

VIZIO + Brand X

Upwave Brand Study Performance

August 2021

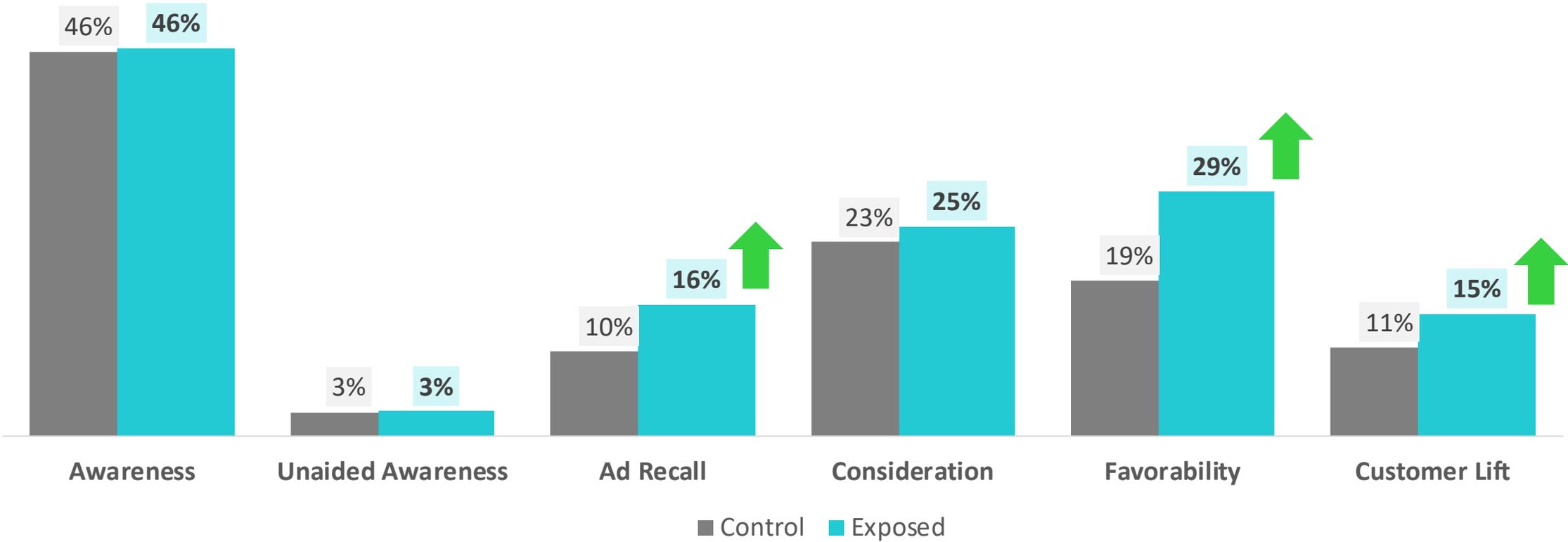


VIZIO Campaign Phases & Brand Metric Purchase Funnel





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



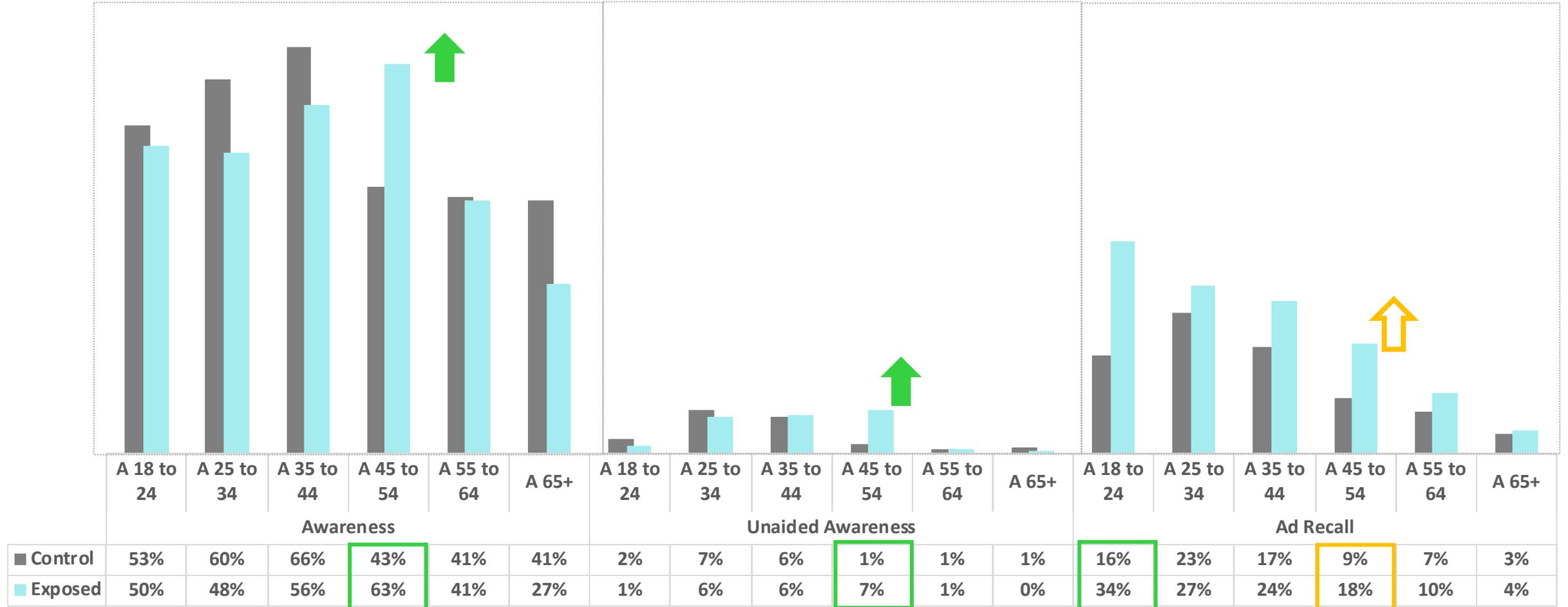
Statistically Significant at 80%

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.



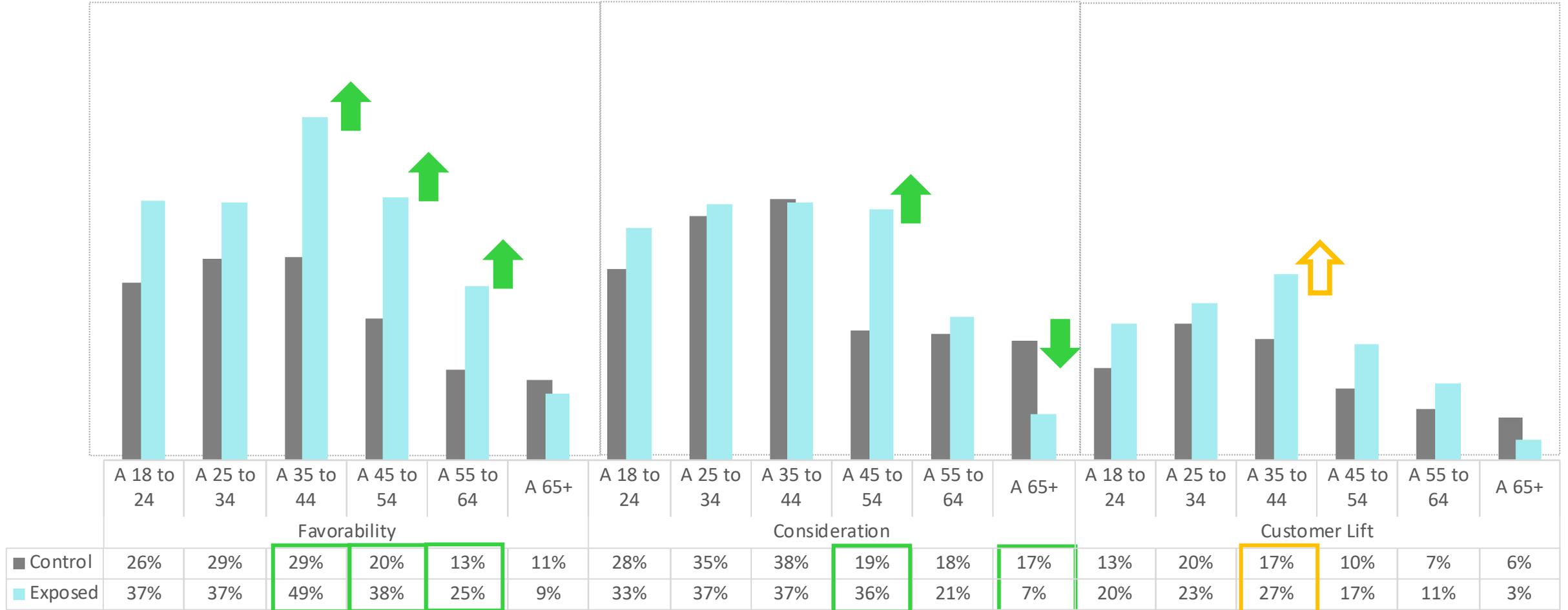
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- The campaign drove above benchmark statistically significant increases in brand favorability for A35-64, and above benchmark statistically significant increases in consideration for A45-54.



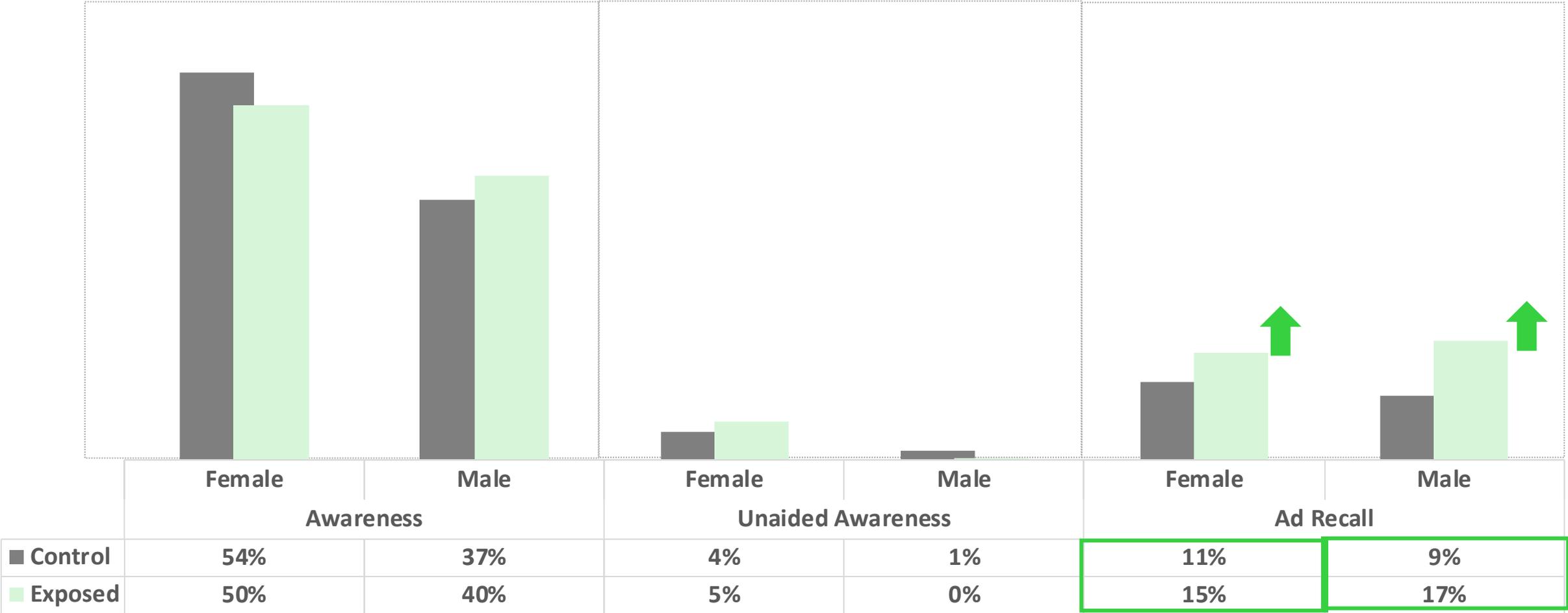
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- The campaign was successful in driving above benchmark statistically significant increases in Ad Recall across both Females and Males.



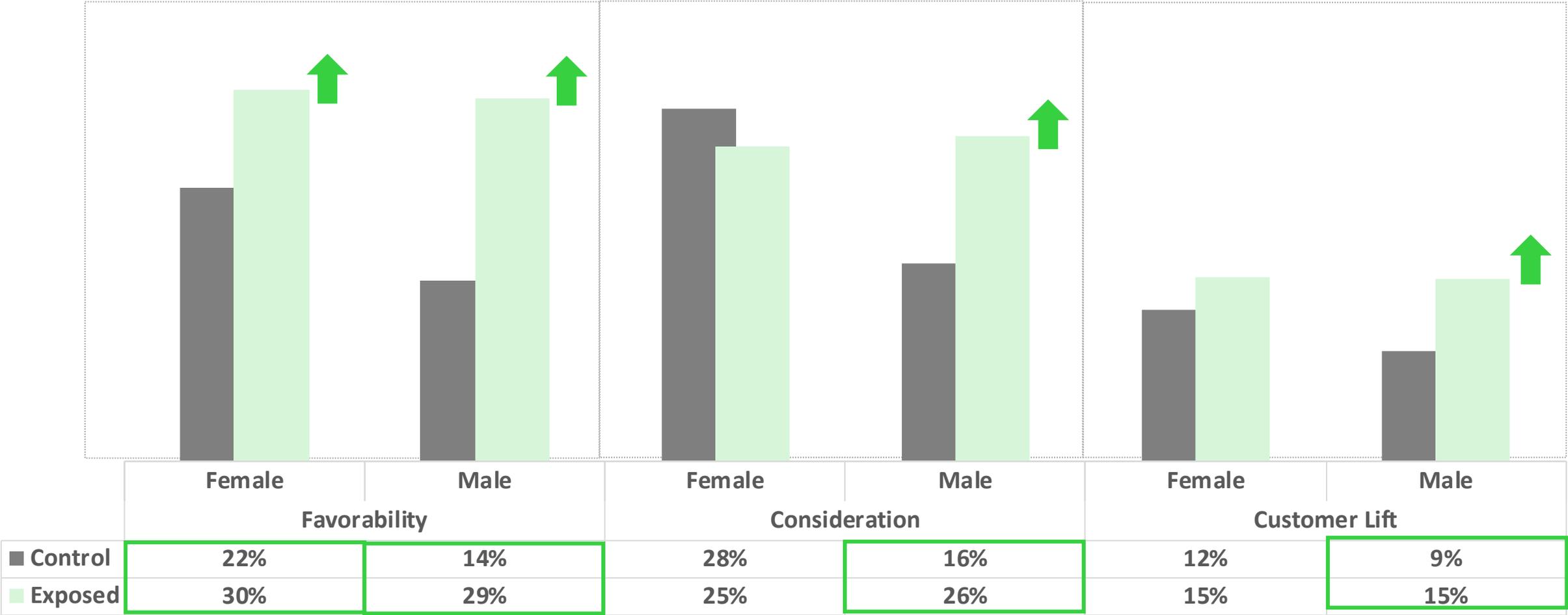
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- The campaign drove above benchmark statistically significant lifts in Favorability across both Males and Females, while driving statistically significant above benchmark lifts in Consideration and Customer lift for Males.



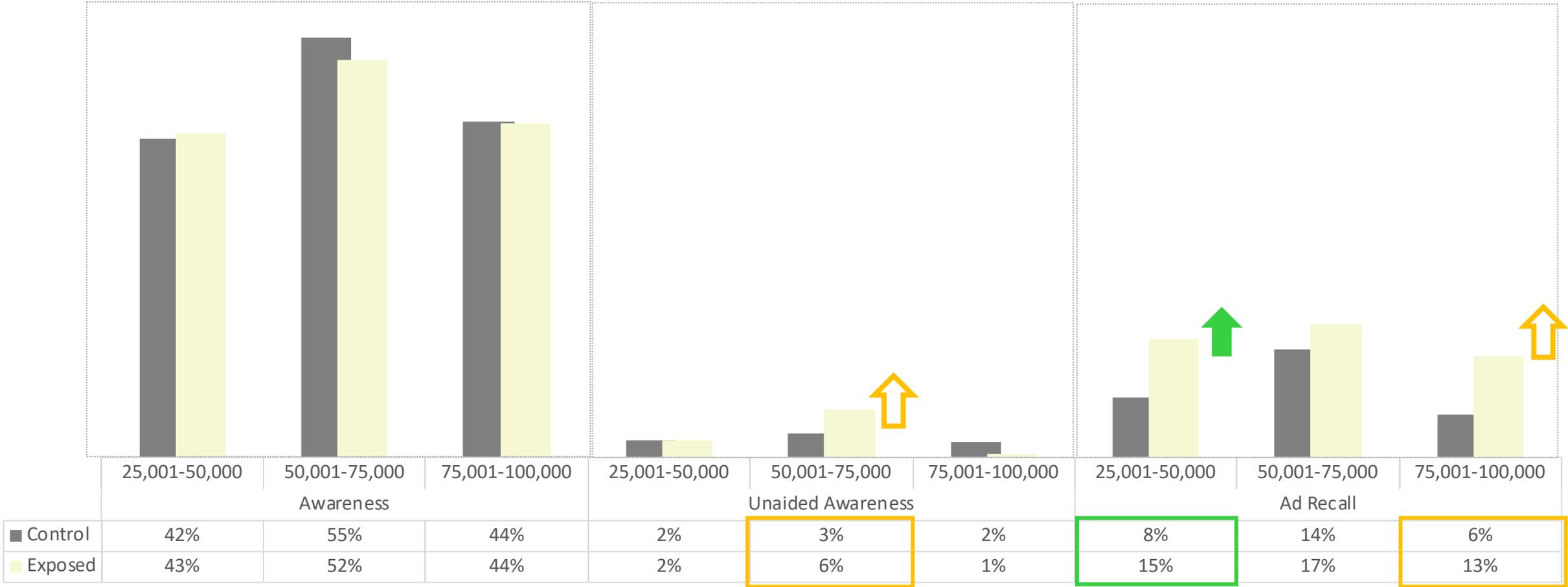
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- The VIZIO campaign drove above benchmark statistically significant increases in Ad Recall with HHI \$25K-50K and \$75K-100K, while also driving a statistically significant increase in Unaided Awareness for HHI \$50K-75K.



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



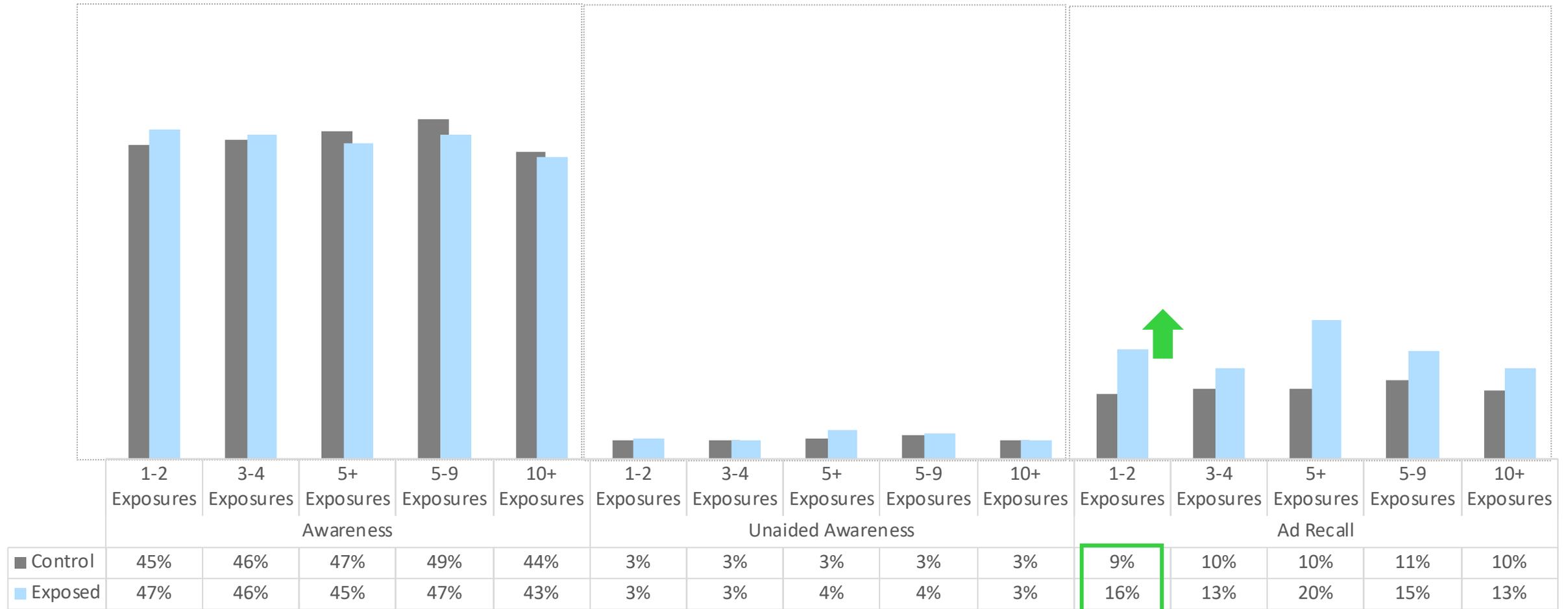
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- The campaign drove a statistically significant increase in Ad Recall at 1-2 Exposures



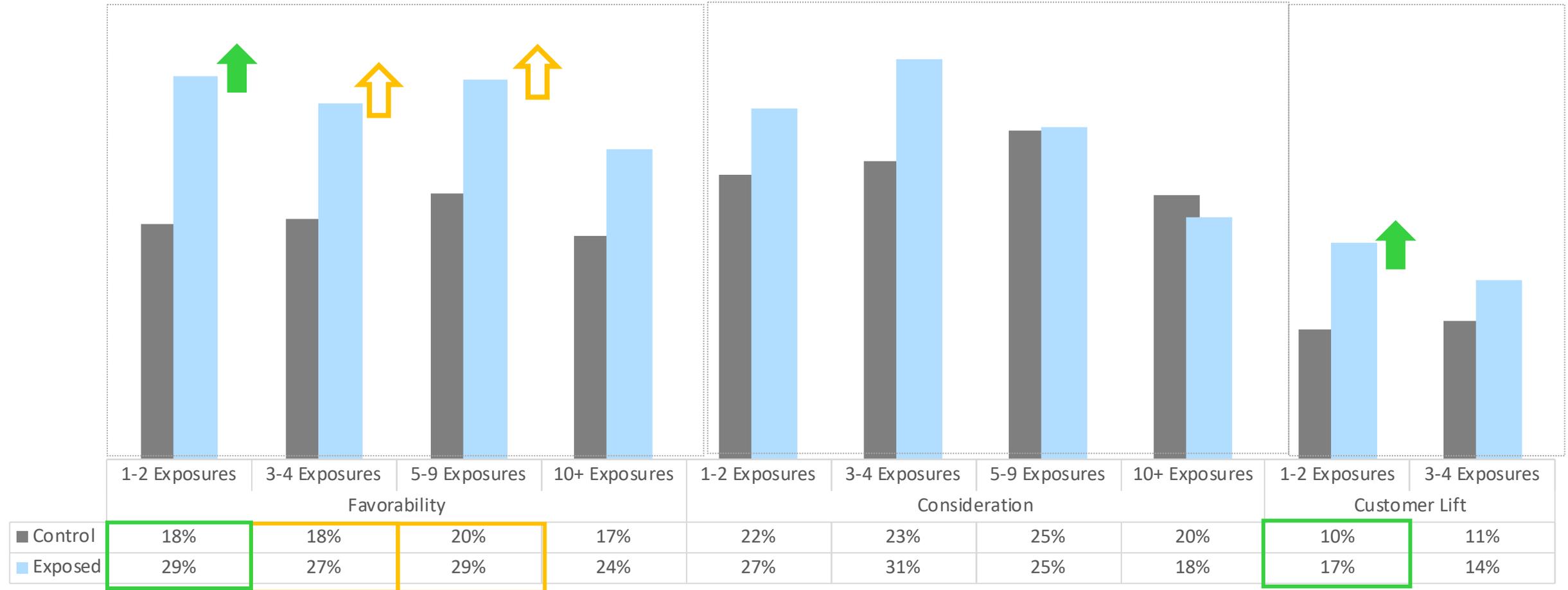
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- Favorability metrics show statistically significant increases up to 9 exposures. With customer lift showing a statistically significant increase after 1 to 2 exposures.



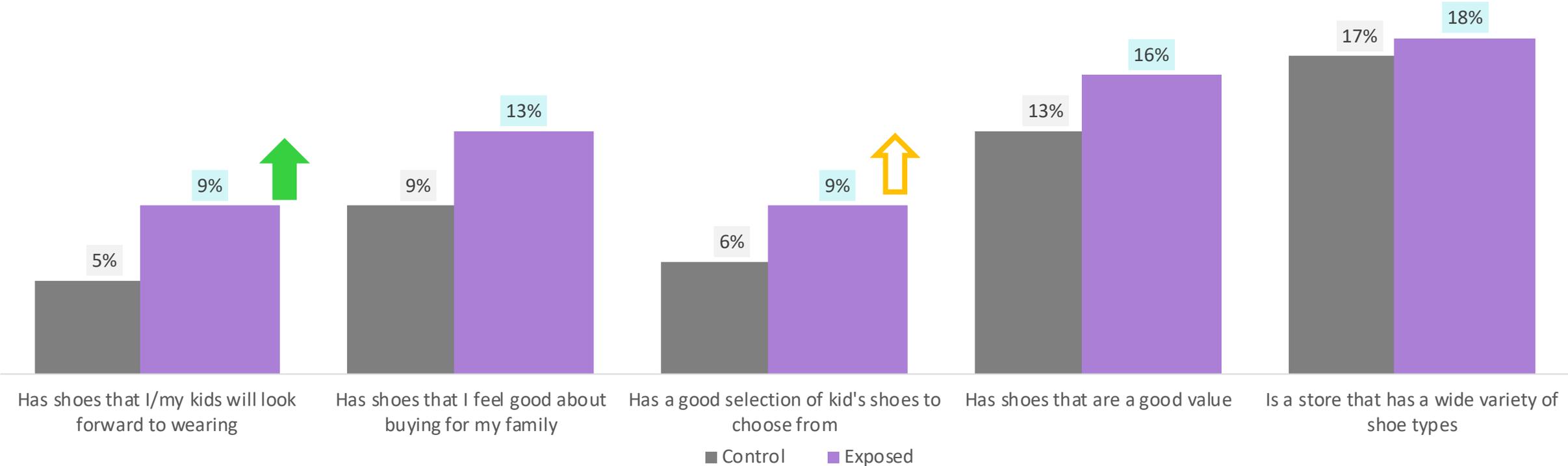
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- The campaign drove statistically significant increases in brand perceptions specifically for “has shoes that I/my kids will look forward to wearing” and “has a good selection of kid’s shoes to choose from”



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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

