

## RADIUMONE INTRODUCES INSIDE



RadiumOne is a company that permits advertisers to target audiences that make sense regarding their ads on a greater scale. The company does this more so than traditional video advertising and has announced that the company's pre-roll ads are providing high levels of engagement from users.

Inside is Hollywood's first film that uses social media in all aspects of it, presented by Intel and Toshiba that is an interactive production. The director of the film is able to direct the lead actor while also dealing with the audience. This means that the director can use different aspect of social media for the story, the film release, marketing the movie and the process of casting. Inside started in July of 2011 and was developed by Pereira & O'Dell, with short three to seven minute episodes that blur the lines between Hollywood movies and social media. The final, full-length version of Inside was released in September after it spent 11 days on Twitter, YouTube, and Facebook. While it was on those social media sites, fans were able to change aspects of the film with feedback.

Thirty-second pre-roll teasers were developed and distributed in an effort to alert the public about the series of episodes that would be released. RadiumOne was able to track their consumers' behaviors with ShareGraph. ShareGraph tracks RadiumOne's consumers' social connections on the internet in an effort to drive the engagement of the videos. As more and more people 'liked' the content or shared it with others, the brighter RadiumOne was able to become at releasing relevant ads to their audience via video.

As RadiumOne advanced its product, they were able to forge stronger alliances with their advertisers' brands and the individuals the advertisers serve. This ultimately led to greater rates for click-through, higher levels of engagement, and a majorly improved Return on Investment. During the campaign, .96 percent of people clicked to expand the advertisements so they could read more or view more of the advertisement to gain more information. Twenty-seven percent of the users who watched the video section of the ad campaign clicked on the 'like' button using the RadiumOne Expressions button.

"The ability to engage so effectively with our target consumers has been terrific," said Dan Beer, Media and Strategy Supervisor at Pereira & O'Dell. "The combination of RadiumOne's sophisticated technology and the highly interactive nature of the ShareGraph platform has allowed us to extend our presence into another powerful channel."

"Our clients are seeing unprecedented levels of interaction, which is giving the entire industry an opportunity to rethink how they engage with consumers," said Gurbaksh Chahal, Founder and CEO, RadiumOne. "Our commitment to delivering engagement, no matter what the medium, gives marketers an opportunity to scale these campaigns even further through our ShareGraph platform. We truly believe that we are harmonizing consumer and commerce by delivering appealing video to relevant audiences across the open web."