

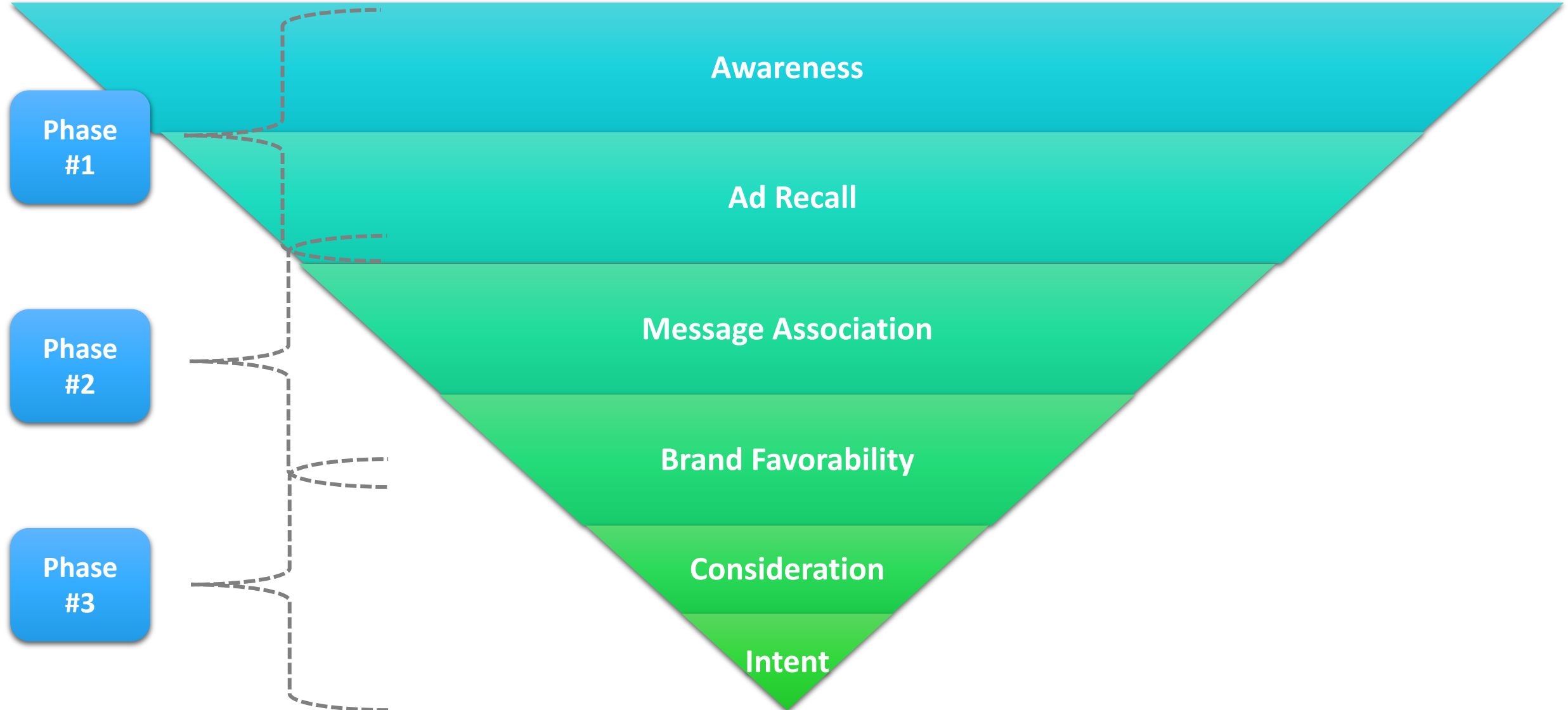
VIZIO + Brand X

Upwave Brand Study Performance

August 2021

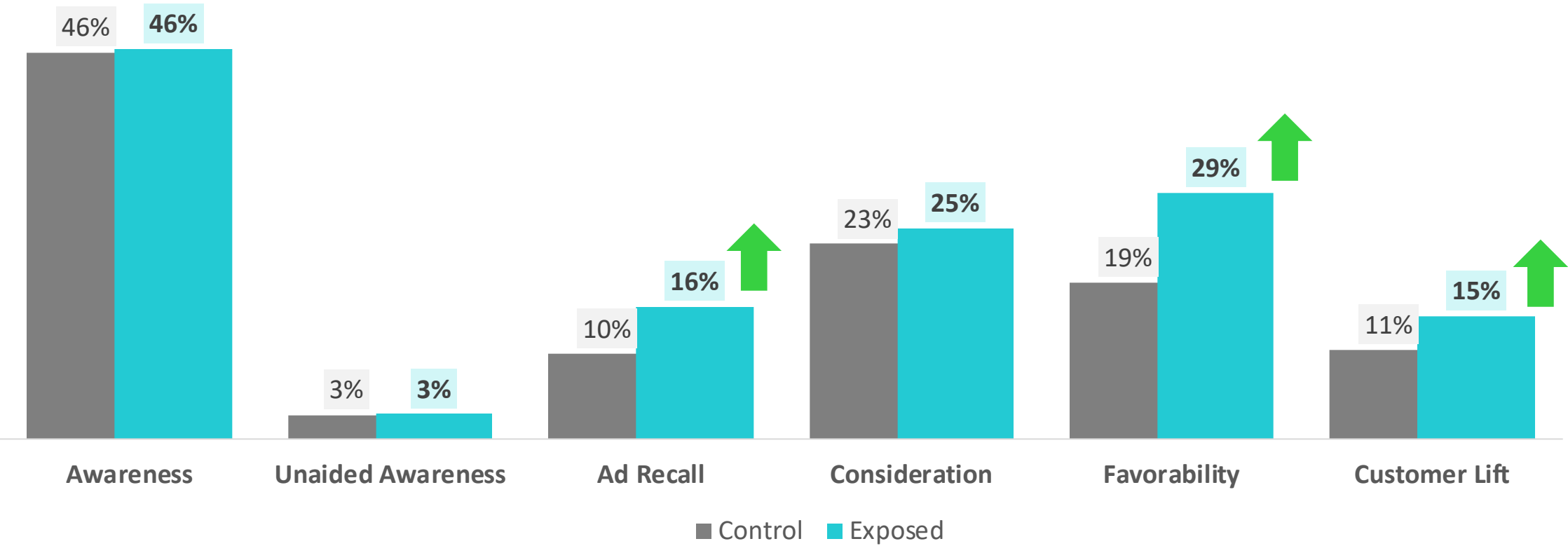


VIZIO Campaign Phases & Brand Metric Purchase Funnel






- The VIZIO Ads campaign drove statistically significant above benchmark lifts in Ad Recall, Favorability and Customer Lift.



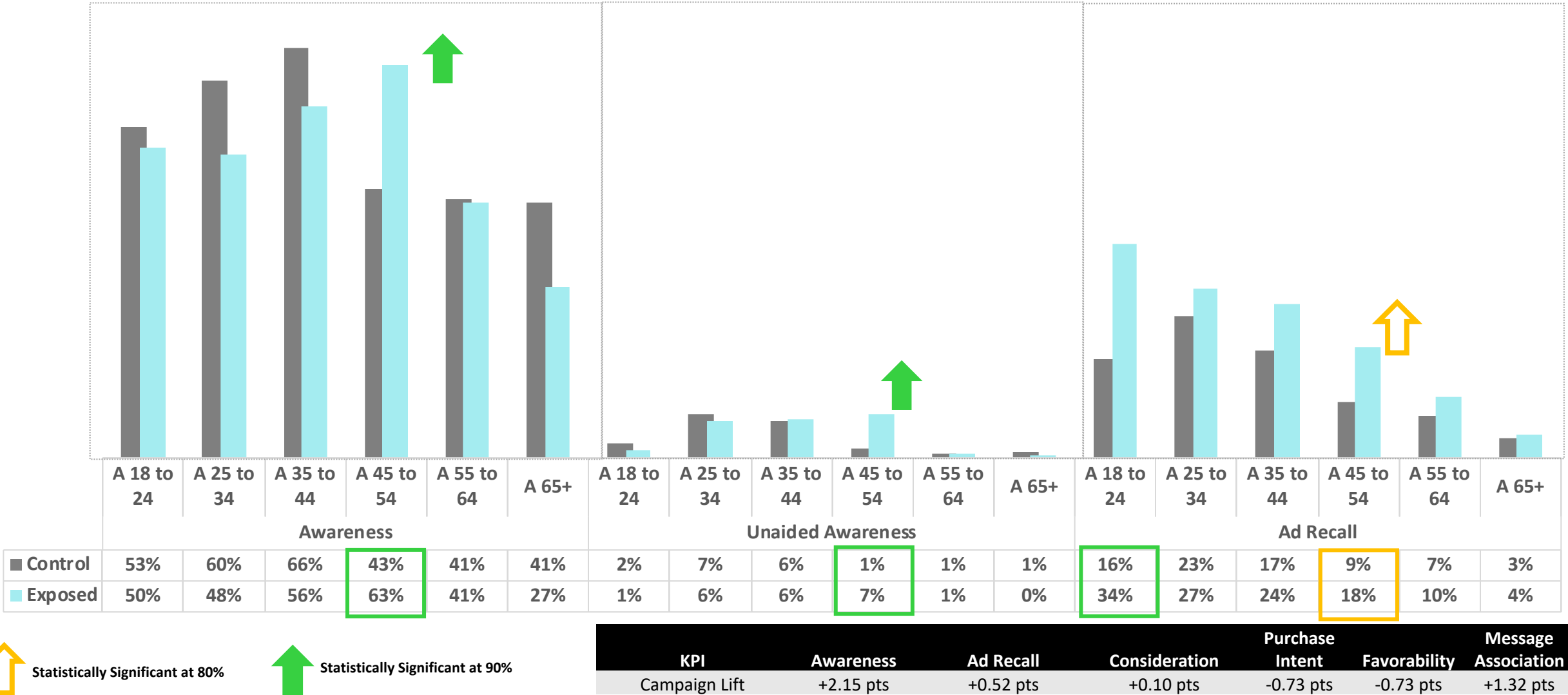
 Statistically Significant at 80%

 Statistically Significant at 90%

KPI	Awareness	Ad Recall	Consideration	Purchase Intent	Favorability	Message Association
Campaign Lift	+2.15 pts	+0.52 pts	+0.10 pts	-0.73 pts	-0.73 pts	+1.32 pts

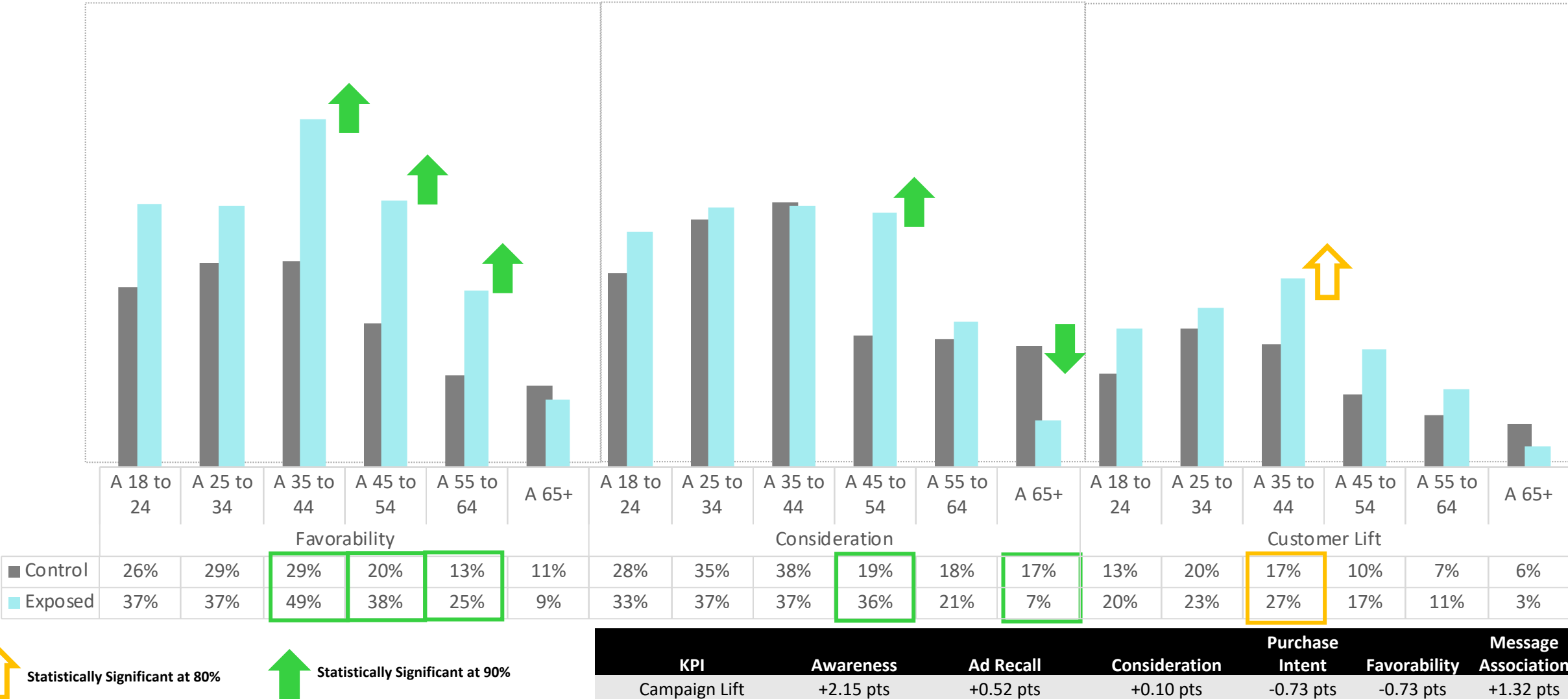


- The campaign had the highest impact on upper funnel metrics for A45 to 54, with this demo seeing above benchmark statistically significant increases across all upper funnel metrics.



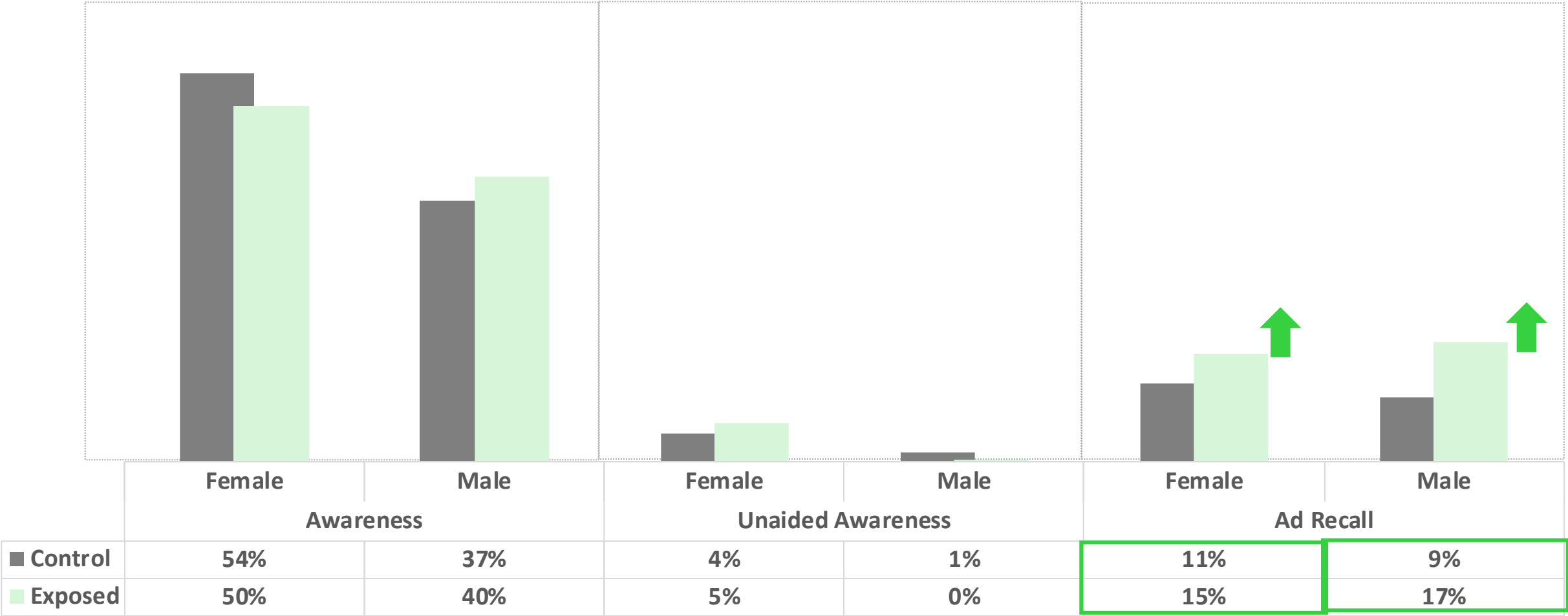


- The campaign drove above benchmark statistically significant increases in brand favorability for A35-64, and above benchmark statistically significant increases in consideration for A45-54.





- The campaign was successful in driving above benchmark statistically significant increases in Ad Recall across both Females and Males.



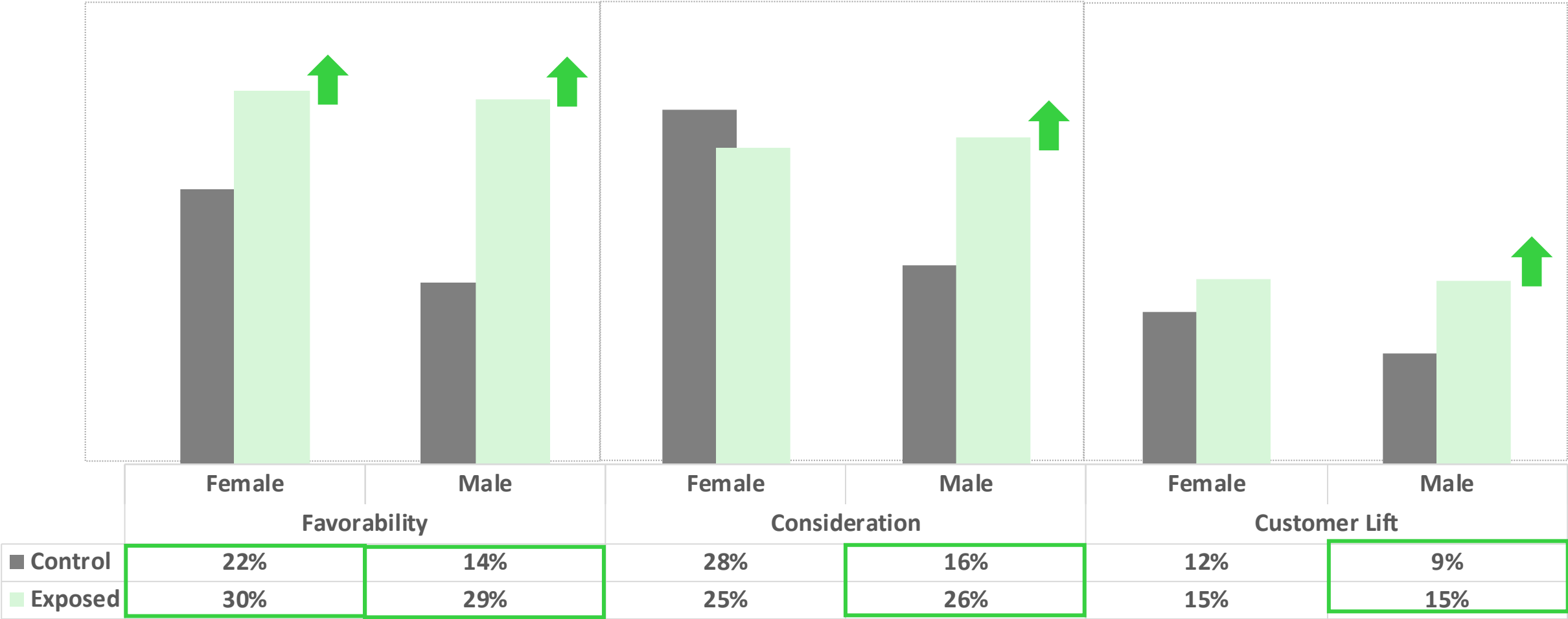
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- The campaign drove above benchmark statistically significant lives in Favorability across both Males and Females, while driving statistically significant above benchmark lifts in Consideration and Customer lift for Males.



 Statistically Significant at 80%  Statistically Significant at 90%

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- The VIZIO campaign drove above benchmark statistically significant increases in Ad Recall with HHI \$25K-50K and \$75K-100K, while also driving a statistically significant increase in Unaided Awareness for HHI \$50K-75K.

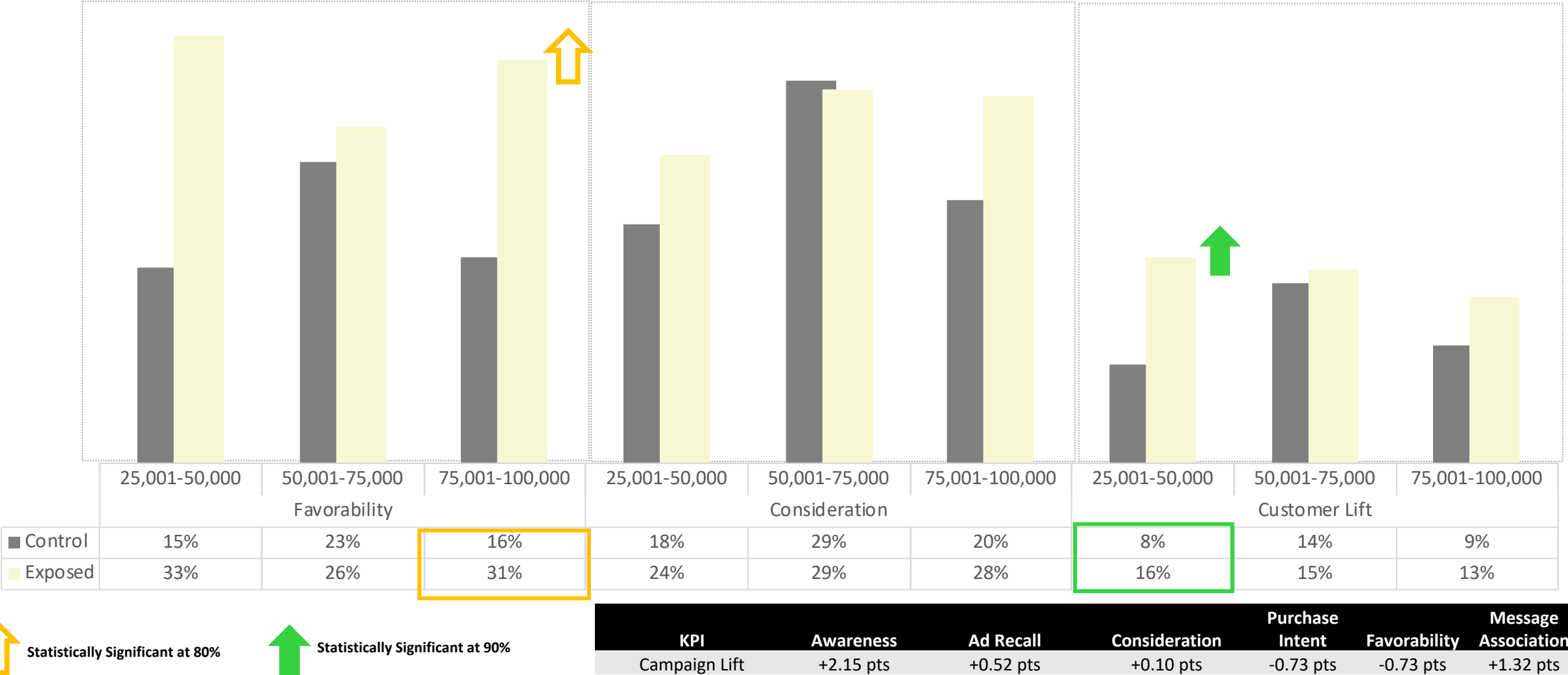


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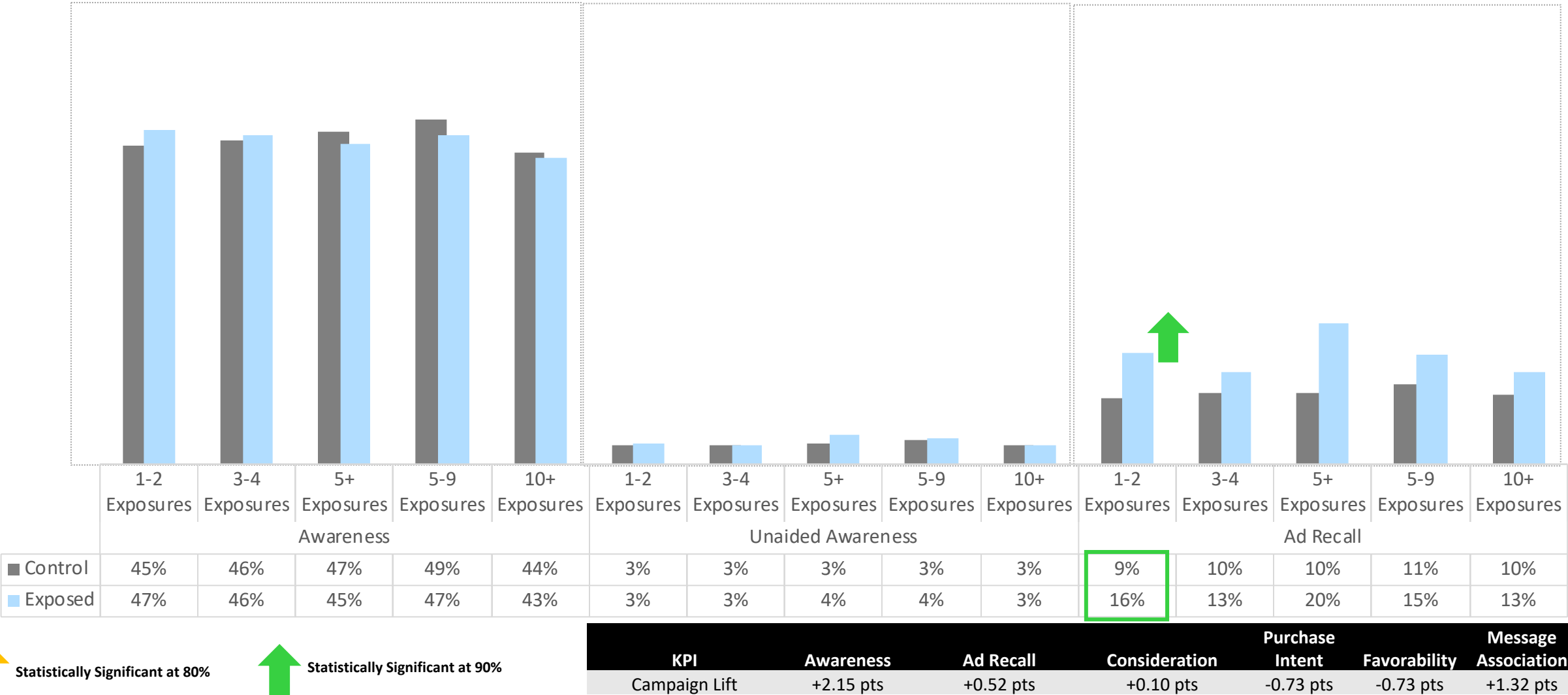


- The campaign significantly increased the brand perceptions of consumers with a median HHI of \$75K-100K.





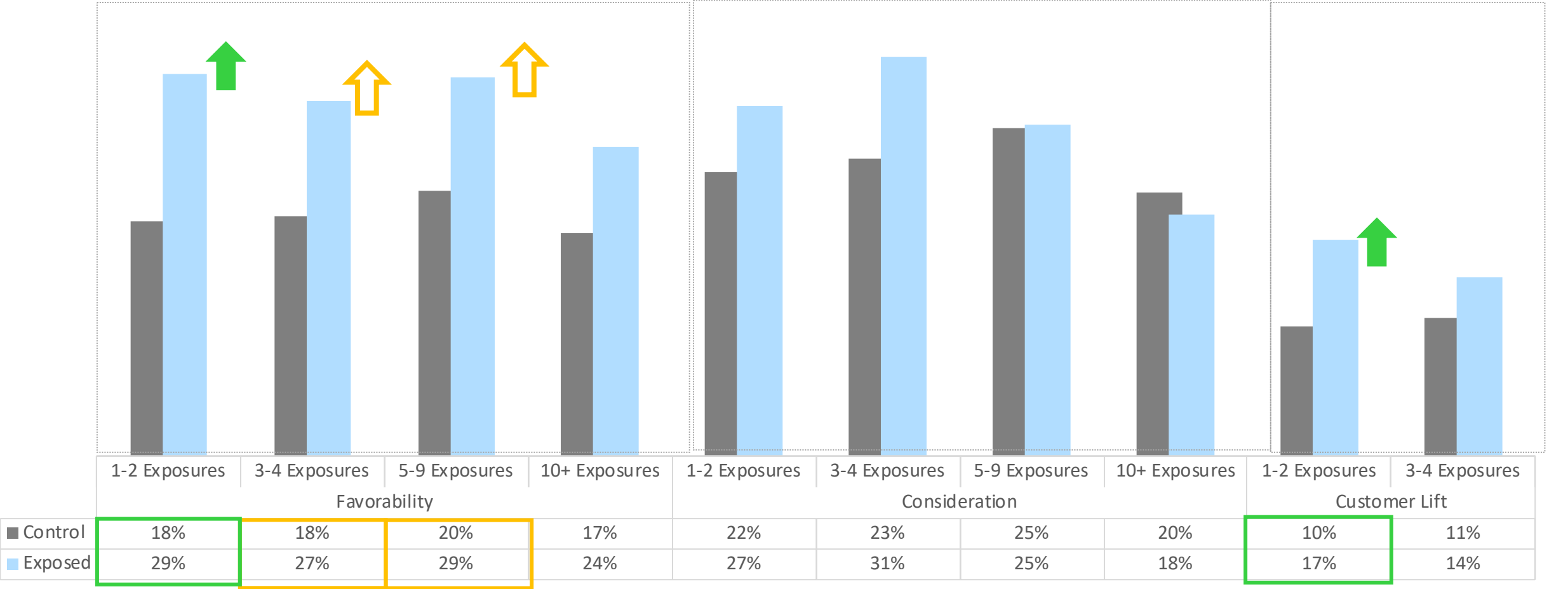
- The campaign drove a statistically significant increase in Ad Recall at 1-2 Exposures



Statistically Significant at 80% Statistically Significant at 90%



- Favorability metrics show statistically significant increases up to 9 exposures. With customer lift showing a statistically significant increase after 1 to 2 exposures.

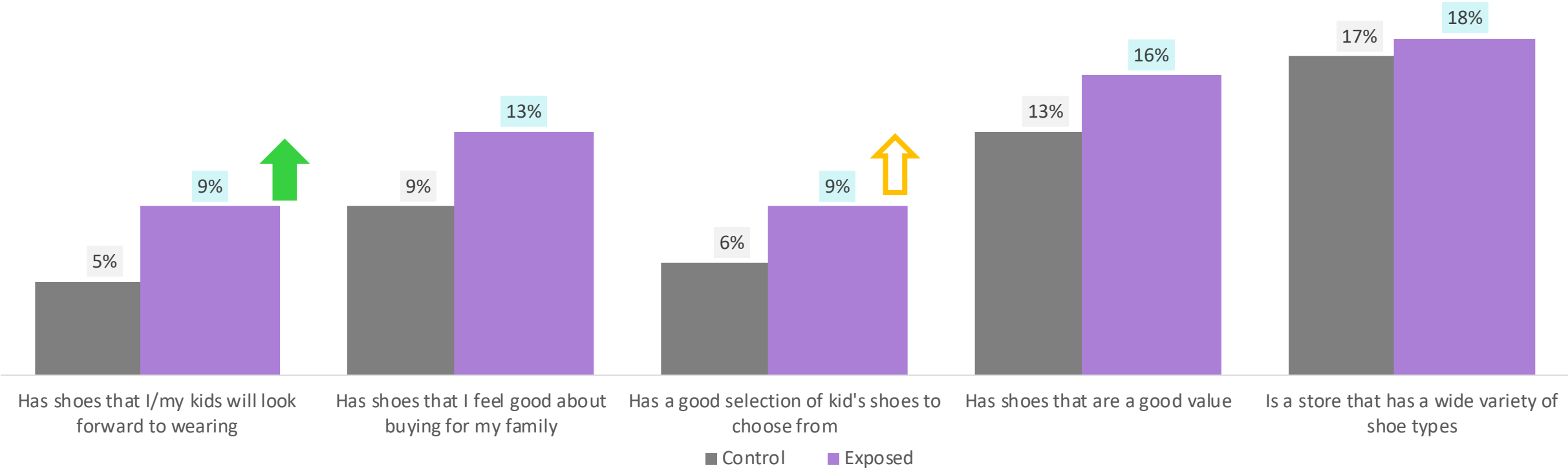



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- The campaign drove statistically significant increases in brand perceptions specifically for “has shoes that I/my kids will look forward to wearing” and “has a good selection of kid’s shoes to choose from”



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- The campaign drove statistically significant increases in Ad Recall, Brand Favorability, and Customer Lift. This suggests Brand X has transitioned in to the second phase with the VIZIO consumers
- Increases in Ad Recall across all demographic cuts indicates VIZIO campaigns have a lasting impact on consumers they reach.
- The campaign effectively drove increases in upper funnel and lower funnels metrics with A45-54.
- That campaign was effective in driving increases in lower funnel metrics with both Males and Females.
- Brand Favorability show statistically significant increases up to 9 exposures with directional increases being seen beyond that point.
- The campaign drove statistically significant increases in brand perceptions specifically for “has shoes that I/my kids will look forward to wearing” and “has a good selection of kid’s shoes to choose from”



Thank You