



# ONLINE VIDEO

**90%**   
of consumers say that product videos are helpful in the purchase decision process<sup>1</sup>

**100%**   
of the TOP 100 global brands have run digital ad campaigns to generate video views on Facebook & YouTube in the past year<sup>2</sup>



*"[For] some of our brands, we're 100% digital because the target audience is not watching TV commercials anymore. They're on their devices. And so, if you want to reach them, you've got to do it through some kind of a digital connection."*

- Thomas Falk  
Chairman & CEO, Kimberly-Clark

## No TV budget? **No problem!**

With the power of online video and the rapid growth of smartphones, tablets, computers and internet-connected TVs - and with help from the right partner, brands of all sizes can now carefully target their ideal consumers and generate views of a compelling message - at a fraction of the cost of traditional TV.



*"We will, going forward, work with agencies that are agnostic to TV and that are going to be led by digital, and they're going to help us take our brands to new heights in a world where digital and social rules."*

- Benno Dorer, CEO, The Clorox Company  
(Clorox, Glad, Hidden Valley, Kingsford, BRITA, Burt's Bees, ...)

*matrixx* provides deep expertise and a proven track record of creating, distributing, promoting and ensuring viewability of online videos to fit a variety of budgets

# 76 MILLION

Online Video Views Generated By *matrixx* last year



This year, U.S. digital ad spending will surpass television ad spending for the first time in history, as time spent watching traditional TV continues to drop for every adult age group.<sup>3</sup>

## What is your video strategy?

### No Videos? No Views? No Problem!

Our digital and shopper marketing experts are here to help you reach your customers. Since our founding in 2000, we are proud to have worked closely with many category captains and with exciting emerging brands in our numerous award-winning CPG campaigns.

**We're not an agency - We're a partner!**

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