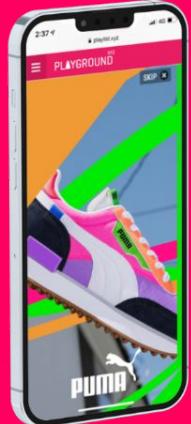


VELOCITY

Attention grabbing playful interaction



OBJECTIVE

Create a new ad format that combines the best of GumGum and Playground^{XYZ}

REQUIREMENTS

- Format showcases Attention in it's best.
- Allows a fresh new opportunity for Sales.
- Uses something of GumGum offering.
- Showcase PXYZ special sauce.



Many Formats
Amazing Scale
Verity



Best in class creative
Industry leading dynamic
Attention

Leveraging GG **format placements** mean more scale.
Maximising **Attention** through **best in class creative** is a perfect match.

PXYZ FORMATS

HANG TIME



- ▲ Narrative
- ▲ Full screen
- ▲ Versatile
- ▲ semi-Sticky

HOVER BOARD

- ▲ 3D movement
- ▲ playful Engagement
- ▲ Easy site approval

SUPER SKIN



- ▲ First served
- ▲ Semi-sticky
- ▲ Skin on some sites
- ▲ Great TIV

VIDEO Switch

- ▲ Vid standard compliant
- ▲ Segment by attention

PXYZ FORMATS

HANG TIME



- ▲ Narrative
- ▲ Full screen
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- ▲ semi-Sticky



LAUNCH FROM

SUPER SKIN



- ▲ First served
- ▲ Semi-sticky
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LAUNCH FROM

HOVER BOARD



- ▲ 3D movement
- ▲ playful Engagement
- ▲ Easy site approval



LAUNCH FROM

VIDEO Switch

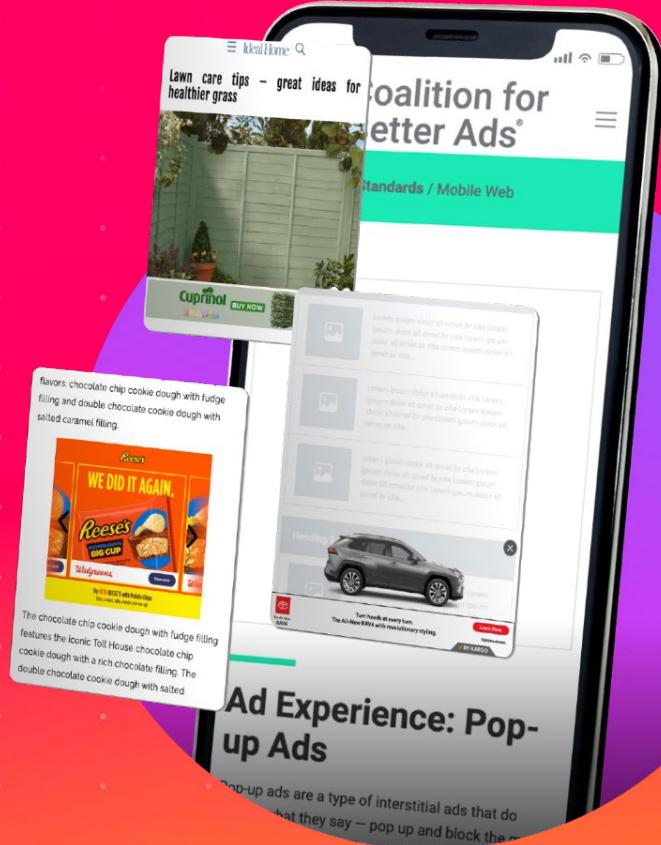
- ▲ Vid standard compliant
- ▲ Segment by attention



LAUNCH FROM

COMPETITIVE SET ANALYSIS

Looked at what is CFBA compliant.
Looked at what we don't have.
Looked at what's in market.



REFINING THE BUILD

Interviews on product process

TECHNICAL INTERVIEWS

- ▲ Supply limits MREC vs leaderboard
- ▲ Sites become more conservative with what is acceptable
- ▲ Scale demands minimal site modification
- ▲ Tech stack concerns
- ▲ Technical debt

ORGANISATION INTERVIEWS

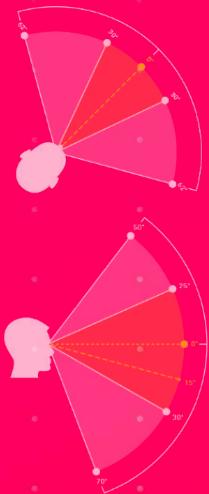
- ▲ Poor communication
- ▲ Launched unready
- ▲ Disconnect between supply and sales
- ▲ Difficult to meet turnaround times
- ▲ Betrayal when pitch does not meet what was promised for sales

New formats are highly disruptive. I explored why and how to mitigate this to maximise this products success through interviews.



SCIENCE OF ATTENTION

OPTIMAL VIEWING ANGLES



Research into eye shape concludes that forward-facing eyes evolved as a predator adaptation, providing better depth perception and object identification. In contrast, prey animals have eyes that give a wider, more detailed POV. This narrowed view enhances focus, while peripheral vision alerts us to detected movements. Research indicates that camouflage systems are most easily broken by abnormal movement. With this in mind, we have a clear direction.



Attention is your focus, your focus is drawn by use of your biological impulse to look at things exhibiting behaviours in your peripherals. Our product hook.

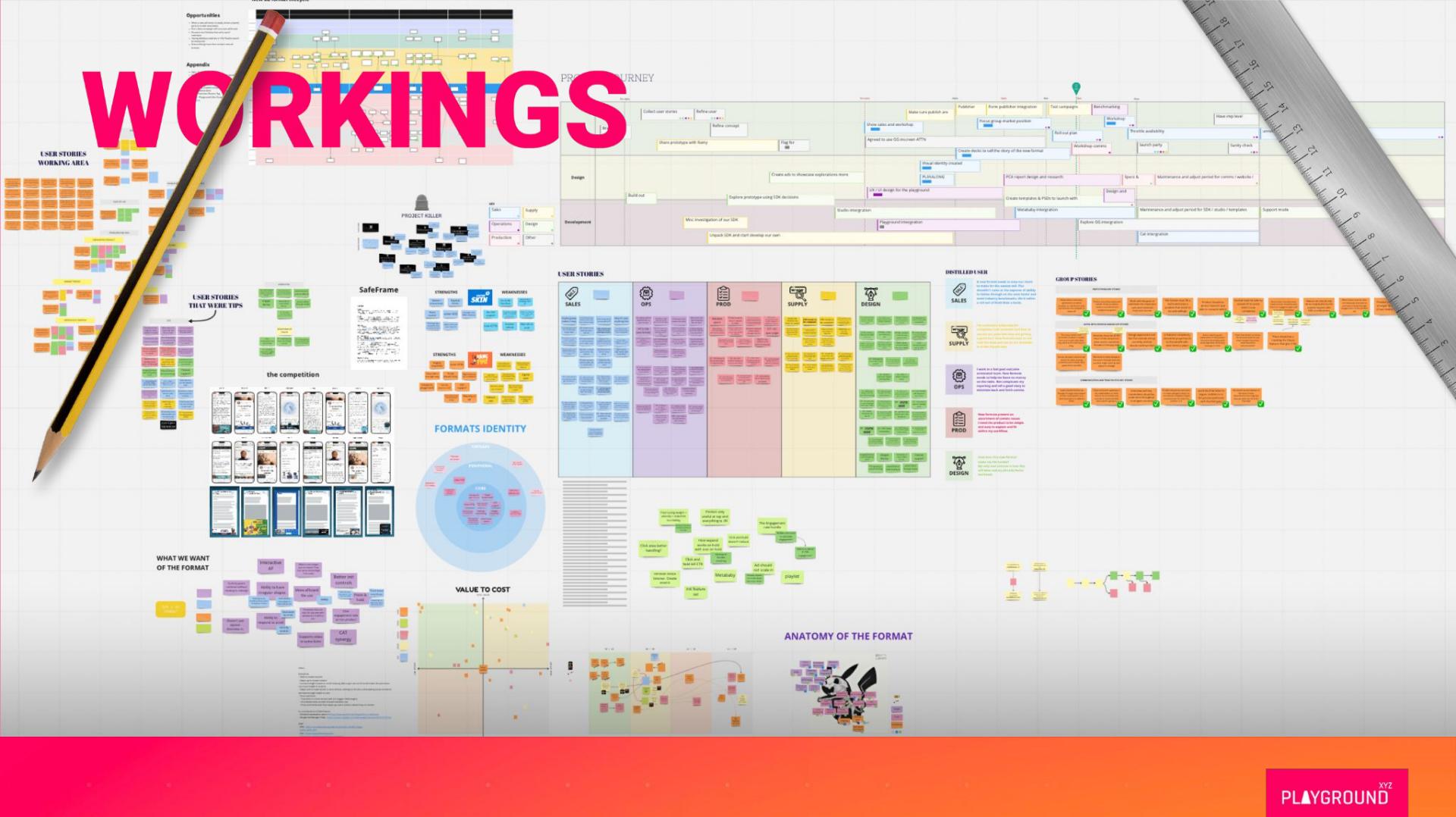
SOLUTION



From interviews and research, the path was clear:

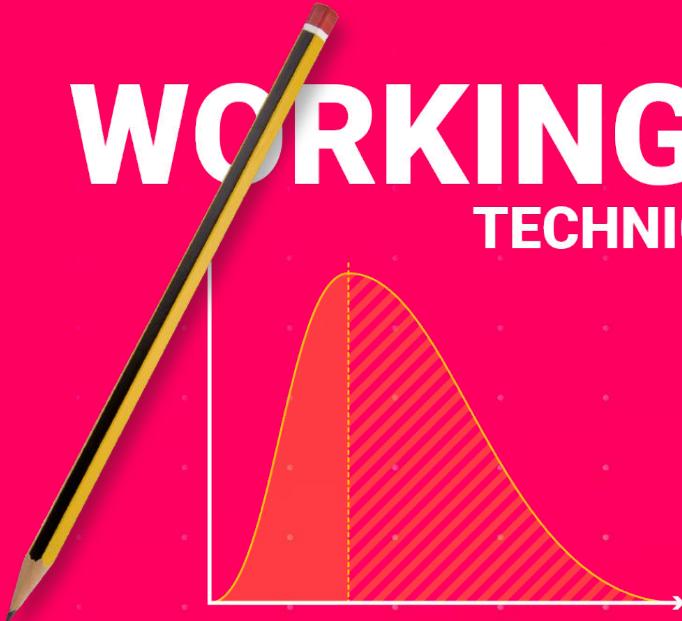
- Create a format designed to maximize attention using primal human instincts.
- Use the leaderboard as the purchase choice to reduce competition with other formats and alleviate supply issues.
- Prioritize playfulness over storytelling to create a unique selling point between this product and HT.
- Leverage GumGum's footer footprint to maximize potential scale.
- Develop clear communication methods to eliminate 90% of interview concerns.
- Carefully design interactions to ensure easy adoption and maximize the design team's output.

WORKINGS



WORKINGS

TECHNICAL



Velocity based

- Playful interaction
- Movement breaks camouflage system
- Unique selling point to other formats

```
const vel = {  
  v0: { friction: 0.9, min: -60, max:60, weight:1 }  
}  
  
$('#ele').css('transform', `translateY(${v0}px)`)
```

Designed to be simple

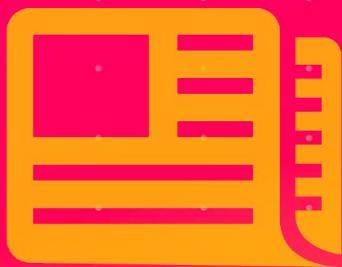
- Playful interaction
- Movement breaks camouflage system
- Unique selling point to other formats

WORKINGS

BUSINESS



Buy-in &
Communication
strategies



Publisher Roadmap



Route to Market

FAST FORWARD

FORMAT +
TEMPLATES



SALES PITCH
+ PLAYLIST

We launch to massive success!



FAST FORWARD

FORMAT +
TEMPLATES



• DOCUMENTATION
AND IMPLEMENTATION
GUIDE



We launch to massive success!

FAST FORWARD

FORMAT +
TEMPLATES



CALLED BEST
LAUNCHED FORMAT
UNIVERSALLY

We launch to massive success!



CONCLUSION

THE GOOD

- X% Of Revenue or rank of Sold
- Largest and quickest publisher adoption
- Great internal happiness score
- Smoothest transisiton to complex builds



CONCLUSION

THE BAD

- Pushed for better Verity access
- Found a way to allow it to run in SafeFrame for larger coverage
- Create a Hype variant for cross company exposure



THANKS