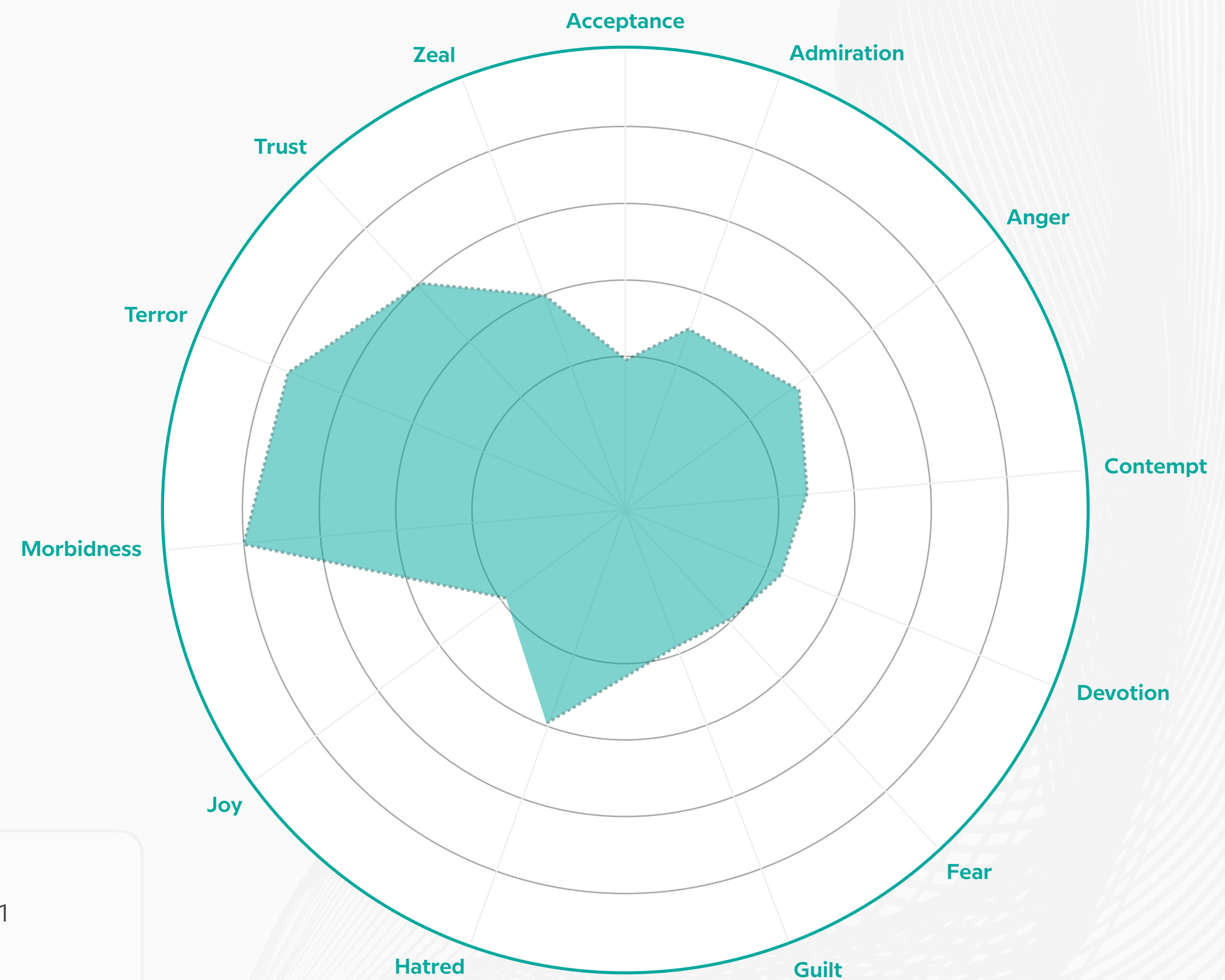Sadness
Guilt
Rage
Hatred
Love
Hope
Joy

Presidential debate 1 (Trump)

Political Strategy –
Trump & Biden Presidential Debate

- Provided recurring insights to presidential campaign during course of the contest

Acceptance
Zeal
Admiration
Trust
Anger
Terror
Contempt
Morbidness
Devotion
Joy
Fear
Hatred
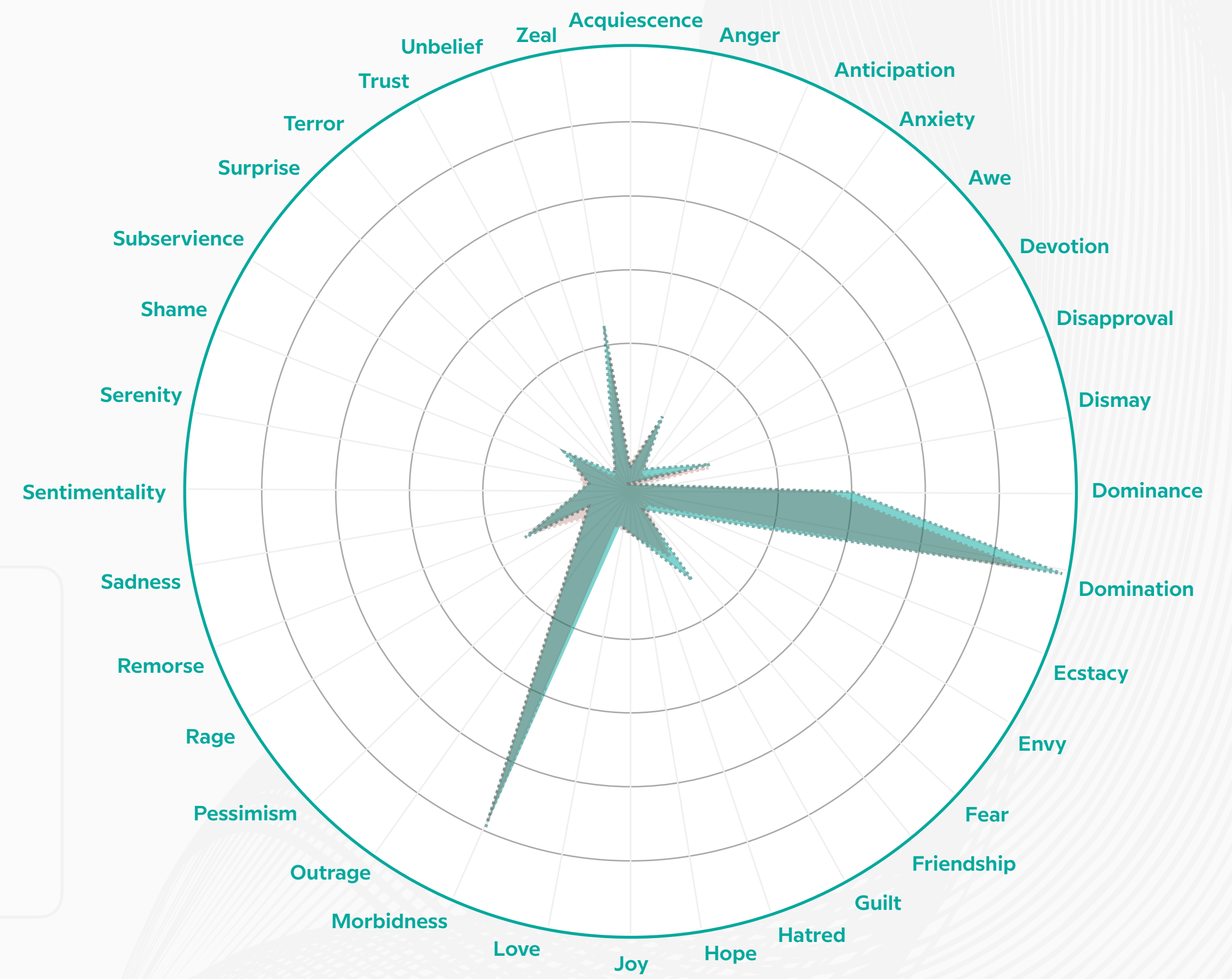Guilt

Presidential debate 1 (Biden)

News Identity Reports

- Established process for analyzing EIP of publisher homepages for competitive analysis

EIP of Headlines Across USA TODAY, WSJ, NY Times, and Others on Feb 26, 2022

- Headlines 2020-02-26
- Standard deviation

Acquiescence · Anger · Anticipation · Anxiety · Awe · Devotion · Disapproval · Dismay · Dominance · Domination · Ecstacy · Envy · Fear · Friendship · Guilt · Hatred · Hope · Joy · Love · Morbidness · Outrage · Pessimism · Rage · Remorse · Sadness · Sentimentality · Serenity · Shame · Subservience · Surprise · Terror · Trust · Unbelief · Zeal

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