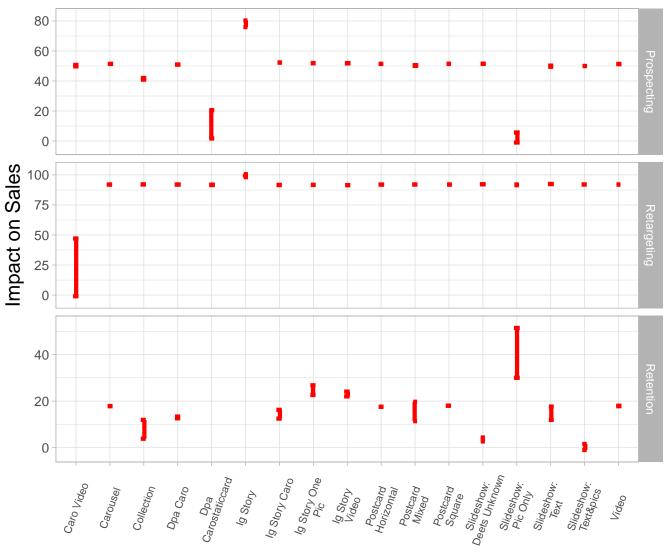
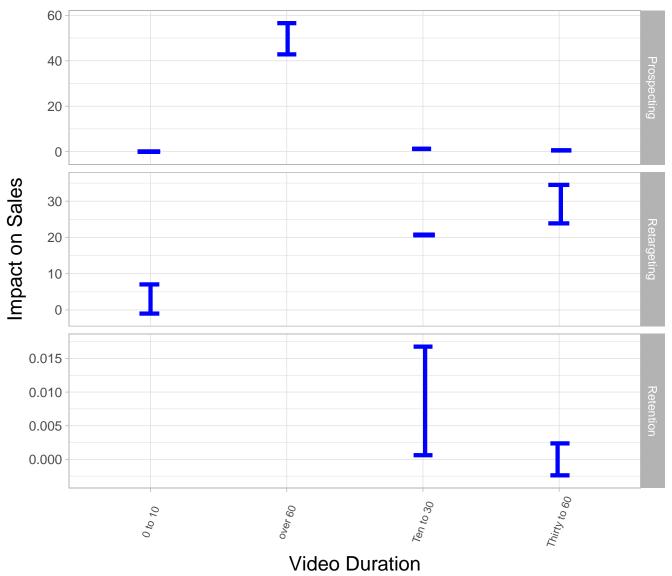


Choices Within Format

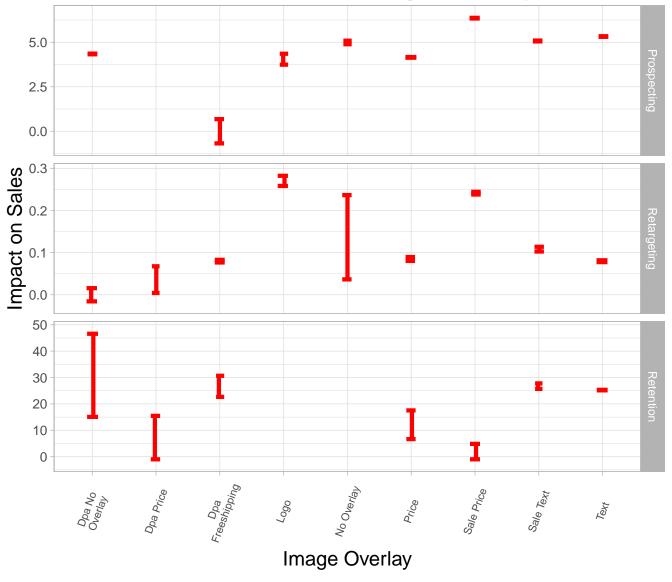


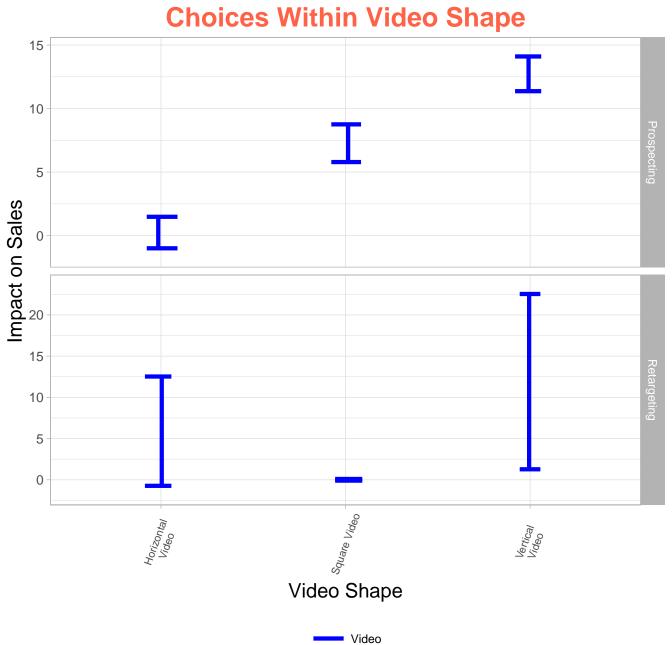
Format

Choices Within Video Duration

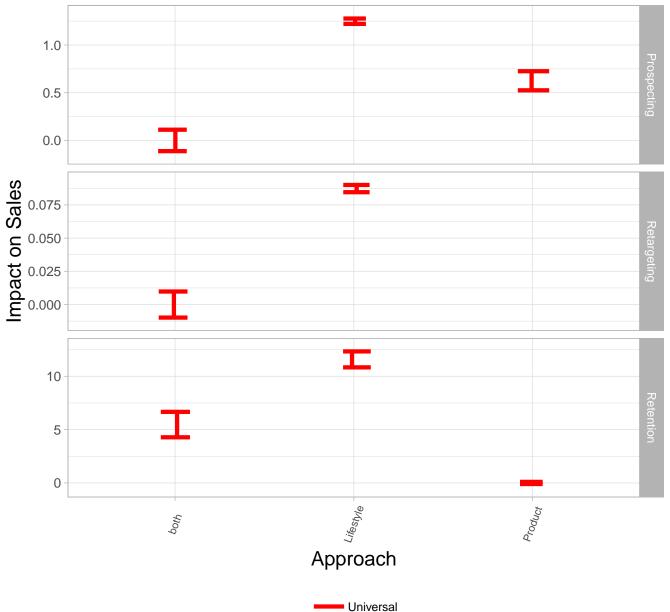


Choices Within Image Overlay



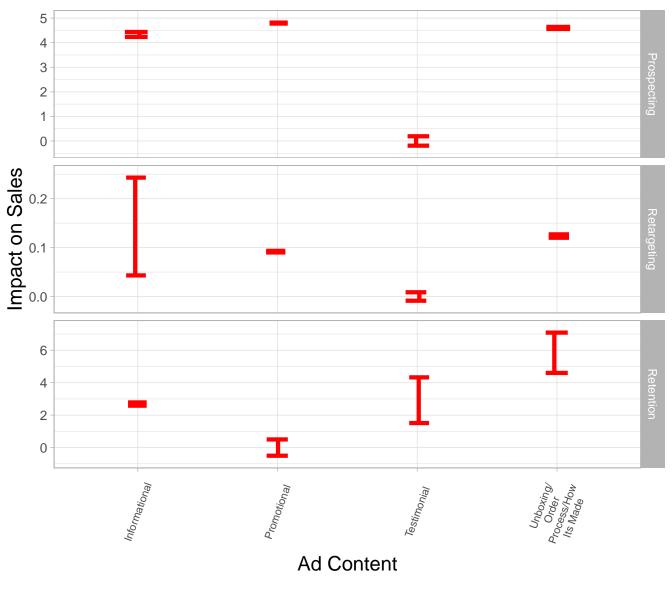


Choices Within Approach

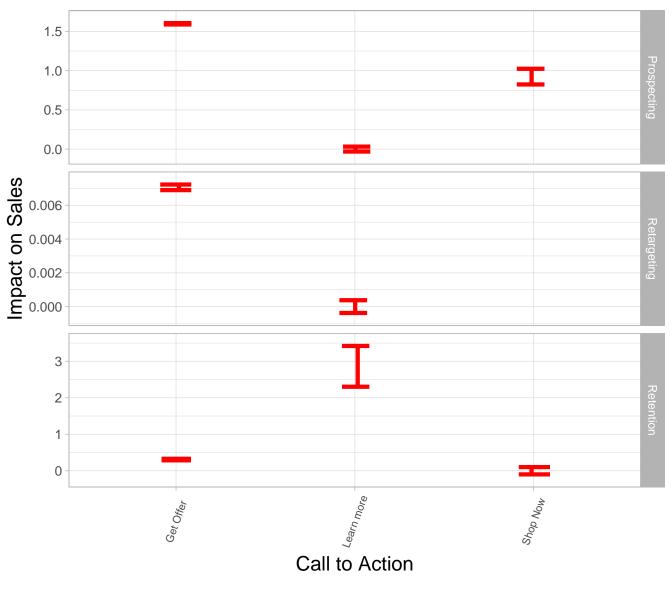


Choices Within Ad Style 8 6 4 2 0 0.15 Impact on Sales 0.10 0.05 0.00 -0.05 -0.10 10.0 7.5 5.0 2.5 0.0 Cartoon/ Ilustration/ Drawing Pro Photo/ 3rd Party Content User Generated Content Amateur Ad Style Universal

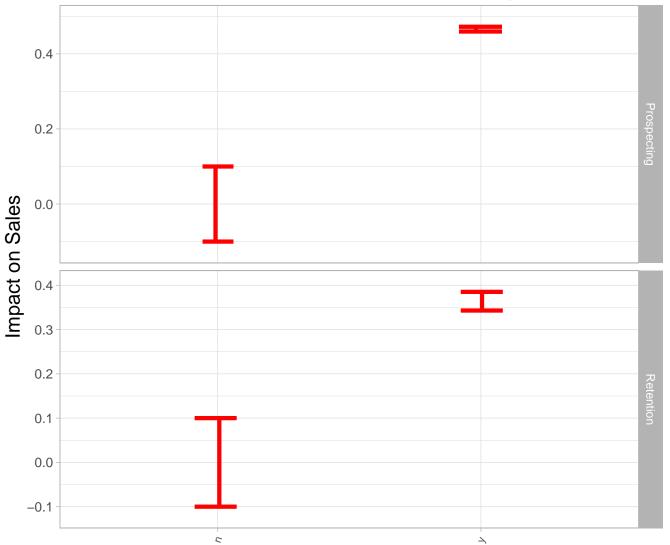
Choices Within Ad Content



Choices Within Call to Action



Choices Within Seasonal or Holiday Content



Seasonal or Holiday Content

—— Universal

Choices Within Camera Angle

