



UNRULY

THE LOWDOWN

WHAT DO MILLENNIALS LOVE,
HATE AND WANT FROM VIDEO ADVERTISING



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10 FINDINGS TO ENGAGE MILLENNIALS



@DevraP

Based on Findings from the Unruly Future Video Survey (3,200 global Internet users) and assorted Unruly data

YOU CHOOSE!



Most Shared Ad of All Time



**“Friends Furever”
Android**

241,540,407 Views
7,496,631 Shares
3.1% Share Rate

Most Shared Ad of April



**“Taylor vs. Treadmill”
Apple Music**

33,261,122 Views
739,607 Shares
2.22% ShareRate

**A18-34
113%
HAPPIER**



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\$2.45T

spending power

25%

cord-nevers

ABOUT THE DATA



UnrulyShareRank™

Unruly ShareRank allows advertisers to maximize the social impact of their video content by evaluating, improving & predicting the viral potential of video ads.
Trained on 395k data points.



UnrulyPulse™

UnrulyPulse offers first party insights on the cultural, seasonal and demographic drivers of video engagement.
Trained on 550k consumer responses.

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Future of Video Advertising Study

Unruly surveyed 3,200 people around the globe to learn how Millennial audiences differ in behavior and preference from Gen Z, Gen X and Baby Boomers.

1. USE RESPECTFUL AD FORMATS

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+12.2%

“Highly likely” to consider
using ad blockers

2. AD SHOCK → AD BLOCK

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58.9%

There are too many ads

49.4%

Being shown the same ad over and over again

43.1%

The ads follow me around the internet



3. MILLENNIALS ARE MOST LIKELY TO MUTE VIDEO ADS

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84.4%

**Sometimes, often
or always**

SILENCE IS A GOLDEN OPPORTUNITY



“Spinning Caps”
Coca-Cola



“Interpreter”
Hotels.com

4. MILLENNIALS DON'T HATE ADS

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+23%

**More likely to enjoy
relevant ads**



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UnrulyShareRank™

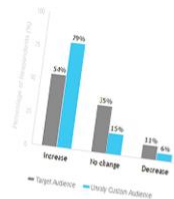
Unruly Custom Audience Emotion Purchase Sociographic

Unruly Custom Audience

Mountain Dew: Puppymonkeybaby

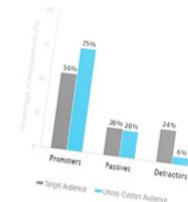
Target Audience Sample Size: 120
Unruly Custom Audience Sample Size: 71

Brand Favorability



Change in views favorability towards the brand, having watched the video

Brand Loyalty



Customer loyalty groups, as defined by the Net Promoter Score methodology

Purchase intent



Intent to purchase, having watched the video

Emotional



Sociographic



Behavioural



5. BE SELF-AWARE, CONSISTENT & AUTHENTIC

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74%

lose trust
if an ad "feels fake"



6. MAKE ADS MILLENNIALS WILL SHARE

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112%

**more likely to
share ads they like**



MAKE AN EMOTIONAL CONNECTION

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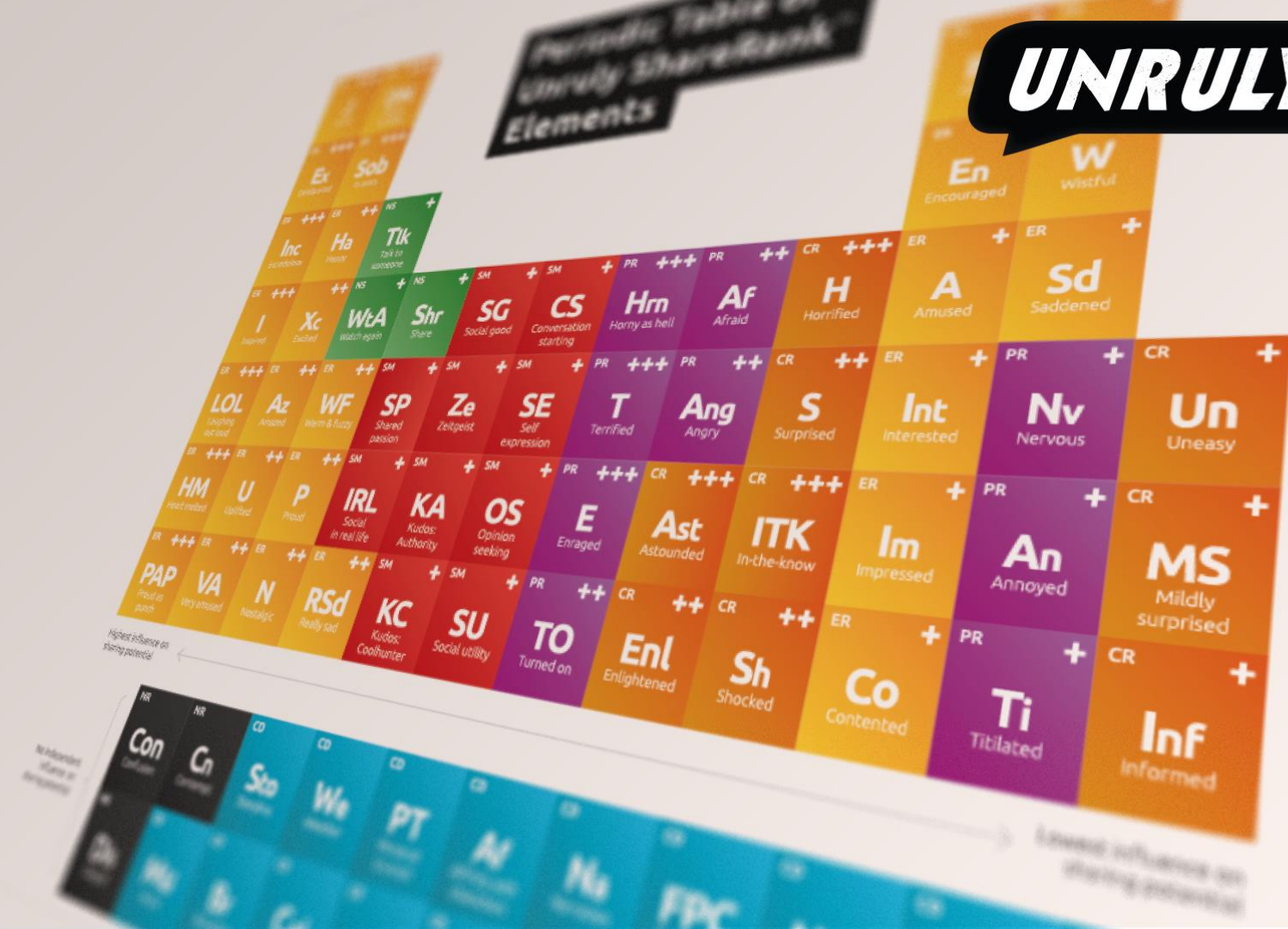


Emotional Responses

| | | | | | Intensity | | | | | |
|--------------|-----|---|---|---|----------------|---|---|-------------------|---|---|
| Amazement | N/A | 1 | 2 | 3 | 4 Impressed | 5 | 6 | 7 Amazed | 8 | 9 |
| Exhilaration | N/A | 1 | 2 | 3 | 4 Interested | 5 | 6 | 7 Excited | 8 | 9 |
| Happiness | N/A | 1 | 2 | 3 | 4 Contented | 5 | 6 | 7 Happy | 8 | 9 |
| Hilarity | N/A | 1 | 2 | 3 | 4 Amused | 5 | 6 | 7 Very amused | 8 | 9 |
| Inspiration | N/A | 1 | 2 | 3 | 4 Encouraged | 5 | 6 | 7 Uplifted | 8 | 9 |
| Pride | N/A | 1 | 2 | 3 | 4 Pleased | 5 | 6 | 7 Proud | 8 | 9 |
| Nostalgia | N/A | 1 | 2 | 3 | 4 Wistful | 5 | 6 | 7 Nostalgic | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Sad | 5 | 6 | 7 Really sad | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Warm | 5 | 6 | 7 Warm & fuzzy | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Annoyed | 5 | 6 | 7 Angry | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Titillated | 5 | 6 | 7 Turned on | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Nervous | 5 | 6 | 7 Afraid | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Disappointed | 5 | 6 | 7 Furious | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Bored | 5 | 6 | 7 Horrified | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Shocked | 5 | 6 | 7 Utterly shocked | 8 | 9 |
| | N/A | 1 | 2 | 3 | 4 Horrified | 5 | 6 | 7 Enraged | 8 | 9 |

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Periodic Table of
Unruly Shit-Head
Elements



7. MILLENNIALS LIKE TO FEEL HAPPY AND INSPIRED!

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+27%

to feel happy

+25%

to feel inspired



WHAT MAKES MILLENNIALS FEEL....



Happy

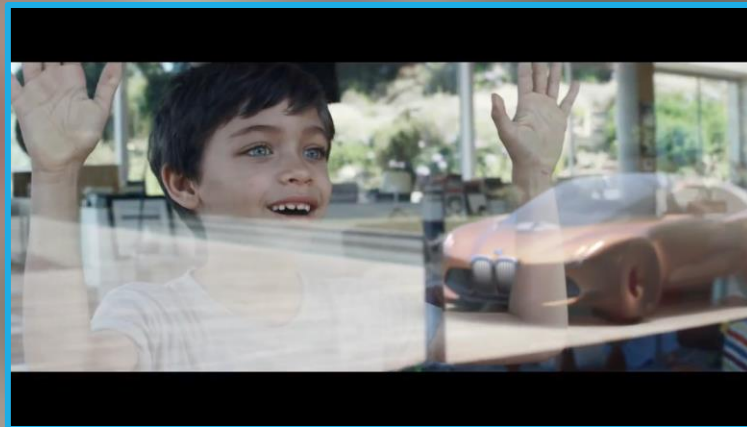


“Christmas Miracle”
WestJet

+28%

HAPPIER THAN OLDER VIEWERS

Inspired



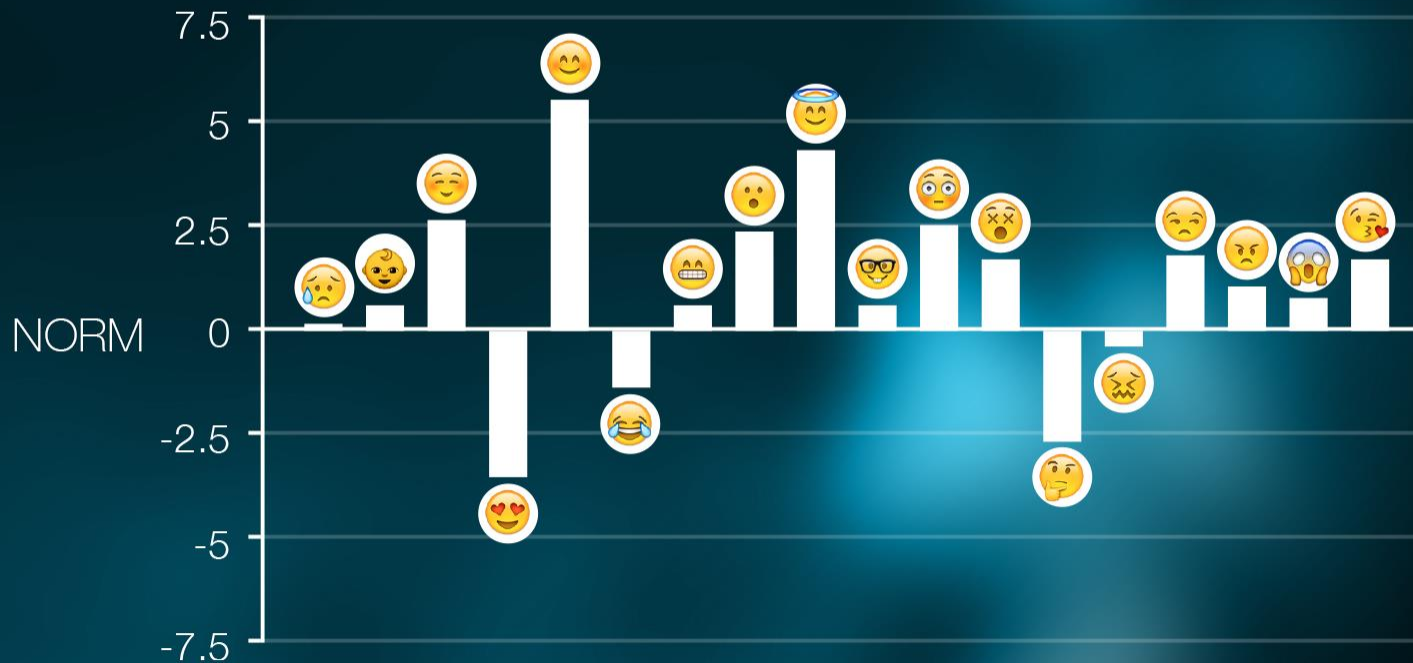
“The Next 100 Years”
BMW

+44%

MORE INSPIRED THAN OLDER VIEWERS

MILLENNIAL MEN ARE THE MOST EMOTIONAL DEMO

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Demographic: 25-34 Male Market: US

MILLENNIAL WOMEN RESPOND MOST TO WARMTH

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Demographic: 25-34 Female

Market: US

8. ZEITGEIST IS TOP REASON MILLENNIALS SHARE

Know what's #trending
to drive sharing

+8%

More likely to like it
when brands hop
on an authentic trend

+5%

More likely to like it
when brands are
quick to hop on a trend

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KEY SOCIAL MOTIVATIONS

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Social Motivations

Shared Passion

I would share this video because it gives me the opportunity to connect with my friends about a shared passion or interest



Social IRL (in real life)

I would share this video because it will help me to socialize with my friends offline



Social Utility

I would share this video because the product/service could be useful to my friends



Social Good

I would share this video because it's for a good cause and I want to help



Zeitgeist

I would share this video because it is about a current trend or event



I would share this video because it demonstrates my knowledge and authority about the subject



I would share this video because I want to be the first to tell my friends



DO YOU SPEAK ZEITGEIST?



“Girl Emojis”
Always

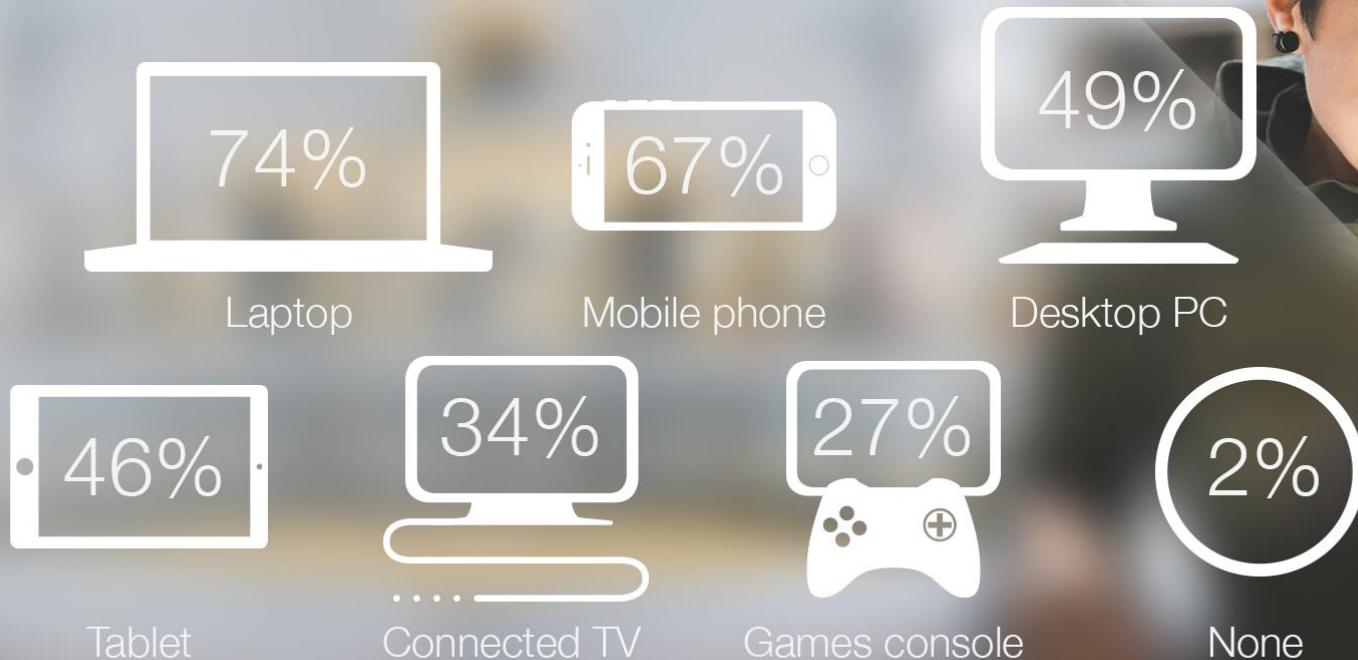
+53%

MORE ZEITGEIST THAN OLDER VIEWERS

9. MILLENNIALS MIGRATE ACROSS DEVICES... AND LOVE THE LAPTOP!

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Millennials Survey Response



10. NO ONE TELLS A MILLENNIAL WHAT TO DO!

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**Millennials demand more control
than the average viewer**

63.4%

**like to be in control
of video ads**



FUTURE-GAZING

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53%

Make it useful

45%

Make it entertaining

35%

Make it authentic





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THANKS FOR WATCHING!

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VP MARKETING AND INSIGHT, US

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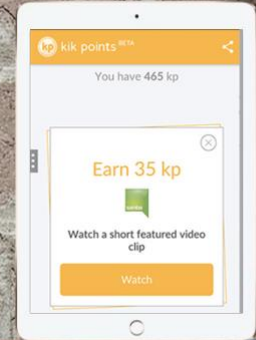
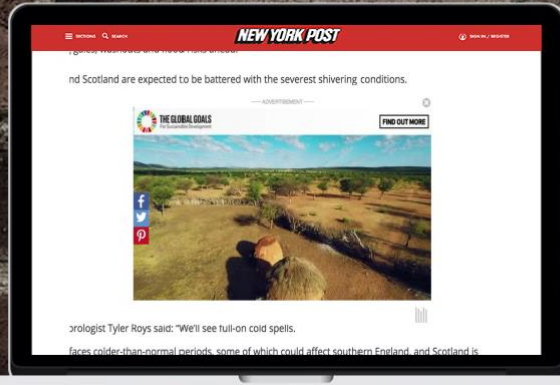
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USE USER-FRIENDLY AD FORMATS

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OUTSTREAM
VIDEO

NATIVE
NEWSFEED

SKIPPABLE
PRE-ROLL

INCENTIVIZED
VIDEO

**BE YOURSELF, ALL OTHER
BRANDS ARE TAKEN**



**“Rule Yourself”
Under Armour**

+73%

WOULD SHARE FOR SELF-EXPRESSION THAN OLDER VIEWERS