

"Tubular Video Ratings' V30 metric proved essential in highlighting superior viewership of our sponsored video campaigns to advertisers."

- Mitch Strong, Head of Commercial Sales & Partnerships, Jungle Creations



Case Study

SALES INTELLIGENCE



Jungle Creations, the 6th most viewed media company in the world, used Tubular data to measure the performance of its sponsored video campaigns on behalf of leading confectionery and cookie brand, Oreo.

Business Challenge:

Jungle Creations, a lifestyle media company followed by more than 20 million people globally, with 10 popular channels - including Twisted, Viral Thread and Food Envy - creates engaging video content that appeals to millennial men and women. Twisted features fun and shareable recipe content with a strong Facebook audience. Jungle Creations was looking for a trusted, third-party solution to highlight the performance of the sponsored video campaigns it had produced on behalf of Oreo.

Solution:

By leveraging Tubular data, Jungle Creations validated the stellar performance of its Twisted Oreo campaigns. The six video campaigns achieved an average Tubular Video Rating: V30 (first 30-day video views) of 3.5 million - delivering 11X more reach than organic Oreo content. Total engagements for the period were also higher for sponsored content than organic content - 326K versus 94K.

During this time, Twisted Oreo campaigns also boasted a higher average V30 in comparison to sponsored video content produced by

major food category competitors including Tasty, Tastemade, and Food Network.

Results with Tubular:

Jungle Creations brokered an ongoing partnership with Oreo by proving its position as a leader in the online video community. With top performing sponsored video campaigns, it showed the famous cookie company how Twisted reaches millions of people with its cleverly curated, inspiring, and playful content.

Jungle Creations #6 Most Watched Media Property

| Cross-Platform: Most Watched Media Properties | | | | | | | August 2016 |
|---|---|--|-------------------------|-----------|-------|------|-------------|
| -0 | 1 | | BuzzFeed | 5,147,659 | 1,600 | 1.2x | 102 |
| ▲1 | 2 | | The LADbible Group | 3,369,362 | 1,384 | 0.8x | 9 |
| ▲1 | 3 | | UniLad | 3,203,165 | 1,810 | 0.8x | 9 |
| ▼2 | 4 | | Time Warner | 2,843,444 | 297 | 0.9x | 208 |
| -0 | 5 | | The Walt Disney Company | 2,656,889 | 165 | 1.2x | 385 |
| ▲15 | 6 | | Jungle Creations | 2,534,591 | 713 | 0.6x | 18 |

tubularlabs.com/demo





Performance of Sponsored Twisted Oreo Content (Q3, 2016)

Uploaded July 1, 2016 - September 30, 2016 Platform Facebook Channels f Twisted
 Sponsored Sponsored

1-6 of 6 videos for 1 accounts

Tubular Video Ratings Classic




| | Accounts | Videos | Views | Avg. V30 | Avg. ER30 | Engagements (% of views) |
|-----------|----------|--------|-------|----------|-----------|--------------------------|
| ➔ Overall | 1 | 6 | 23.2M | 3.5M | 0.5x | 329K (1.4%) |

+ By Platform

Select 1 - 6

Export

Sort: V30 ▾

| | | | | |
|-------------------------|------------|---|--|--------------------|
| f | 1 |  | No Bake Strawberry Oreo Cheesecakes #OreoFlavours #spon by Twisted Uploaded 09/08/2016 | V30 6.4M |
| ➔ TUBULAR VIDEO RATINGS | Views 7.8M | V30 6.4M | ER30 0.6x | |
| f | 2 |  | Peanut Butter S'mOreo Pots #OreoFlavours #spon by Twisted Uploaded 09/29/2016 | V30 4.3M |
| ➔ TUBULAR VIDEO RATINGS | Views 4.6M | V30 4.3M | ER30 0.5x | |
| f | 3 |  | Mint Choc Chip Oreo Lasagna #OreoFlavours #spon by Twisted Uploaded 09/22/2016 | V30 4.0M |
| ➔ TUBULAR VIDEO RATINGS | Views 4.2M | V30 4.0M | ER30 0.6x | |

Performance of Organic Oreo Content (Q3, 2016)

Uploaded July 1, 2016 - September 30, 2016 Platform Facebook Channels f Oreo

1-11 of 11 videos for 1 accounts

Tubular Video Ratings Classic



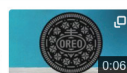
| | Accounts | Videos | Views | Avg. V30 | Avg. ER30 | Engagements (% of views) |
|-----------|----------|--------|-------|----------|-----------|--------------------------|
| ➔ Overall | 1 | 11 | 4.1M | 310K | 0.8x | 94.2K (2.2%) |

+ By Platform

Select 1 - 11

Export

Sort: V30 ▾

| | | | | |
|-------------------------|------------|--|---|--------------------|
| f | 1 |  | Let your imagination get lost at sea. by Oreo Uploaded 07/12/2016 | V30 1.2M |
| ➔ TUBULAR VIDEO RATINGS | Views 1.2M | V30 1.2M | ER30 1.2x | |
| f | 2 |  | Go somewhere you have never been. by Oreo Uploaded 08/24/2016 | V30 862K |
| ➔ TUBULAR VIDEO RATINGS | Views 882K | V30 862K | ER30 0.7x | |
| f | 3 |  | Find wonder in the everyday. by Oreo Uploaded 08/30/2016 | V30 724K |
| ➔ TUBULAR VIDEO RATINGS | Views 754K | V30 724K | ER30 0.8x | |

