

adways

Beyond interactive video

ENRICH, ENGAGE, MONETIZE

Stéphane Zadounaïsky, Next Level Japan
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A FAST GROWING START-UP

Experienced Executive Team



Jacques Cazin
Co-Founder - CEO
Paris



Clément Tellier
Co-Founder - CTO
Lyon



Fabrice Jaeger
US General Manager
New York



Maxime Maton
Sales Director - France
Paris

Awards & Events

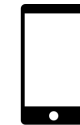


LES TROPHÉES DE LA
VIDÉO ONLINE 2014

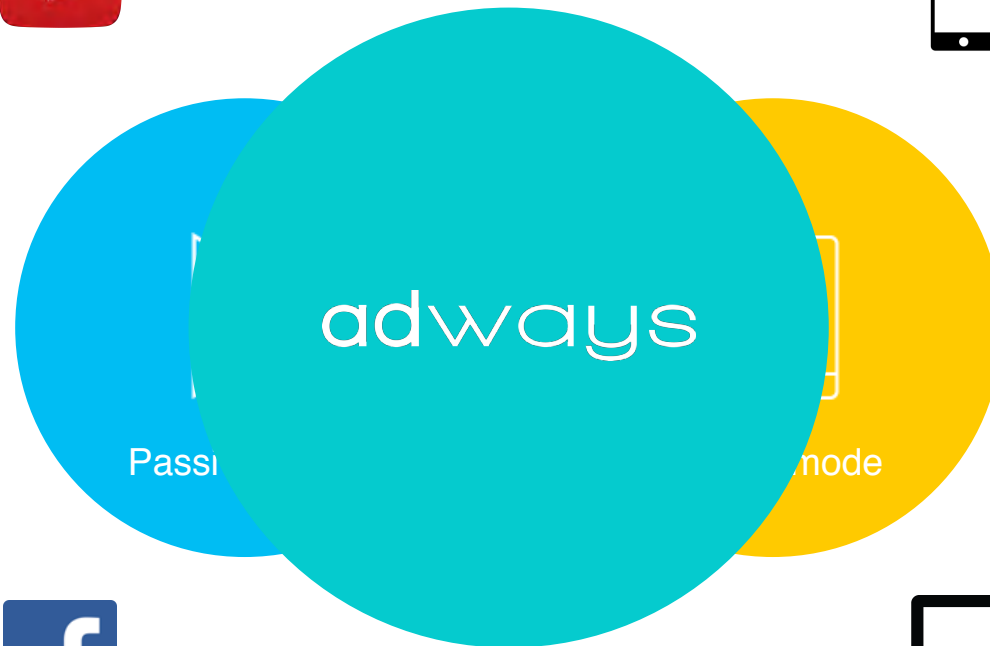


ONLINE VIDEO PARADOX

4 billion
views/day



2 billion
in 2015



4 billion
views/day



1,5 billion
in 2015

From passive to **engaging videos**

TARGETED MARKETS



Media

TV – Publishers – Pure players

Editorial content, Tie-ups, Storytelling



Corporate

Brands – Institutional

Branding, Communication, E-learning



Advertising

AdNetworks – Media Sales House

Innovative Ad Formats, Sponsoring, E-commerce

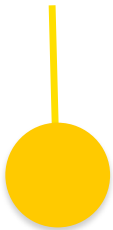


KOOKAI



AUDIENCE ENGAGEMENT

Enrich
1/10



Time to execute

Engage
20%



Average CTR on
editorial video

Monetize
CPC ↗



From low CPM
to high value CPC

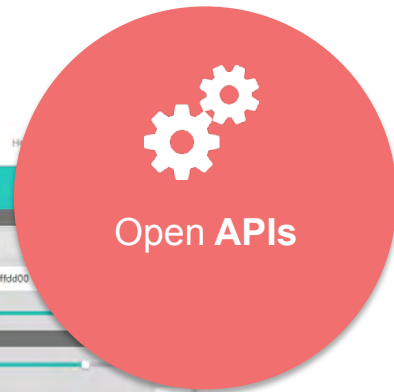
ADWAYS STUDIO TECHNOLOGY



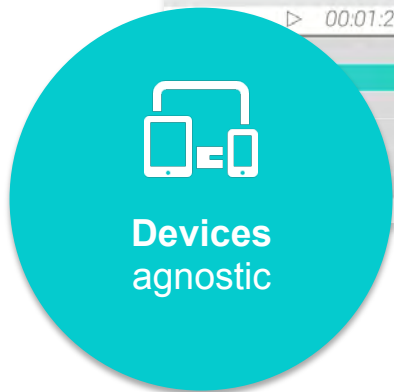
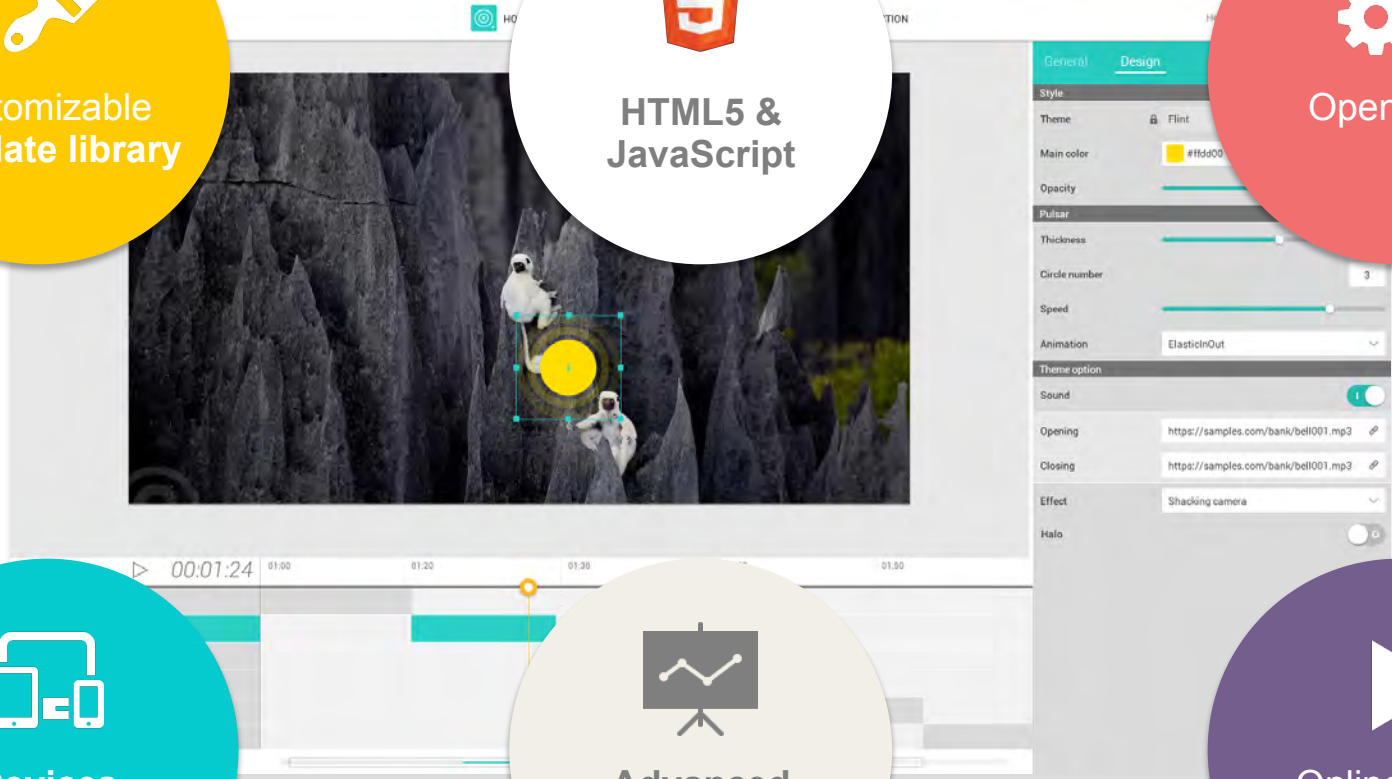
Customizable
Template library



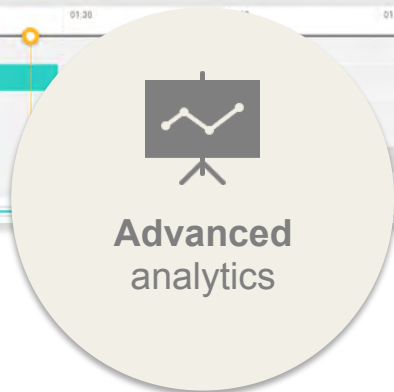
HTML
5
HTML5 &
JavaScript



Open APIs



Devices
agnostic



Advanced
analytics



Online video
player agnostic

ORANGE – SHOW HELLO 2014



Agency : Havas Production

Client : ORANGE

Broadcasting: October 2014 on the Home Page Orange.com

Brief

How to present the 12 innovations in a creative and efficient way and highlight how to use them ?

Objective

Offering to the viewer, without imposing, short videos showing the key benefits of each innovation in order to capture the viewer's attention and improve his engagement with the content.

ORANGE – SHOW HELLO 2014



12

Call to action

Interactive zones

10%

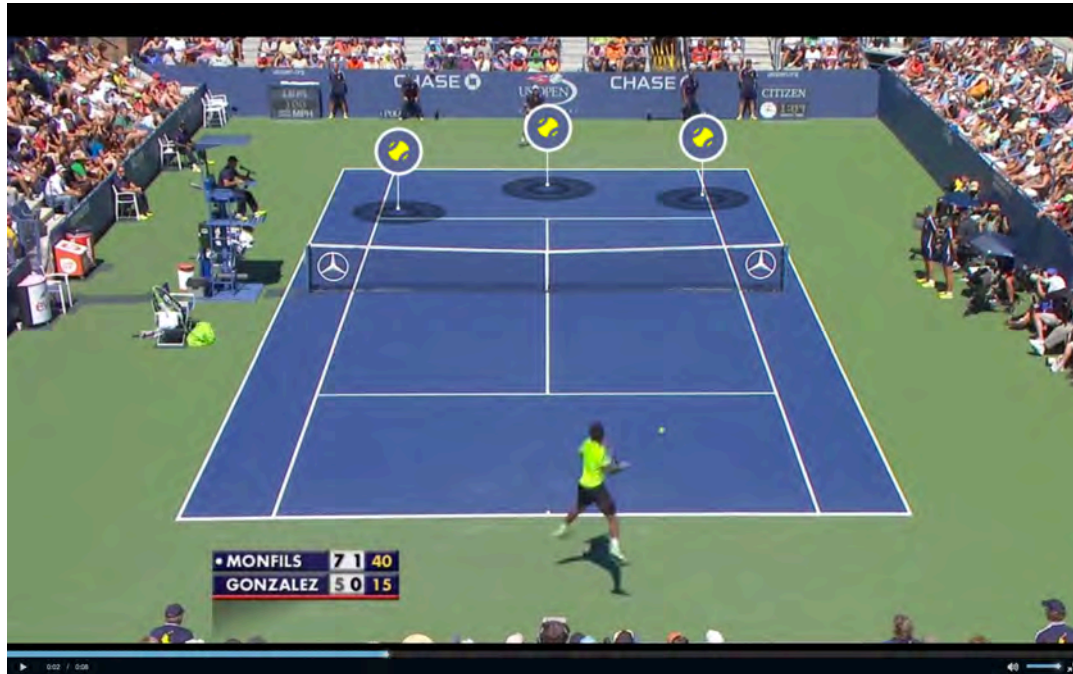
Average click-through rate

+2'

Average extra-time on the video

(original time 2'52")

CANALSAT – US OPEN



Agency : Fairplay Conseil
Client : CanalSat
Broadcasting : September 2015

Brief

During the US Open, CanalSat wanted to highlight the event exclusive broadcasting on the channel Eurosport.

Objective

Developing innovative & fun videos with branding & gaming issues in order to generate buzz and virality on social networks.

CANALSAT – US OPEN



35 K

Total views

97,6%

Viewers who played

53,5%

Viewers who played twice

8%

Viewers who shared
the game on social networks

OUICAR – GET TO KNOW US !



Agency : Re-Mind

Client : OuiCar

Broadcasting : July 6th – 26th 2015

Brief

Upon the holiday season, Ouicar strengthen its TV campaign with an interactive video online.

Objectives

To reassure the drivers and, lift barriers to use the service and generate traffic to the website

OUICAR – GET TO KNOW US !



1 400 000

Total views

51 %

Completion rate

+ 16 %

vs benchmark rate

38 000

Number of visits on the website after the campaign

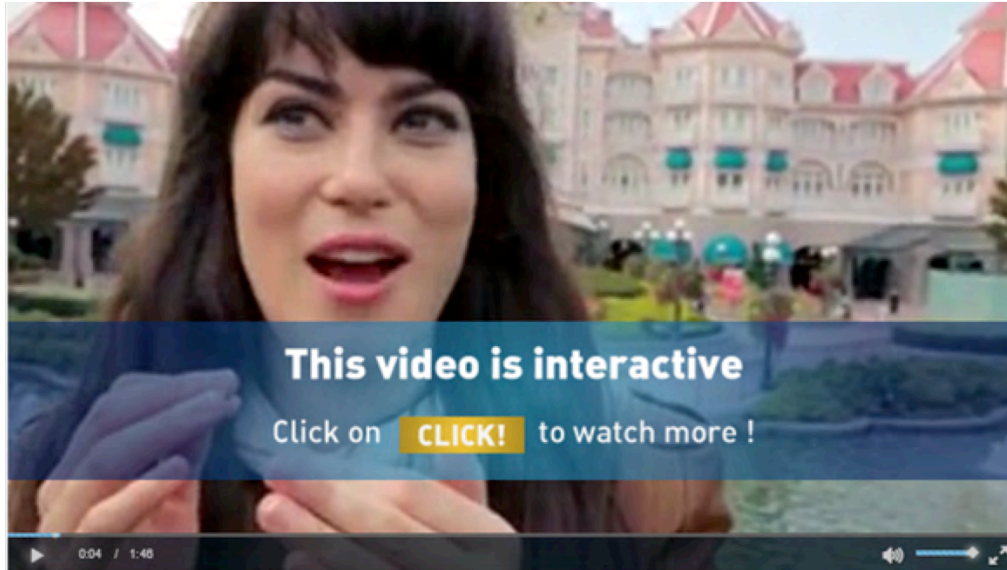
2,7 %

Average CTR

+35 %

vs benchmark rate

DISNEYLAND PARIS – ENJOY YOUR WEEK-END



Agency : Blue 449 UK

Client : Disneyland Paris

Media Agency : Teads – Format
InRead

Broadcasting : November 4th – 29th
2015

Brief

Before the year-end holiday season, Disneyland Paris wants to promote its offer targeting « Young Adults without children » in UK by offering WE packages.

Objective

To show and explain the different assets of Disneyland Paris beyond the amusement park in just one video.

DISNEYLAND PARIS – ENJOY YOUR WEEK-END



1 200 000

Total views

10 000

Number of visits on the website after the campaign

+53''

Average extra-time on the video

(original time 1'46'')

BONPOINT – NEW COLLECTION



Agency : Same Same Paris
Client : Maison Bonpoint
Media Agency : Teads – Format InRead
Broadcasting : August 19th – September 8th 2015

Brief

For Back-to-school, apparel maker « Bonpoint » offers a peek to the Winter Collection 2015 in an interactive movie.

Objective

Allow viewers to buy the clothes worn by the children in the movie while watching it.

BONPOINT – NEW COLLECTION



470 000

Total views

12

Products shown

9 875

Number of visits on the website after the campaign

2,1%

Engagement rate

x4

Vs benchmark rate

HUILE DE PALME – FIGHTING PREJUDICES !



Agency : Havas Digital Factory
Client : « Huile de palme de Malaisie »
Broadcasting : September 2015

Brief

The palm oil is a controversial topic in the medias. Three students are trying to fight against preconcieved ideas.

Objective

The web-documentary is fun & interactive. During 17 minutes, the viewers have access to additionnal informative content (such as infography, interview, definition) and play a quizz to question their awareness.

HUILE DE PALME – FIGHTING PREJUDICES



12 000

Total views

10

CTA

67 %

Retention rate for the quizz n°1

39 %

Retention rate for the entire quizz

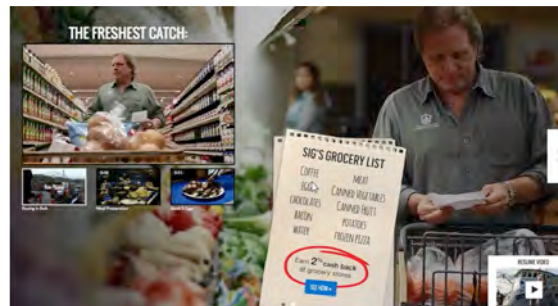
DISCOVERY CHANNEL – DEADLIEST CATCH



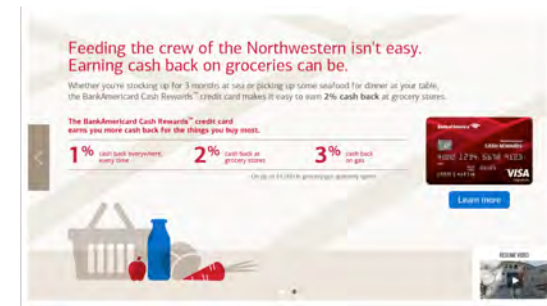
Client : Discovery Channel
Sponsor : Bank of America
Broadcasting : June 2015



Stronger impact



Adapted sponsoring



Engaged sponsoring

DISCOVERY CHANNEL – DEADLIEST CATCH



9 000

Total views

87%

Completion rate

9%

Average click rate

28,7''

Period of engagement

Thank You

Any questions or comments ?

adways

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