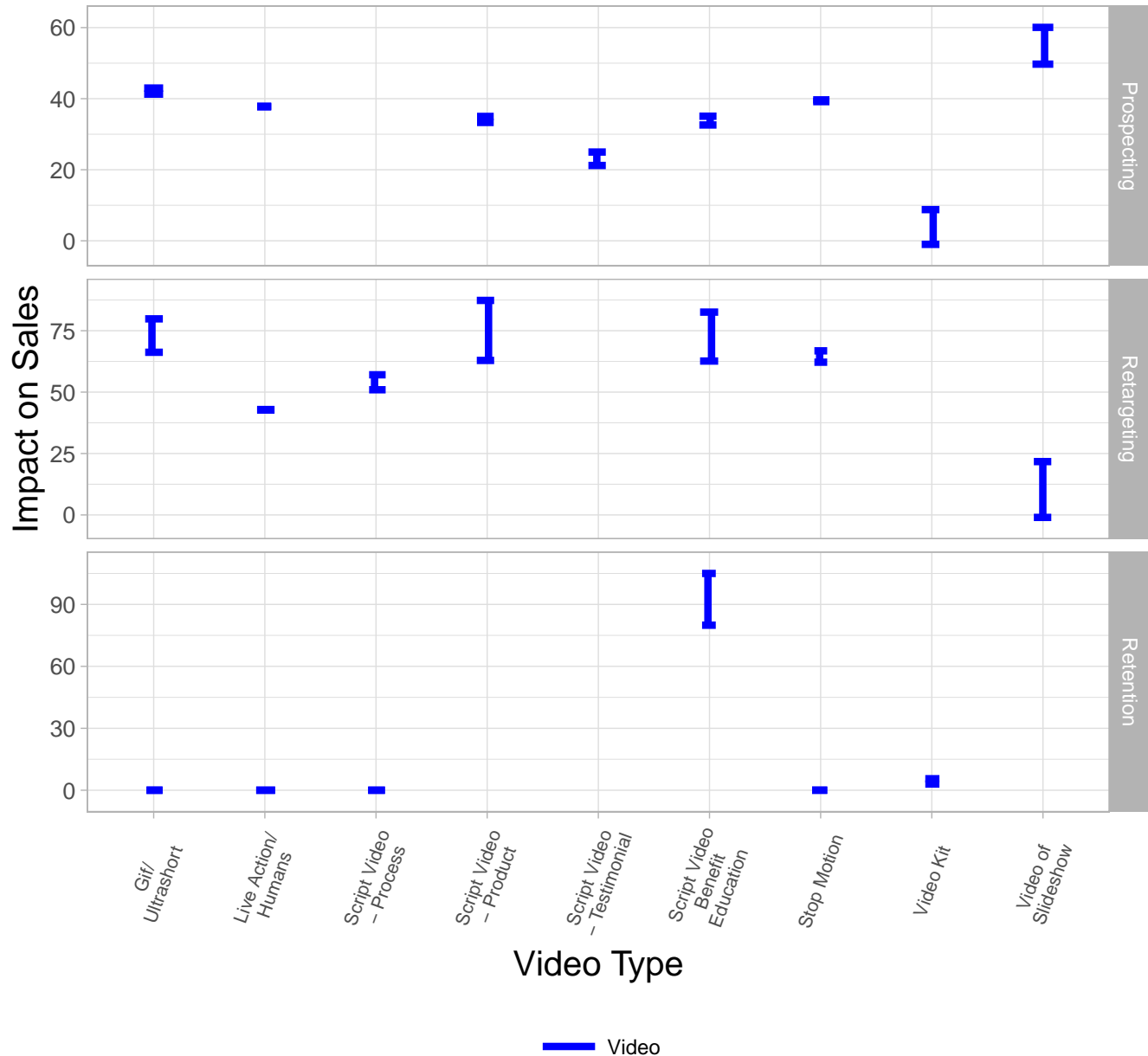
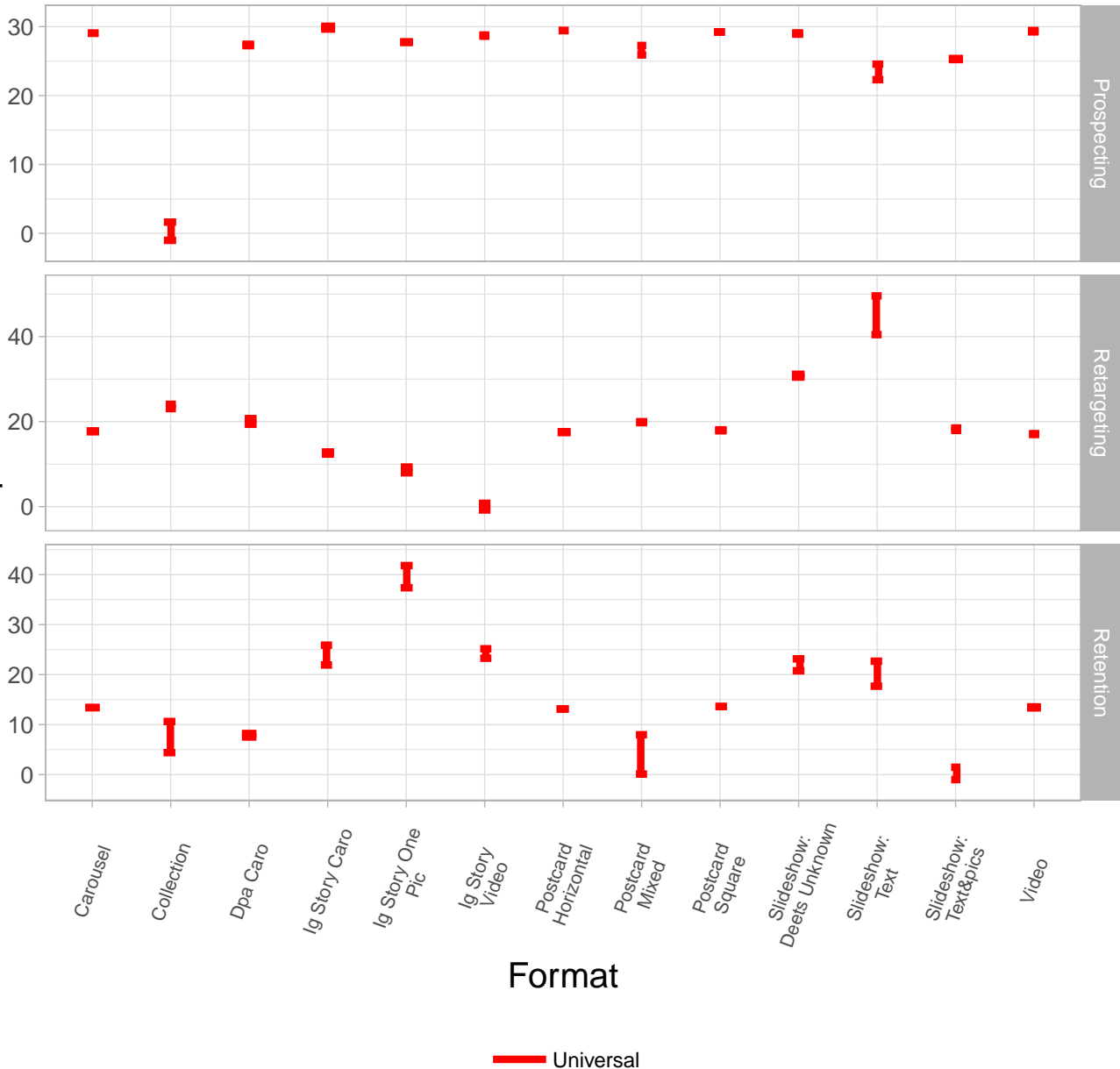


# Choices Within Video Type

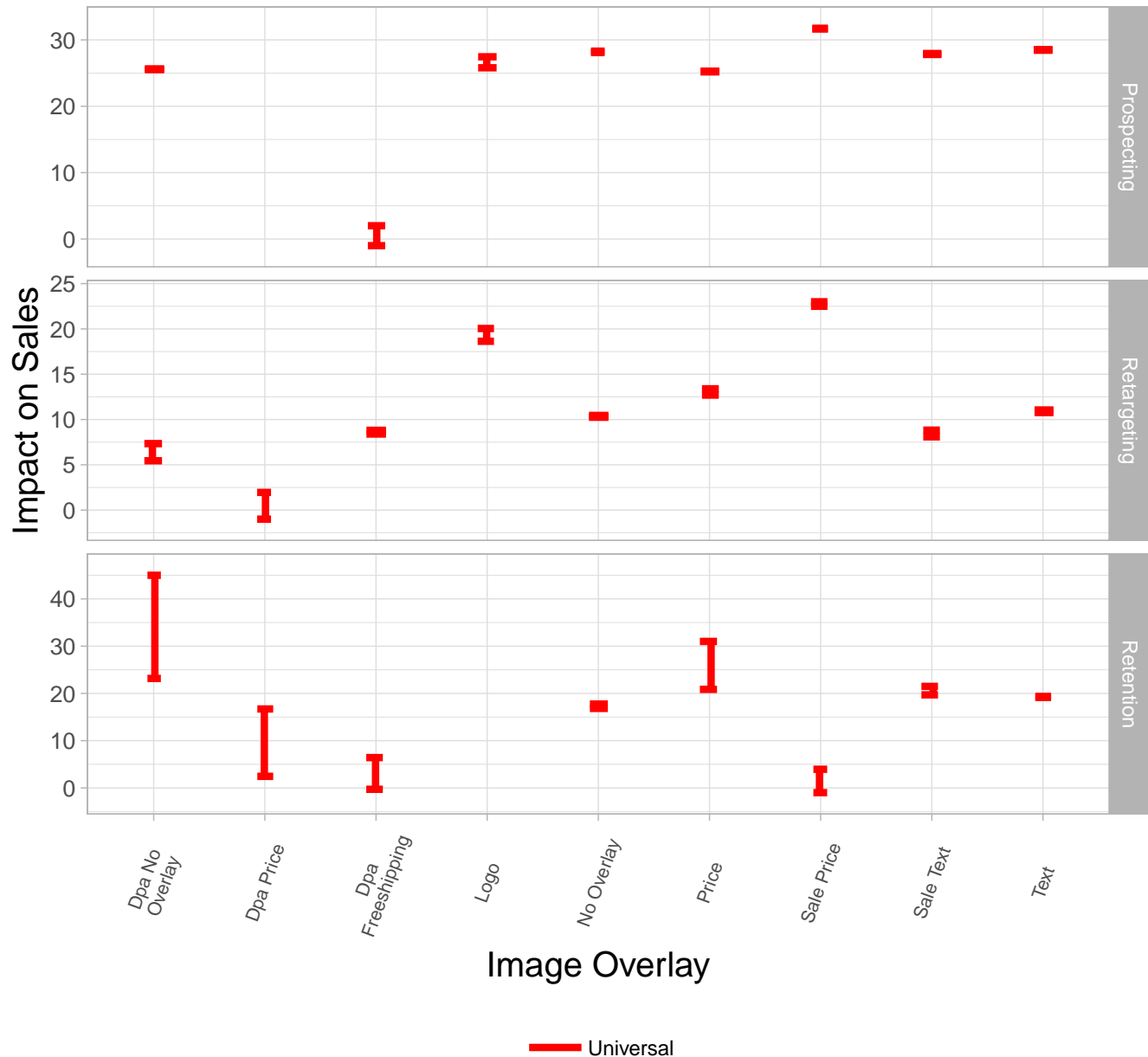


# Choices Within Format

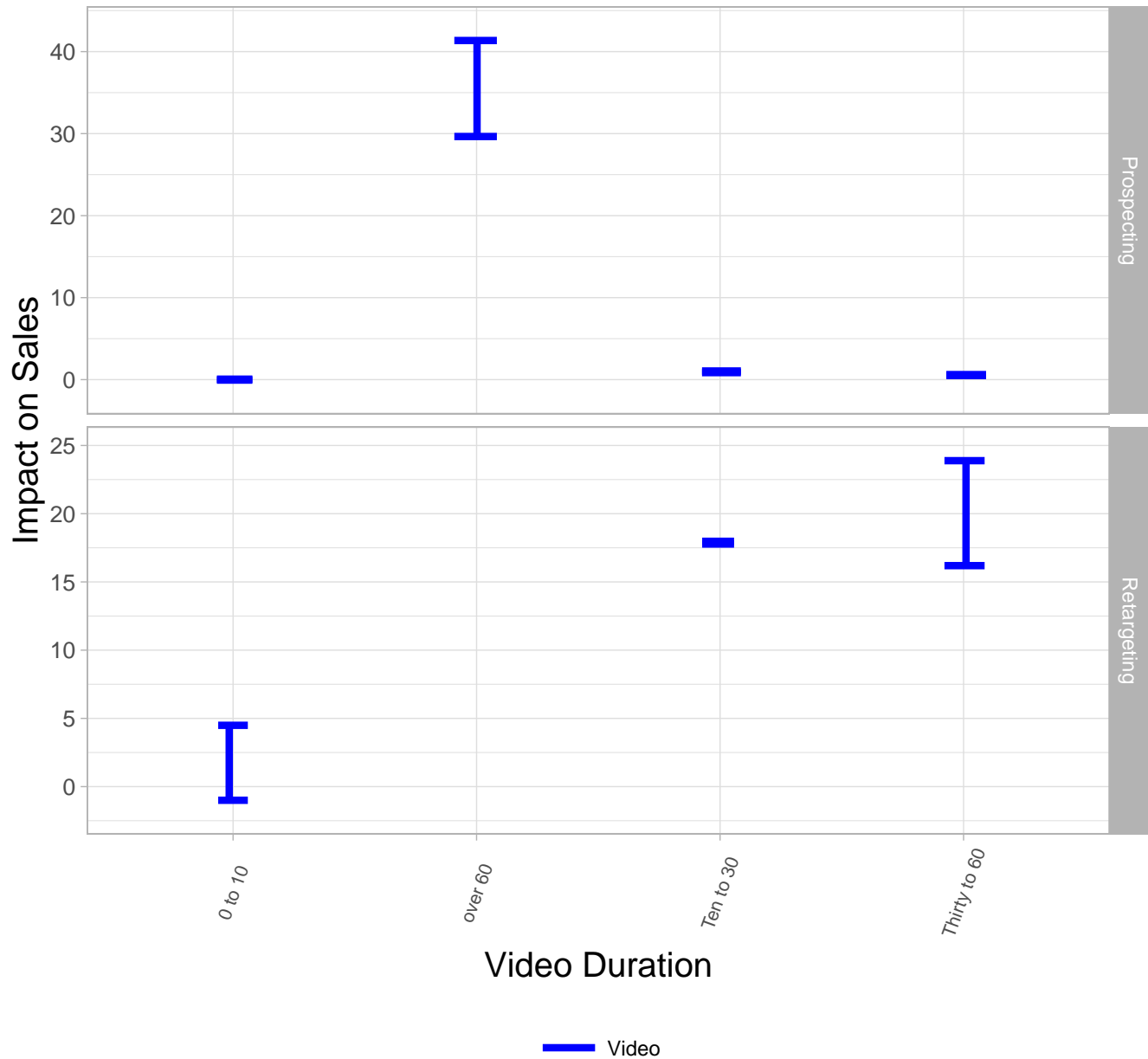
Impact on Sales



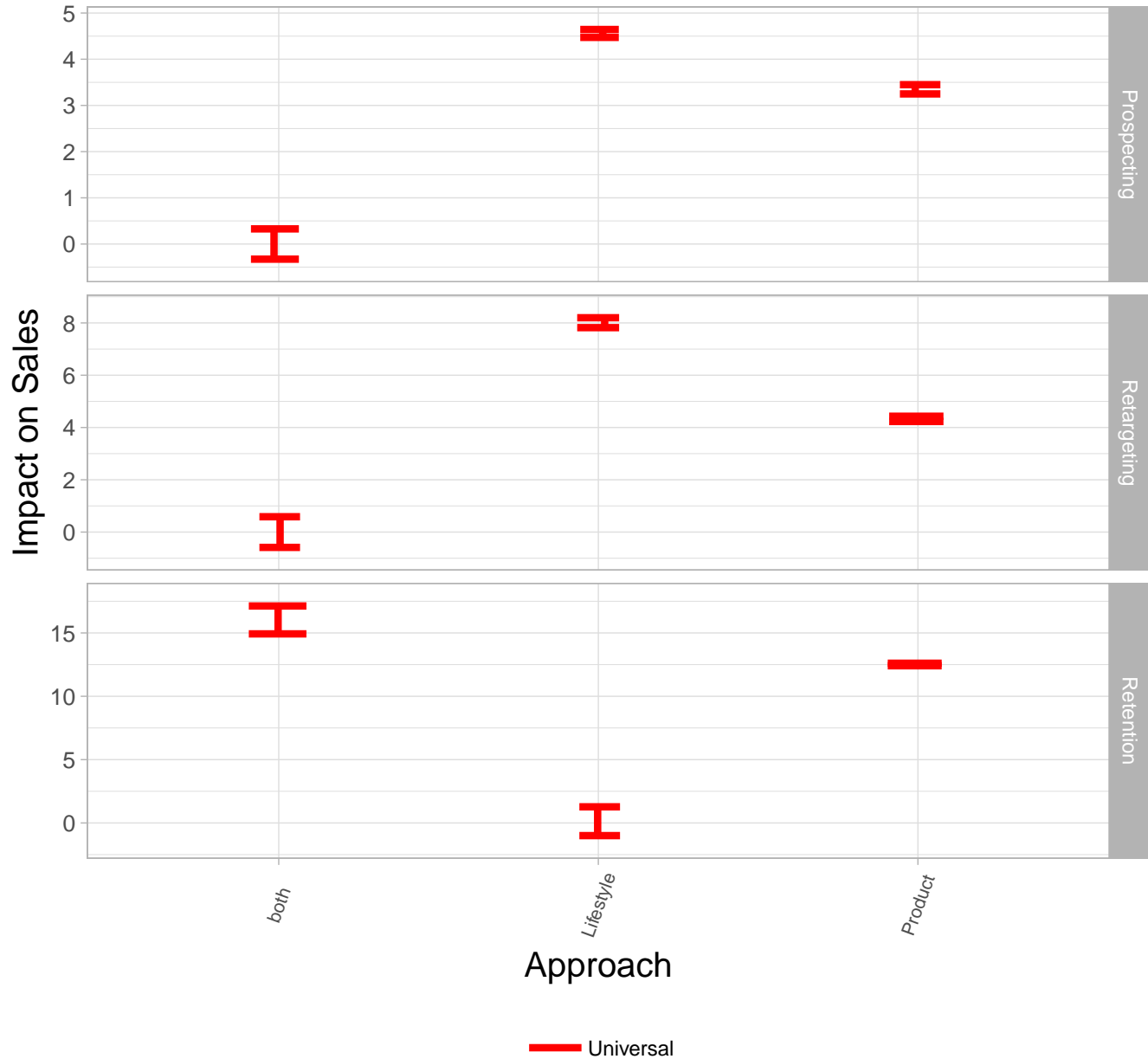
# Choices Within Image Overlay



# Choices Within Video Duration

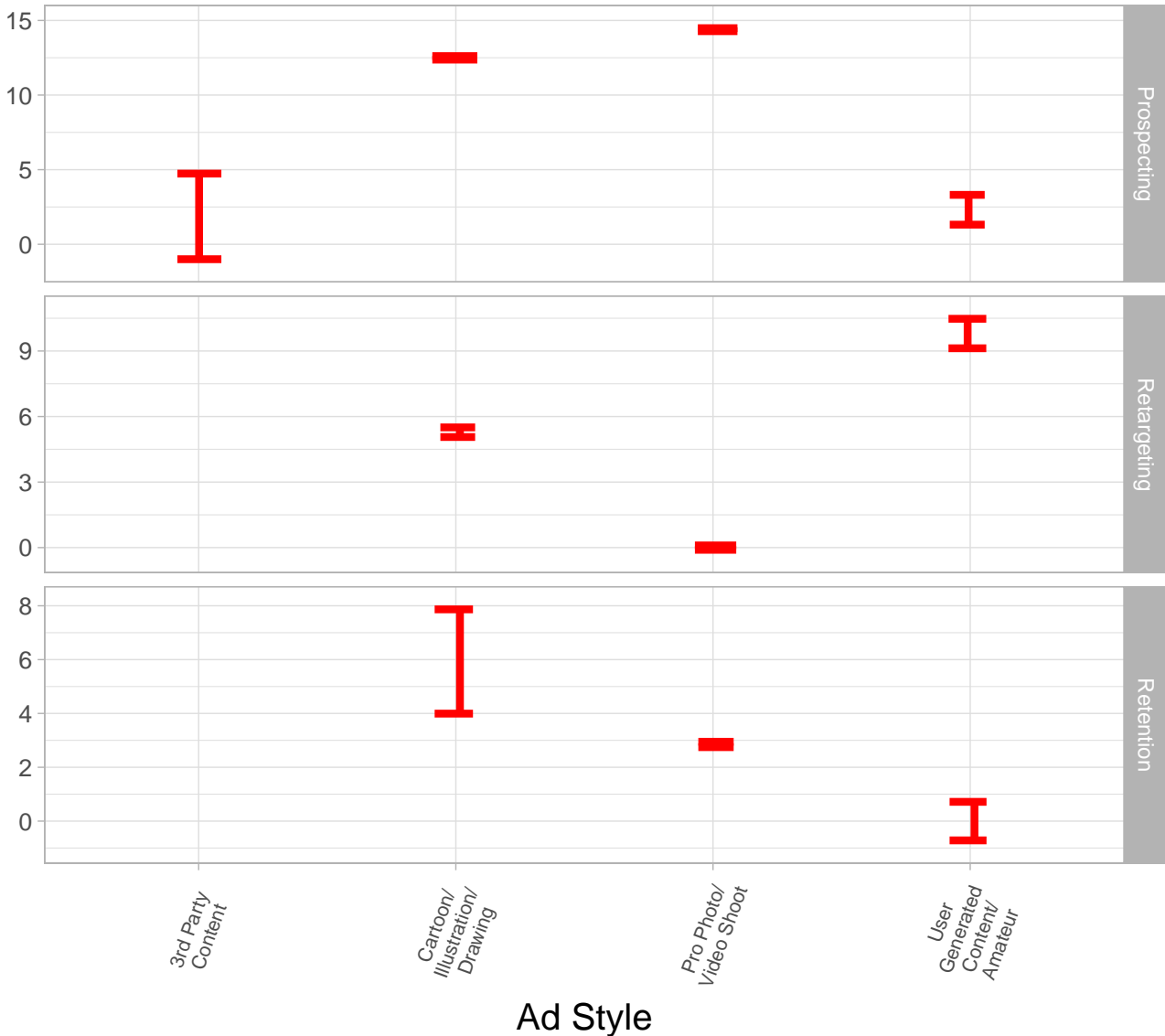


# Choices Within Approach



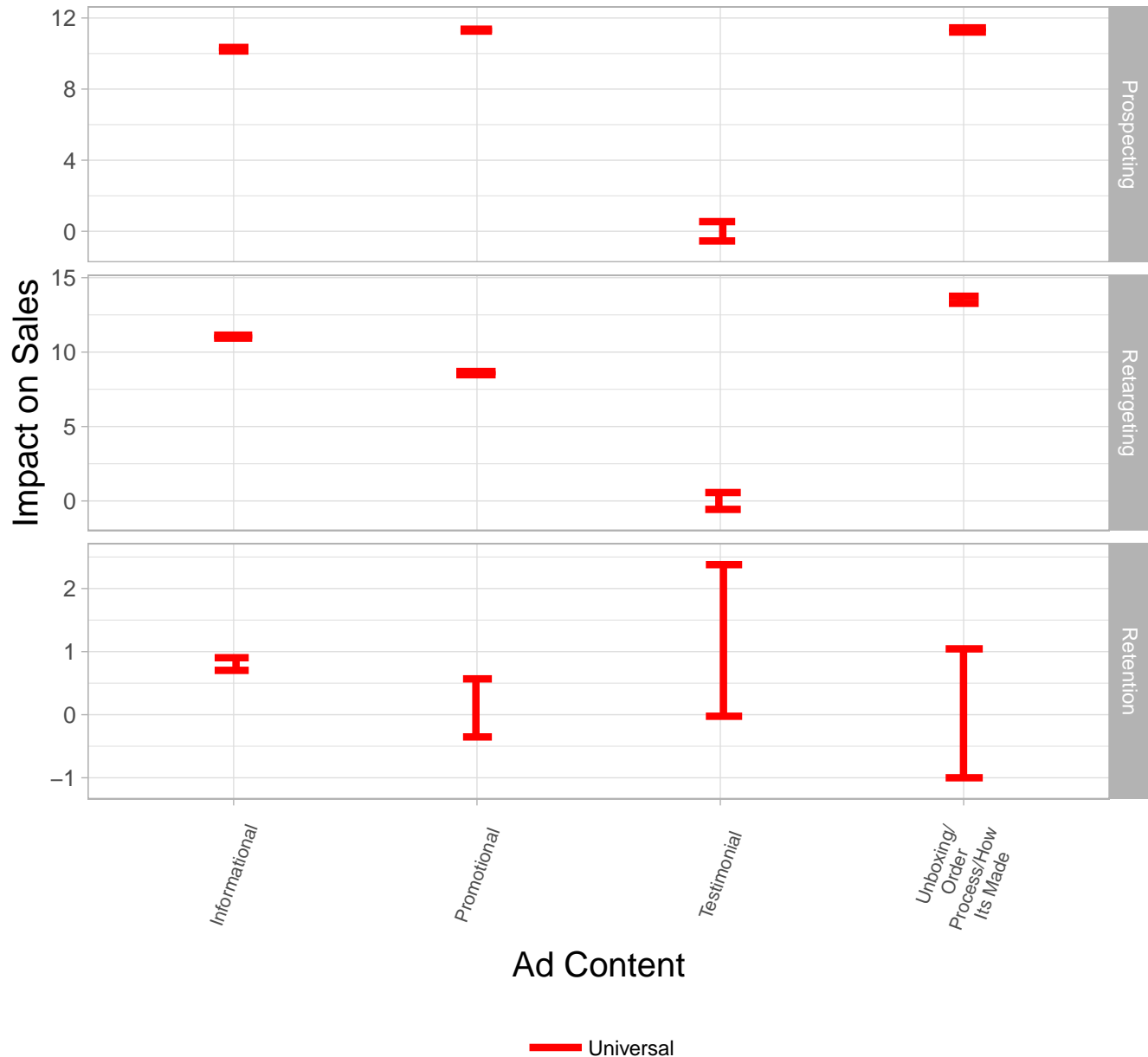
# Choices Within Ad Style

Impact on Sales

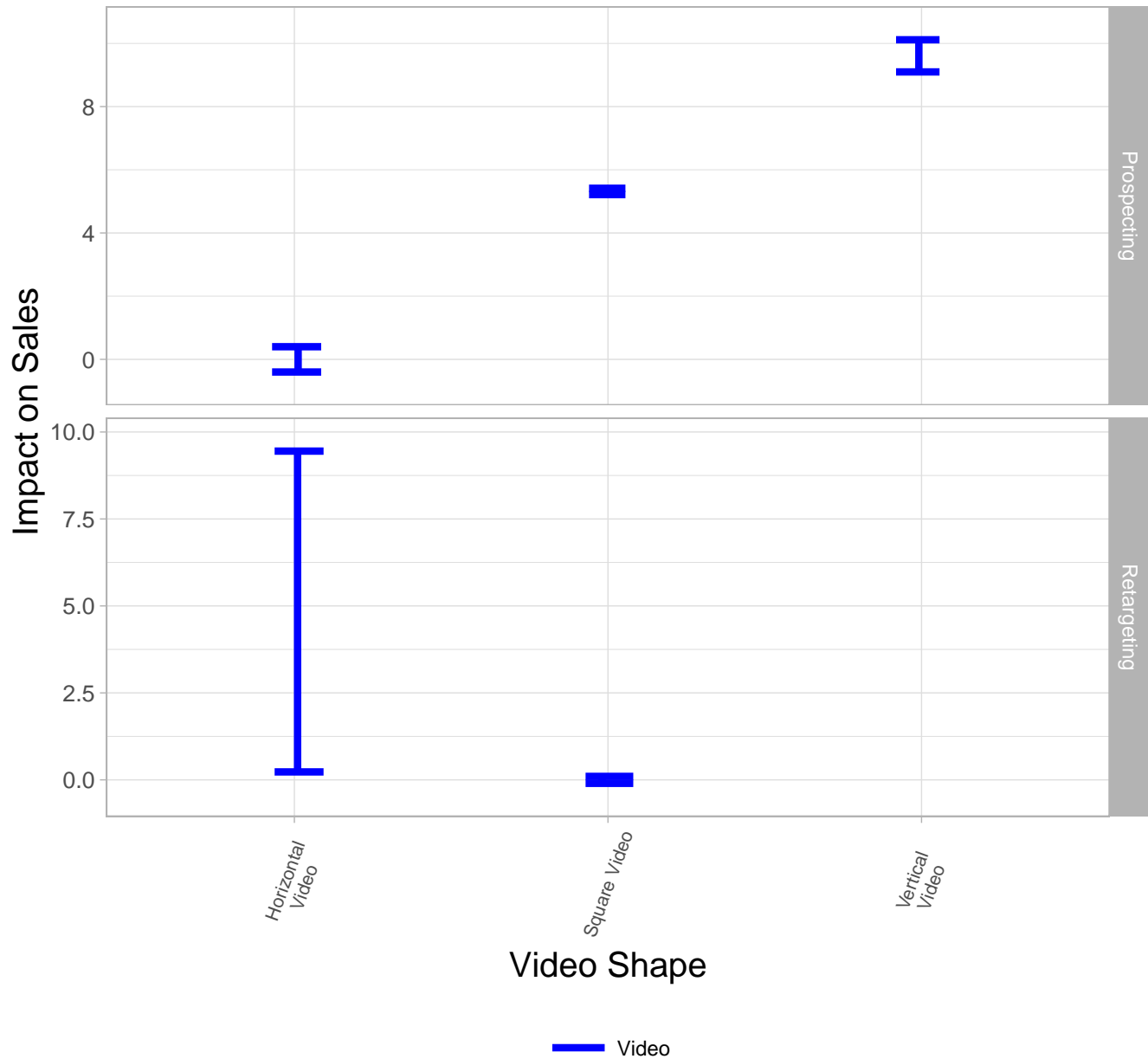


Universal

# Choices Within Ad Content

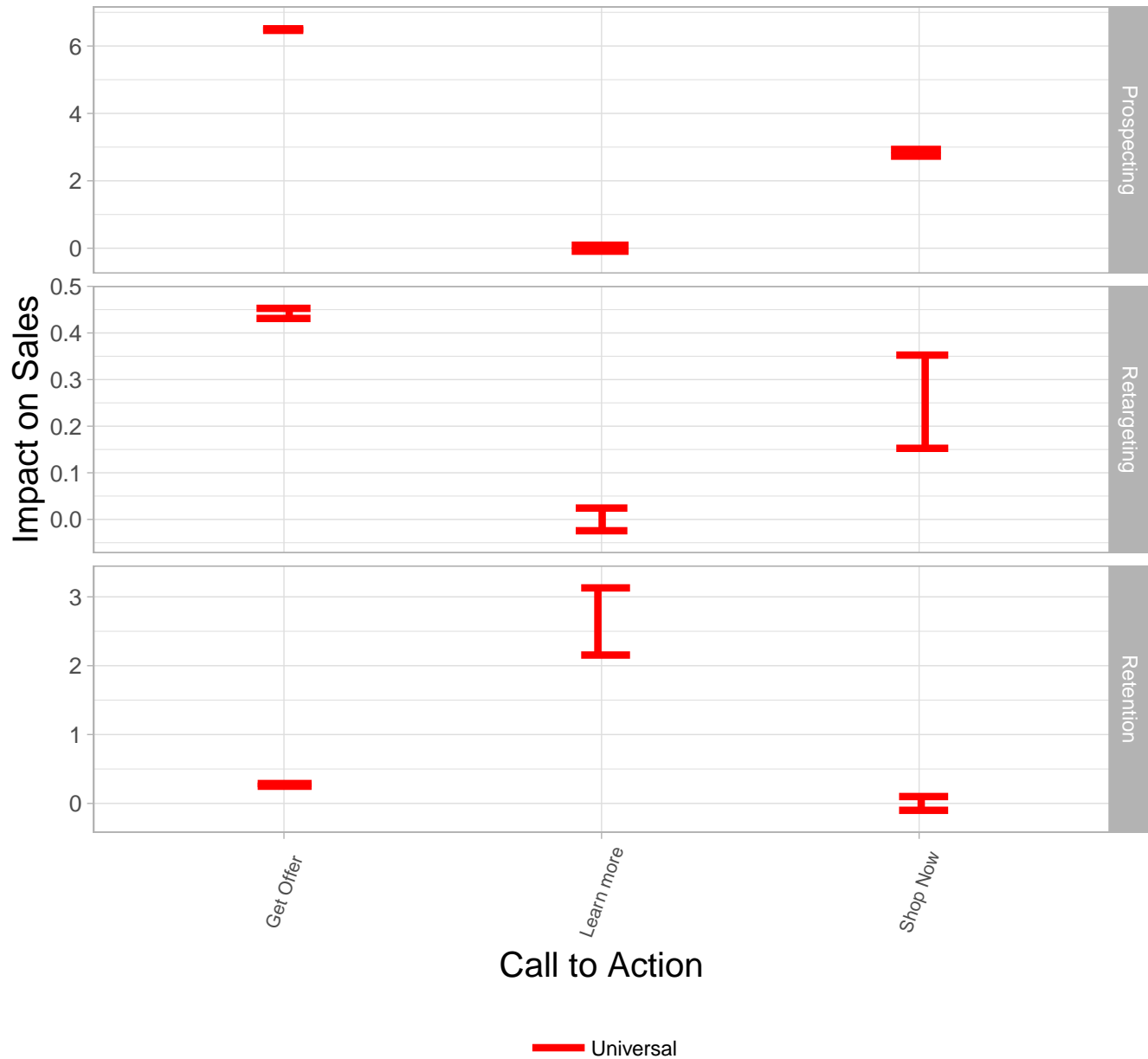


# Choices Within Video Shape

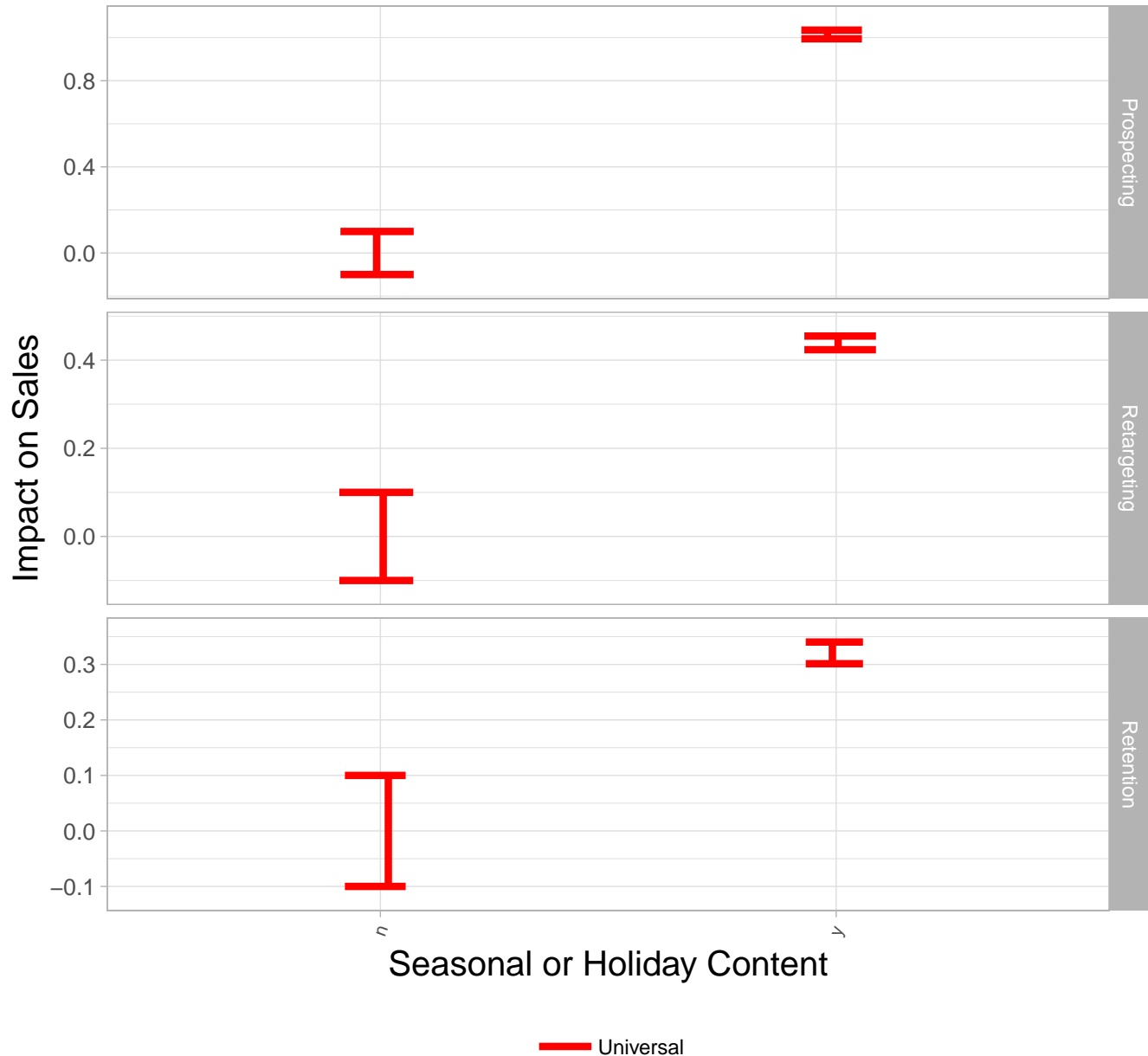




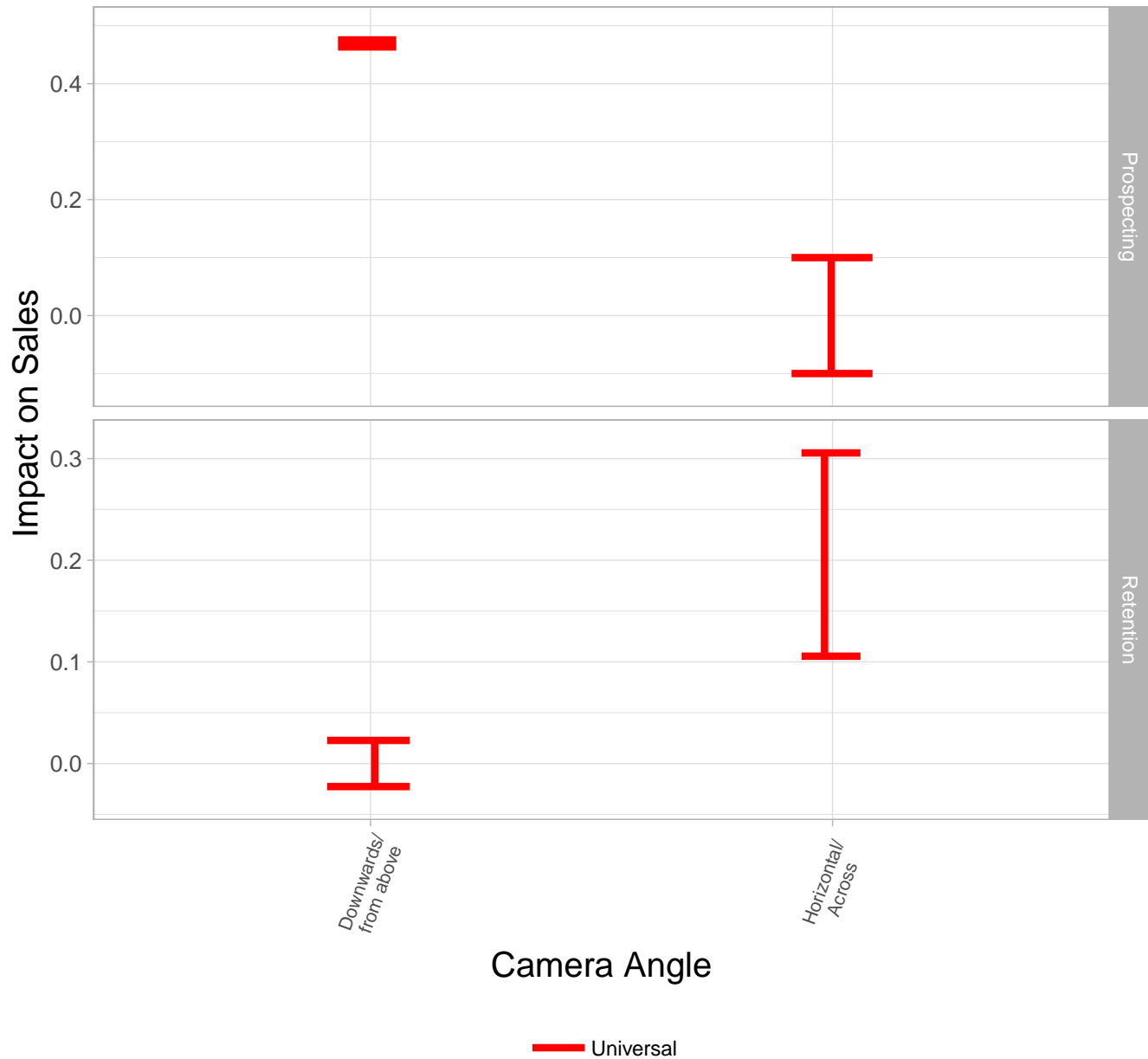
# Choices Within Call to Action



# Choices Within Seasonal or Holiday Content



# Choices Within Camera Angle



# Choices Within Has Person or Part of Person

