

MIRRIAD

THE ADVERTISING SOLUTION FOR THE STREAMING AGE

Research & Case Studies



MEASURABLE **SOLUTION** | INCREMENTAL **ROI**

5:1

ROI

+27x

HH Shopping Activity

+51%

Avg Transaction Value

10x

Viewer Preferred

+35%

Sales Boost

Accredited Measurement Partners:   

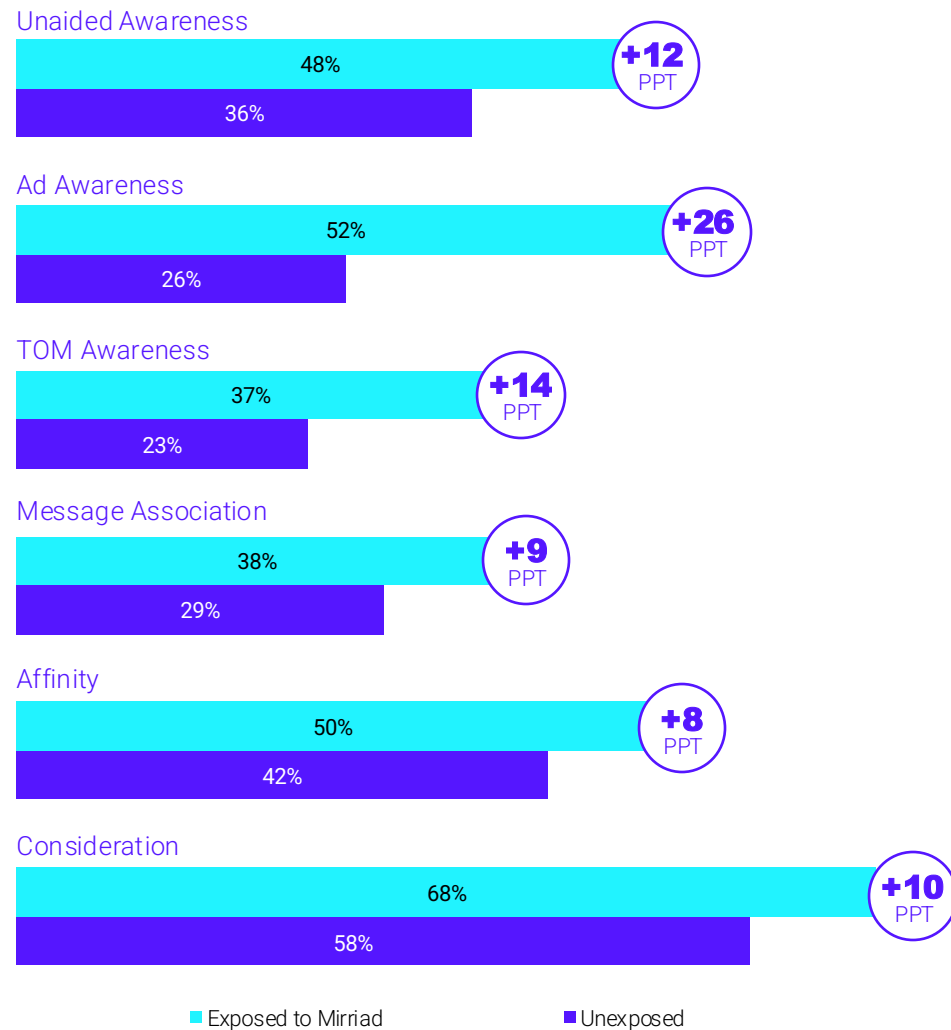
Sources: iSpot, Kantar

MIRRIAD - CONFIDENTIAL

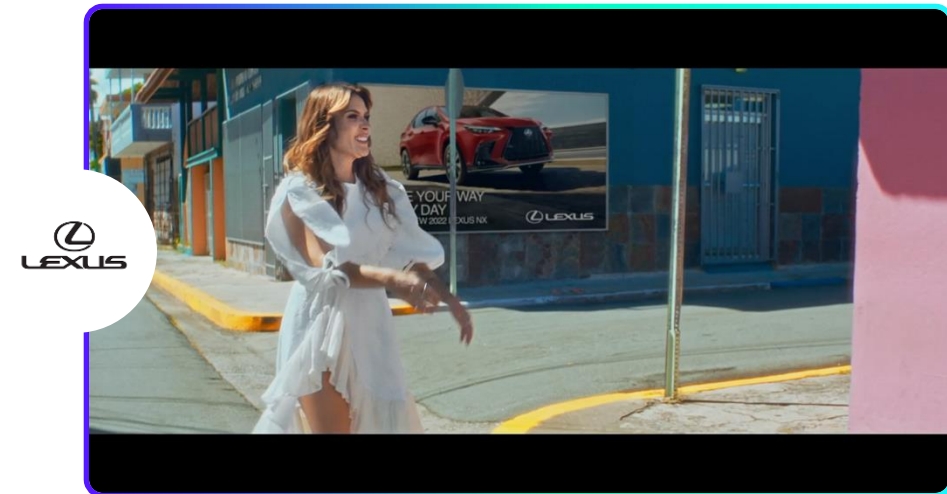


VPP DRIVES FULL-FUNNEL LIFTS FOR BRAND PARTNERS

Across 40+ Studies



Campaign Spotlights



EXCELLENCE ACROSS CATEGORIES



	ALCOHOL	AUTO	ENTERTAINMENT	FINSERV	FOOD & BEV	FMCG	PERSONAL CARE	RETAIL	TELCO	TRAVEL
Awareness	+28ppt	+41ppt	+15ppt	+36ppt	+17ppt	+18ppt	+11ppt	+18ppt	+18ppt	+22ppt
Consideration	+9ppt	+10ppt	+12ppt	+16ppt	+7ppt	+6ppt	+5ppt	+8ppt	+22ppt	+13ppt



CASE STUDY CPG | FOOD



RESULTS:

+12
PPT

TOM AWARENESS
(control vs exposed)

+12
PPT

UNAIDED AWARENESS
(control vs exposed)

+17
PPT

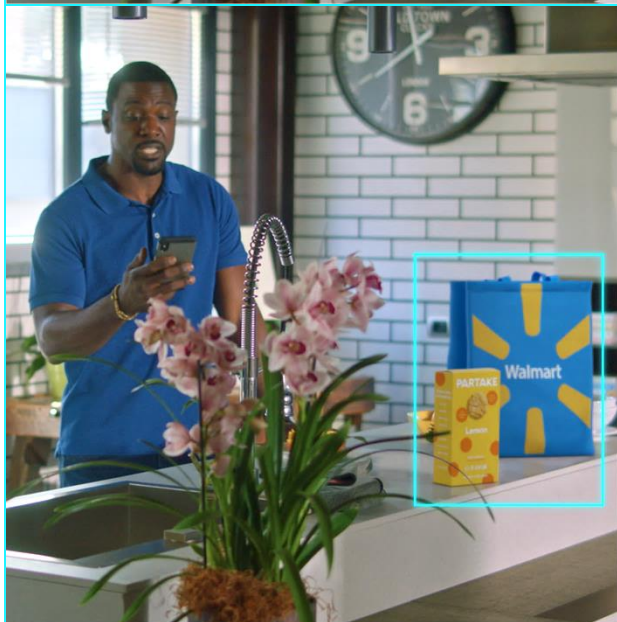
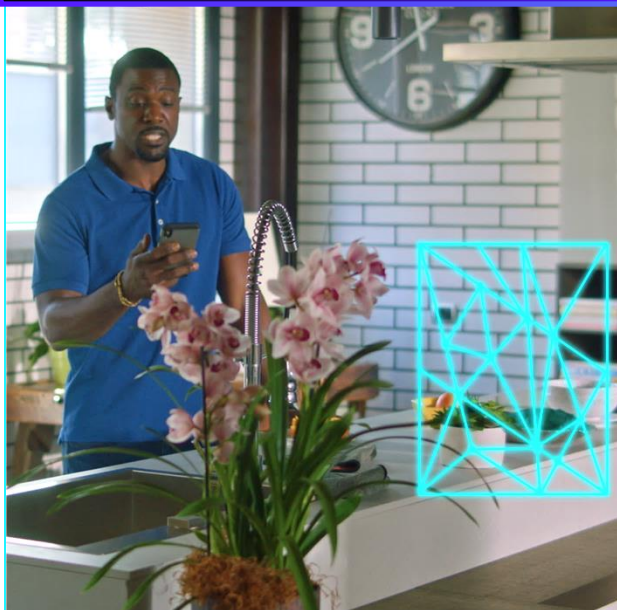
AD AWARENESS
(control vs exposed)

+7
PPT

AFFINITY
(control vs exposed)



CASE STUDY RETAIL



POWER OF VPP AD FORMAT INCREASE IN TRANSACTIONS & CART SIZE

Among Adults 18-45

+16%

increase in
transactions per household
after VPP exposure

+51%

increase in
average transaction value
after VPP exposure
*(compare to +0.7% increase after
exposure to TV spot only)*

Source: iSpot

CASE STUDY TELCO



RESULTS:

+19
PPT

FAVORABILITY
(control vs exposed)

+22
PPT

CONSIDERATION
(control vs exposed)

88%

LIKE THE FORMAT
(viewers who agree)

92%

NATURAL FIT
(viewers who agree)

85%

MADE THE BRAND MORE APPEALING
(viewers who agree)

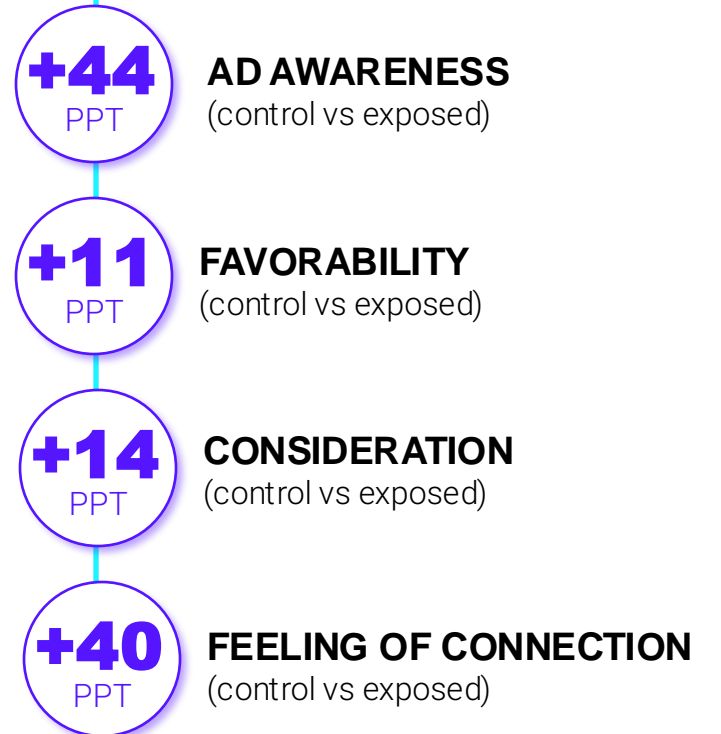


我都快收工了 我发现

iTalkBB

Overview: Toyota collaborated with Mirriad to reach key audiences with virtual ads for its Grand Highlander Campaign. Utilizing Mirriad's AI-powered platform, Toyota's campaign featured in-language virtual signage, video within video, and virtual product placements contextually embedded for maximum relevance and impact.

RESULTS:



CASE STUDY AUTO | LGBTQ+ AUDIENCE



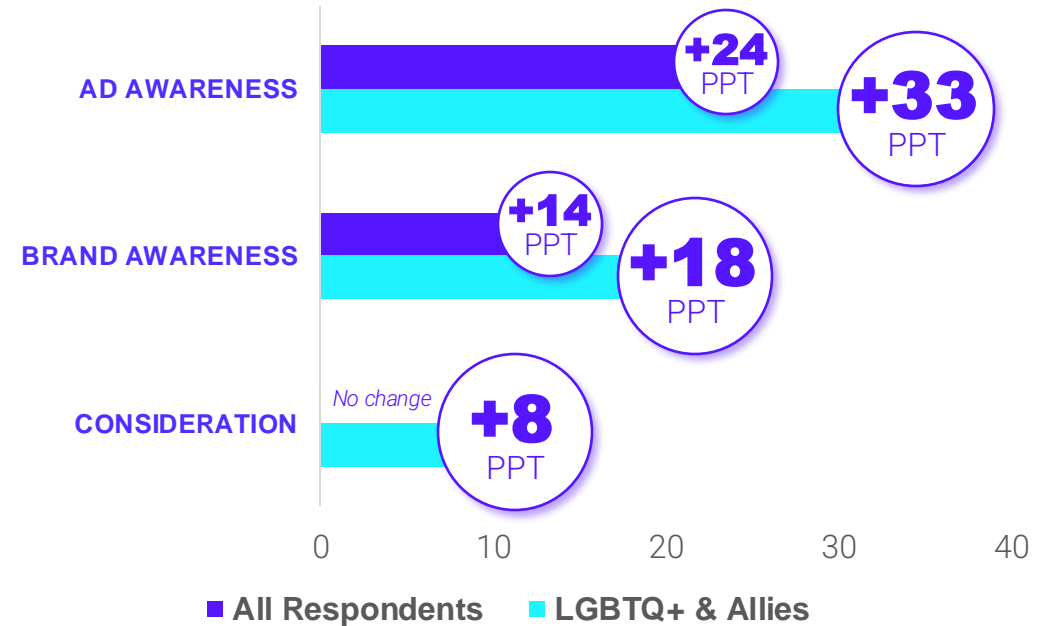
15M

Over 15 million YouTube views of *Agüita 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



OBJECTIVE:

Elevate awareness, recall and purchase intent for Charmin among Hispanic consumers.

SOLUTION:

Mirriad virtually integrated product and signage directly into two popular Univision TV series, finding the **right moments** to speak to the **right audience**.

RESULTS:

+ **22** PPT

increased top of mind brand awareness

+ **16** PPT

increased "Enjoy the go" tagline message association

+ **7** PPT

increased unaided brand awareness

Control vs exposed, after Mirriad activation



CASE STUDY AUTO | EV INTENDERS

CAMPAIGN OBJECTIVE:

Bring new customers into the brand by building an emotional relationship with them.

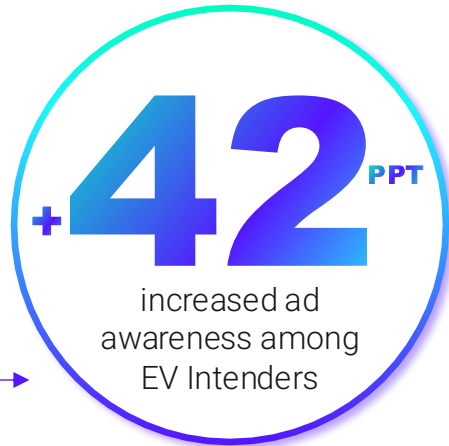
CAMPAIGN RESULTS:



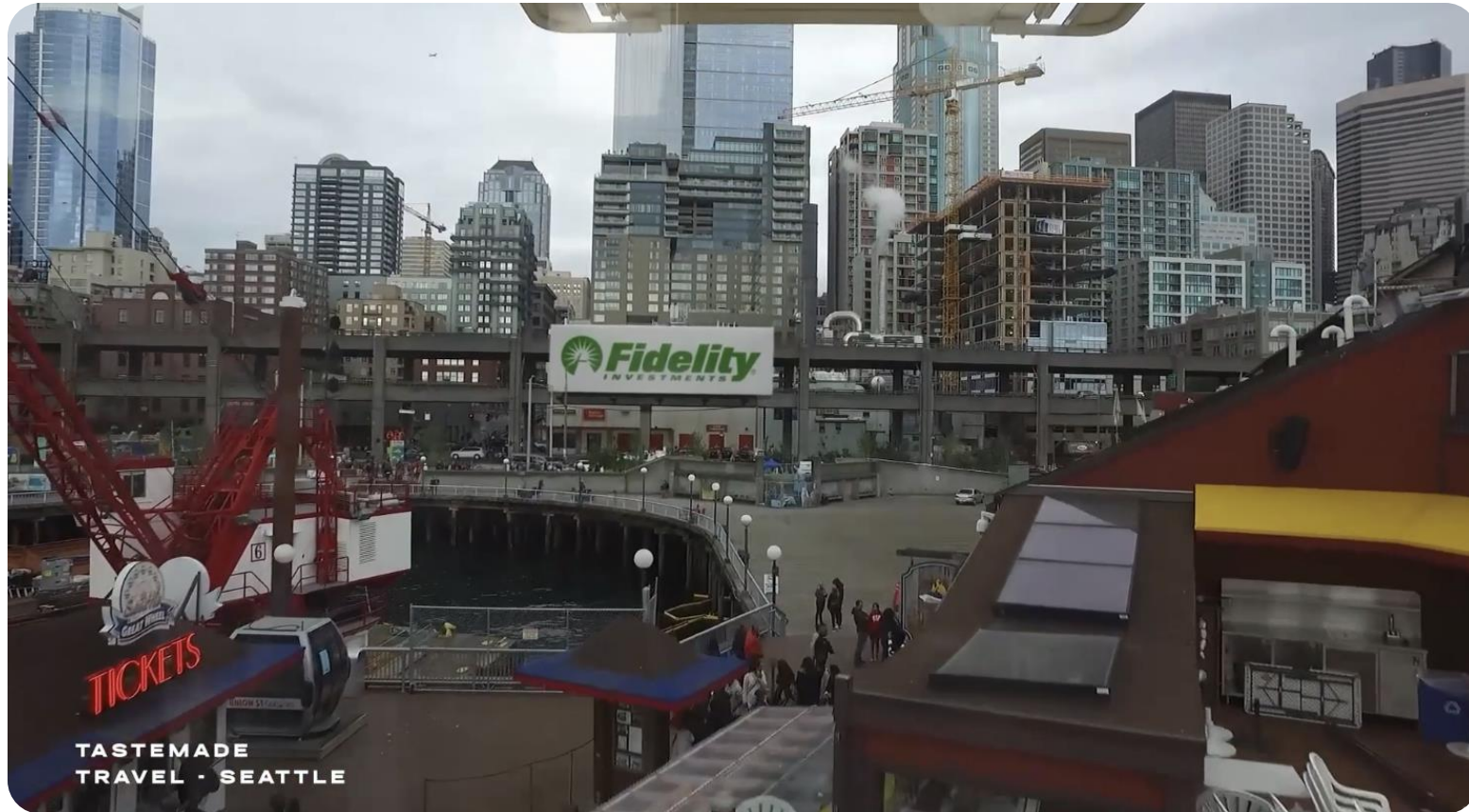
CAMPAIGN OBJECTIVE:

Carve out a unique space to become a household name in the EV category.

CAMPAIGN RESULTS:



CASE STUDY FINANCE



FINANCE BRAND PARTNER RESULTS:

- +10**
PPT
RECOMMENDATION INTENT
(control vs exposed)
- +11**
PPT
BRAND FAMILIARITY
(control vs exposed)
- +13**
PPT
BRAND AFFINITY
(control vs exposed)
- +14**
PPT
CONSIDERATION INTENT
(control vs exposed)
- 65%**
GREAT FIT WITH CONTENT
(percent of respondents)