

U7 Learning Chapters 2020

Best Practice

Understanding Emotional Moments

Our Senior Insight Team explores a new research from Unruly which suggests that advertisers can better equip their ads for memory by leveraging a mental short-cut known as the **"peak-end rule."**

Session Duration – 1 hour

Understanding The Impact Of Short Form Video

Our Global VP, Insight & Solutions Rebecca Waring explores the impact of short form video, looking at the **effectiveness of ads under 6 seconds**, leaning on Unruly's joint research projects with the Universities of San Diego and East Anglia.

Session duration – 45 minutes

Sound Off Video

Considerations and opportunities in "Sound Off" Environments.

Session Duration – 30 minutes

Best Practice Guide to Effective Movie Trailers

We tested hundreds of movies through our bespoke version of **EQ content testing** to help you understand what persuades fence sitters, learn what generates word of mouth, and understand what makes moviegoers want to bring their friends to the movies.

Session Duration – 1 hour

Unruly Video Masterclass

Discover everything you ever wanted to know about **digital video advertising** with Unruly's video super deck which includes:

- Findings from the latest Peter Field Research
- Case studies from around the world
- Expert analysis from Unruly's emotional video experts
- List of the 10 digital video dos and don'ts

Session Duration – 1 hour 15 minutes

Thought Leadership

Power of Premium Media

"Consumers are 48% more likely to trust premium sites vs. social networks".

Premium environments build trust. They drive brand and business metrics and better still, ads on premium sites can benefit. We walk through our key metrics that matter from independent studies which prove context is king in digital environments!

Session Duration – 45 minutes

Understanding Gender Stereotypes

This session explores findings from Unruly's research into the presence and intensity of gender stereotypes in US/UK advertising, highlighting the consequences that **negative stereotypes** can have on business metrics like purchase intent, brand building and brand favorability.

Session Duration – 1 hour

UNcover Attention

In this online presentation Unruly's Insights experts explores the findings from a research project carried out by Unruly and Lumen Research on how to best **align media buying with consumer attention**, in order to deliver on branding and performance metrics.

Session Duration – 1 hour

UNlocking What Consumers REALLY Want and How to Keep them Engaged Now and Later

Using findings from Tremor Video and Unruly's analytics and insights we uncover what consumers really want and how to keep them engaged, during the Covid-19 lockdown and after.

Session Duration – 45 minutes

Understanding The Impact Of Culture On Your Video

This session aims to examine the impact culture has on video advertising by looking at **Hofstede's cultural dimensions and UnrulyEQ**. It can be curated to include client, vertical and market specific examples.

Session Duration – 45 minutes

Don't UNDERestimate The Power Of Emotion

This sessions explains the rudimentary theory around use of **Emotional Data**, explaining the importance of understanding what emotions are present in your ad campaigns and how getting the right emotional mix can have a huge impact on your brand building and sales uplift.

Session Duration – 45 minutes

Understanding The Impact Emotion Has For Brand Sustainability

Our Global VP, Insight and Solutions Rebecca Waring presents key findings from our joint research with marketing consultant **Peter Field and the IPA**, into how emotional and cognitive responses to video content correlate to real-world outcomes for brands.

Session Duration – 45 minutes

U7 Exclusive

UNcovering The Results Behind Brand Responses To COVID-19

Unruly's Insights experts delve into the **results from COVID-19 response campaigns** from brands across the globe from March-June 2020 across a range of markets including US, UK, DE, AUS, SG and can be modelled to focus on a Global or Local view depending on your audience.

Session Duration – TBC depending on brief

Understanding How Consumer Behaviour Has Changed During The Coronavirus

Unruly's insight experts take us through the key findings from the **Consumer Behaviour During COVID-19 survey**. Content can be Global or Local depending on your audience. Markets surveyed were UK, US, Canada, DE, SG, AUS, JPN, MY, Indonesia, Phillippines, Thailand

Session Duration – TBC depending on brief

Seasonal Workshops

Our Unruly team creates bespoke sessions focusing on trends and best practice at key seasons including:

- Superbowl
- Ramadan
- Christmas
- Olympics

Vertical and Market Specific Trends

Our Unruly team creates bespoke sessions focusing on trends and best practice in areas including:

- Audience Demographic (e.g. Parents, Sports Enthusiasts, etc)
- Cultural leaning
- CSR messaging
- KPI's
- Market Sector (e.g. Technology, Auto's, CPG)

