Project name: Individual CAM Norm 5

C|S type: Standard (TV tested ad with FC)

Project ID IPSOS DIGITAL (for DP use to produce Salto metadata): 10981

Media archive download link:

<https://www.ipsos.digital/storage/download-shared-file/eyJ2IjoxLCJwIjoie1widFwiOjE2MTkwMzczMjAsXCJzXCI6XCJlOTY0NDRmZTExZTE3YWE0NGQxMTQ5NWZkMTgyYzNkN1wiLFwidWlkXCI6XCI0NGJiNWYzNjdmZWE4NmJmZjI4MDA0NmRhNDkzMDYxYWFlNGI3MzBmXCIsXCJzaWRcIjoxMDk4MSxcImZwXCI6XCJyZXBvcnRzX2ZpbGVzXFxcLzEwOTgxX3Byb2plY3RfaW5mb3JtYXRpb24uemlwXCIsXCJkZm5cIjpcIjEwOTgxX3Byb2plY3RfaW5mb3JtYXRpb24uemlwXCIsXCJlXCI6MTAwODB9Iiwic2ciOiI1NGE2ZGJiYzI3YWE4MDY1N2ExMzU2YTc5NmE1ZjhjMzdmYjgxNGRjZGY0NDgyZDkzYWQ3MTljZTQwZTFiNmJjIn0=/10981/reports_files/10981_project_information.zip>

*Note that the link expires 1 week after this document was generated.*

Field Country: United States

Nr of tested media: 1

Project type: Brand

Verb used tested ad: choose

Category tested ad: a streaming service

Category tested ad article: a streaming service

Category filler ad: bouillon

Category filler ad article: bouillon

Project name: USA - [JOB\_BOOK\_NUMBER] - Netflix

**Media info tested ads:**

File name used in the URL: USA - [JOB\_BOOK\_NUMBER] -- AD1.mp4

Name to be displayed in RealEyes dashboard: USA - [JOB\_BOOK\_NUMBER] - Make Room

Female character: yes

Finish level: finished

Screenshots:

Telepic1\_1.jpg

Telepic2\_1.jpg

Telepic3\_1.jpg

Telepic4\_1.jpg

Telepic5\_1.jpg

Telepic6\_1.jpg

Telepic7\_1.jpg

Telepic8\_1.jpg

**Filler media info:**

Filler position 1: USA - [JOB\_BOOK\_NUMBER] -- Red Bull campaign TV 1.mp4

Filler position 3: USA - [JOB\_BOOK\_NUMBER] -- Dyson Hairdryer 19-017379-01c2 3.mp4

Filler position 4: USA - [JOB\_BOOK\_NUMBER] -- Better than Boulion\_ANI\_17-010167-01c3 4.mp4

**Filler Brand/Product lists:**

Brand: Better Than Bouillon

Type: tested

FillerBrandLogo1.jpg

Product: Better Than Bouillon

Type: tested

FillerPackshot101.jpg

Brand: Bou

Type: competitor

FillerBrandLogo2.jpg

Product: Bou

Type: competitor

FillerPackshot201.jpg

Product: dr. kellyann bone broth

Type: competitor

FillerPackshot202.jpg

Product: Herb Ox

Type: competitor

FillerPackshot203.jpg

Product: Knorr

Type: competitor

FillerPackshot204.jpg

Product: Public Goods

Type: competitor

FillerPackshot205.jpg

Product: Wyler's

Type: competitor

FillerPackshot206.jpg

Brand: dr. kellyann

Type: competitor

FillerBrandLogo3.jpg

Product: Bou

Type: competitor

FillerPackshot201.jpg

Product: dr. kellyann bone broth

Type: competitor

FillerPackshot202.jpg

Product: Herb Ox

Type: competitor

FillerPackshot203.jpg

Product: Knorr

Type: competitor

FillerPackshot204.jpg

Product: Public Goods

Type: competitor

FillerPackshot205.jpg

Product: Wyler's

Type: competitor

FillerPackshot206.jpg

Brand: Herb Ox

Type: competitor

FillerBrandLogo4.jpg

Product: Bou

Type: competitor

FillerPackshot201.jpg

Product: dr. kellyann bone broth

Type: competitor

FillerPackshot202.jpg

Product: Herb Ox

Type: competitor

FillerPackshot203.jpg

Product: Knorr

Type: competitor

FillerPackshot204.jpg

Product: Public Goods

Type: competitor

FillerPackshot205.jpg

Product: Wyler's

Type: competitor

FillerPackshot206.jpg

Brand: Knorr

Type: competitor

FillerBrandLogo5.jpg

Product: Bou

Type: competitor

FillerPackshot201.jpg

Product: dr. kellyann bone broth

Type: competitor

FillerPackshot202.jpg

Product: Herb Ox

Type: competitor

FillerPackshot203.jpg

Product: Knorr

Type: competitor

FillerPackshot204.jpg

Product: Public Goods

Type: competitor

FillerPackshot205.jpg

Product: Wyler's

Type: competitor

FillerPackshot206.jpg

Brand: Public Goods

Type: competitor

FillerBrandLogo6.jpg

Product: Bou

Type: competitor

FillerPackshot201.jpg

Product: dr. kellyann bone broth

Type: competitor

FillerPackshot202.jpg

Product: Herb Ox

Type: competitor

FillerPackshot203.jpg

Product: Knorr

Type: competitor

FillerPackshot204.jpg

Product: Public Goods

Type: competitor

FillerPackshot205.jpg

Product: Wyler's

Type: competitor

FillerPackshot206.jpg

Brand: Wyler's

Type: competitor

FillerBrandLogo7.jpg

Product: Bou

Type: competitor

FillerPackshot201.jpg

Product: dr. kellyann bone broth

Type: competitor

FillerPackshot202.jpg

Product: Herb Ox

Type: competitor

FillerPackshot203.jpg

Product: Knorr

Type: competitor

FillerPackshot204.jpg

Product: Public Goods

Type: competitor

FillerPackshot205.jpg

Product: Wyler's

Type: competitor

FillerPackshot206.jpg

**Tested brand/Product lists:**

Brand name: Netflix

Type: tested

File: BrandLogo1.jpg

Status: launched

Aliases: Net Flix

Brand name: Apple TV+

Type: competitor

File: BrandLogo2.jpg

Status: launched

Brand name: Crackle

Type: competitor

File: BrandLogo3.jpg

Status: launched

Brand name: Disney+

Type: competitor

File: BrandLogo4.jpg

Status: launched

Brand name: Facebook Watch

Type: competitor

File: BrandLogo5.jpg

Status: launched

Brand name: HBO Max

Type: competitor

File: BrandLogo6.jpg

Status: launched

Brand name: Hulu

Type: competitor

File: BrandLogo7.jpg

Status: launched

Brand name: IMDb TV

Type: competitor

File: BrandLogo8.jpg

Status: launched

Brand name: Paramount+

Type: competitor

File: BrandLogo9.jpg

Status: launched

Brand name: Peacock

Type: competitor

File: BrandLogo10.jpg

Status: launched

Brand name: Prime Video

Type: competitor

File: BrandLogo11.jpg

Status: launched

**Open ended question:**

What thoughts, ideas and reactions went through your mind while you were watching the media. <b>(Reactions)</b>