

MIRRIAD

**THE LEADING
VIRTUAL PRODUCT PLACEMENT &
IN-CONTENT ADVERTISING SOLUTION**

MEDIA KIT

GROWTHFRONTS 2024

THE AGE OF AD OVERLOAD

&

THE VPP OPPORTUNITY



TODAY'S VIEWER EXPERIENCE



86%

AD AVOIDANCE

Percent of viewers who take action to avoid ads

51%

AD FATIGUE

Percent of viewers who take action in response to repeating ads (turn off, recommend against, etc), resulting in decreased ad effectiveness

29%

DECREASED EFFECTIVENESS

Negative attitudes towards advertising drive a 29% lower shopping outcome (add to cart, online, in-store) than positive ad experiences

THE VPP OPPORTUNITY



7x

VIEWER-PREFERRED

7x over traditional advertising

80%

NON-INTRUSIVE

Viewers who agree Mirriad integrations are non-intrusive with 86% saying they're natural to the content

35%

SALES LIFT

Increase in actual sales of featured product after VPP exposure across online and in-store



AI-POWERED VPP AT SCALE

NON-SKIPPABLE | VIEWER-PREFERRED | SCALABLE TODAY | PROVEN RESULTS

With Mirriad, brands can scale general market and multicultural in-content advertising campaigns across all video platforms and formats.





PREFERRED 7X
OVER TV SPOTS

SOURCE : KANTAR

MIRRIAD IS THE UNDISPUTED LEADER OF IN-CONTENT ADVERTISING

Then. Now. Always.



MIRRIAD 1.0:

CORE TECH DEVELOPMENT

- First deployed in feature films.
- Academy Award®-winning.
- Powered by data & AI.
- 37 patents, 8 pending for full end-to-end workflow.
- Born in Hollywood. Perfected for advertising.



MIRRIAD 2.0:

MARKET ADOPTION & LEADERSHIP

- The only scalable solution in the market.
- Live in over 11 countries with 150+ global brand partnerships.
- Numerous industry awards.
- Dozens of proven brand effectiveness studies with Kantar, Nielsen, and more.



MIRRIAD 3.0:

ADDRESSABLE IN-CONTENT ENABLED

- Groundbreaking dynamic ad insertion rollout.
- Fusing in-content advertising with programmatic capabilities.
- Making in-content integrations an industry-standard ad format.



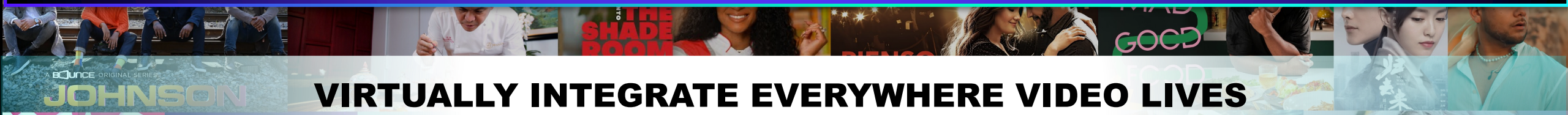
MIRRIAD HAS THE LARGEST VPP CONTENT MARKETPLACE

100+
CONTENT
PARTNERS

4,000+
HOURS OF
CONTENT

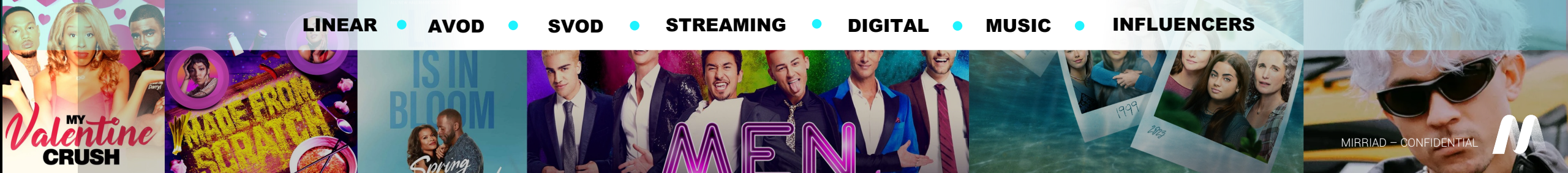
15,000+
AD
OPPORTUNITIES

ALL
VIDEO
PLATFORMS



VIRTUALLY INTEGRATE EVERYWHERE VIDEO LIVES

LINEAR • AVOD • SVOD • STREAMING • DIGITAL • MUSIC • INFLUENCERS



MIRRIAD CREATED THE FIRST-EVER DIVERSE-SUPPLIER VPP MARKETPLACE

40+ DIVERSE CONTENT PARTNERS

SCALED MULTICULTURAL CAMPAIGNS

TRANSACT DIRECT WITH DIVERSE PARTNERS



director of photography
ANTHONY G. METCHIE With the power of Mirriad,

BET+ **BOUNCE** **aspire** **UNIVISION** **WAV** **Influential**
we are verified.

2b-tube **Hallmark MAHOGANY** **300** **TASTEMADE** **TasteLife**

VILLAGE ROADSHOW PICTURES **SH ENTERTAINMENT** **Def Jam recordings** **PIVTL PROJECTS** **UNIVERSAL**
UNIVERSAL MUSIC LATIN ENTERTAINMENT

Coming Soon **NGL** **mitú** **vevo** **OWN** **MY | CODE**
DEVELOPING PARTNERSHIPS

DIVERSE PARTNERS

TARGETED OWNED

← →

EBONY **HARTBEAT** **V.H.T** **THE SHADE ROOM** **88↑** **CARACOL** **CULTURE**

POC STUDIOS **RICHMUSIC** **fuse** **ODK MEDIA** **360** **GEMELLI**

adsmovil **iTalkBB** **nirvana DIGITAL** **revry** **CANELA**
MEDIA

LNTN **REVOLT** **equalpride** **Coming Soon**
LOBIQ OWNED AND OPERATED DEVELOPING PARTNERSHIPS

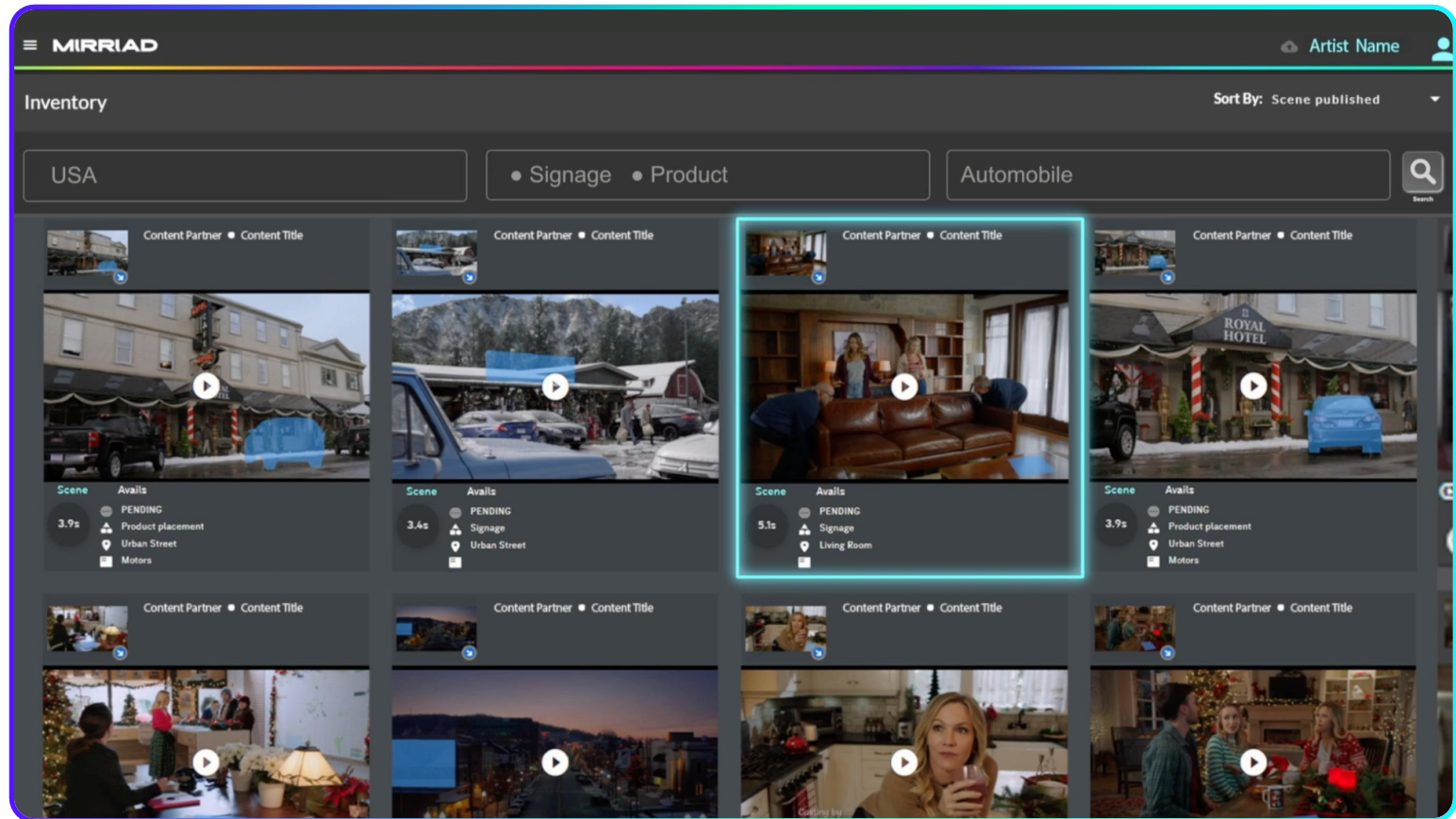
THE MIRRIAD PLATFORM

Activating with Mirriad



HOW IT WORKS

Mirriad's Proprietary Platform



AI-POWERED ANALYSIS

Content is segmented by context and locale, and creative formats are highlighted as in-scene inventory.

EASY SCENE SELECTION

Brands review scenes for context, placement and positioning, full scene with dialogue playout, length on-screen, etc.

TRANSPARENT APPROVALS

Full access to review and approve the brand-integrated video for total alignment prior to distribution.



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**VARIETY OF
CREATIVE FORMATS**
PLACED IN CONTEXTUALLY-
RELEVANT MOMENTS

**PRODUCT • SCREENS • BILLBOARDS • SIGNAGE
POSTERS (DIGITAL / STATIC) • PRINT • CUSTOM AD FORMATS**



YOUR ONE-STOP SOLUTION

Streamline and Scale Media Investments Across VPP Marketplace

→ BRAND BRIEF

Advertiser submits Brand Brief to Mirriad.

CAMPAIGN DETAILS

- ✓ Brand
- ✓ Campaign Details
- ✓ Flight
- ✓ Audience
- ✓ Timing
- ✓ Budget
- ✓ Content Preferences
- ✓ Context Priorities
- ✓ KPIs

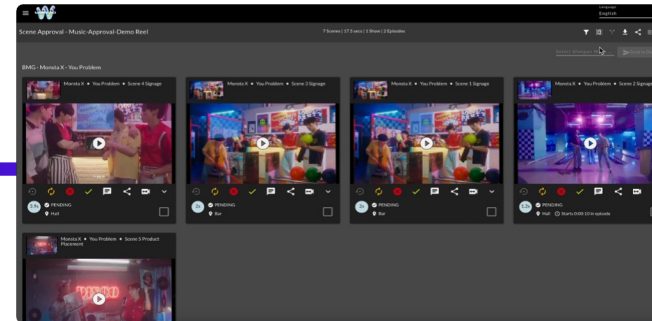
→ CONTENT MATCH

Mirriad backs into audience data matching Advertiser with content across entertainment ecosystem.



→ CREATIVE APPROVALS

Advertiser selects scene inventory and approves campaign integrations.



→ DISTRIBUTION

Mirriad sends back with content partner for standard distribution.



**OPTION TO
TRANSACTION DIRECT
WITH DIVERSE
SUPPLIERS**

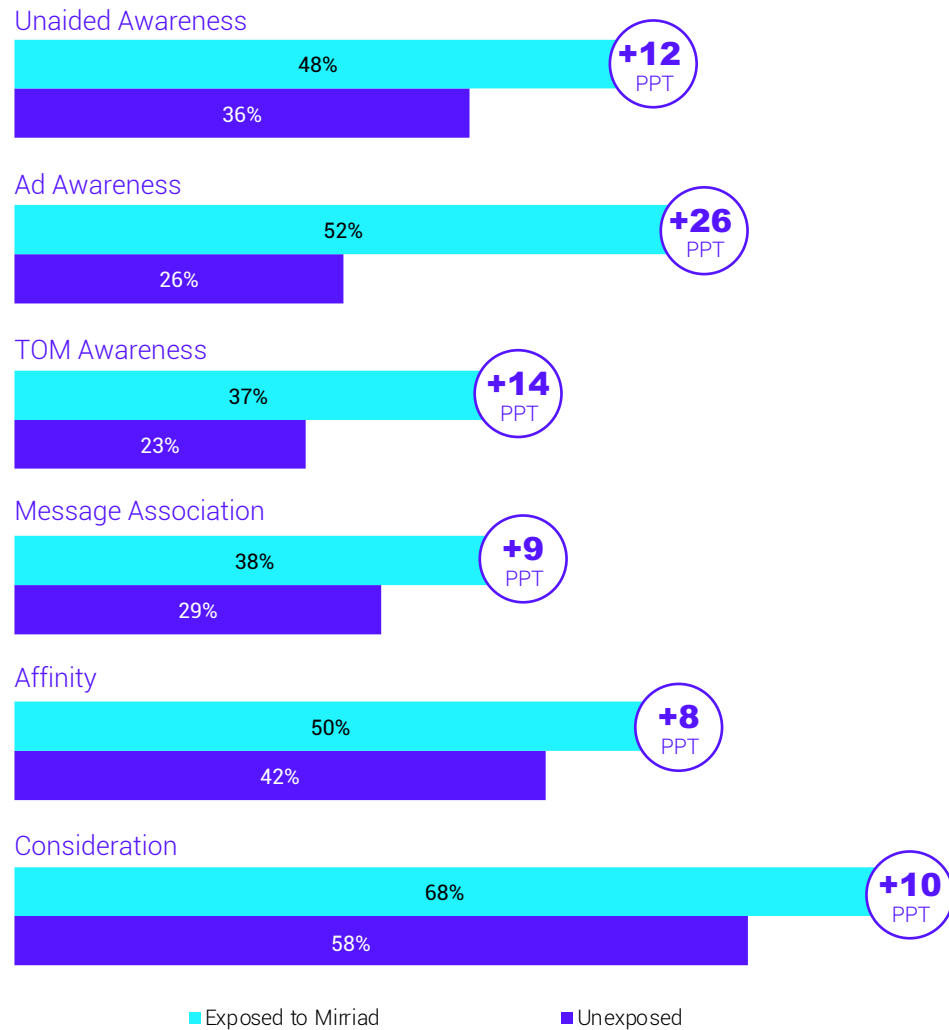


EFFECTIVENESS

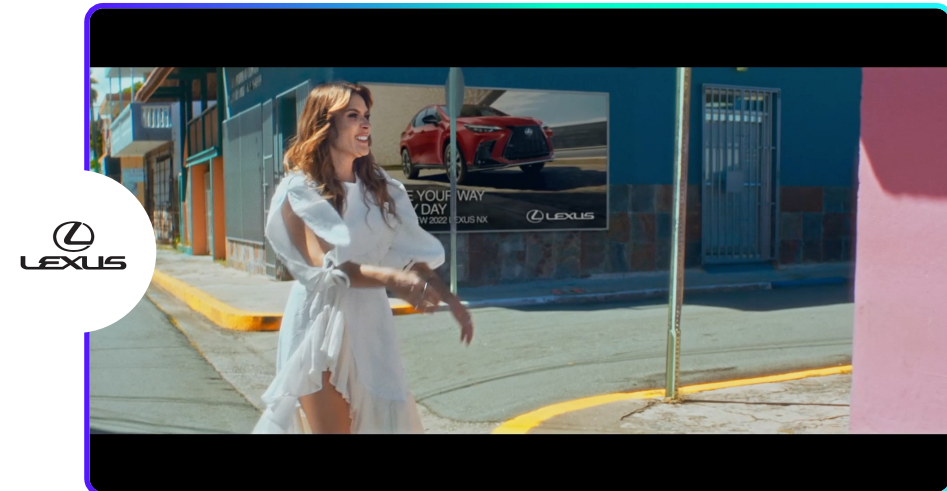


VPP DRIVES FULL-FUNNEL LIFTS FOR BRAND PARTNERS

Across 40+ Studies



Campaign Spotlights



ADVERTISER TESTIMONIALS



MIA PHILLIPS

Senior Manager of Advertising & Media at Lexus

*The fragmented media landscape makes it challenging for brands to break through the environment to seamlessly connect with audiences. **In-content advertising, like Mirriad's AI technology, has provided an avenue for us to engage with consumers in an authentic and innovative way that drives optimal results.***



MALCOLM HENDERSON

Senior Brand Manager at Procter & Gamble

***Mirriad's Multicultural Marketplace for in-content advertising is at the cutting edge of advertising and inclusion, bringing innovation and new revenue streams to minority-focused content.** In partnership with Mirriad, we've successfully created in-content campaigns for brands like Charmin. By placing our brand in-content that is relevant and resonant to consumer groups we want to reach, our campaigns deliver great results and great viewer experiences.*



PEPSICO

KATE BRADY

Head of Innovation at PepsiCo

*Similar to challenges in media fragmentation — cord-cutting, cord-nevers, people just leaning into SVOD platforms that don't offer traditional ad placements — **Mirriad offers a solution where we can connect with our consumers in the content that they're actually already engaged in.***



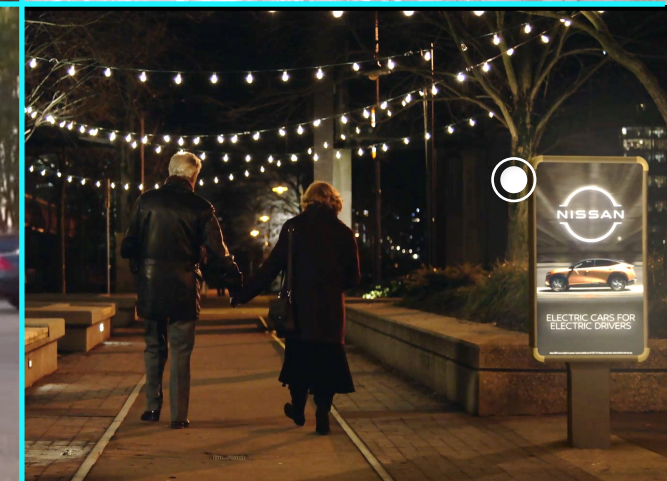
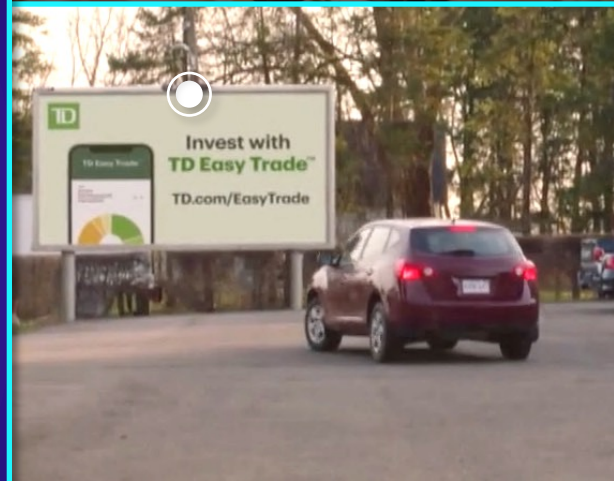


YOUR VPP OPPORTUNITY with Mirriad

- Preferred by audiences 7x over traditional media;
- Embedded into the viewer experience instead of competing within a cluttered ad break;
- High-performing for brands with proven lifts in sales actions;
- Rapidly scalable like never before.



MIRRIAD – CONFIDENTIAL



INTRODUCING: PROGRAMMATIC VPP

First-Ever In-Content Dynamic Ad Insertion



VPP BECOMES AN INDUSTRY STANDARD AD FORMAT

First-Ever In-Content Dynamic Ad Insertion



Mirriad is automating in-content advertising by leveraging programmatic industry standards such as **dynamic ad delivery**, **addressable targeting**, and **real-time reporting**.

Platform Based Architecture

- Facilitates unified buying & analytics
- Utilize your DSP of choice
- Available through multiple SSPs
- Standard digital ad protocol
- VAST tags accepted
- Industry-standard reporting

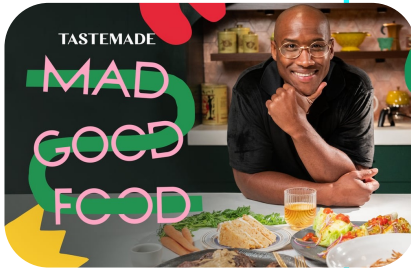
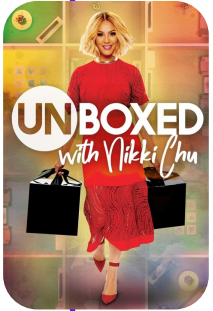
Roll out begins this year.

CONTENT OPPORTUNITIES



VPP MARKETPLACE

Example 1H'24 Content Opportunities



VPP MARKETPLACE

Example Integration Opportunities ("Blue Boxes")



To Her, With Love
OOH Signage
4.9 seconds



Johnson
Signage/Screen
19 seconds



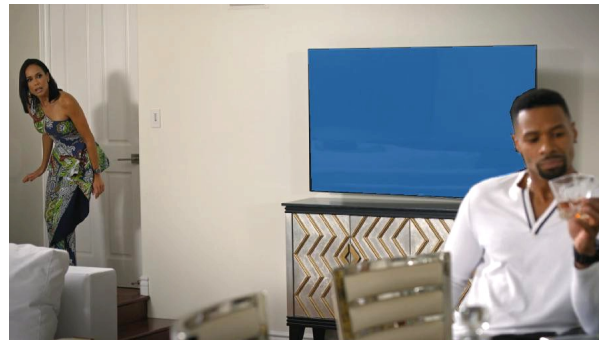
Love 911
Signage
9.9 seconds



Eternamente Amándonos
OOH Signage/Poster
14.5 seconds



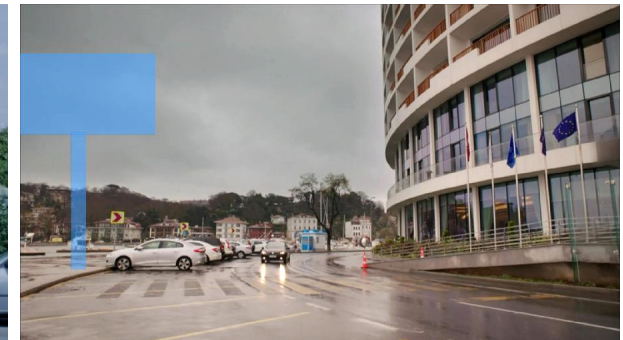
Feliz Navidad
OOH Signage
15.3 seconds



The Black Hamptons
Signage/Screen
19 seconds



Ma Ma
Auto 3D Model
7.4 seconds



Me Robó Mi Vida
OOH Billboard
4 seconds



CASE STUDIES



CASE STUDY AUTO



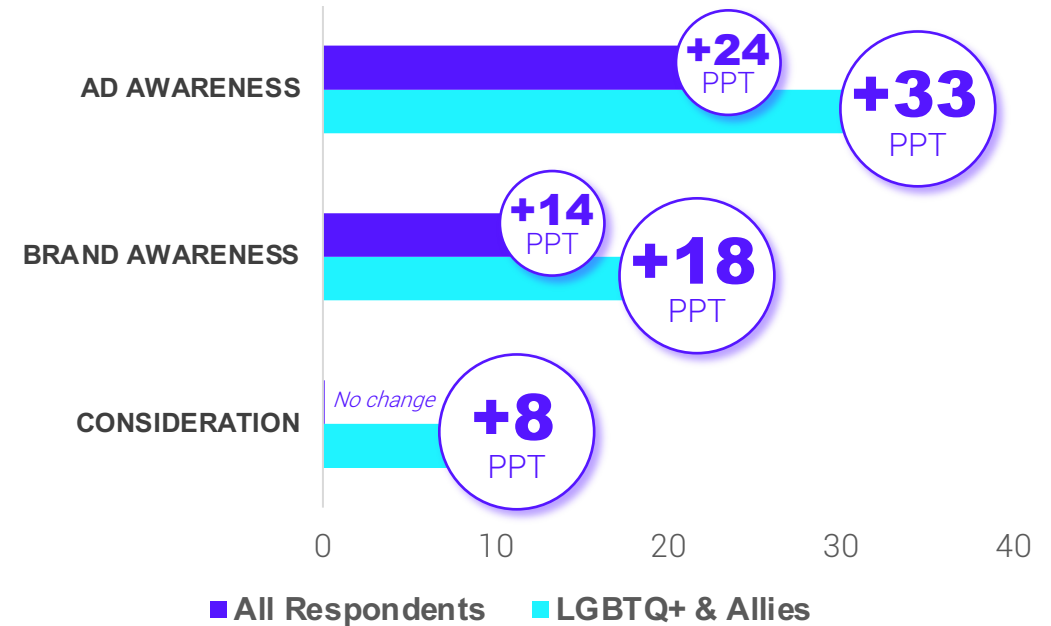
17M

Over 13 million YouTube views of *Açüita e Coco* since premiering Jan 2022

[Click to Watch](#)

OVERVIEW: Elevate awareness, recall and purchase intent for Lexus NX among LGBTQ+ consumers. Mirriad injected Lexus into the cultural conversation by virtually integrating eye-catching and contextually-relevant signage into a newly-released video by Kany Garcia, intentionally positioning Lexus branding into content their consumers are watching in a non-disruptive format.

RESULTS:



CASE STUDY FMCG



SCENE 1: ACT YOUR AGE



SCENE 2: ACT YOUR AGE



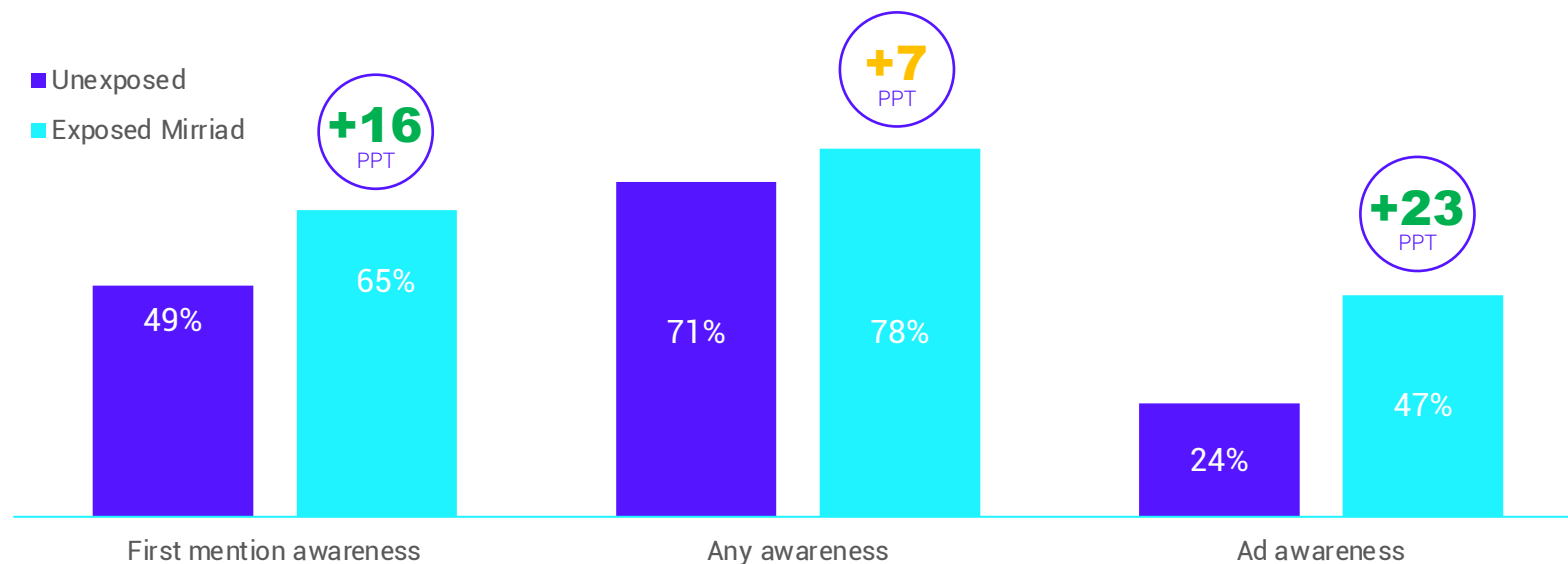
SCENE 3: STEPPING INTO THE SHADE ROOM



OBJECTIVES: Improve brand perception and consideration among Black consumers by authentically incorporating Charmin in platforms and programming that reaches and resonates with multicultural audiences.

RESULTS: The campaign resonated with Black audiences, as displayed by increases in Awareness metrics, including significant uplifts in First Mention and Ad.

■ Unexposed
■ Exposed Mirriad



● 90% sig increase ● 80% sig increase ● No sig change ● 90% sig decrease

MIRRIAD

THANK YOU