

TED BAKER

SHOPPABLE / FASHION

Ted Baker are a bullish bastion of British style and when it came to Christmas 2015, they knew it was time to take that style and substance to video. In one month they've gone from making fashion films to making shoppable video assets with WIREWAX.

Our on-boarding team met with Ted Baker in November '15 to scope the integration and after our simple setup process, they were on with a styled tag, integrated overlay and their first video published.

Our team didn't leave it there, we have over 4-years of experience with brands and broadcasters right across the planet. Our 150-data points of metrics are studied on a daily basis to test and iterate the asset throughout. This led to 4x more interaction and CTR over the on-boarding process.

INTERACT HERE

 Design

 E-COM

 Onboard

 Tool

 Add to bag

 Service

 Automation



PROBLEMS TO SOLVE

- Drive sales from video to store
- Make the shoppable video experience look, feel and act like Ted Baker

WHY WIREWAX?

- Creative experience for viewers befitting Ted Baker's brand
- Automated tool that can deliver videos in minutes, not hours or days
- Proven with 300+ brands, broadcasters and agencies

THE RESULT?

- In just 1 week, the holiday video sent more than \$75,000 in sales straight to TedBaker.com
- More than 2 interactions for every engaged view with over 1 minute spent, on average, engaged with the product in the overlay
- 60% of viewers interacting mobile devices, including the iPhone in browser (no apps needed)

SONY PLAYSTATION

ENGAGEMENT / BRAND

-  Design
-  E-COM
-  Onboard
-  Tool
-  Add to bag
-  Service

When PlayStation launch a new video there aren't just viewers, there are players. This audience leans forward like no other and it's simply not good enough to just bosh out another video.

So it was the Christmas of 2013 when PlayStation first used WIREWAX to launch their new console into the world with this unboxing video. The video capitalized on the trend for unboxing videos with a fun and useful experience that allowed excited fans to explore the new kit and its features.

Fast-forward to Christmas 2015 and PlayStation knew it was time to draw in new fans to the wonderful life of a PS4 player. They used WIREWAX to add timed, animated tags to more than 50 characters and objects in the video. Click the guitar and you'll discover 'Guitar Hero Live', touch the Warlock and you'll experience the ultimately destiny of 'The Taken King'. Never has a product video been so immersive, so interactive, so PlayStation.

INTERACT HERE



PROBLEMS TO SOLVE

- Pack more product exploration into less time
- Engage inherently interactive viewer base

WHY WIREWAX?

- Technology proven with prior campaigns
- Most compelling interactive experience befitting of a global entertainment icon

THE RESULT?

- Viewers (or players) engaged for a whopping 85% of duration, on average
- More than 43% of audiences interacting, compared to an industry average of 6%
- More than 5 interactions for every engaged viewer
- Over 15 seconds spent in the overlay experience where a range of game titles could be explored
- 6 countries all supported by one video

WIREWAX has been working across the NBCU business for 2-years. Principally to drive new audiences to tune in with new shows or new seasons of existing shows. Blacklist is one of NBC's top shows and launching season 3, it was clear old and new audiences alike would want to recap on previous seasons. WIREWAX has proven to engage audiences right across the spectrum.

Keeping the linear video to a tight 6-minutes, the audience could dive into over 20-minutes of catch-up on storylines they had missed.

The business has continued to grow with the platform and is now trialing automated, interactive content. More soon!

“ ..leading technology in the interactive video space. NBCU has been working closely with WIREWAX on several fronts in the last 2-years and they've gained a great reputation in the business. - Jon Dakks, NBCU

”

INTERACT HERE

- Design
- E-COM
- Onboard
- Tool
- Add to bag
- Service



PROBLEMS TO SOLVE

- Drive more tune-in from online video
- Increase time spent with content
- Provide more sponsorship inventory for sales teams
- Differentiate online video offering to gain more viewer loyalty

WHY WIREWAX?

- Proven and trusted by more than half of the top 10 media companies in the world
- Best experience and creative technology
- Works on iPhone without apps

THE RESULT?

- 25% of viewers were seeing catch-up clips with more than 2 interactions for every engaged viewer
- More than 3 minutes spent watching catch-up clips
- Interaction led to 97% engagement duration
- iPhone in browser (no apps needed)

BBC

VARIOUS / BROADCASTER

The BBC has been pioneering with WIREWAX for over 3-years. From a multi-award winning Sherlock trailer which generated 5 million interactions, to brand drama campaigns which generate thousands of hours of additional watched clips, through to the latest 25-episode kids comedy, delivered with Zodiak, which has already beat every living benchmark for interaction.

The most innovative developments in WIREWAX technology have continued to be developed out of this relationship.

“ We’ve produced a brand new interactive comedy drama, a whole 25 x 5min episodes with WIREWAX for both the BBC and ABC and we’re delighted with what we’ve been able to deliver. The result is a truly unique interactive experience - Steven Andrew, Zodiak ”

INTERACT HERE

Design

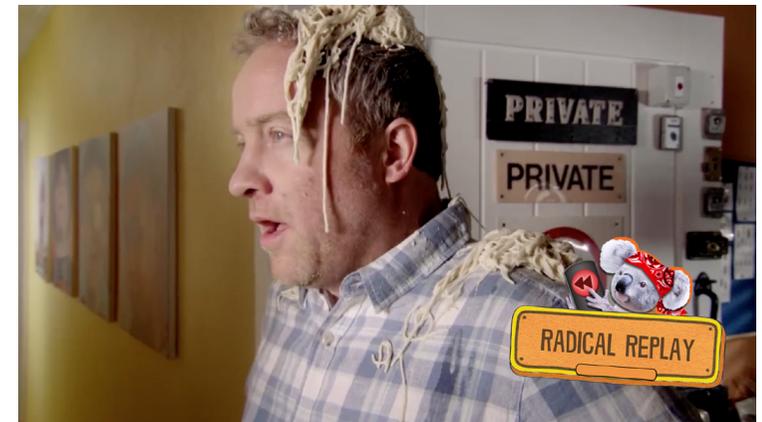
E-COM

Onboard

Tool

Add to bag

Service



PROBLEMS TO SOLVE

- Pack more messaging into less time
- Engage new, young interactive audiences
- Provide better, more connected experiences online for licence fee payers

WHY WIREWAX?

- Proven and trusted by more than half of the top 10 media companies in the world
- Best experience and creative technology
- Works on iPhone without apps

THE RESULT?

- 88% of the audience are clicking, touching and getting involved
- A mind-altering 6 interactions for every engaged viewer
- The experience has travelled across 42 different device types with 30% of traffic on mobile
- 4x more time spent than non-interactive video
- 6 countries all supported by one video

Cover Girl with Grey NY

ENGAGEMENT / AGENCY

Cover Girl and Star Wars are two of the most iconic names you can find in advertising and popular culture. Always daring to be different, Grey NY put on a show for this new collaboration with a 6-part series of 'How-To' videos that drove 1-minute of time spent with product and use steps for the new range.

Viewers could interact with any of the tips, tricks and products featured and see an animated overlay draw into vision, complete with Star Wars sound and visual effects. We found viewers spent an average of 1-minute inside the overlay and engaged with content and product information. We saw nearly 16% of those viewers in the product overlay click through to the product pages on covergirl.com.

From concept out this campaign created the need to interact.

“

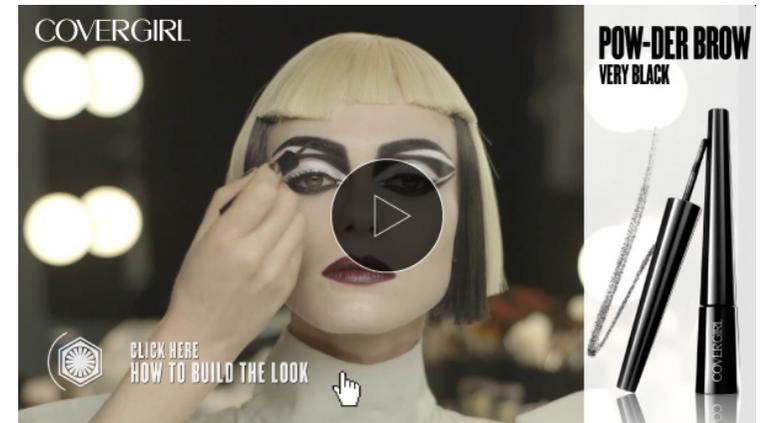
WIREWAX is the leading interactive video product for a reason, it delivers the best execution.

- Chris Stoddard, CGSW Senior Producer, Grey NY

”

INTERACT HERE

- Design
- E-COM
- Onboard
- Tool
- Add to bag
- Service



PROBLEMS TO SOLVE

- Engage young innately interactive audiences
- Drive new product SKU awareness and purchase opportunity
- Bring together a variety of media content into the videos where viewers were most interested

WHY WIREWAX?

- Proven and trusted by more than 350 brands and WPP agency partners
- Best experience and creative technology used by NBC and the BBC

THE RESULT?

- Upwards of 40% of the audience are clicking, touching and getting involved
- Multiple interactions for every engaged viewer
- An average of 1 minute of time spent with overlay content that featured tips, tricks and product
- 16% clicking through from product overlays to covergirl.com product pages
- Retail partners got excited by the interactive videos and created their own destination pages