



**SUZUKI BVOD CAMPAIGN
Q3 2021**

WRAP REPORT

**PREPARED FOR:
NOISY BEAST AGENCY, AU**



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CAMPAIGN SUMMARY

OBJECTIVE

To raise awareness of Suzuki Vitara by delivering across select OLV, Display and BVOD channels.

TACTIC

Awareness (Reach)

DATES

3rd August -30th September 2021

SUCCESS INDICATORS

QUICK STATS



BVOD- 9Now, 7Plus, 10Play & SBS on Demand

- 97% BVOD VCR (96% VCR Benchmark)
- 0.13% CTR

OLV

Moat Benchmarks

- 70% OLV VCR
- 69% Viewability Benchmark
- 2.8% Fraud/SIVT Benchmark

Suzuki Results

- 80.84% OLV VCR (10% above benchmark!)
- 85.01% Viewability (16% above benchmark!)
- 1.89% Fraud/SIVT
- 0.19% CTR

STANDARD DISPLAY

Moat Benchmarks

- 60% Viewability Benchmark
- 4.8% Fraud/SIVT Benchmark

Suzuki Results

- 84.68% Viewability (14% above benchmark!)
- 2.5% Fraud/SIVT (2.3% below benchmark!)
- 0.09% CTR

AUDIENCE INSIGHTS

WHAT WE LEARNT FROM THE AUDIENCES WE TARGETED:

DEMOGRAPHIC

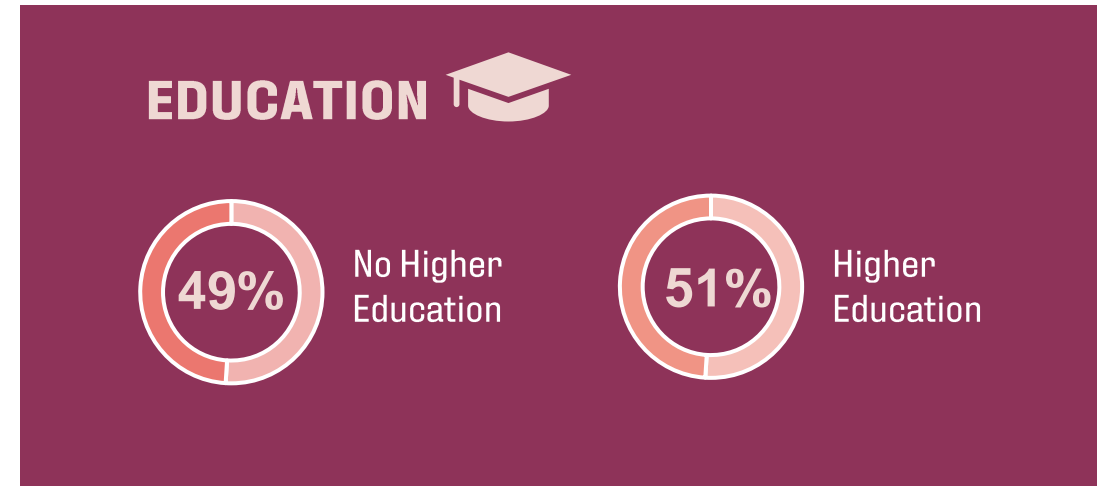
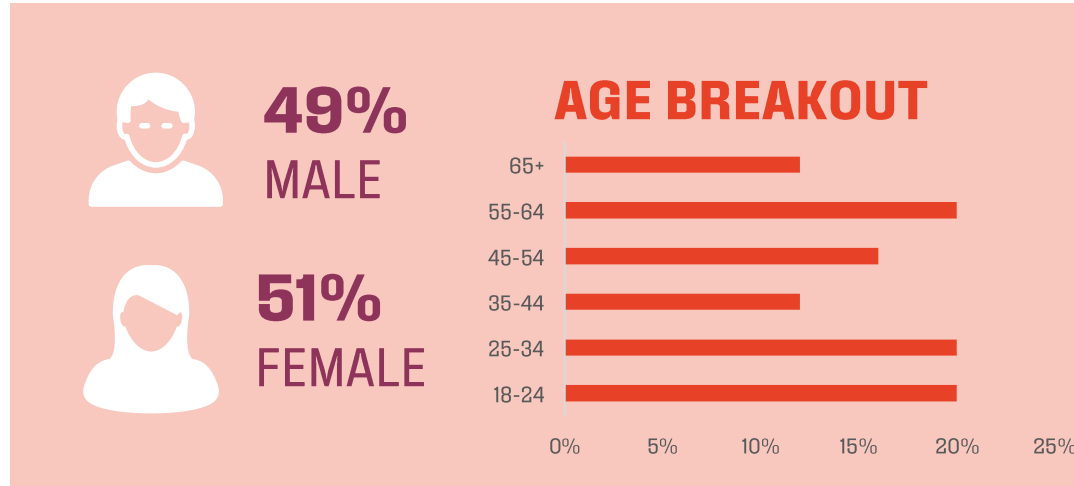


- Adults 21-49

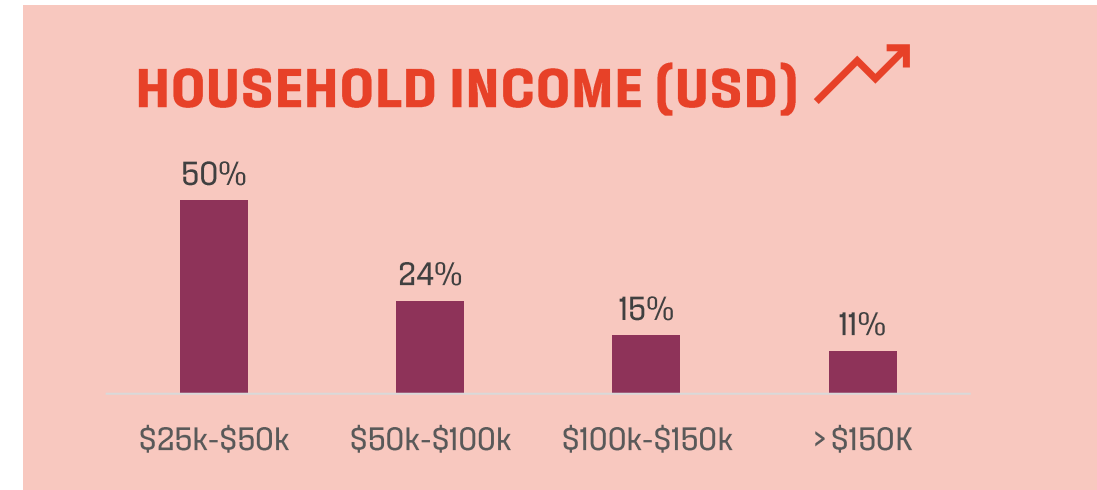
BEHAVIORAL



- Custom EMX Audience > Auto Intender + Purchase Intent
Suzuki + Auto brand Asian Made Suzuki



- ### TOP BEHAVIOURS FOR THE SUZUKI TARGET AUDIENCE
- Movies
 - Television
 - Leisure Travelers
 - Video Games
 - Physical Fitness
 - Beverages



MEDIA INSIGHTS

BVOD DISPLAY & ONLINE VIDEO PROVED TO BE VERY EFFECTIVE MEDIUMS DELIVERED VIA EMX'S AUDIENCE SOLUTION, RESULTED IN EXCEEDED KPI'S.

DEVICE PERFORMANCE SUMMARY

- The highest delivery in terms of impression volume for CTV was across Apple iOS followed by Android then Linux .
- Apple Mac had the highest CTR at 0.30%, followed by Microsoft Windows and Apple iOS.

REACH & FREQUENCY

- The Suzuki BVOD campaign reached **226,309** unique devices with an average frequency of 1.85.

DELIVERY BY CREATIVE

Creative	Impressions	CTR	VCR
EMXDIG_EMX_CUTV_Longform_Video_15s_302580673_2.8.21	234,487	0.067%	97.8%
EMXDIG_EMX_CUTV_Longform_Video_30s_302582713_2.8.21	184,020	0.059%	96.4%



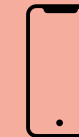
BVOD

DESKTOP



Impressions: 41,652
 Completes: 40,
 Clicks: 299
CTR: 0.50%
VCR: 97.93%

MOBILE



Impressions: 83,700
 Completes: 80,367
 Clicks: 129
CTR: 0.15%
VCR: 96.02%

TABLET



Impressions: 83,573
 Completes: 81,039
 Clicks: 34
CTR: 0.25%
VCR: 96.97%

CTV



Impressions: 209,582
 Completes: 204,580
VCR: 97.61%

BVOD PUBLISHER DELIVERY



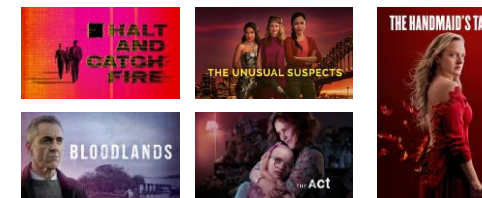
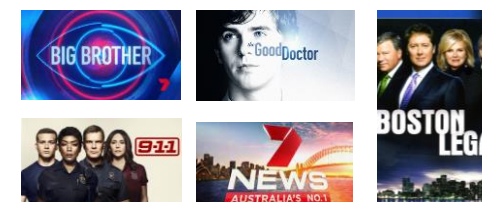
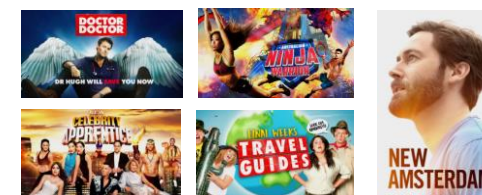
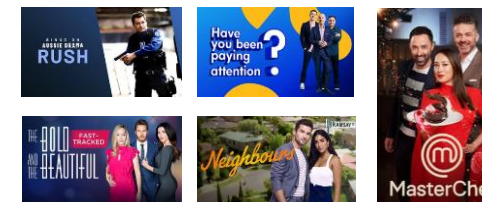
Publisher- Mobile & Desktop	Impressions	CTR%	VCR%
10Play	96,082	97.33%	97.33%
7Plus	50,717	97.60%	97.60%
SBS on Demand	34,657	93.02%	93.02%
9Now	27,469	97.34%	97.34%

Publisher- CTV	Impressions	VCR%
7Plus	114,597	97.13%
SBS on Demand	42,914	97.28%
10Play	33,399	98.72%
9Now	18,672	99.39%

7Plus Top Genres	% Delivery
Reality	28.11%
Drama	25.38%
Comedy	7.39%
Documentary	6.01%
Children	2.67%
News	1.62%
Home & Garden	1.34%
Sports - Other	0.09%
Sci-fi	0.02%
Crime	0.01%

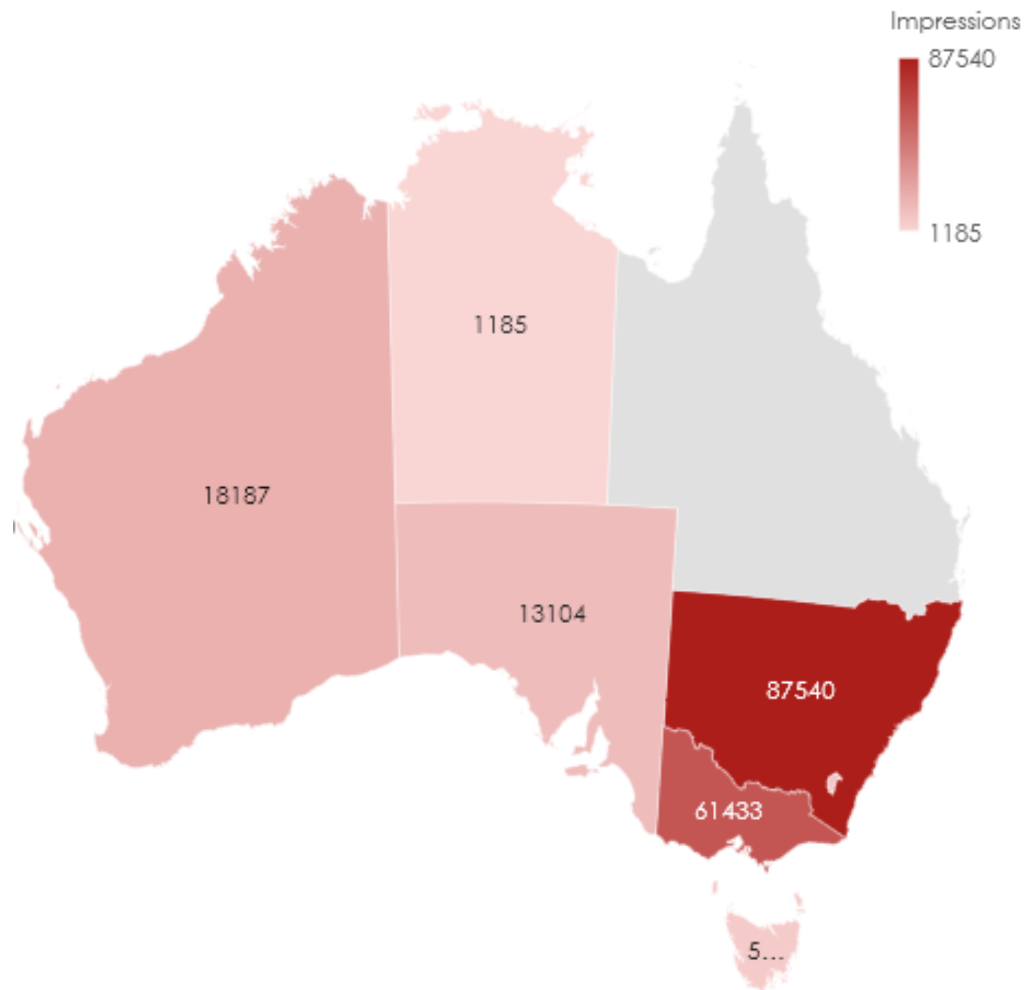
10Play Top Genres	% Delivery
Drama	9.46%
Crime	4.25%
Cooking	2.66%
Reality	2.58%
Sitcom	2.31%
News	2.18%
Romance	1.31%
Documentary	0.99%
Comedy	0.89%
Australian Rules Football	0.87%

Top 5 Programs



* Top 5 Shows is based on highest streamed data supplied by the broadcaster

GEO DELIVERY



Delivery by State	Impressions	CTR
New South Wales	87,540	0.05%
Victoria	61,433	0.05%
Western Australia	18,187	0.05%
South Australia	13,104	0.02%
Australian Capital Territory	7,967	0.04%
Tasmania	5,845	0.05%
Northern Territory	1,185	0.00%

Top 10 Metro's	Impressions	CTR
Sydney - City And Inner South	13,319	0.02%
Melbourne - Inner	10,264	0.07%
Australian Capital Territory	7,967	0.04%
Melbourne - West	7,784	0.04%
Melbourne - South East	7,588	0.05%
Sydney - Inner South West	7,281	0.08%
Sydney - Parramatta	5,917	0.05%
Hunter Valley Exc Newcastle	5,592	0.09%

OLV DEVICE PERFORMANCE SUMMARY

- The highest delivery in terms of impression volume for OLV was across Apple iOS followed by Microsoft Windows then Linux .
- Linux had the highest CTR at 0.55%, followed by iPadOS and Microsoft Windows.

REACH & FREQUENCY

- The Suzuki OLV campaign reached 367,942 unique devices with an average frequency of 2.1.

DELIVERY BY CREATIVE

Creative	Impressions	CTR	VCR
EMXDIG_EMX_Preroll_Longform_Video_30s_3100 61402_2.8.21	387,280	0.21%	73%
EMXDIG_EMX_Preroll_Longform_Video_15s_31033 6270_2.8.21	385,399	0.18%	81%



VIDEO

DESKTOP



Impressions: 384,678
 Completes: 310,805
 Clicks: 087
CTR: 0.21%
VCR: 80%

MOBILE

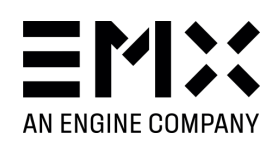


Impressions: 300,889
 Completes: 235,792
 Clicks: 605
CTR: 0.20%
VCR: 78.4%

TABLET



Impressions: 87,112
 Completes: 78,022
 Clicks: 76
CTR: 0.08%
VCR: 89.6%

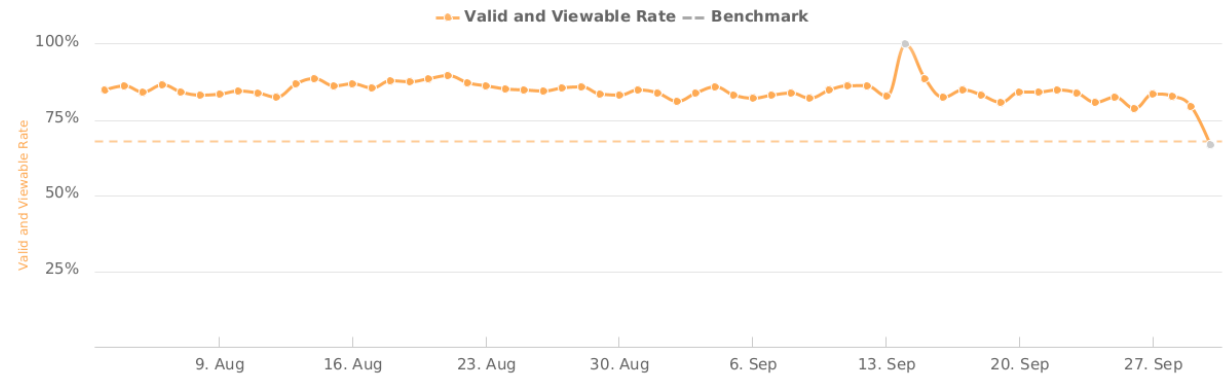


KEY TAKEAWAYS

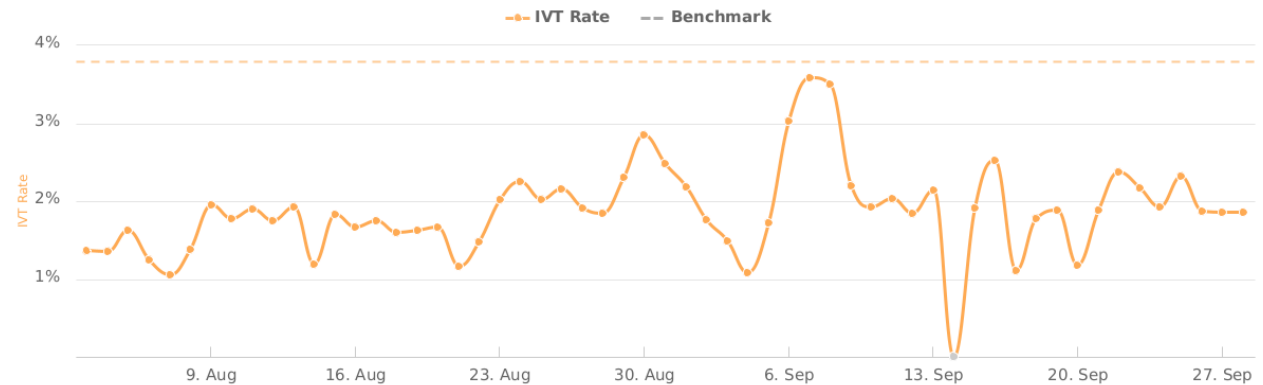
- Through daily optimisations the viewability remained above the Moat benchmark for the entire campaign.
- Through daily optimisations IVT remained under benchmark for the duration of the campaign, a great result.

*Partnership with: **MOAT**

MOAT VIEWABILITY % OVER TIME



MOAT IVT % OVER TIME



DISPLAY DEVICE PERFORMANCE SUMMARY

- The highest delivery in terms of impression volume for Display was across Apple iOS followed by Microsoft Windows then Android .
- Apple iOS had the highest CTR at 0.12%, followed by Android and iPadOS.

REACH & FREQUENCY

- The Suzuki Display campaign reached 2,840,973 unique devices with an average frequency of 2.64.

DELIVERY BY CREATIVE

Creative	Impressions	CTR	VCR
Suzuki_EMX_Display_Vitara 300x50	3,583,361	1,825	0.05%
Suzuki_EMX_Display_Vitara 300x250	3,073,919	4,378	0.14%
Suzuki_EMX_Display_Vitara 300x600	535,168	330	0.06%



Display

DESKTOP



Impressions: 2,232,150
Clicks: 509
CTR: 0.02%

MOBILE



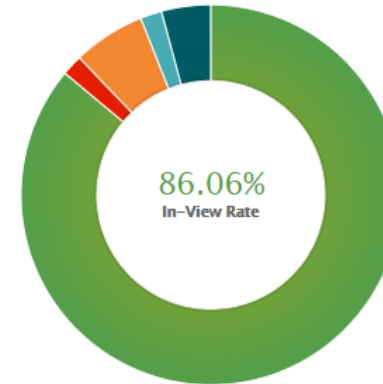
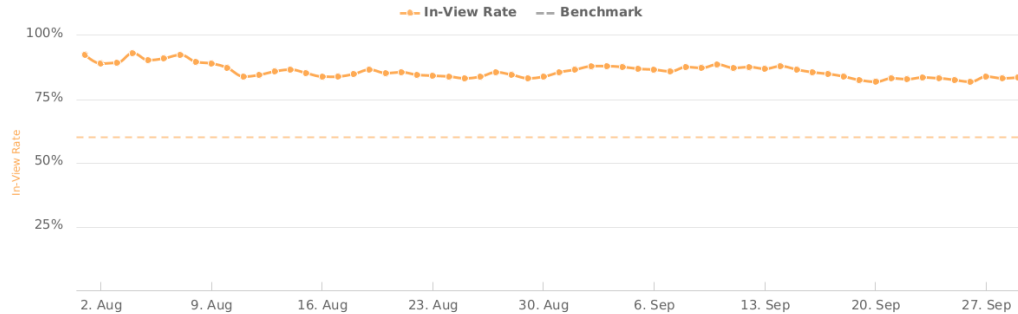
Impressions: 4,320,031
Clicks: 4,057
CTR: 0.09%

TABLET



Impressions: 947,989
Clicks: 2,121
CTR: 0.22%

MOAT VIEWABILITY % OVER TIME



What happened to the impressions not in-view?

11%
Benchmark

1.78%

of impressions were served into a backgrounded or minimized tab.

Out of Focus Rate

20.7%
Benchmark

6.15%

of impressions had no pixels visible on screen.

Out of Sight Rate

3.3%
Benchmark

1.84%

of impressions were partially visible on screen but did not meet the 50% pixels requirement.

Missed Opportunity (Area) Rate

4.9%
Benchmark

4.18%

of impressions had 50% of their pixels visible on screen, but not for a full second.

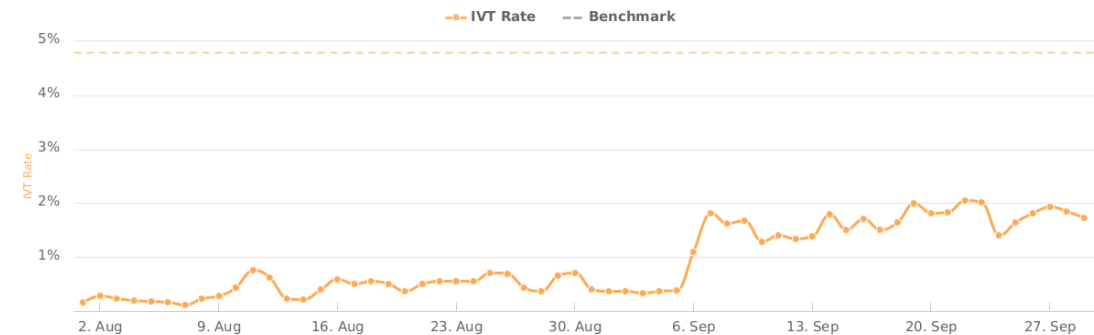
Missed Opportunity (Time) Rate

KEY TAKEAWAYS

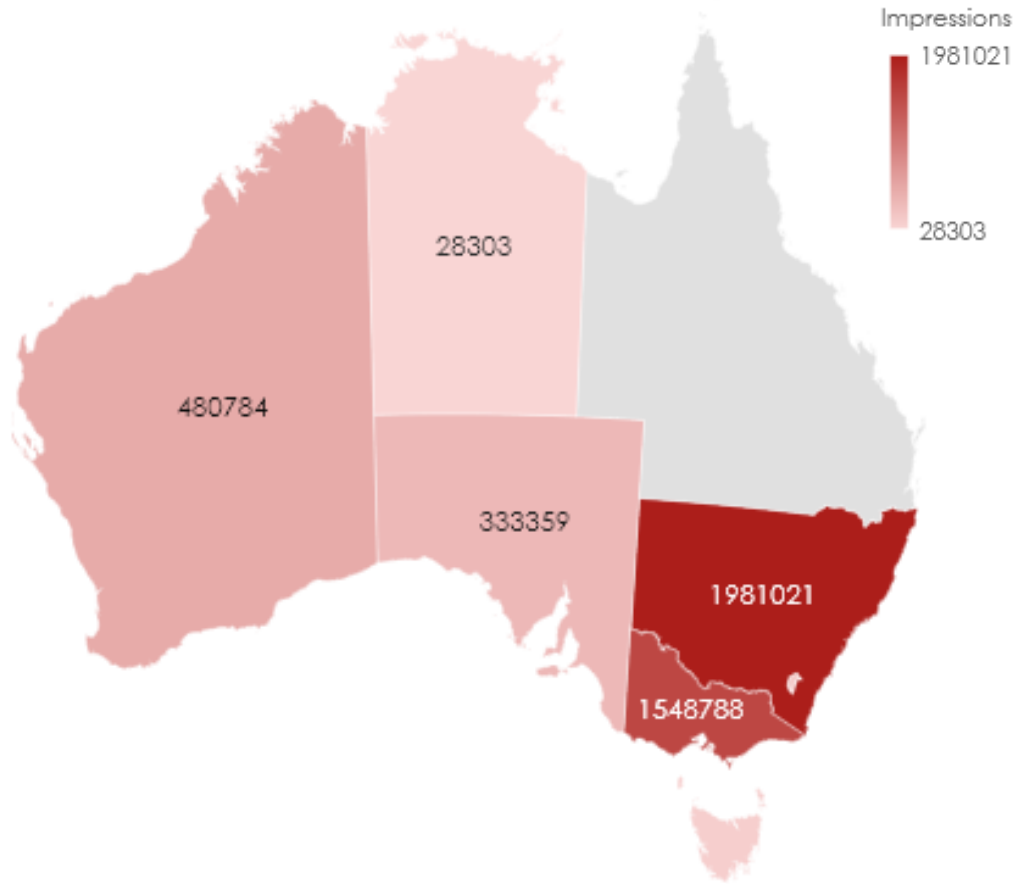
- Through daily optimisations the viewability remained above the Moat benchmark for the entire campaign.
- Through daily optimisations IVT remained under benchmark for the duration of the campaign, a great result.

*Partnership with: **MOAT**

MOAT IVT % OVER TIME



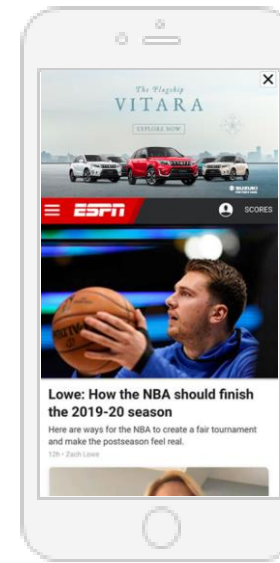
GEO DELIVERY OLV & DISPLAY



Delivery by State	Impressions	CTR
New South Wales	1,981,021	0.17%
Victoria	1,548,788	0.17%
Western Australia	480,784	0.16%
South Australia	333,359	0.17%
Australian Capital Territory	142,815	0.15%
Tasmania	106,280	0.15%
Northern Territory	28,303	0.17%

Top 10 Metro's	Impressions	CTR
Sydney - City And Inner South	214,767	0.20%
Melbourne - West	209,277	0.17%
Melbourne - South East	206,697	0.18%
Sydney - Inner South West	177,916	0.16%
Melbourne - Inner	176,880	0.18%
Sydney - Parramatta	150,846	0.16%
Australian Capital Territory	142,815	0.15%
Melbourne - Outer East	135,552	0.16%
Sydney - North Sydney And Hornsby	126,385	0.16%

INSKIN PERFORMANCE SUMMARY



 73.95% In-View Rate

 82.45s In-View Time

 0.79% CTR

Campaign: AU - Suzuki Vitara AU August 21 10-017752
Dates: 16/08/2021 to 30/09/2021

Format(s): Pagelead, Legacy PageSkin Plus
Device(s): Smartphone, Desktop

Demo links: [Desktop](#)
[Smartphone](#)

*Partnership with:



INSKIN PERFORMANCE SUMMARY



AU - Suzuki Vitara AU August 21 IO-017752	MOAT		
	In-View Rate (%)	In-View Time (seconds)	Total Exposure Time (hours)
Legacy PageSkin Plus Desktop-(D+S)	76.2	86.26	8,589.89
Pagelead Smartphone-(D+S)	49.3	19.2	114.8
Total	74	82.45	8,704.69

AU - Suzuki Vitara AU August 21 IO-017752		MOAT			LUMEN			
		In-View Rate (%)	In-View Time (seconds)	Total Exposure Time (hours)	% Total Impressions Looked At	Avg. Visual Engagement Time (seconds)	Attention per 1000 Impressions (seconds)	Total Attention (hours)
Inskin Campaign	Desktop	76.2%	86.26	8,589.96	75.22%	4.45	3,345.96	437.03
	Smartphone	49.3%	19.14	114.81	44.83%	1.46	656.66	7.99
	Total	74%	80.54	8,704.77	72.63%	4.19	3,116.8	445.02

Internet Display Norm	Desktop	60%	29.6	45%	1.3	432
	Smartphone	57.5%	16.4	47%	1.3	410
	Total	59.8%	28.5	45.2%	1.3	430.1

Totals are based on weighted impression volumes per device.

NOTE: Campaign attention metrics are not available for tablet.

ENGINE IMPACT REPORTING

SUZUKI BVOD IMPACT REPORTING

AUG – NOV 2021

Partnership with:  **SAMBA TV**

CAMPAIGN: HIGH-LEVEL SUMMARY

873_k

LINEAR CAMPAIGN REACH
(HOUSEHOLDS)

+494_k

BVOD CAMPAIGN REACH (HOUSEHOLDS)

3%

HH OVERLAP OF BVOD WITH LINEAR

9%

LINEAR REACH (%)

14%

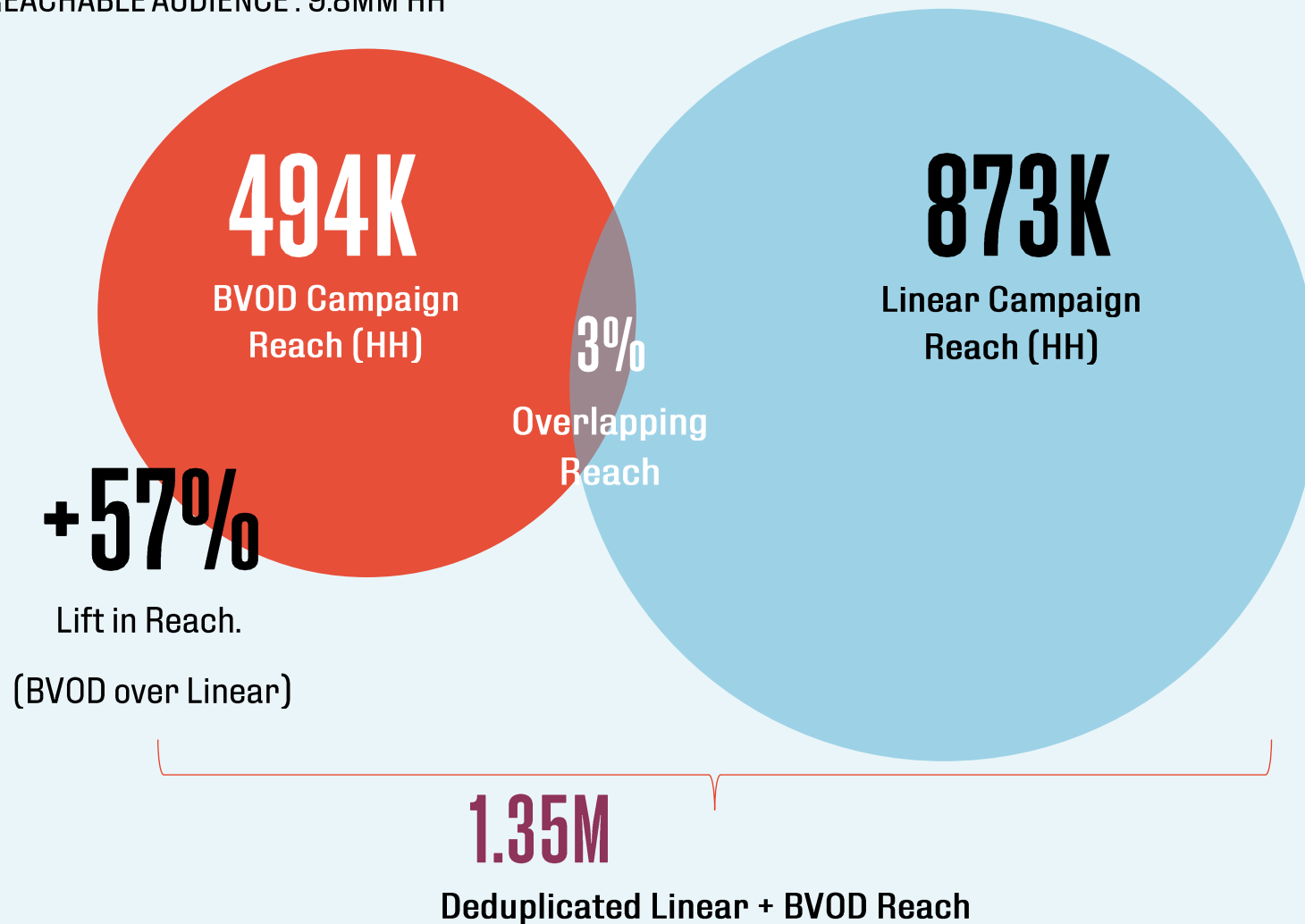
TOTAL LINEAR + BVOD REACH (%)

+57%

LIFT IN REACH

BVOD CAMPAIGN: HIGH-LEVEL REACH

TOTAL POTENTIAL REACHABLE AUDIENCE : 9.8MM HH



All values are modeled from sample based on Engine delivery, Engine device graph+, ACR data. Models are tested and weighted against AUS geo market data within a margin of error +/-5%

CAMPAIGN: DETAILED SUMMARY

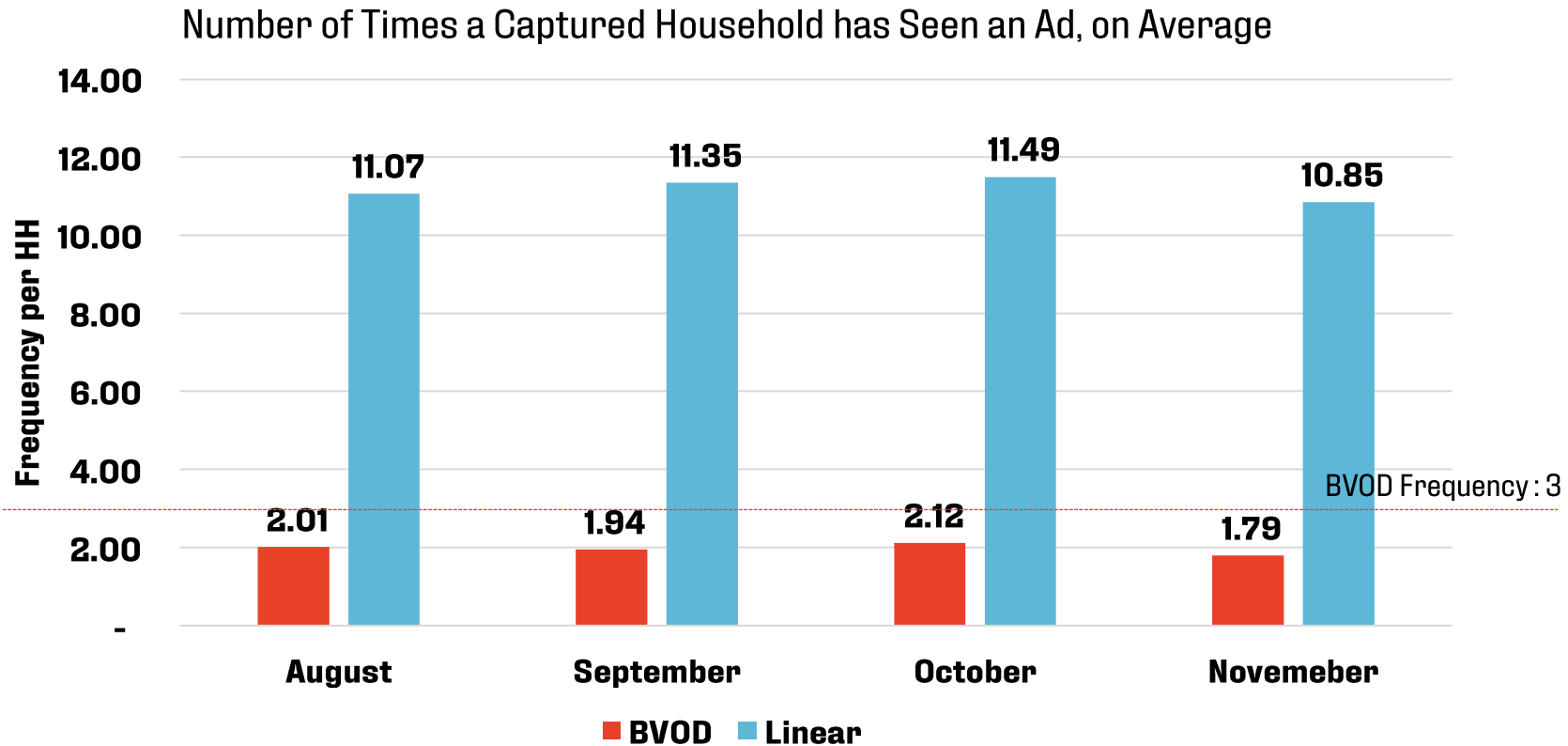
- The BVOD campaign has reached 494K+ unique households in this time period.
- 5% of BVOD households (448K+) were incremental to the linear plan, reaching primarily light to medium TV viewers.
- The deduplicated combined reach of linear + BVOD reach was about to reach 14% of the total projected reachable households.
- EMX plan achieved 57% lift in reach vs. linear alone.

CAMPAIGN 2021

Total Projected Reachable Households	9,840,000
Linear Campaign Reach	873,064
BVOD Campaign Reach	494,579
Overlapping BVOD Reach	46,412
Incremental Reach	448,158
Deduplicated Linear + BVOD Reach	1,367,643
Linear Reach %	9%
Linear + BVOD Reach %	14%
BVOD Incremental Reach %	5%
Lift in Reach	57%

OVERALL BVOD FREQUENCY

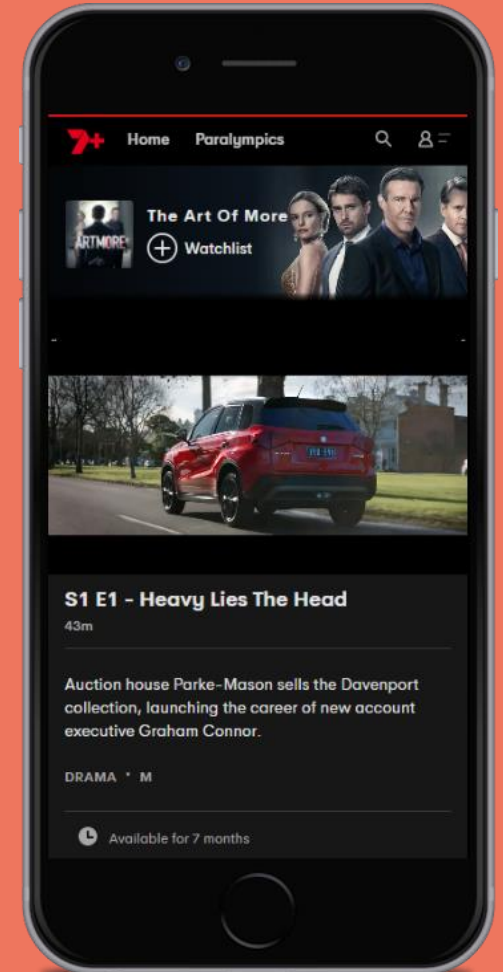
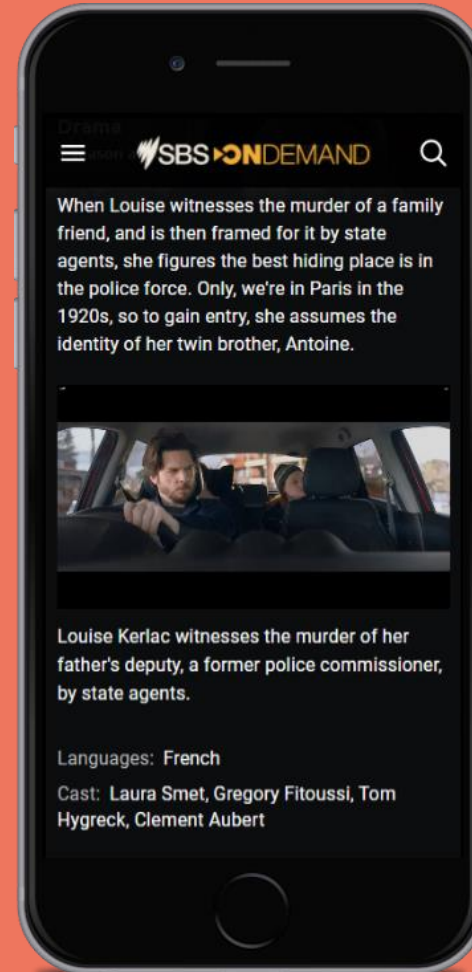
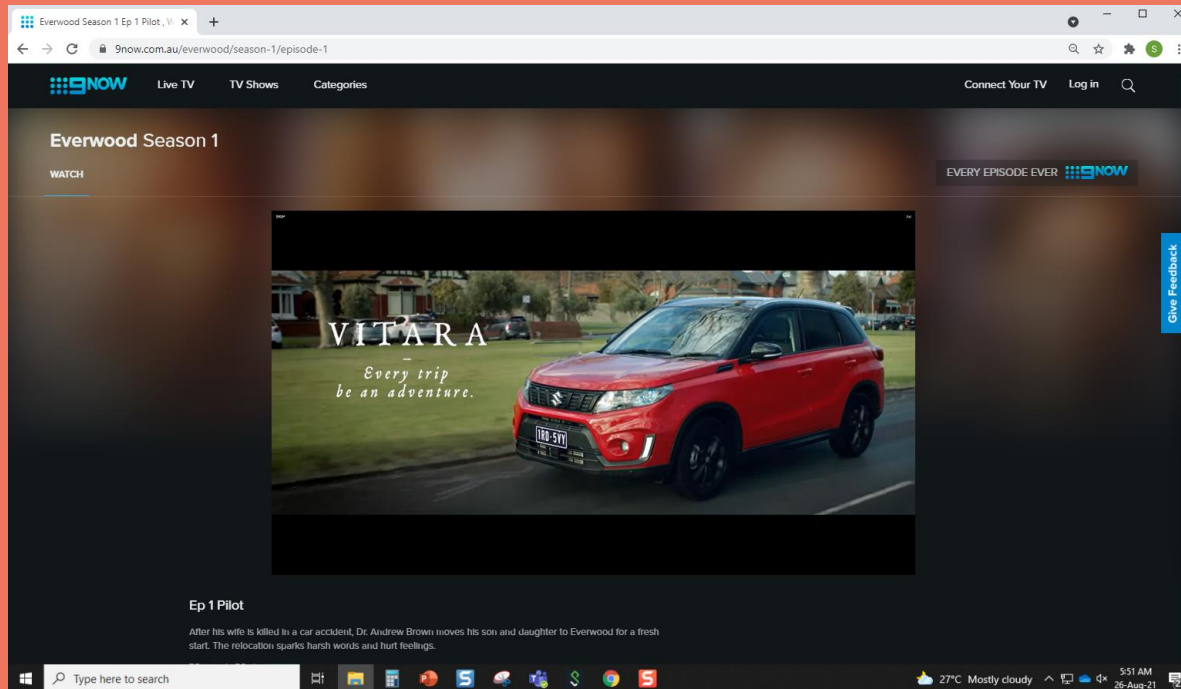
BVOD maintains low frequency per households throughout the campaign, whereas linear saturates households nearly 10x more than BVOD.



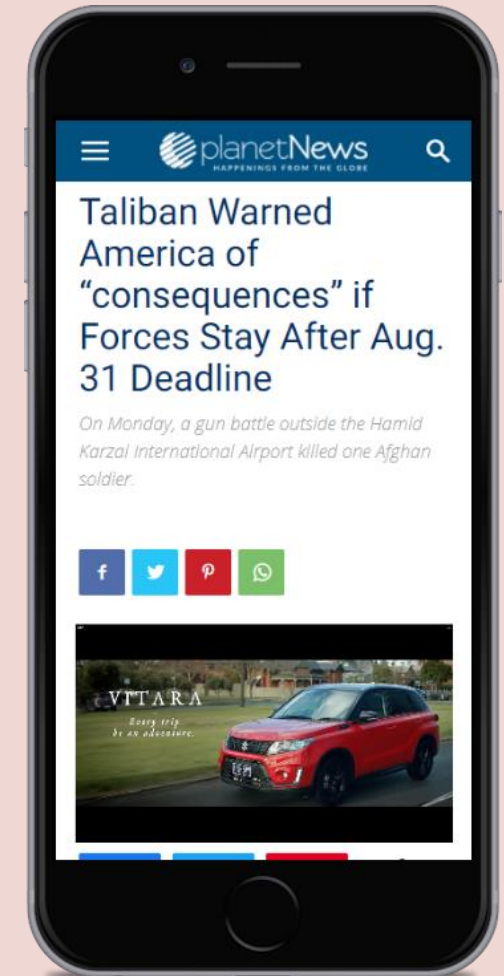
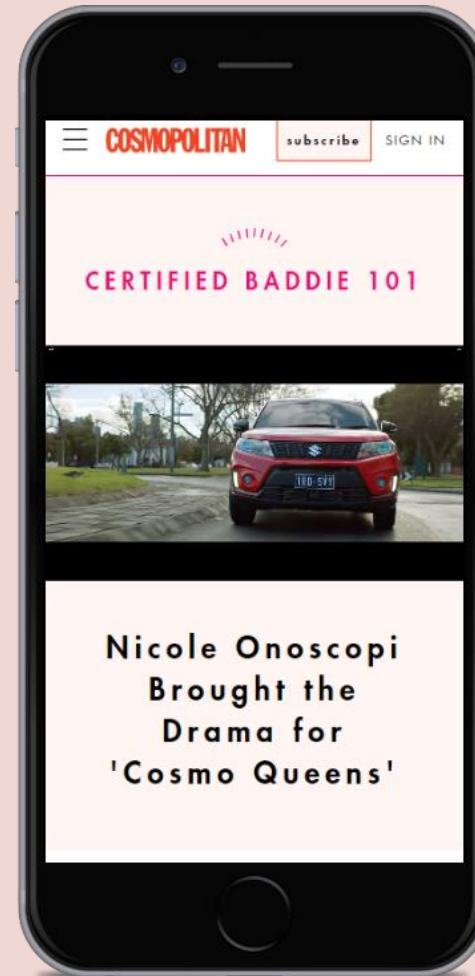
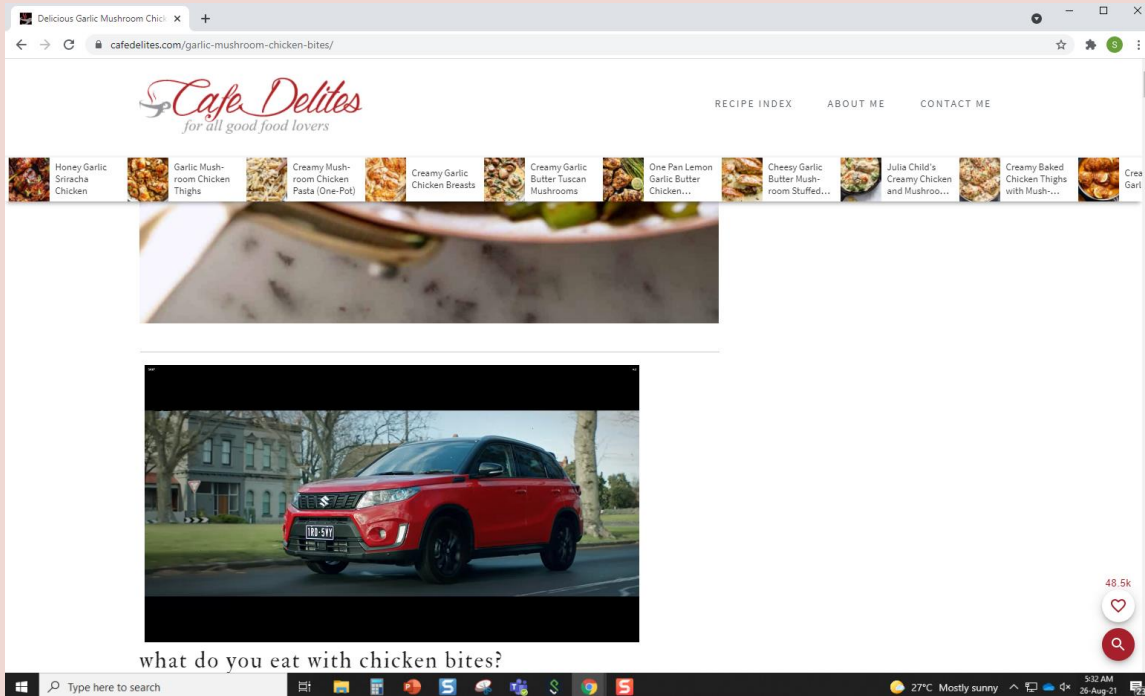
A heavy linear viewer would have seen an ad 13 times

A light BVOD viewer would have seen an ad 1 times

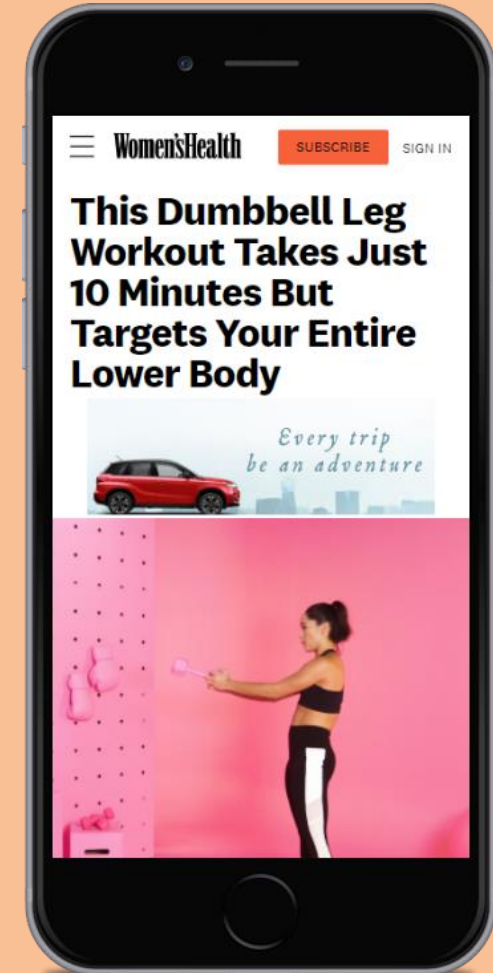
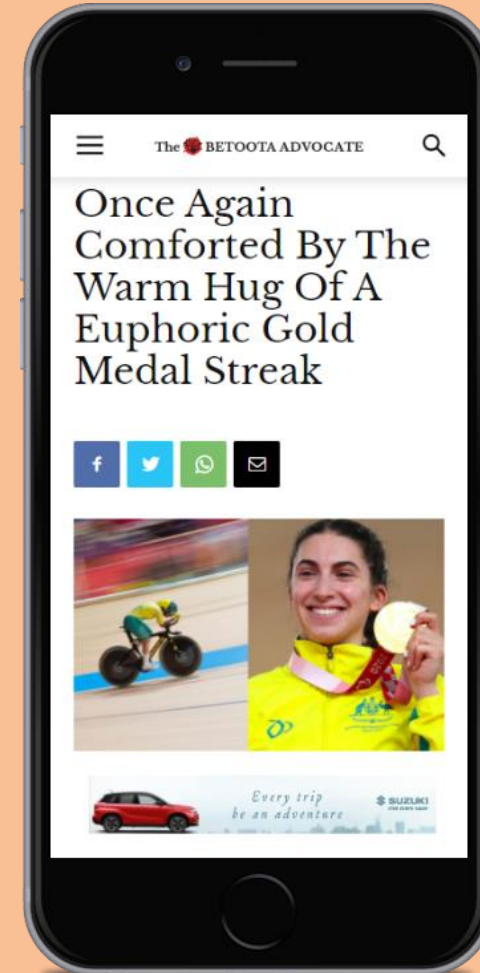
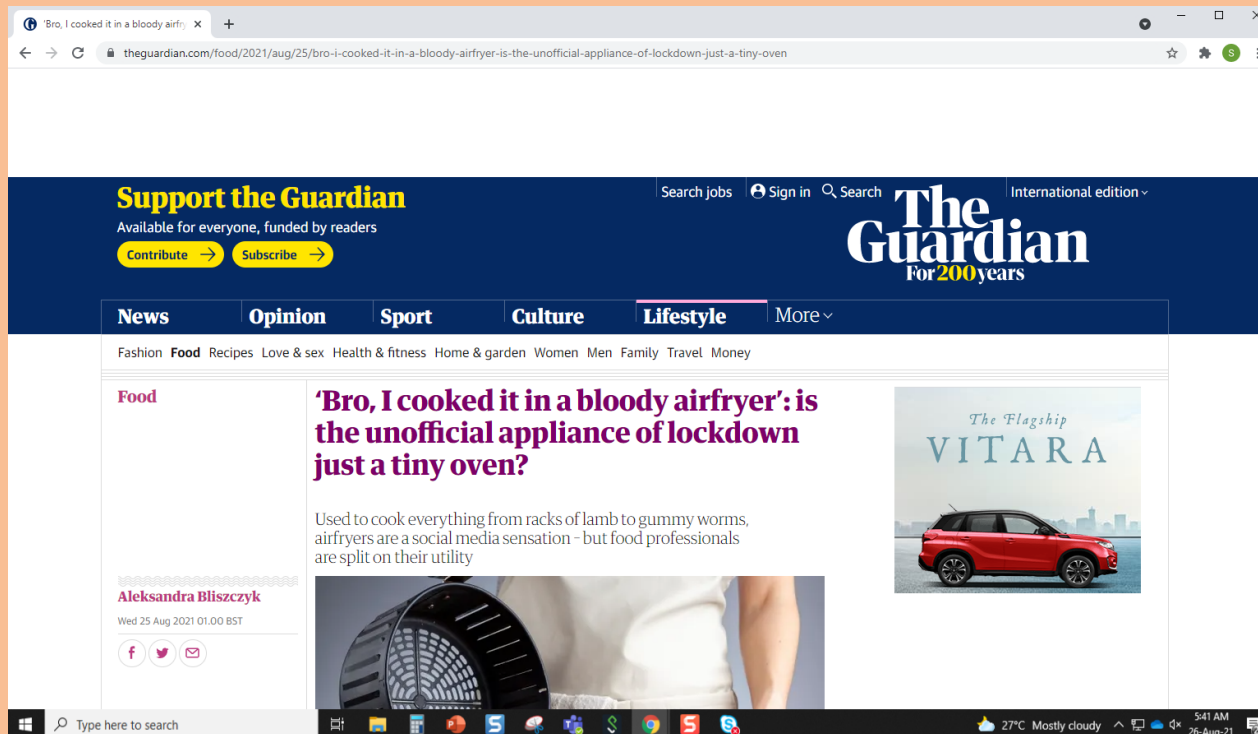
CAMPAIGN SCREENSHOTS- BVOD



CAMPAIGN SCREENSHOTS- OLV



CAMPAIGN SCREENSHOTS- DISPLAY



QUESTIONNAIRE:

ENGINE appends known age and gender data (421 Respondents)

- Thinking about cars, what is the first brand that comes to mind?
- Which of the following brands have you recently seen advertising for?
- Thinking about each of these brands, using a scale from 0-10 where 0 means very unfavourable and 10 means very favourable, please rate your overall feelings towards each brand
- Where do you recall having seen this advertisement recently?
- What do you remember most about the ad that you saw?
- Who do you think is responsible for this advertising?
- After seeing the ad, have you ...
- Which of the following best describes how the ad made you feel about Suzuki after seeing the ad?
- Having seen the ad, how likely are you to consider Suzuki the next time you consider purchasing a car?
- Why do you say that?
- Please can you indicate whether you agree or disagree with the following words/phrases and how they apply to Suzuki overall?
- If you were intending to buy a car and you had a choice, which would you choose first?
- Why do you say?
- When are you next intending to purchase a car?
- Thinking about your next car purchase, which of the following options would you consider using?
- Thinking about your next car purchase, what price range would you consider paying?
- Do you currently own your own car?
- How frequently do you usually drive your, or someone else's car?
- Which, if any, of the following factors do you consider to be most important to you when considering purchasing a car, whether it be new or used?

EMX Exposed (base = 208) respondents that have been exposed to the EMX online video
Controlled (base = 213) respondents who have NOT been exposed to the EMX online video

SURVEY QUESTION

Thinking about cars, what is the first brand that comes to mind?*

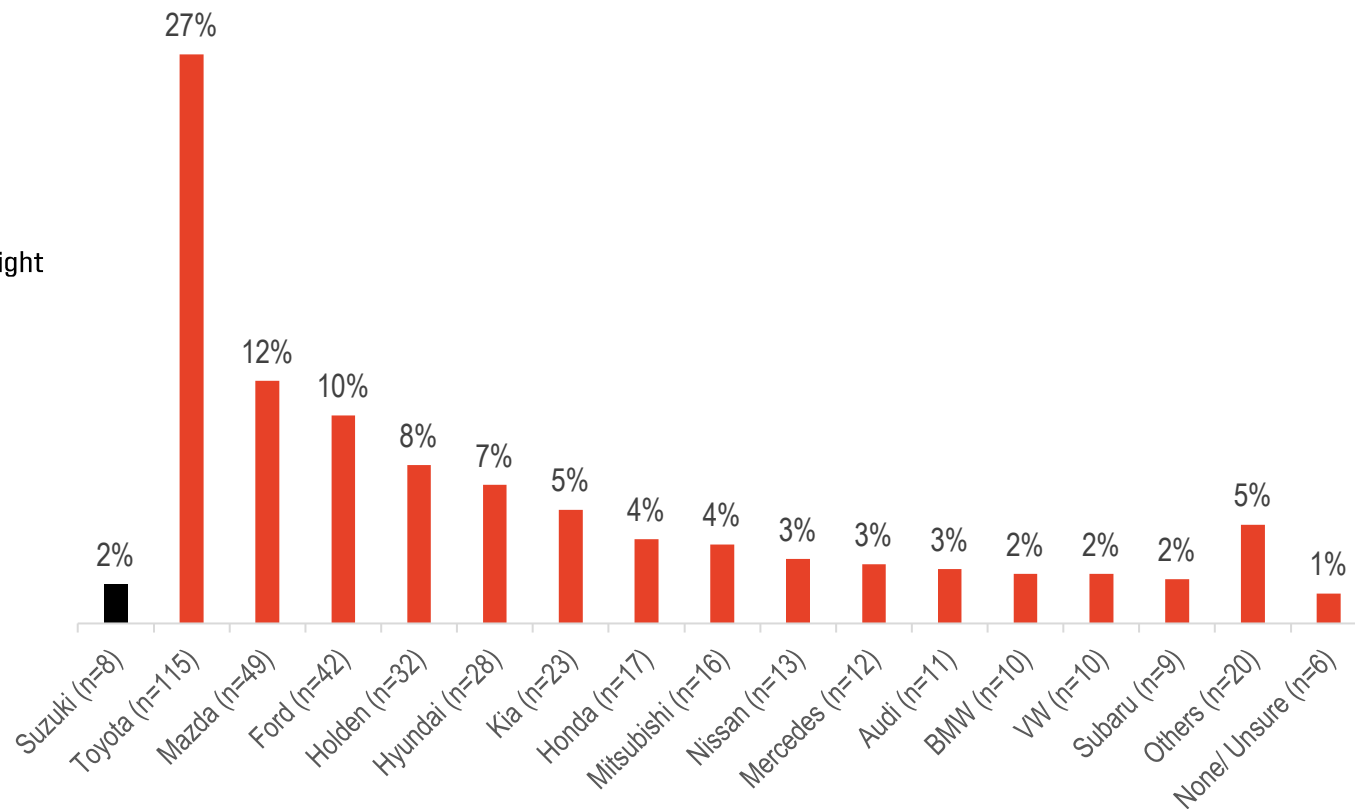
RESULTS

Toyota had the highest top of mind recall with 27% of respondents mentioning them as the first brand of cars that came to mind. Just eight respondents (2%) mentioned Suzuki first.

WHAT ALL THIS MEANS

This data clearly suggests that overall top of mind unprompted awareness for Suzuki is considerably low in the auto category with only 8 respondents out of 421 recalling Suzuki first. This result places Suzuki equal 13th as the first auto brand people can remember.

To us it highlights the need for ongoing brand activity.



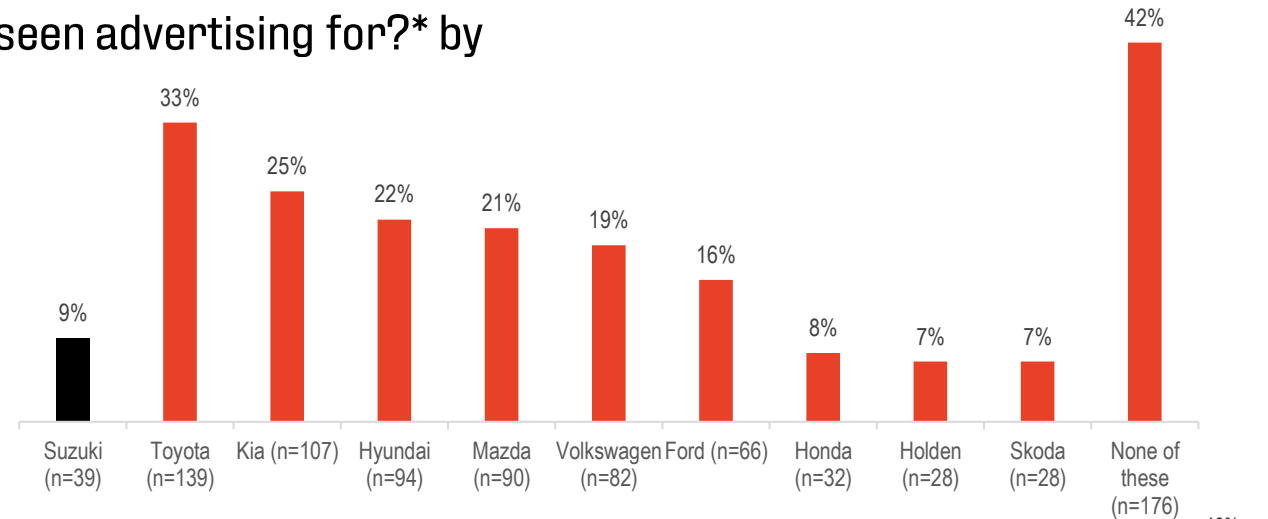
base n = 421 ; note: small bases
*Open comment coded by Engine Insights

SURVEY QUESTION

Which of the following brands have you recently seen advertising for?* by Type

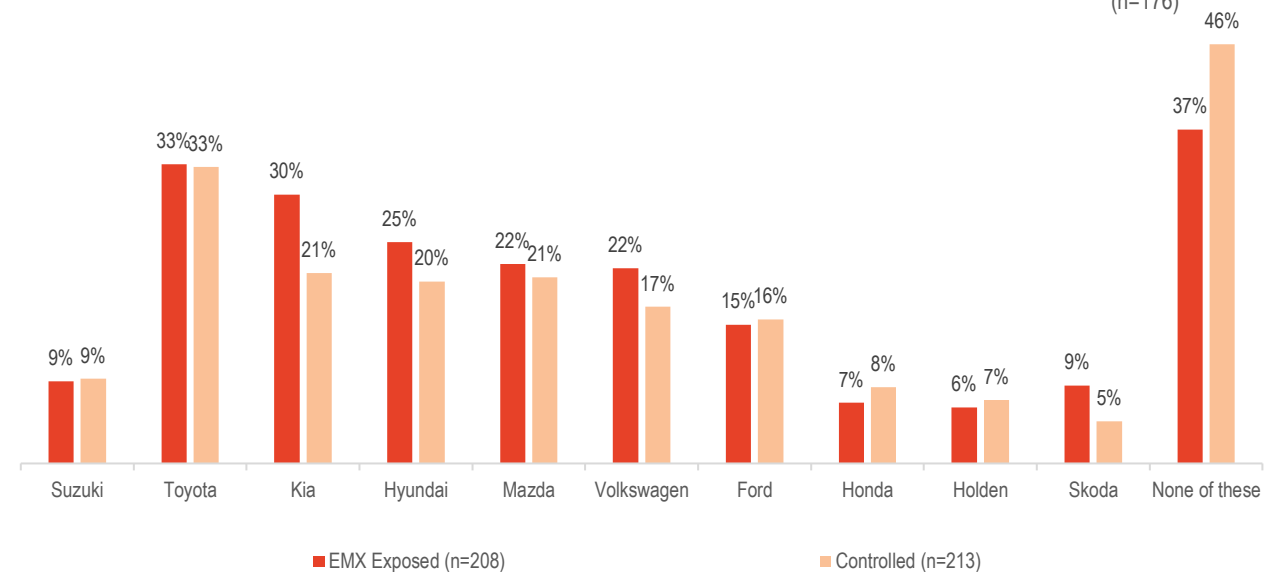
RESULTS

Prompted recall for recent advertising exposure saw the highest recall for Toyota, followed by Kia and Hyundai. Respondents in the EMX Exposed group were equally likely to have recalled seeing an ad for Suzuki as those in the Controlled group.



WHAT ALL THIS MEANS

Whilst quite low, a 9% brand recall benchmark can be used as a starting point for future studies to build on. Whilst we can't comment on the level of activity brands ahead of Suzuki were doing at the same time, or budgets that were spent, brand alignment to events, shows, we would suggest running another study within 2-3 months to again measure performance.



base n = 421 ; note: small bases

*Multiple choice response

SURVEY QUESTION

Thinking about each of these brands, using a scale from 0-10 where 0 means very unfavourable and 10 means very favourable please rate your overall feelings towards each brand.

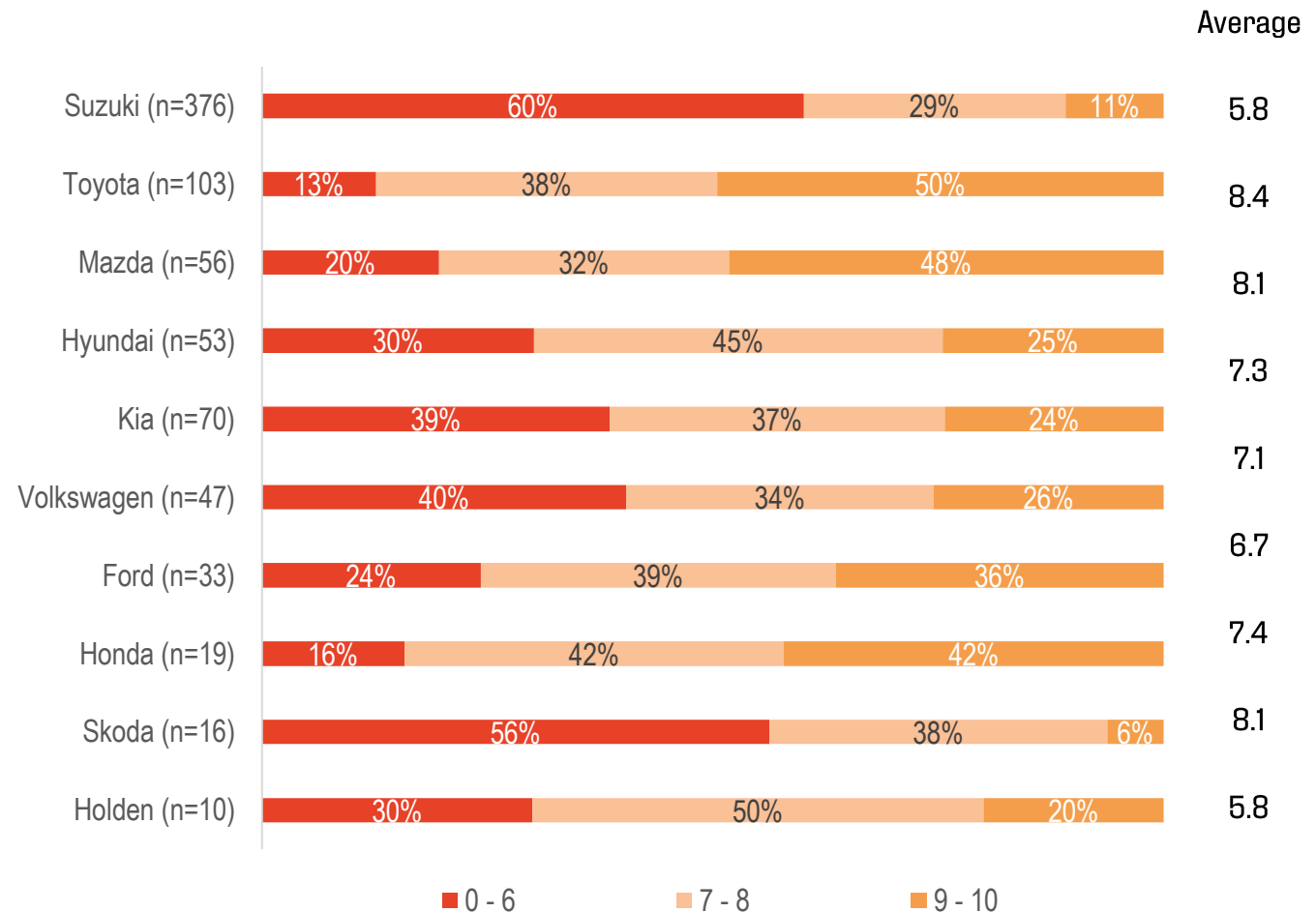
RESULTS

When we asked participants to rate their feelings towards the brands they had recently seen advertising for, Toyota ranked first with an average score of 8.4/10. Suzuki received an average score of 5.8. 11% of the 376 respondents asked, rated Suzuki either a 9 or 10 out of 10.

WHAT ALL THIS MEANS

While your overall brand sentiment score is 5.8, we would be re-engaging the 60% of respondents who rated you 0-6 with a follow up question in your next study as to why they felt this way about your brand. We would also suggest you ask about people's overall feelings towards brands like Toyota, Mazda, Hyundai, Kia as they seem to be the main competitors scoring well & with highest brand & message recall.

base n = from 16 to 376 ; note: small bases



SURVEY QUESTION

Where do you recall having seen this advertisement recently?* by Type

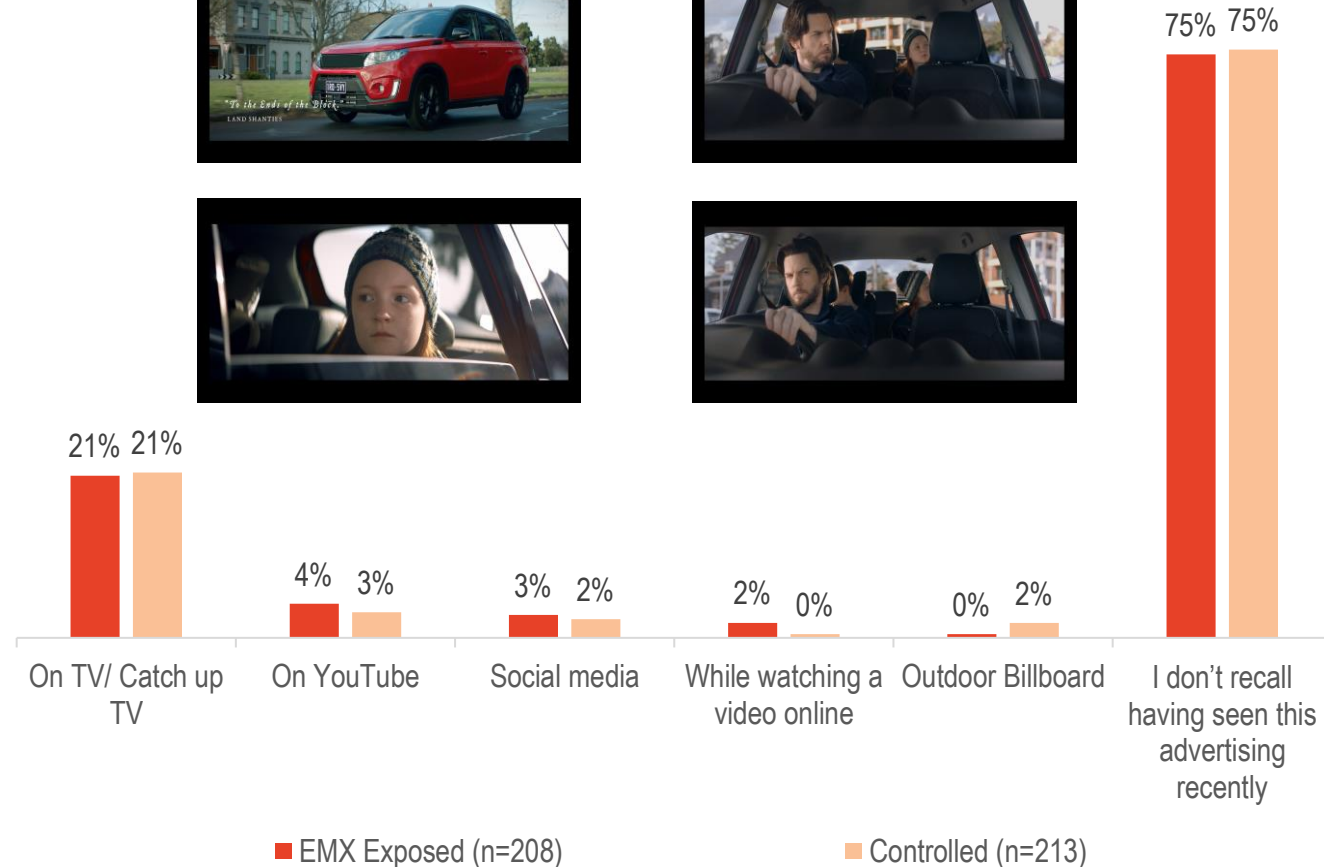
RESULTS

21% of the EMX Exposed audience recall seeing the ad across TV/Catch Up TV.

WHAT ALL THIS MEANS

This is a great result for BVOD as it demonstrates as a branding platform respondents had much higher ad recall compared You Tube, Social, OLV and Out Of Home.

This result also exceeds our internal ad recall benchmarks across BVOD by 8%, which sits at an average of 13%



base n = 421 ; note: small bases

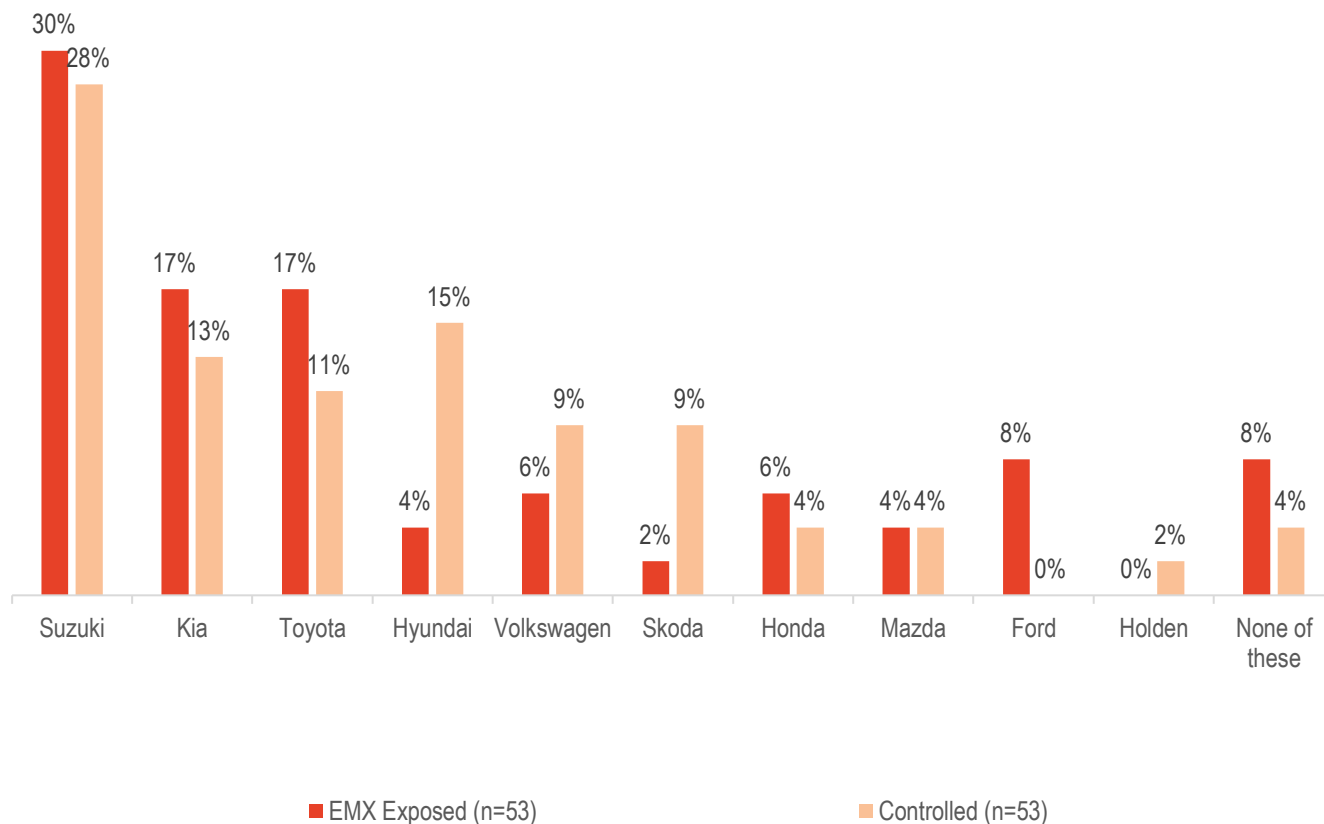
*Multiple choice response

SURVEY QUESTION

Who do you think is responsible for this advertising? by Type

WHAT ALL THIS MEANS

30% of respondents exposed to your activity recalled this campaign was for Suzuki. It also means that 70% of people do not recall it was ad for Suzuki. This insights would be good to use as a benchmark to build on for future campaigns.



Filter: Seen ad; base n = 106 ; note: small bases

SURVEY QUESTION

What do you remember most about the ad that you saw?*



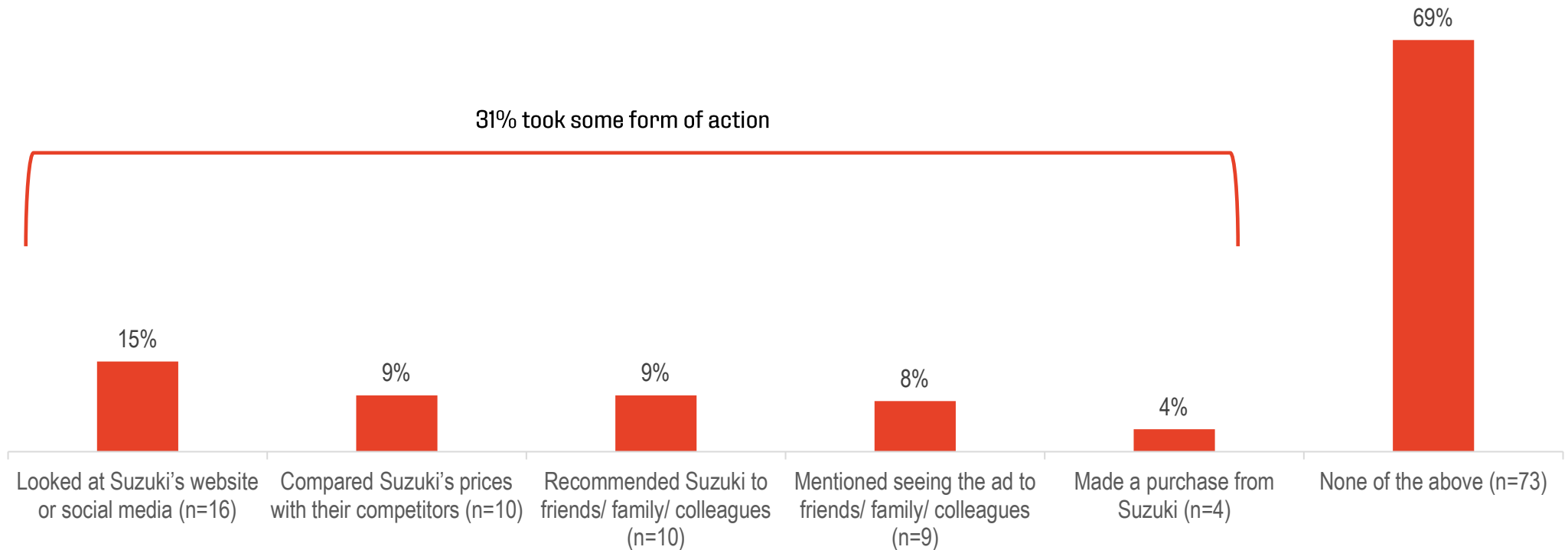
base n = 106
*Open comment

EMX Exposed
The linking dialogues to reach a destination
Almond milk and the bad singing
Sponsorship of The Block and the contestants use the cars
Driving around to different places to get milk
The red car
The song matching in with Vitara
That it was definitely a Suzuki ad. It showed the versatility of the vehicle, that it could be a family car, the safety features and the 'feel-good' feeling it had.
The interaction between the dad and child
Suzuki red SUV
A very catchy tune was played while he was driving his Vitara
The singing by the driver

Controlled
Talking like a Viking
A red car with father and two children
I loved the song
Not much, just the red car
The terrible song
Suzuki with music playing in the background
That the man had to go back and get almond milk but he didn't mind because he likes driving his car
The silly music
Man in car going out for something he forgot to buy
Car looks good
Red car and a very serious looking guy in his late 30's

SURVEY QUESTION

After seeing the ad, have you ...*



Filter: Seen ad; base n = 106 ; note: small bases

*Multiple choice response

SURVEY QUESTION

After seeing the ad, have you ...* by Where do you recall having seen this advertisement recently?*

	On TV/ Catch up TV (n=88)	On YouTube (n=16)	Social media (n=11)	While watching a video online (n=5)	Outdoor Billboard (n=5)
Looked at Suzuki's website or social media	8%	38%	45%	40%	60%
Compared Suzuki's prices with their competitors	9%	31%	18%	20%	0%
Recommended Suzuki to friends/ family/ colleagues	9%	31%	27%	40%	20%
Mentioned seeing the ad to friends/ family/ colleagues	7%	25%	27%	20%	20%
Made a purchase from Suzuki	3%	0%	0%	20%	0%
None of the above	76%	31%	27%	40%	20%

Filter: Seen ad; base n = 106 ; note: small bases

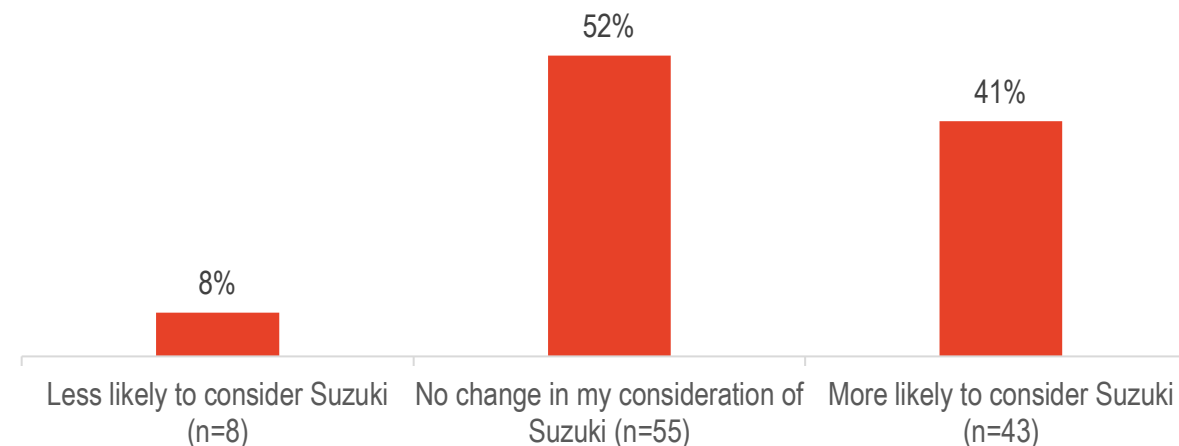
*Multiple choice response

SURVEY QUESTION

Having seen the ad, how likely are you to consider Suzuki the next time you consider purchasing a car?

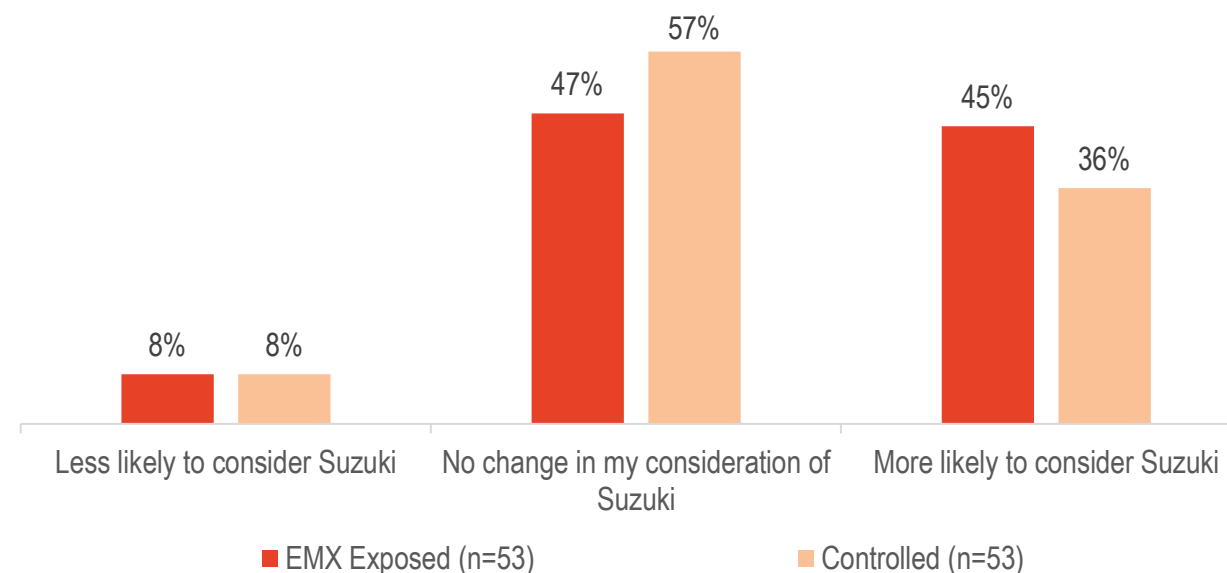
RESULTS

45% of the EMX Exposed respondent group who recalled seeing the advertisement said they were more likely to consider Suzuki the next time they consider purchasing a car.



WHAT ALL THIS MEANS

A favourable result here with almost 1 in every 2nd respondent who was exposed to your ad saying they are more likely to consider Suzuki the next time they re in the market for a new car.



Filter: Seen ad; base n = 106 ; note: small bases

SURVEY QUESTION

Having seen the ad, how likely are you to consider Suzuki the next time you consider purchasing a car? Why do you say that?*

EMX Exposed
They have good premium cars at affordable price
Never driven a Suzuki and have never considered ownership
I'm not ready to purchase a new car as yet but when I am, I will consider Suzuki Vitara and Jimny
They're a good brand and the car looks good. I would do more research on it
I had a Suzuki before and did not have a good experience with it, but I am open to changing my opinion about them
As it's a good brand of car and can be convenient to use and get around in
I have owned a number of Suzukis and the ad reminded me of the fun I had in those cars
Never thought about Suzuki before
Suzuki is more modern then I remember it
I am happy with my Honda and too old to buy another car
I already have a Suzuki and I love them but would like to try something different next time
The ad made the car more appealing and gave me something to think about

Controlled
It depends on the actual product, not an ad
It looks like it could be a good choice
I have never really looked at Suzuki and I didn't remember what car brand was being advertised
I look at all brands before I make my decision
Not planning a new purchase but if I was not sure Suzuki would be a brand I would consider
I'd weigh up all options and comparisons with other brands
Why would it? It's advertising - it's trying to get you to buy it. Advertising doesn't sway me at all. Research is required with any purchase
The new models look sporty and appealing
Didn't really convince me to investigate/like Suzuki any more
Have previously owned a Suzuki
I would base my purchase of a Suzuki on price mainly, not what is purported in an ad
The ad doesn't tell anything about the brand

Filter: Seen ad; base n = 80

*Open comment

KEY LEARNINGS:

Biggest result, or surprise was the current level of brand awareness within the Auto category and where you currently sit for unprompted Brand Recall. 2% is a low base, but it gives you benchmark to improve this result with further studies.

Positive outcomes from the study was that **one in every three respondents took some form of action** after seeing your ad (with four people buying a car!). The other positive was how well your BVOD activity performed with respondent's ad recall.

KEY TAKEAWAYS & FUTURE RECOMMENDATIONS:

- **Frequency:** Results from the BVOD media campaign alone delivered a reach of 226k across all devices plus a frequency of 1.85
- **Creative & Benchmarks:** Results from the creative recall and brand association question indicate that people who were exposed to your ad did remember it was for Suzuki.
- **Recommendation:** Moving forward we highly recommend an always-on approach to ensure you raise your (unprompted) awareness and Brand Recall levels. Based on what channels delivered strong recall levels, BVOD is a must include for all brand campaigns. We also suggest setting and measuring benchmarks around the following:
 1. Awareness
 2. Brand Recall



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