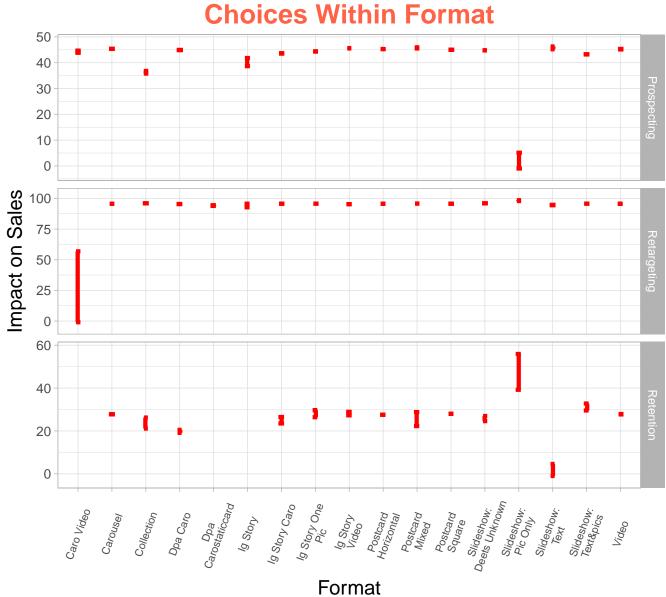
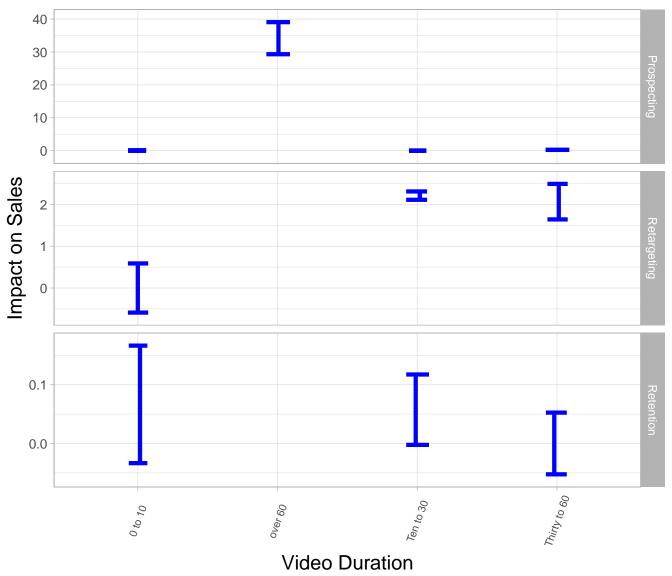
Choices Within Video Type 60 40 20 0 Impact on Sales 90 60 30 0 Script Video - Testimonial Script Video + Education Script Video Script Video Script Video Live Action/ Humans Script Video Stop Motion Video of Slideshow Video Kit Video Type

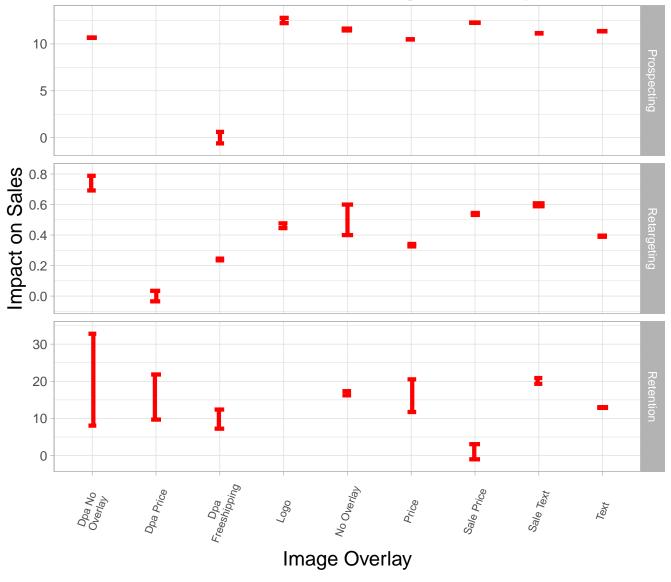
Video



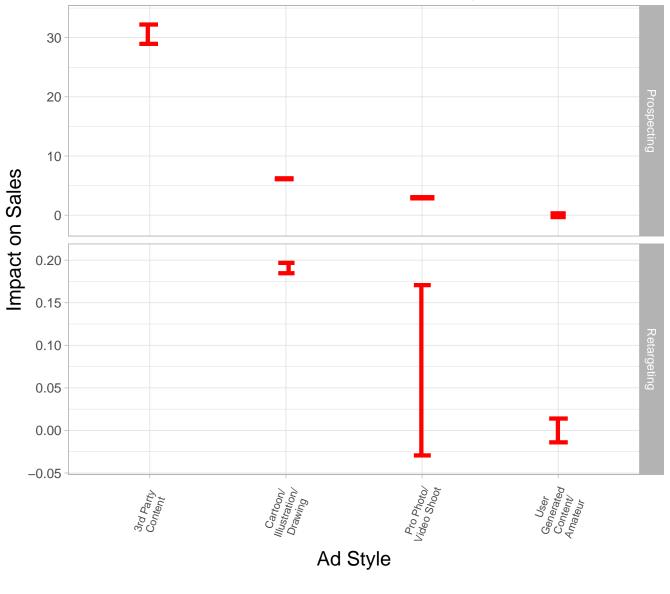
Choices Within Video Duration



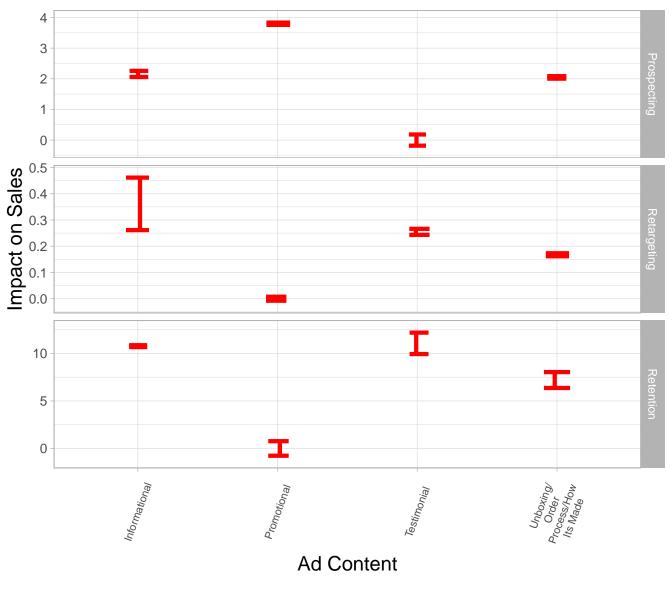
Choices Within Image Overlay



Choices Within Ad Style

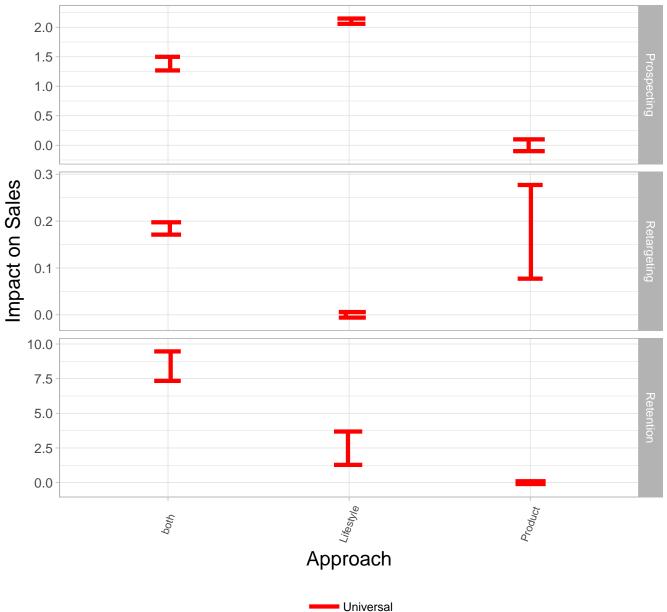


Choices Within Ad Content

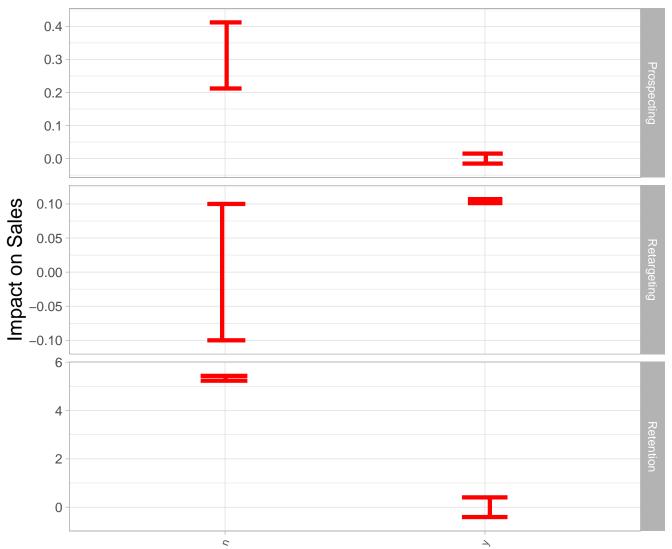


Choices Within Video Shape 10.0 7.5 5.0 2.5 Impact on Sales 0.0 2 1 0 Vertical Video Video Shape Video

Choices Within Approach



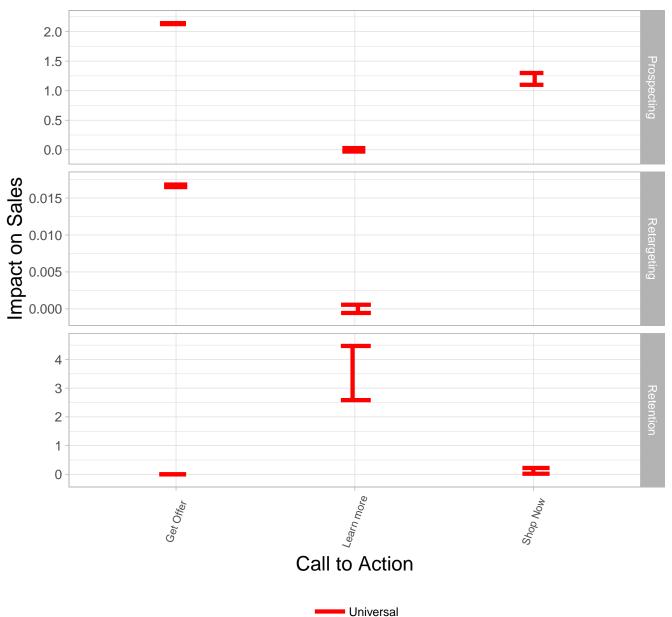
Choices Within Has Person or Part of Person



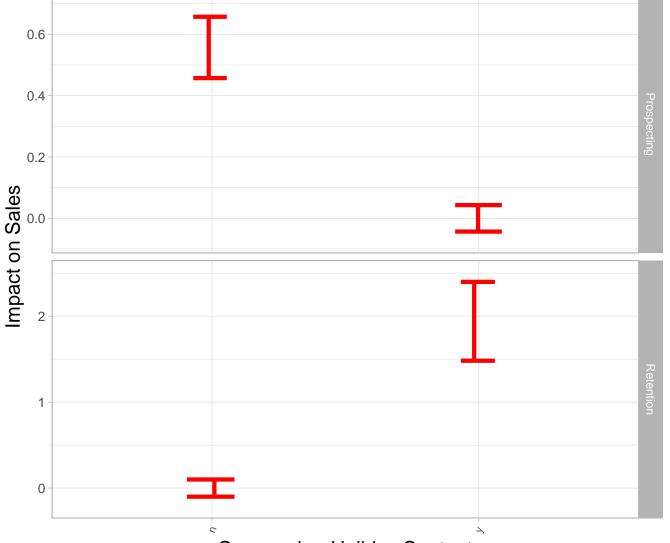
Has Person or Part of Person



Choices Within Call to Action



Choices Within Seasonal or Holiday Content



Seasonal or Holiday Content



Choices Within Camera Angle 2.5 2.0 1.5 1.0 0.5 0.0 Imbact on Sales 0.20 0.15 0.10 0.00 0.00 1.5 1.0 0.5 0.0 Camera Angle