



Unicast Communications White Paper

Research conducted by Dynamic Logic

A Look at the Superstitial[®] 300v Ad Unit

SUPERSTITIAL[®]

BACKGROUND/OBJECTIVES

General Mills, one of the first advertisers to use the Superstitial[®] 300v, added a research component to its live campaign. The campaign was for a General Mills brand of salty snacks and was designed to drive response to their online promotion where consumers could download free MP3s and increase brand awareness.

The target audience for the brand is males 18-34. To reach these consumers, General Mills ran the campaign (and conducted the research study), on Gamespy.com.

The ad included key creative elements to meet the overall campaign goals, including a promotional message, 15-second video clip and prominent brand representation.

The research study, which was administered by Dynamic Logic, was designed to measure consumer response to the online promotion, track key advertising/marketing metrics including impact on brand awareness, promotion association and purchase intent and test the effectiveness of Unicast's new Superstitial 300v format (which allows for the use of 15 seconds of video within the ad).

Using Dynamic Logic's "AdIndex Effectiveness Research", the study compared responses from over 500 respondents, those who saw the General Mills Superstitial ad and those who did not. Dynamic Logic's cookie technology was able to determine, when the ad was seen and how many times respondents viewed the ad. To ensure consistent methodology, all respondents were recruited from the same site, within the same time period, and received the same questionnaire. As there were no differences between respondents other than ad exposure, it was possible to isolate the impact of the General Mills Superstitial 300v ad.

OVERALL FINDINGS

Based on the data collected, the Superstitial[®] 300v format was significantly effective in lifting key traditional brand metrics, particularly key campaign objectives and brand awareness. The study confirmed that the Superstitial 300v is also a very effective format to increase all metrics, including purchase intent and message retention.

When compared to other AdIndex research studies, the Superstitial 300v affected key metrics beyond the “norm” or overall averages.

CONCLUSIONS

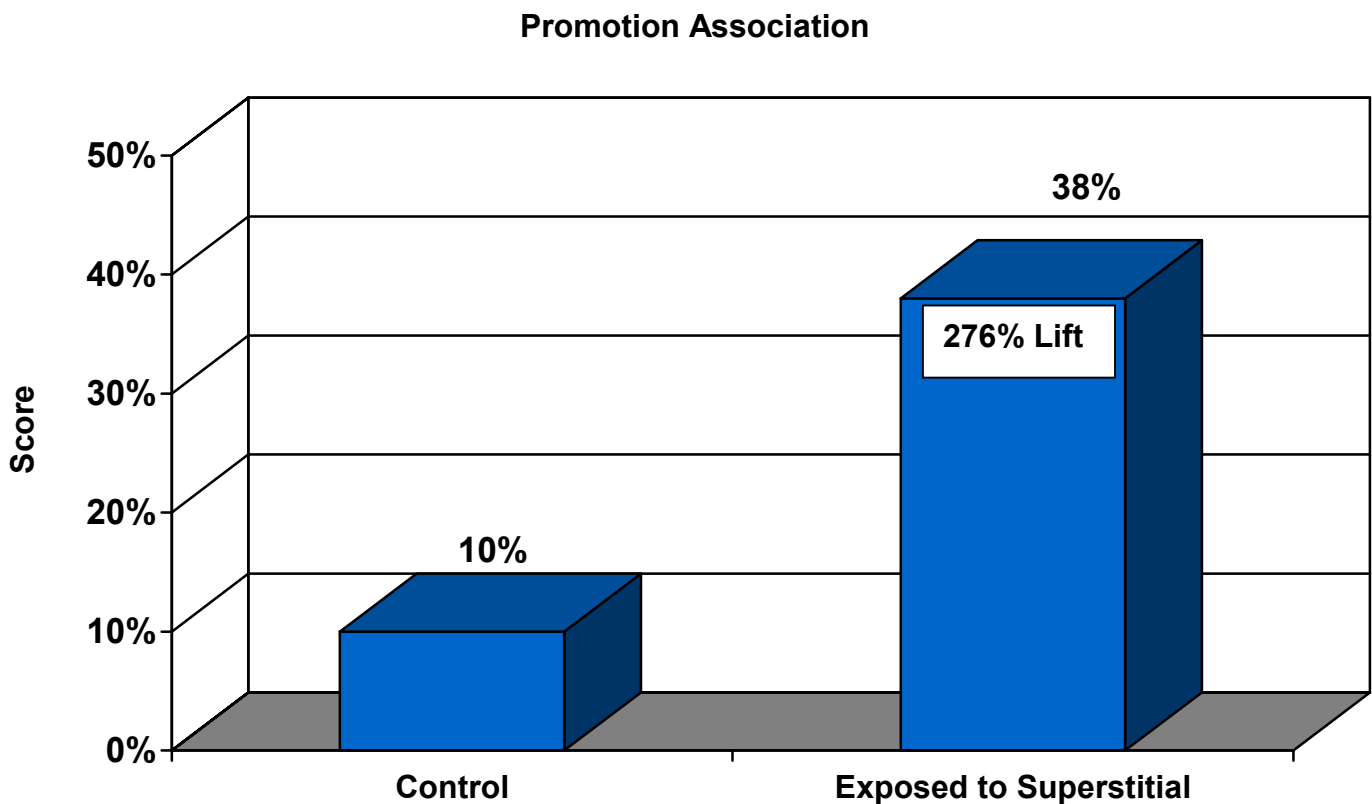
- The Superstitial 300v format significantly increased an advertisers' ability to lift promotion/message association.
- The Superstitial 300v format significantly increased an advertisers' ability to lift brand awareness.
- The Superstitial 300v format significantly increased an advertisers' ability to lift purchase intent.
- The Superstitial 300v format was successful in getting consumers' attention, provided a positive impression of the brand, and was entertaining.

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Promotion Association

A key goal for the General Mills campaign was to drive participation in their online promotion. The General Mills Superstitial[®] 300v was successful in achieving this goal, showing a lift of 276% in promotion association.

This is particularly significant as the AdIndex average lift for promotion association is 16%.

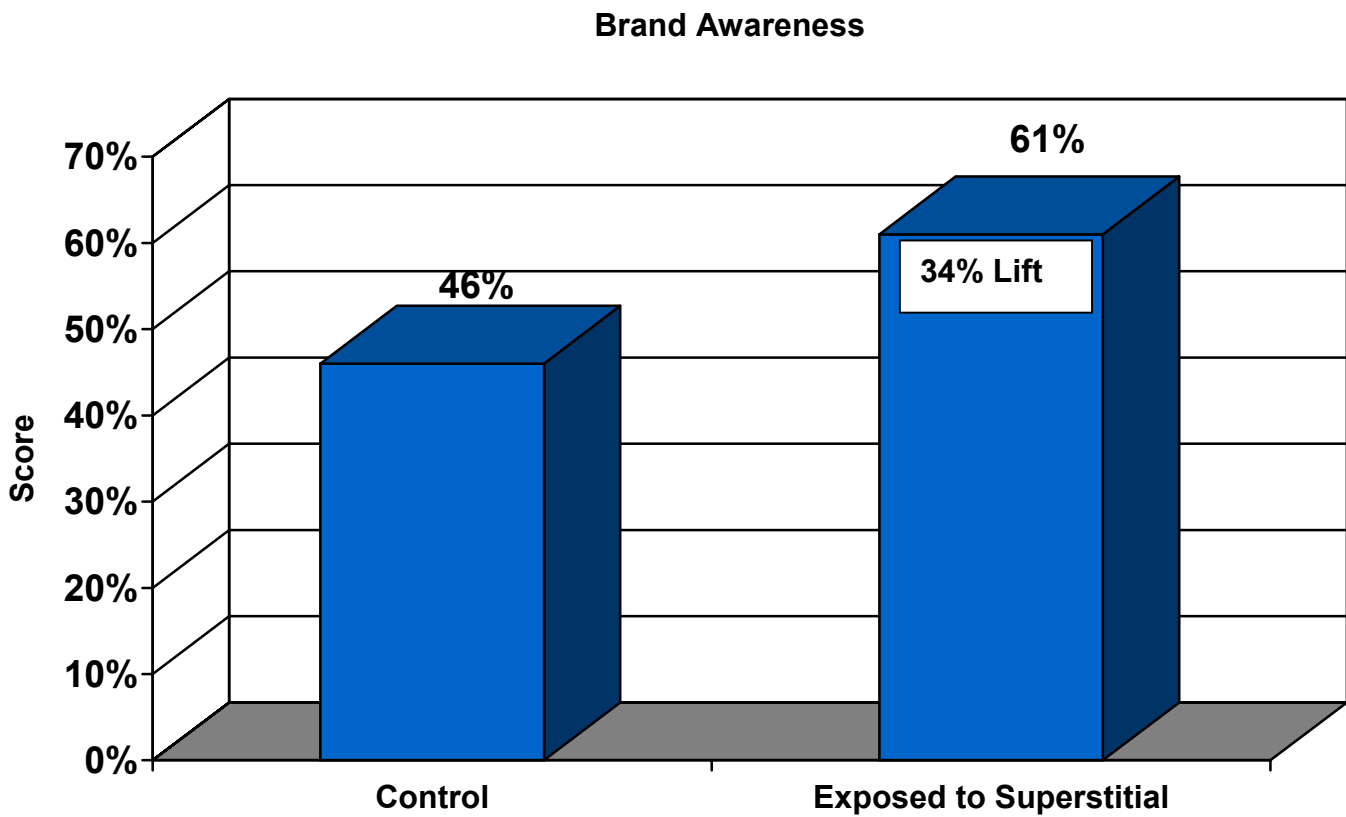


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Brand Awareness

Comparing the control versus exposed groups, the Superstitial[®] 300v affected a significant increase in Aided Brand Awareness. The General Mills Superstitial 300v produced a 34% lift in brand awareness when compared to the control group.

Notably, the AdIndex average for lift in Aided Brand Awareness is only 4%.

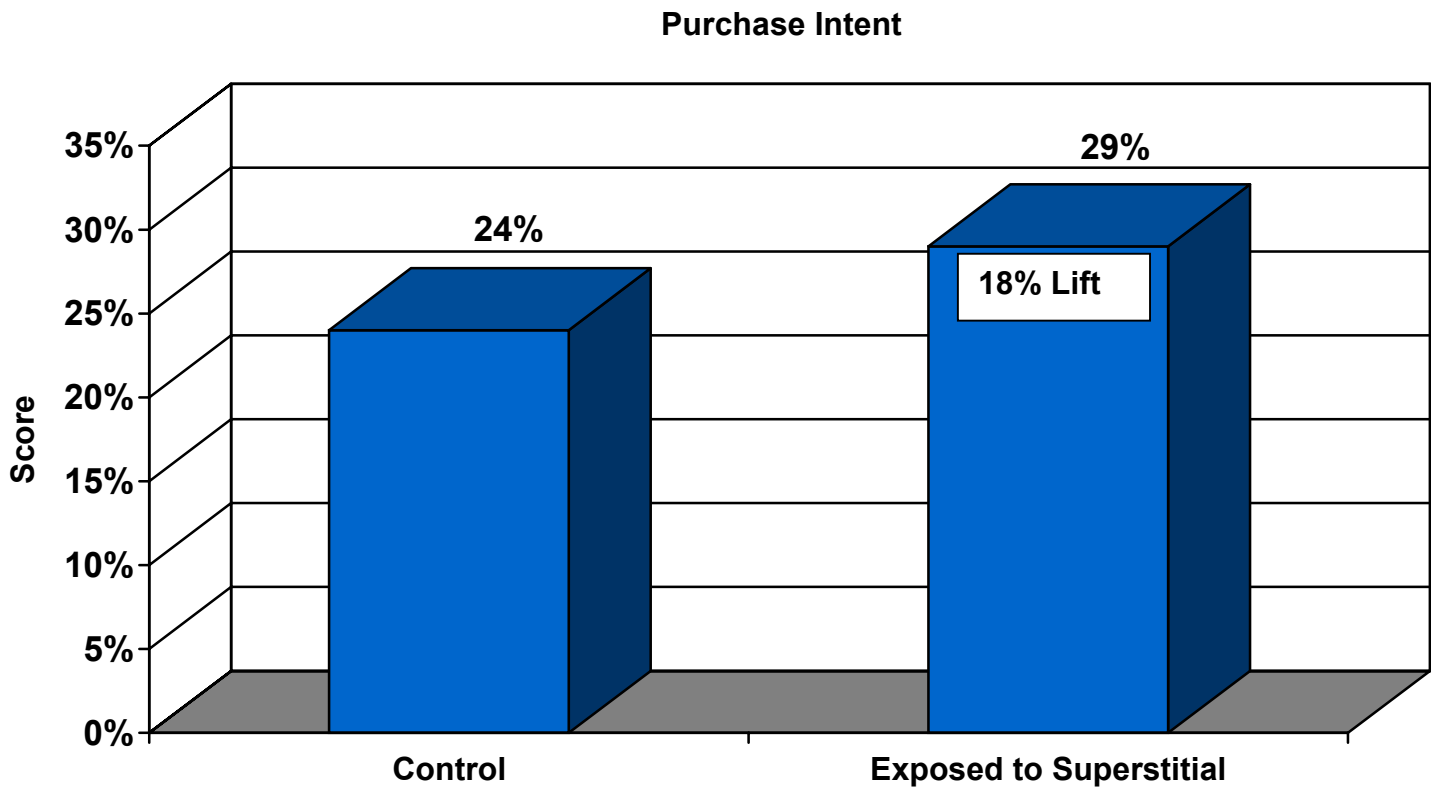


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Purchase Intent

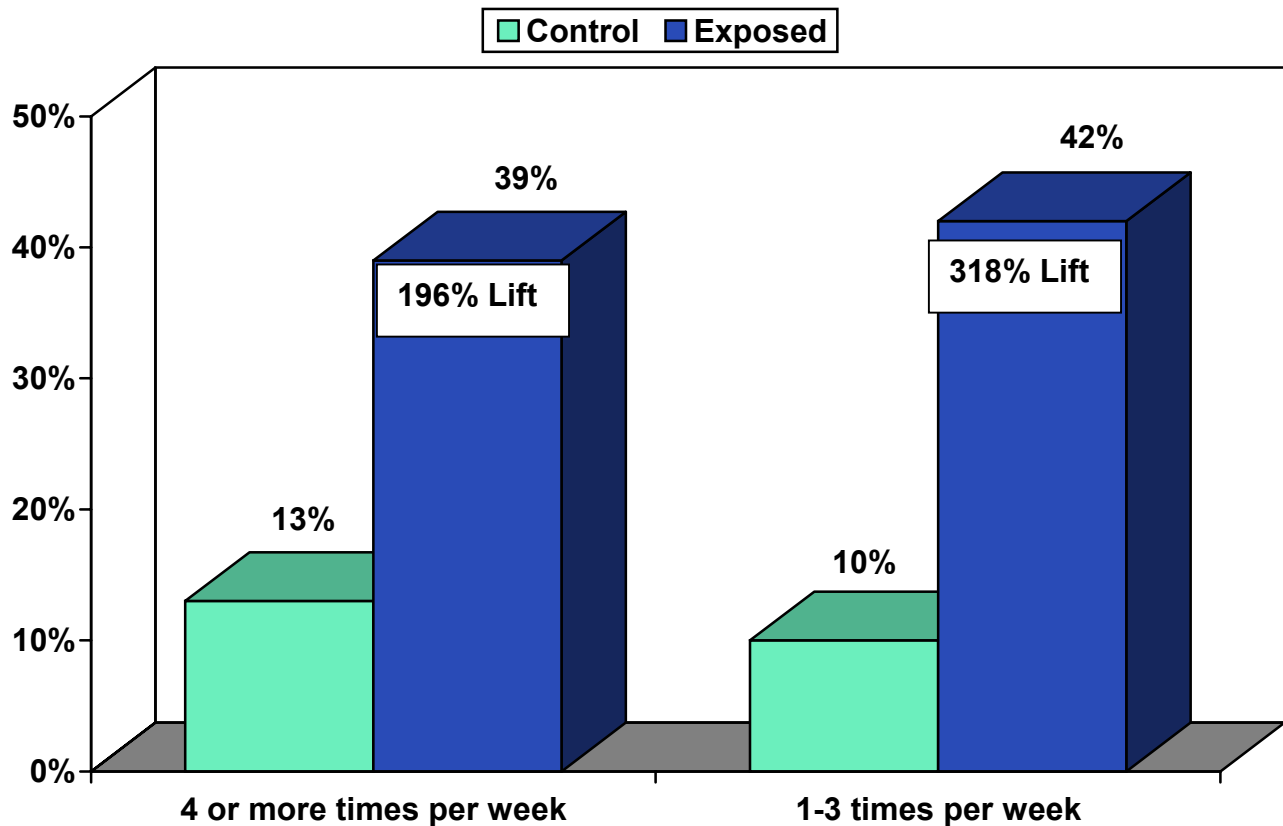
Historically, Purchase Intent is one of the most difficult metrics to move/affect. The General Mills Superstitial[®] 300v delivered an 18% overall lift in purchase intent score, when compared to the control group.

And again, when compared to the AdIndex average of 2%, the assumption can be easily made that the creative flexibility of the Superstitial 300v greatly increased the advertiser's likelihood of affecting consumers' purchase decisions.



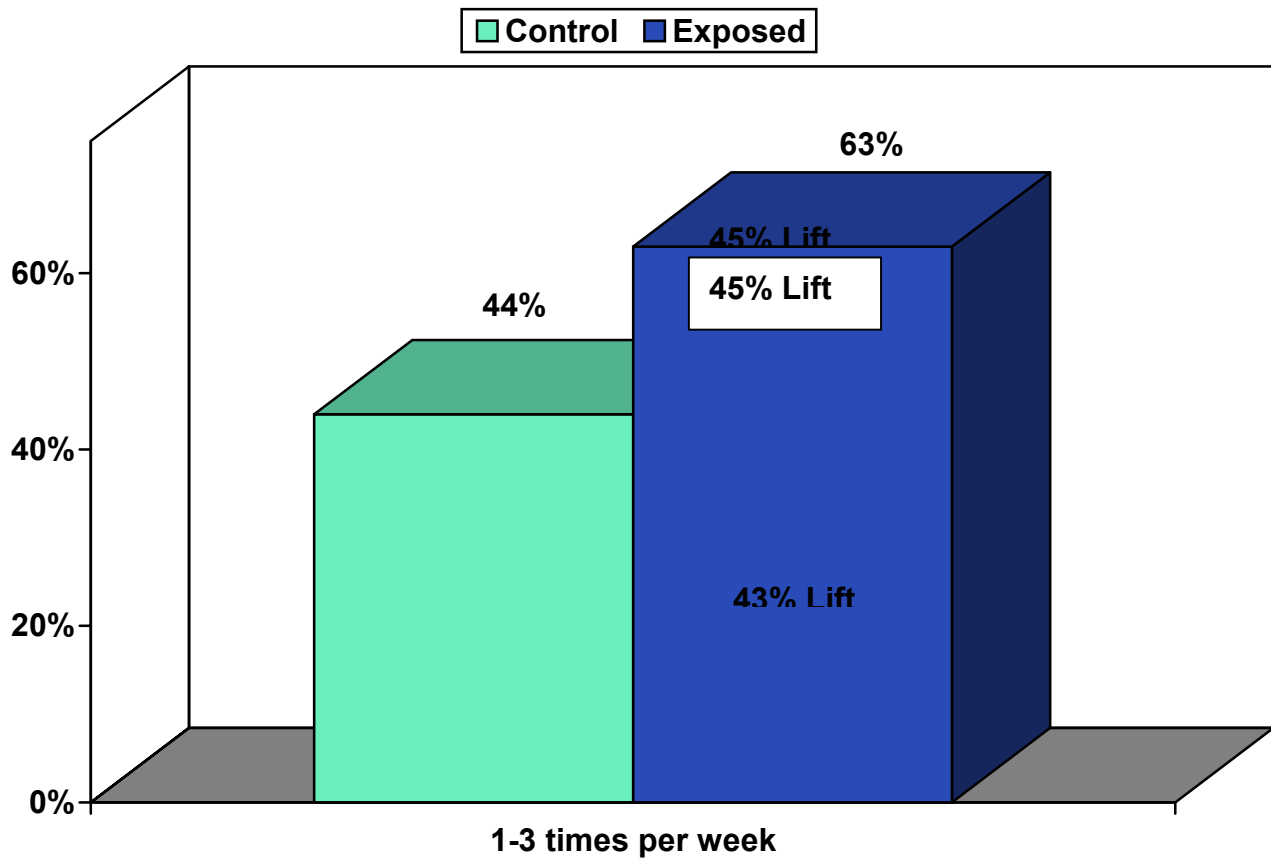
Audience Response based on Consumer Usage

There were significant increases in promotion association among respondents who “generally eat salty snacks,” regardless of consumption levels. The target audience was significantly influenced by the campaign’s promotion.



Audience Response based on Consumer Usage continued

Respondents were asked about their current consumption of salty snacks within the two groups. Awareness of the General Mills brand increased significantly among respondents who “consume salty snacks 1-3 times per week.”

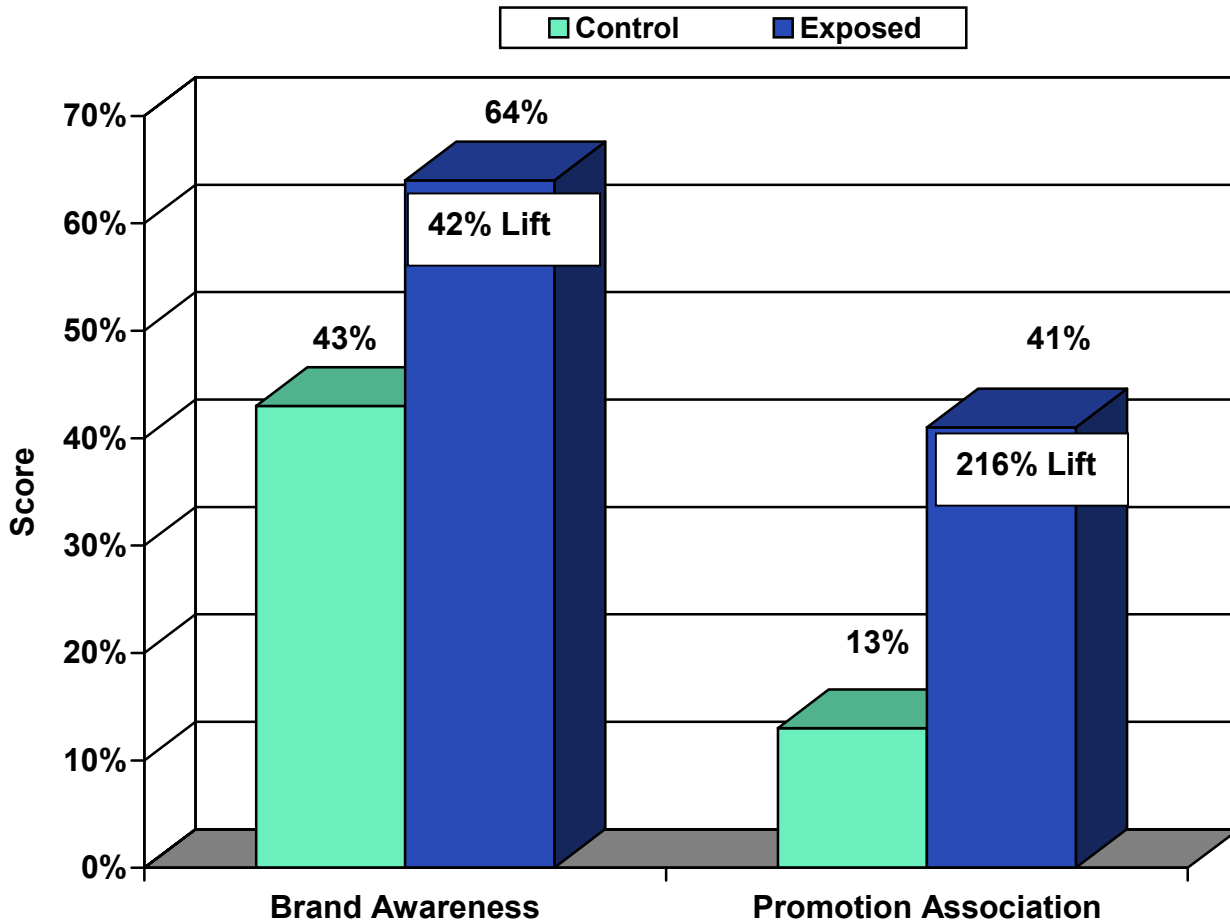


Audience Response based on Consumer Usage continued

The target audience for General Mills' salty snack brand is males 18-34. This promotion was targeted at that audience, as was the media property where the campaign ran, Gamespy.com. Among this target audience, the promotion in the General Mills Superstitial[®] resonated strongly.

For males under 35 years of age, who "do not feel they eat too many salty snacks" and "who eat salty snacks 1-3 times a week," brand awareness, and promotion/message association showed a significant increase. Brand awareness particularly, was higher compared to the overall results.

Males, 18-34, who do not feel they eat too many salty snacks and ate salty snack 1-3 x per week



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Format Metrics

Respondents were asked for their level of agreement on several attributes in regards to the Superstitial[®] 300v.

Respondents agreed most that the Superstitial 300v got their attention and gave them a positive impression of the brand.

