

# /// Media Match Maker

## Whitepaper

### Branding

#### Screen version



### Brandformance

Interactive video ads are a powerful tool for brands to engage with their audience in a more meaningful and memorable way. Viewers are more likely to remember the brand and message conveyed in the ad, leading to higher brand awareness and increased sales. Brands can also gather valuable data about their audience through tracking user engagement with interactive elements, which can be used to optimize future campaigns and improve overall brand performance. By creating engaging and interactive video ads, brands can increase brand awareness, drive sales, and gain valuable insights into their audience.

- Drive sales
- Promote apps and/or e-catalogues
- Collect 1st party data
- Increase trust in your brand
- Grow your social media community
- Grow your website traffic and brand engagement

### Brand awareness

In today's fast-paced digital world, interactive video ads have become a powerful tool for companies to increase their brand awareness. These ads offer an engaging and immersive experience that captures the attention of potential customers and encourages them to interact with the brand. By incorporating interactive elements such as quizzes, polls, and games, companies can create a more personalized experience for their target audience, which can lead to increased engagement and brand loyalty. Additionally, interactive video ads provide valuable data and insights into consumer behavior, allowing companies to fine-tune their marketing strategies and improve their ROI. Overall, interactive video ads are a highly effective way for companies to boost their brand awareness and stay ahead of the competition in today's crowded digital marketplace.

- Higher engagement through multiple CTAs
- Grow your social media community
- Collect 1st party data
- Increase trust in your brand
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**EXAMPLES**

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Print version

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