

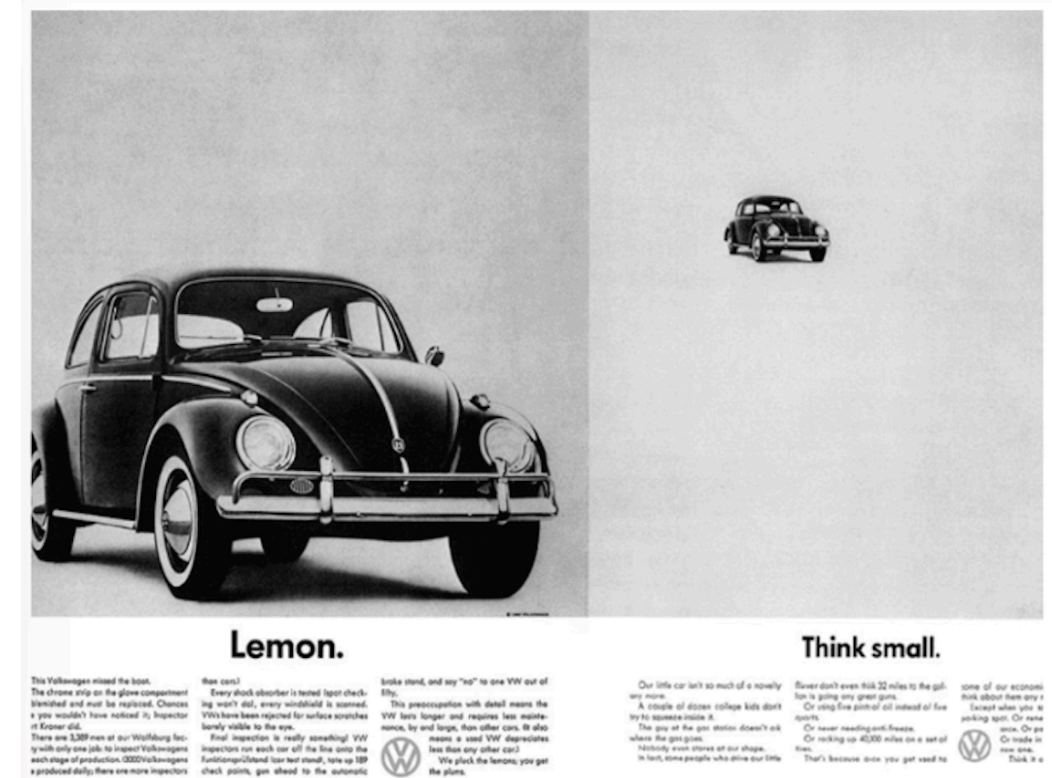
Video Strategy



It's Almost Always *Video*

THE CAMPAIGNS THAT SHAPE CULTURE.
THE STORIES PEOPLE QUOTE.
THE BRANDS PEOPLE REMEMBER.

THEY'RE ALMOST ALWAYS **VIDEO**

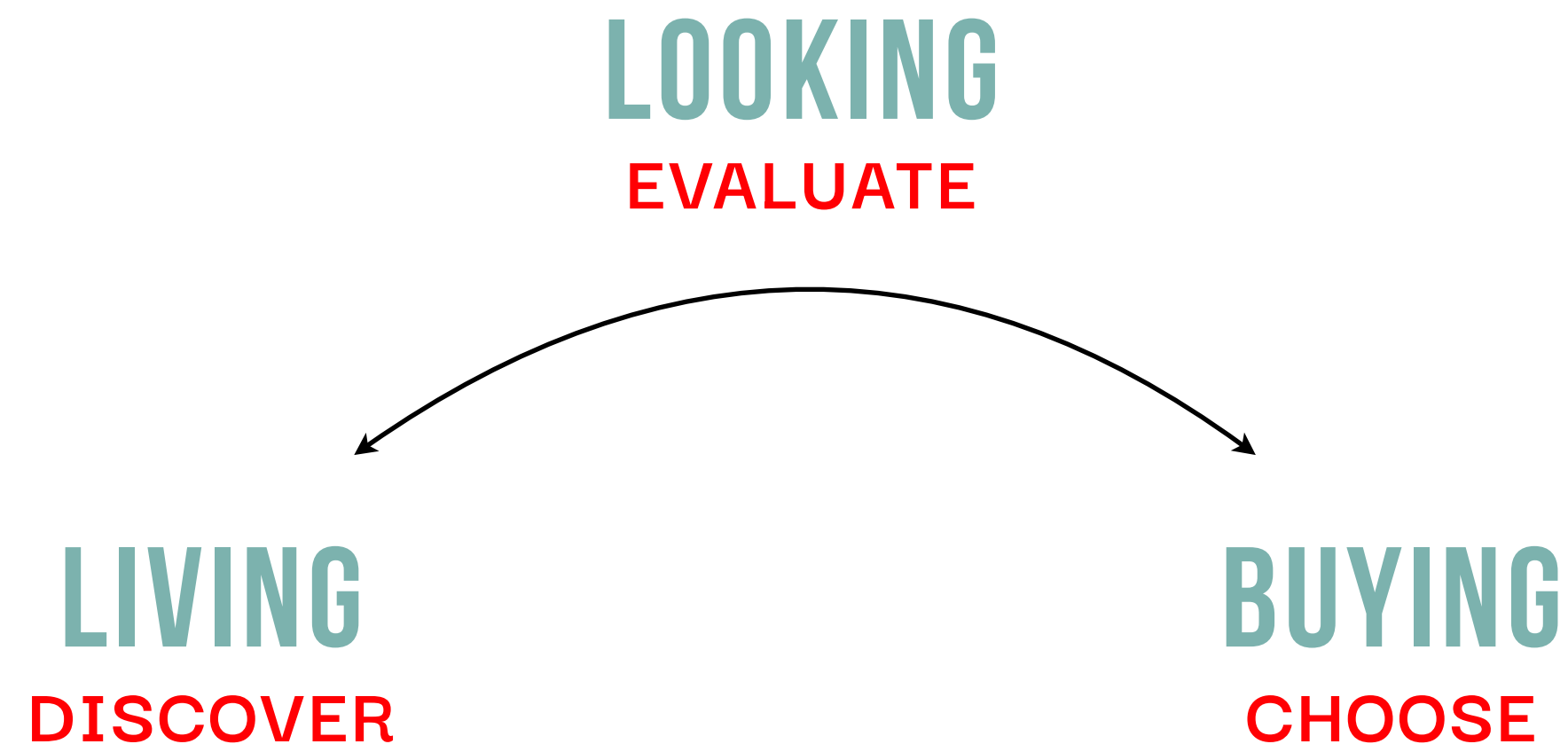


The Customer Journey Has Changed

CUSTOMERS ARE WATCHING BEFORE THEY'RE SEARCHING.

They're deciding before they're clicking. Video has moved from a media line item to the primary way people discover, evaluate, and choose brands.

The moment a consumer sees your brand on their TV, their phone, their laptop — that's the customer journey. Miss that moment and you're playing catch-up.



82%

of customers say watching a video directly influenced a purchase decision

63%

Of people prefer video over any other format when learning about a product or service

51%

of consumers rely on video content to make informed purchase decisions

88%

more time spent on websites that include video

Sources: Wyzowl 2026, HubSpot 2026, Vidico 2026





It's Not a Brand Play. It's a **Full-Funnel Engine.**

The oldest objection in video: "that's just awareness spend," is no longer true. Modern video formats are built for every stage of the purchase journey. From a 30-second CTV spot that introduces a brand to a 6-second pre-roll that seals a decision, video now works harder at every stage than any other digital channel.

LIVING —> AWARENESS

- CTV / OTT:** premium streaming across all major platforms
- Video Pre-roll:** in-stream before content on any platform
- Social video:** short-form awareness (Meta, TikTok, Reels)
- YouTube:** skippable and non-skippable in-stream
- Programmatic video:** open web publisher inventory

LOOKING —> CONSIDERATION

- Demand Gen:** cross-channel discovery and retargeting with video
- Video in-feed:** YouTube, Meta, TikTok native placements
- Short-form video:** high-attention consideration content
- Creator partnerships:** trusted third-party advocacy

BUYING —> DECISION

- Non-skippable pre-roll:** decisive 15-second messaging
- Demand Gen with product feeds:** video + direct purchase path
- CTV with QR codes / shoppable overlays:** couch to cart
- Video retargeting:** closing the loop on warm audiences



Video Advertising Is Growing Faster Than Any Other Channel

The market has already decided. Every major brand is increasing video investment. The question isn't whether to invest in video — it's how to do it more intelligently than your competitors.

\$236B

**PROJECTED GLOBAL VIDEO AD SPEND IN 2026
— UP FROM \$140B IN 2025**

47.5%

**OF ALL U.S. TELEVISION VIEWING
TIME IS NOW STREAMING**

(Nielsen, Dec 2025 — highest ever recorded)

82%

**OF MARKETERS SAY VIDEO
DELIVERS STRONG ROI**

85%

**OF VIDEO MARKETERS SAY VIDEO HAS
DIRECTLY HELPED GENERATE LEADS**

83%

**SAY VIDEO DIRECTLY
INCREASED SALES**

Sources: Demandsage 2026, Nielsen The Gauge Dec 2025, Wyzowl 2026, HubSpot 2026

Streaming Is Now **Bigger** Than Cable

Connected TV reaches people on the biggest screen in the house without the waste of traditional linear TV.

Precise targeting. Near-unskippable in most placements. Measured in real time. Available across every major streaming platform, not just one.

THE FINDINGS:

243.6m CTV VIEWERS IN THE U.S. IN 2026
(eMarketer)

89.5% OF U.S. HOUSEHOLDS OWN AT LEAST ONE INTERNET-CONNECTED TV DEVICE

90-98% VIDEO COMPLETION RATES ON CTV VS. 20-40% ON SOCIAL PLATFORMS

\$38B PROJECTED U.S. CTV AD SPEND IN 2026 — GROWING 14% YOY

25% LIFT IN BRAND AWARENESS FROM CTV CAMPAIGNS (Comscore)

47% OF CONSUMERS HAVE CANCELLED CABLE BECAUSE OF STREAMING

Sources: eMarketer 2026, Comscore, Stackadapt, MNTN, Innovid 2025 CTV Report



Streaming Is Now **Bigger** Than Cable



WHY IT WORKS:

90-98%

COMPLETION RATES — AUDIENCES FINISH WHAT THEY STARTED ON STREAMING

HOUSEHOLD-LEVEL TARGETING WITH IP-BASED PRECISION — NO DEMO GUESSING

CROSS-DEVICE ATTRIBUTION — TV EXPOSURE TRACKED TO MOBILE/DESKTOP CONVERSION

INTERACTIVE CTV: QR CODES, SHOPPABLE OVERLAYS — 49% BRAND RECALL (ROKU/IPSOS 2026)

PROGRAMMATIC ACCESS VIA THE TRADE DESK, DV360, OPENX, AND DSP PARTNERS

The Most **Attention** You'll Ever Buy In Digital Media

Pre-roll video plays before the content your audience actually came to watch. That's not an interruption — it's an insertion into a moment of active, leaned-in attention. Done right, it's the highest-attention placement in digital advertising.

And it's not just YouTube. Pre-roll runs across news sites, sports streaming, entertainment networks, podcast video, and the entire programmatic open web — anywhere someone hits play.

THE FINDINGS:

61% VIEW-THROUGH RATE FOR PRE-ROLL
VS. 39% FOR MID-ROLL

71% BETTER BRAND RECALL VS.
DISPLAY ADVERTISING

72% COMPLETION RATE FOR 15-SECOND
PRE-ROLL ADS

3.5x LESS LIKELY TO FEEL INTERRUPTIVE
VS. OTHER DIGITAL AD FORMATS

1.23x HIGHER RECALL WHEN BRAND
APPEARS IN THE FIRST 3 SECONDS

Sources: MNTN 2025, Zebracat 2025, Strategus 2025, IAB

The Most **Attention** You'll Ever Buy In Digital Media

WHERE IT RUNS (NOT LIMITED TO YOUTUBE):

PROGRAMMATIC OPEN WEB — news, sports, entertainment, lifestyle publishers

STREAMING PLATFORMS — Hulu, Peacock, Paramount+, with pre-roll inventory

YOUTUBE IN-STREAM (skippable and non-skippable) — one of many channels

SOCIAL VIDEO — Meta, Tiktok, Snapchat, Pinterest

SPORTS STREAMING — live and on-demand sports content

PODCAST VIDEO — pre-roll before video podcast content

THE STRATEGY:

15 SECONDS MAX — VIEWER ATTENTION IS HIGHEST; BRAND IN FIRST 3 SECONDS

PAIR WITH CTV FOR FULL-FUNNEL VIDEO — CTV BUILDS AWARENESS, PRE-ROLL CLOSES

LAYER WITH SEARCH RETARGETING — PRE-ROLL VIEWERS ARE SIGNIFICANTLY MORE LIKELY TO SEARCH YOUR BRAND AFTERWARD

LESS LIKELY TO FEEL INTERRUPTIVE VS. OTHER DIGITAL AD FORMATS

HIGHER RECALL WHEN BRAND APPEARS IN THE FIRST 3 SECONDS



Demand Gen Is How **Google** Brings Video Into Performance

Unlike CTV and pre-roll — which run across the open web — Demand Gen is a Google-specific campaign type. It's built to capture audiences who are in a discovery mindset before they know what to search for, and move them toward intent and action. It combines video with image and feed-based creative across YouTube, Discover, Gmail, and Google's display network.

**THINK OF IT AS THE BRIDGE BETWEEN BRAND
VIDEO AND PERFORMANCE CONVERSION.**

THE FINDINGS:

68% VIEW-THROUGH RATE FOR PRE-ROLL
VS. 39% FOR MID-ROLL

+10% BETTER BRAND RECALL VS.
DISPLAY ADVERTISING

+46% HIGHER ROAS WHEN AMAZON SALES ARE
INCLUDED IN ATTRIBUTION
(FOSPHA, 127 RETAIL BRANDS)

+12% HIGHER SALES EFFECTIVENESS
VS. STATIC SOCIAL ADS (KANTAR)

**5% Lower
CPA** WHEN DEMAND GEN EXCEEDS 8% OF
TOTAL DIGITAL BUDGET

+33% MORE CONVERSIONS WHEN PRODUCT
FEED IS CONNECTED

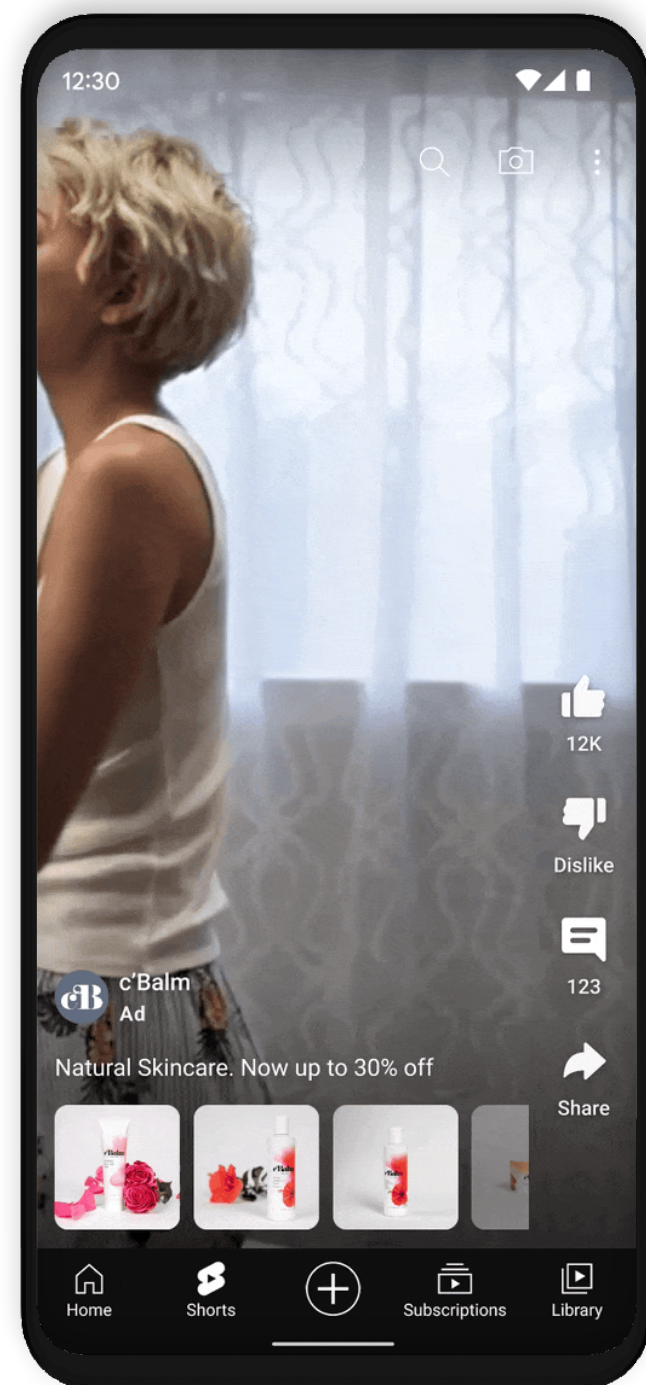
+20% AVERAGE CONVERSION LIFT WITH
CREATOR PARTNERSHIPS

Demand Gen Is How **Google** Brings Video Into Performance

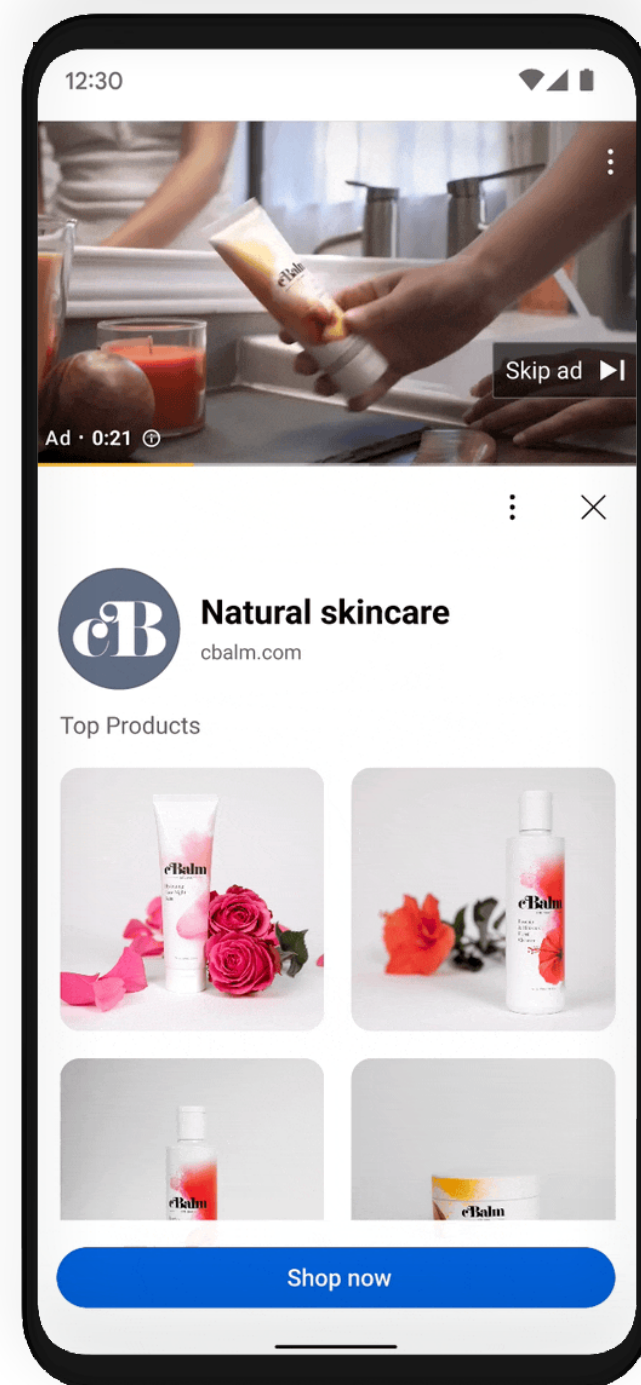
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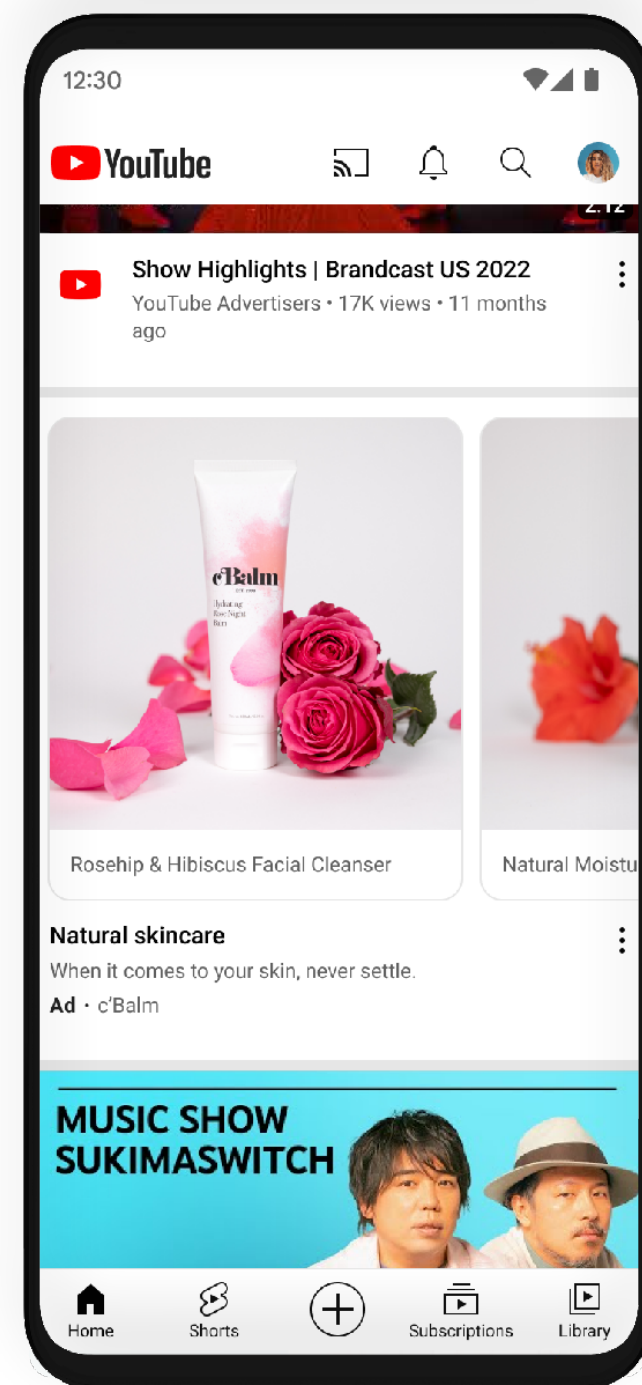
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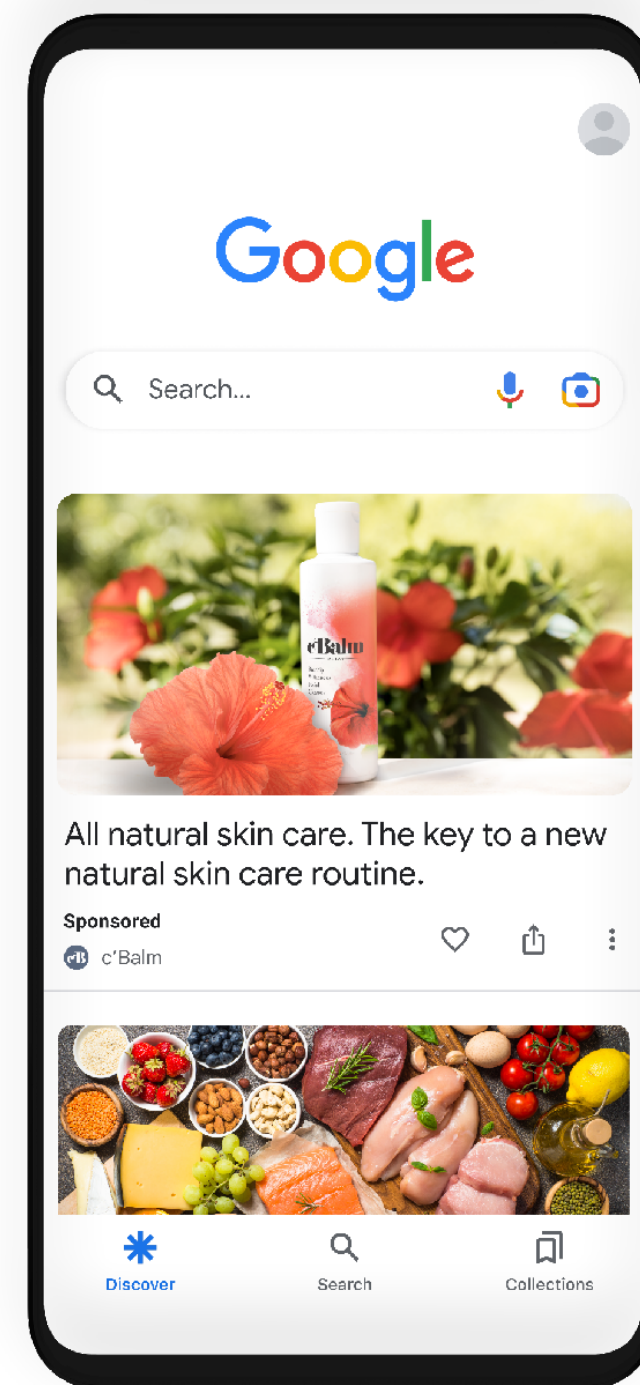
 YouTube Shorts



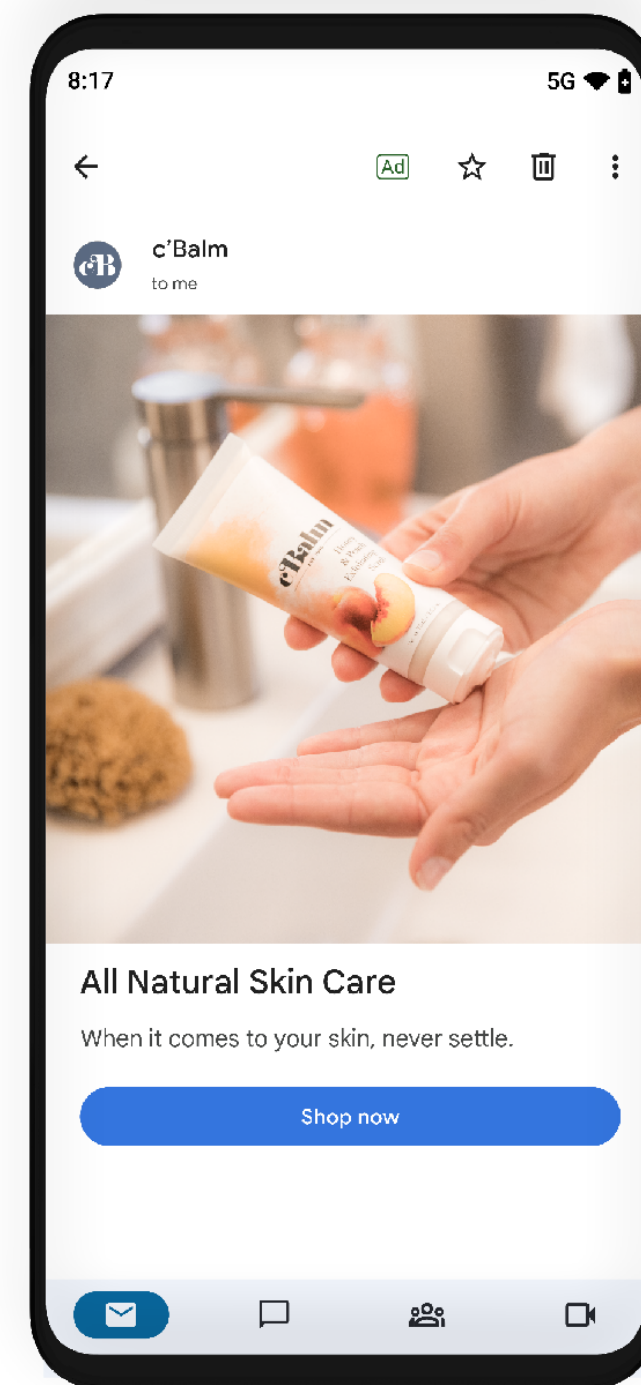
 YouTube in-stream




 YouTube Feeds





 Discover





 Gmail

WHERE IT RUNS

 Google Discover

 YouTube

 Google Display Network





89% Of Purchase Journeys Include Google or YouTube. That's Not a Platform Preference. **That's Market Reality.**

We're not asking clients to shift budget based on a preference. The data from Google Marketing Live 2026, commissioned from TransUnion, Nielsen, and independent MMM providers, makes the case without us having to.

COMPARISON	YOUTUBE ADVANTAGE	SOURCE
YouTube vs. All Other Media	+40% ROAS	TransUnion MMM Study, GML 2026
YouTube vs. Paid Social	2.3x Higher Long-term ROAS	Nielsen MMM
YouTube vs. Linear TV	2x+ Higher Long-term ROAS	Nielsen MMM
AI-Powered Video vs. Manual	+17% ROAS	Google Internal

YOUTUBE SCALE:

- 90%** REACH OF U.S. ADULTS
- #1** STREAMING PLATFORM - ABOVE NETFLIX, AMAZON, DISNEY+
- #1** PODCAST PLATFORM (ANNOUNCED GML 2026)
- 13x** SEARCH LIFT WHEN A YOUTUBE CREATOR COVERS YOUR BRAND
- 5x** PURCHASE LIFT FOLLOWING YOUTUBE CREATOR PARTNERSHIP



The **Proof** That Video Works

THREE OBJECTIONS KILL VIDEO BUDGET CONVERSATIONS

'it's expensive," "we can't measure it," and "it's a brand play." **All three are wrong.** New measurement tools, from Google, from third-party MMM providers, and from MCD's Kudos platform, now make video's contribution to revenue impossible to ignore.

LEADING INDICATORS:

Qualified Future Conversions (QFC):

- Measures ROAS across a 6-month post-exposure window — not just the click
- Captures the full purchase cycle, not last-click attribution
- Shows video's contribution to purchases that happen weeks after ad exposure

Attributed Branded Searches (ABS):

- Measures increase in branded search volume driven by video exposure
- Shows ABS recall turning into active search intent — video creating demand
- Phil secured ABS access for all MCD clients at GML 2026

LAGGING INDICATORS:

Campaign Type Attribution:

- Shows video's contribution across every stage of the funnel
- 68% of Demand Gen conversions from users NOT previously exposed to search
- Maps video investment to account-level revenue lift

Marketing Mix Modeling (MMM):

- Independent third-party validation of channel contribution to revenue
- TransUnion MMM study: YouTube delivers +40% ROAS vs. all other media
- "Google is pushing MMM because they're confident they'll win." — Phil Case, GML 2026



Most Agencies Optimize The Media. The Best Ones Optimize The **Creative**.

The industry thinks media mix and targeting are the primary levers of performance. The data says otherwise. Creative quality and relevance account for 49% of campaign ROI — nearly half. That's the lever most agencies aren't pulling hard enough.

ROI DRIVER BREAKDOWN:

49% CREATIVE QUALITY AND RELEVANCE

30% MEDIA MIX AND TARGETING

21% BRAND STRENGTH



Most Agencies Optimize The Media. The Best Ones Optimize The **Creative.**

WHAT THIS MEANS FOR VIDEO:

- 5+ creative variations significantly outperform 1-2 variations — test aggressively
- Image-to-Video AI: Generate 5-10 second video ads from existing product photos — zero production cost to start
- Creator partnerships in Demand Gen: +20% average conversion lift vs. brand-only creative
- Product feeds connected to Demand Generation: +33% higher conversions
- Brand in the first 3 seconds: 1.23x higher recall rate

MCD'S CREATIVE ADVANTAGE

MCD's Kudos platform tracks creative performance across all client accounts in real time. We see which video formats, lengths, and messages are driving results — and optimize before budget is wasted. That's the difference between running video and running video strategy.



We Don't Sell Video Products. We Build **Video Strategies.**

Every client engagement starts with mapping their customer journey across three phases – then deploying the right video format at each stage, with measurement running end-to-end through Kudos. The goal isn't impressions. It's market share.

LIVING AWARENESS

- Goal: Reach new audiences before they know they need you
- Formats: CTV/OTT (all major streaming), Video Pre-roll, YouTube TV, Shorts, Creator Partnerships
- Measurement: Brand lift, ABS (Attributed Branded Searches), reach & frequency

LOOKING CONSIDERATION

- Goal: Convert awareness into active interest and brand preference
- Formats: Demand Gen retargeting, Video in-feed, Short-form video, Ask YouTube (AI search — new)
- Measurement: Site traffic lift, branded search volume increase, QFC (leading indicator)

BUYING DECISION

- Goal: Close the audience that the video has already warmed up
- Formats: Non-skippable pre-roll (15s), Demand Gen + product feeds, Universal Cart/Direct Checkout (new at GML), CTV with QR codes
- Measurement: ROAS via QFC, Account-level revenue lift, Campaign Type Attribution

VIDEO IS NOT A BUDGET LINE ITEM. IT IS A COMPETITIVE MOAT. BRANDS THAT OWN VIDEO NOW OWN THE CONSUMER JOURNEY, AND THAT OWNERSHIP COMPOUNDS OVER TIME. EVERY IMPRESSION TODAY IS A RETARGETING AUDIENCE FOR TOMORROW.



Every Major Traffic Metric Turned Upward After Video Investment **Increased**

THE CHALLENGE:

A healthcare brand needed scalable awareness and sustainable growth. They had a strong search presence but had plateaued. The question: where to find new audiences and new growth.

THE STRATEGY:

Scaled YouTube and CTV investment beginning July 2026. Built a full-funnel video approach; CTV for broad awareness. YouTube in-stream for consideration, Demand Gen for conversion.

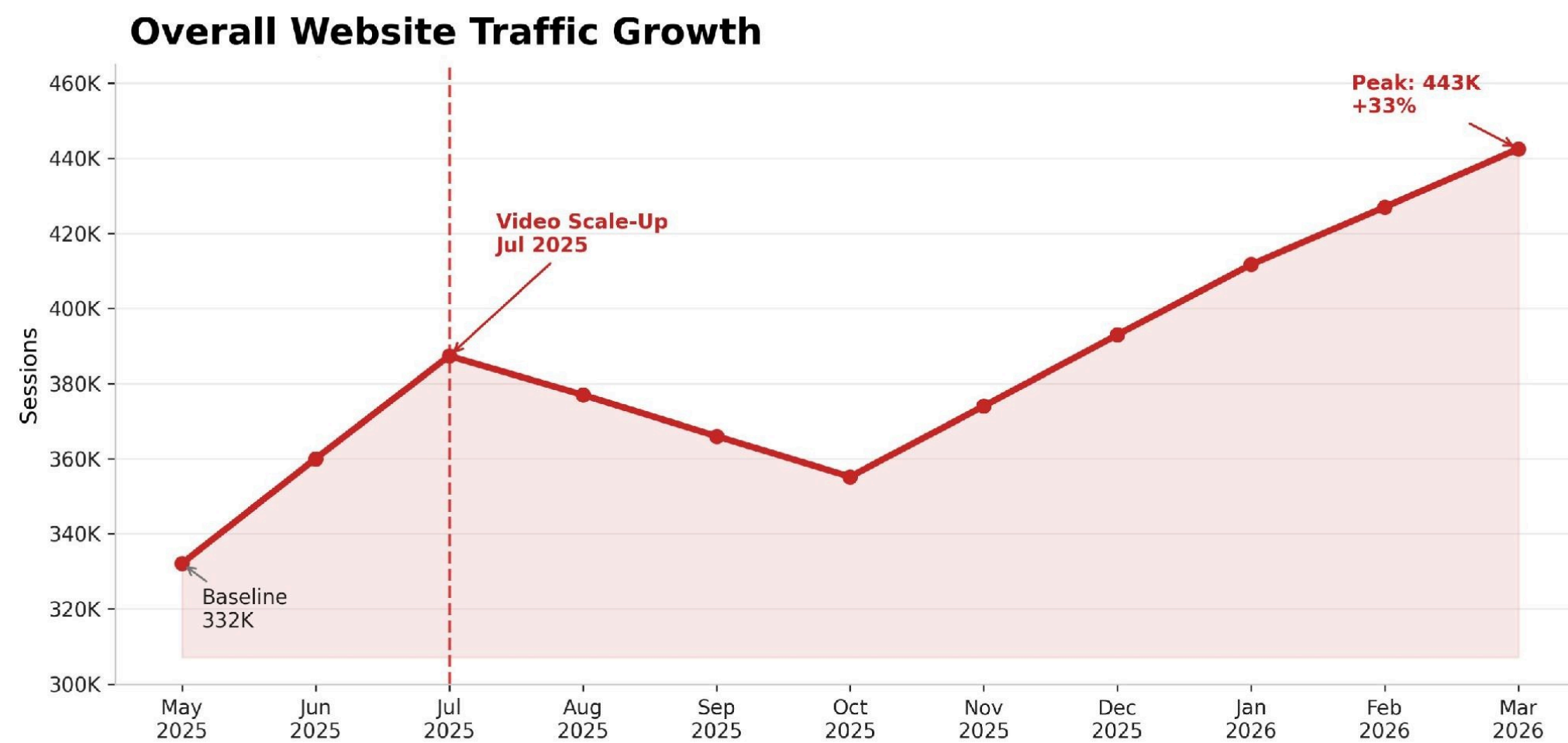
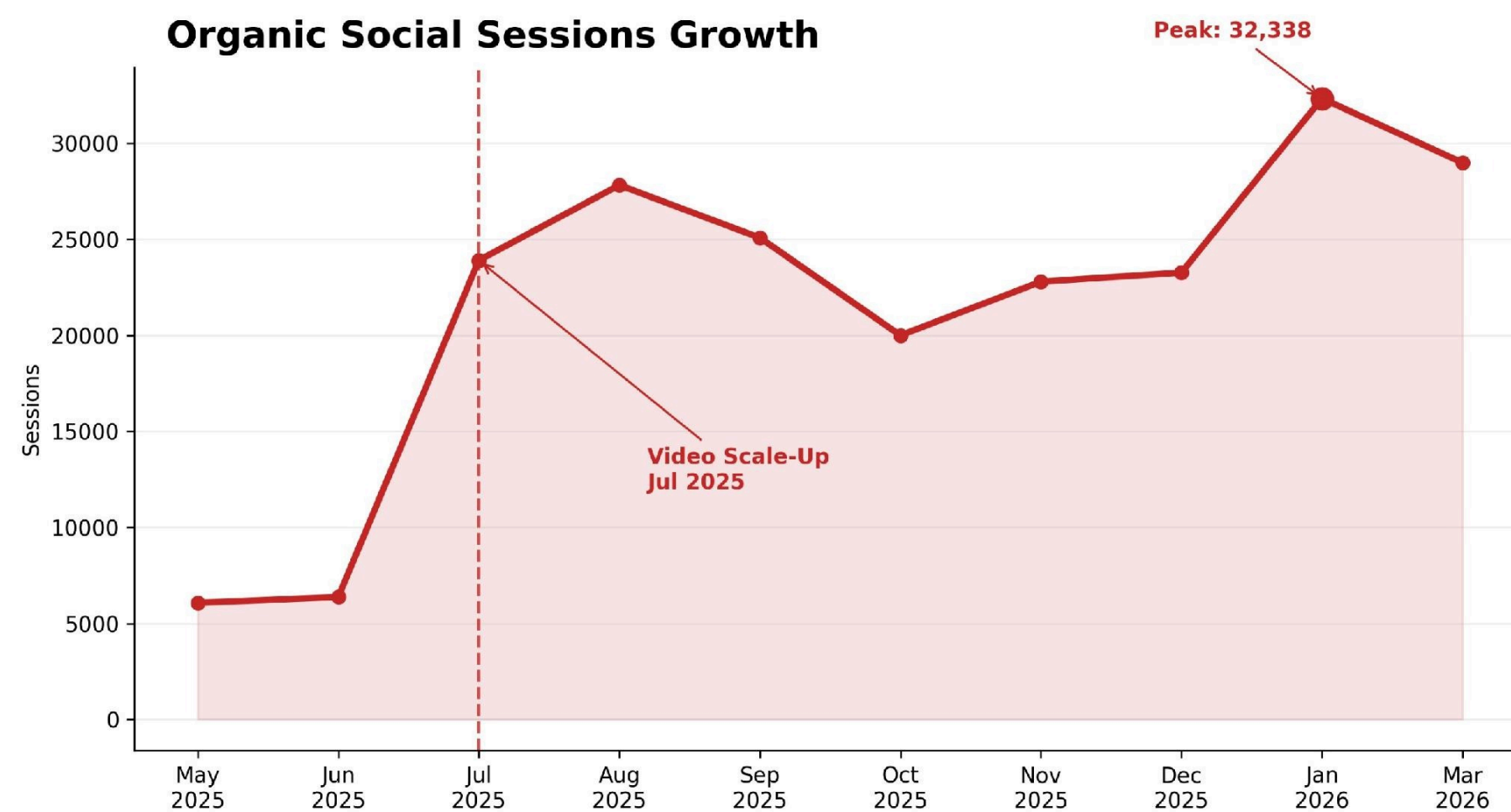
VOLUME: 4M-6.3M IMPRESSIONS PER MONTH



Every Major Traffic Metric Turned Upward After Video Investment **Increased**

THE RESULTS:

- 33%** OVERALL TRAFFIC GROWTH
- 47%** DIRECT TRAFFIC GROWTH; BRANDED SEARCH AND DIRECT NAVIGATION
- 4-5x** ORGANIC SOCIAL GROWTH
- 94.4M** TOTAL VIDEO IMPRESSIONS
- \$8.42** AVERAGE COST PER CONVERSION



THE LESSON:

Video didn't just drive video metrics. It lifted every channel. Direct traffic grew because brand awareness grew. Organic social grew because video content created shareable moments. This is what full-funnel video does; it raises the floor for everything else.