


ENG4GE



ALL 4

UK's **BIGGEST** free streaming
service....

...the **ONLY** streaming service to offer
multi-platform, creative video formats

Abstract geometric shapes, possibly representing books or documents, are visible at the bottom of the slide.

ADVERTISERS... TADA....DELIVER A KIND OF MAGIC THAT ONLY ENG4GE CAN

BROADCASTER GLOBAL FIRST

BRAND ENGAGEMENT

SHOWCASE EXTRA
CONTENT

AMPLIFY KEY MESSAGES

IMMERSE VIEWERS IN YOUR BRAND

DRIVING ONLINE
PURCHASE

USER INTERACTION

PRODUCT DEMOS

TARGETED CREATIVES

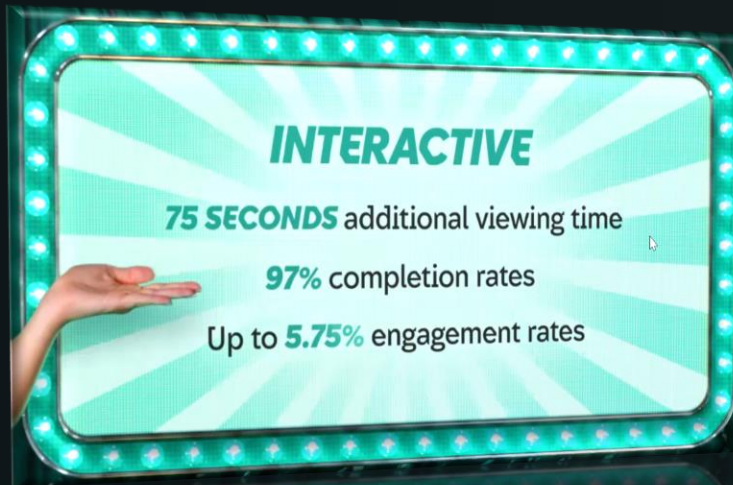


MULTI PLATFORM MAGIC & SPARKLE...



...AND IT *REALLY* DOES WORK!

Making an ENG4GE campaign with us can lead to an **increase in brand engagement and recall.**



A hand is shown holding the left side of a glowing blue sign with a lightbulb border. The sign has a sunburst background and lists the following statistics:

- INTERACTIVE**
- 75 SECONDS** additional viewing time
- 97%** completion rates
- Up to **5.75%** engagement rates



A hand is shown making an 'OK' gesture next to a glowing yellow sign with a lightbulb border. The sign has a sunburst background and lists the following statistics:

- PERSONALISED**
- Ad recall up **71%**
- Creative **60%** more engaging
- Increased sales by **55%**



A hand is shown holding the right side of a glowing pink sign with a lightbulb border. The sign has a sunburst background and lists the following statistics:

- DYNAMIC**
- +54%** talkability
- +6%** ad recall
- +13%** relevancy
- +5%** brand positivity





DYNAMIC

AMPLIFY

INTERACTIVE

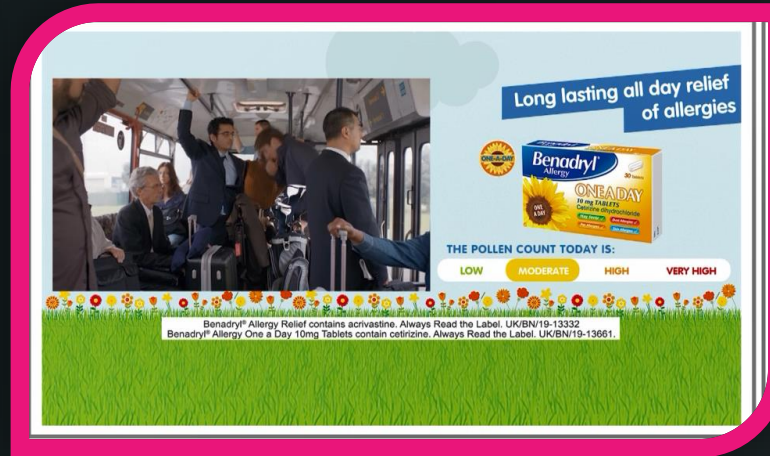
PERSONALISED

← AVAILABLE ACROSS ALL 4'S TARGETING CAPABILITIES →



DYNAMIC

REACH A MASS AUDIENCE WITH DATA TARGETED MESSAGES ACROSS ALL PLATFORMS



OPPORTUNITY TO RUN TARGETED AD CAMPAIGNS
USING DATA SOURCES AND API FEEDS



COUNTDOWN TIMERS

BESPOKE ANIMATION

STORE LOCATORS

PRODUCT IMAGES & OFFERS

PLATFORM SPECIFIC MESSAGES



DYNAMIC RESEARCH

AVERAGE UPLIFTS **ACROSS STAGE 1** OF THOSE EXPOSED TO DYNAMIC ADS VS. REGULAR ADS



AD RECALL

+6%

(NET SCORE: 8-10)



RELEVANCY

+13%

(NET SCORE: 8-10)



TALKABILITY

+54%

(NET SCORE: 8-10)



BRAND POSITIVITY

+5%

(SCORE: VERY POSITIVE)



CONSIDERATION

+4%

(PROMPTED 1ST CHOICE)

Source: BVA BDRC Dynamic Ad tests (stage 1) across 5 dynamic ads, covering 5 different categories. N= 600 respondents
Campaigns carried out in a lab test environment (not live) within an All 4 viewing experience



DYNAMIC AUDIO SCORES

STAGE 2 UPLIFTS BETWEEN THOSE EXPOSED TO DYNAMIC AUDIO AD VS. REGULAR AD



AD RECALL

+56%

(PROMPTED)



RELEVANCY

+25%

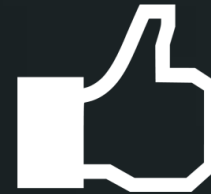
(NET SCORE: 8-10)



TALKABILITY

+55%

(NET SCORE: 8-10)



BRAND POSITIVITY

+46%

(SCORE: VERY POSITIVE)



CONSIDERATION

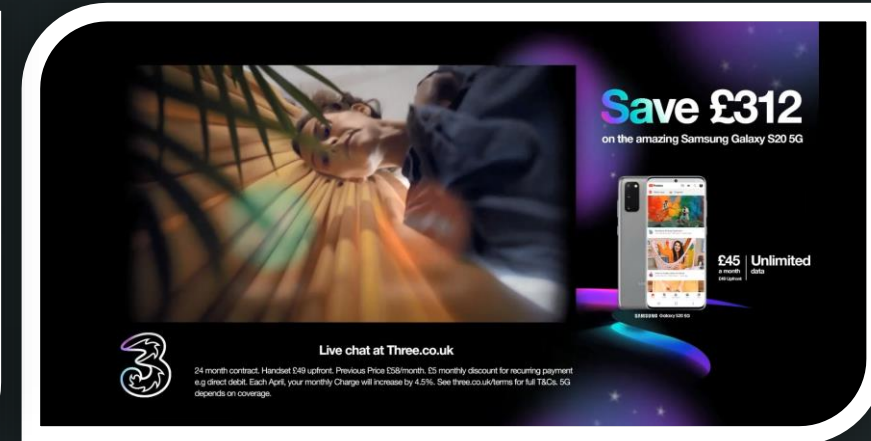
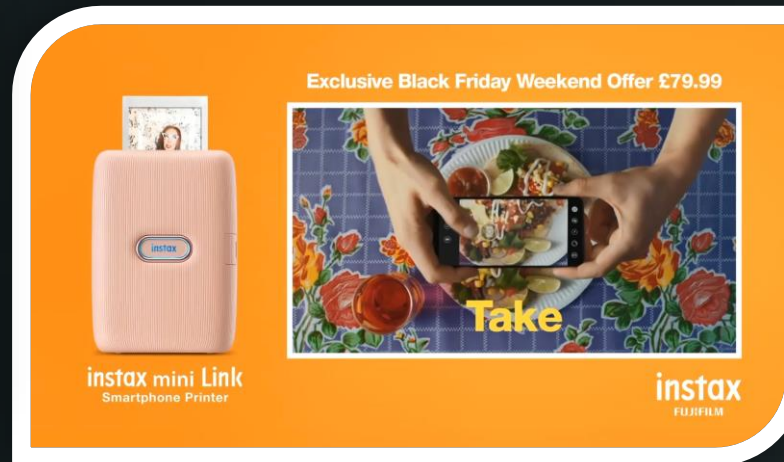
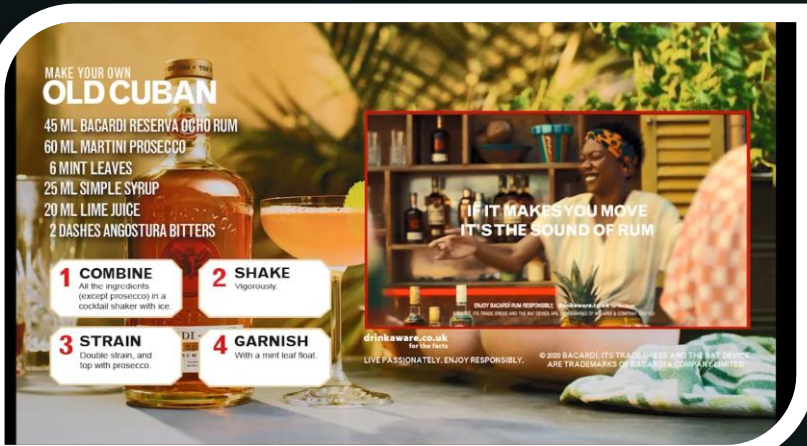
+25%

(PROMPTED 1ST CHOICE)



AMPLIFY

AMPLIFY CREATIVE ACROSS ALL PLATFORMS



OPPORTUNITY TO DRIVE ONLINE ENGAGEMENT & PURCHASE
HIGHLIGHT KEY ADVERTISER MESSAGES
PLATFORM SPECIFIC MESSAGES (CLICK, TAP, QR CODE)
SHORTER LEAD TIMES

ANIMATED PRODUCT CAROUSEL & PRICING
RECIPES
MOTION DESIGN 'REVEAL'
ADDITIONAL INFO ON TERMS (EG. FINANCE)
INSTRUCTION GUIDE FOR PRODUCT USE



INTERACTIVE

DRIVE BRAND ENGAGEMENT AND USER INTERACTION

The Ghosts of Oxford Street

Parental Controls OFF

Advertisement

GET
DELIVERY
LIKE A G

SELECT FILM IN 8

GET DOWN
WITH JUST EAT

BACKSTAGE
WITH SNOOP

DID
SOMEBODY
SAY
JUST EAT

Programme resumes in: 03:10

Advertisement



Advertisement
Programme resumes in: 03:50

Peep Show

+
My List

Remind me

About

Home Episodes Articles Clips & Extras Profiles

Episode 1 - Warring Factions

Parental Controls OFF



The Obvious Adblocker
Hotels.com
ADVERTISING

Programme starts in: 00:32

OPPORTUNITY FOR BRANDS TO CONNECT TO VIEWERS

PROMOTE PRODUCT IMAGES, PRICING, INCREASE TIME

EARNED AND ENCOURAGE ONLINE PURCHASES



PRODUCT GALLERY & REAL TIME PRICING

BESPOKE CREATIVES & ANIMATION

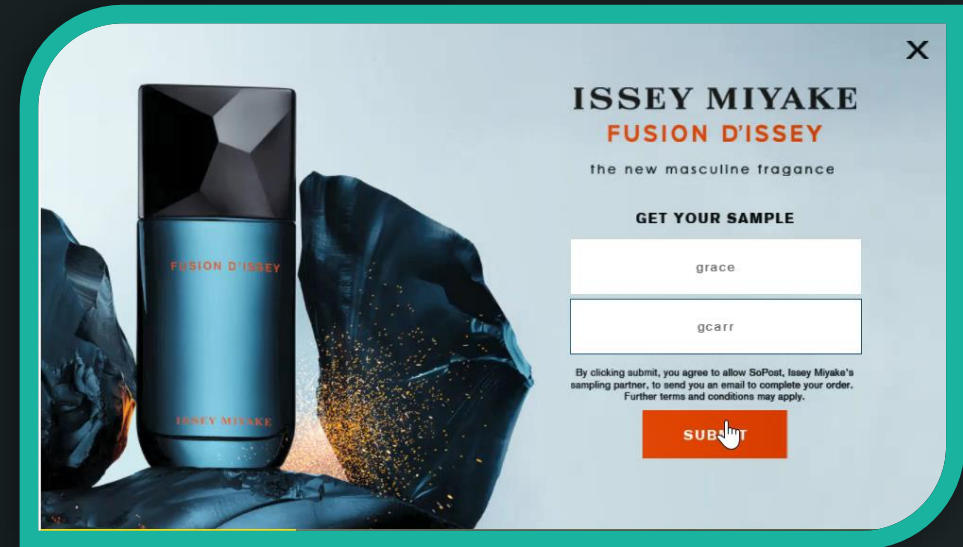
ADDITIONAL VIDEOS

STORE LOCATORS & COUNTDOWNS



INTERACTIVE

DRIVE BRAND ENGAGEMENT THROUGH SAMPLING



OPPORTUNITY FOR BRANDS TO CONNECT TO VIEWERS

PROMOTE PRODUCTS AND DATA CAPTURE



SAMPLING

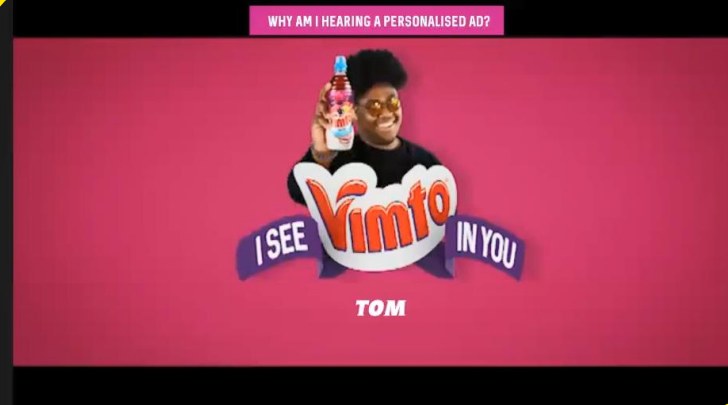


<https://www.4sales.com/index.php/all4>



PERSONALISED

DELIVER NAMED HIGH IMPACT MESSAGES



OPPORTUNITY TO ALIGN BRANDS WITH
AUDIO AND VISUAL PERSONAL MESSAGES

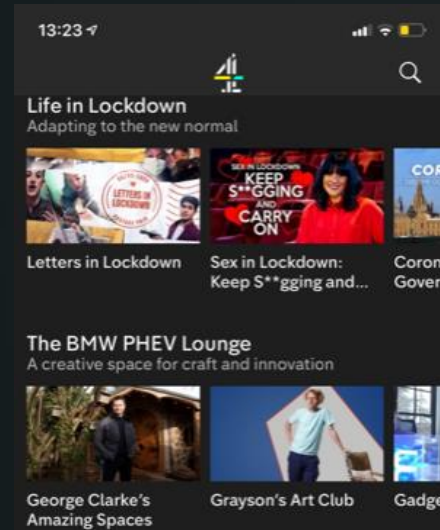
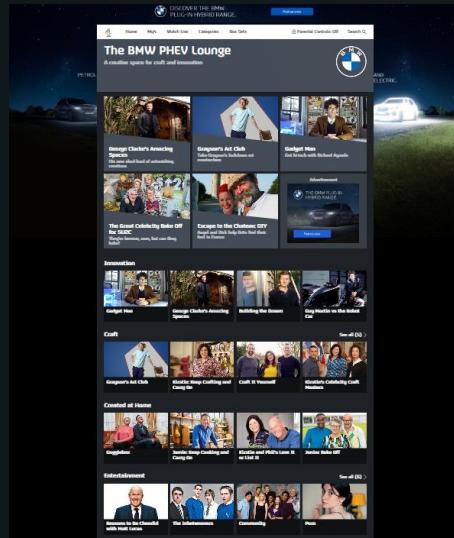
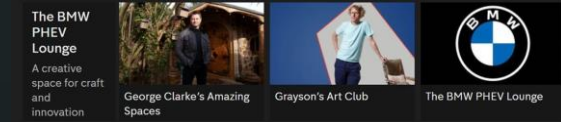
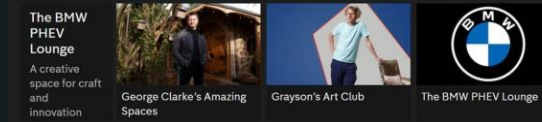


USING ALL 4'S 23M
REGISTERED USER DATA BASE:
VIEWERS' FIRST NAME, INITIALS &
BIRTH MONTH



COLLECTION LOUNGE

BRANDED LOUNGE WITH PROGRAMMES ALIGNED TO TARGET AUDIENCE



OPPORTUNITY FOR ADVERTISERS TO ALIGN TO
PROGRAMMES WITHIN THE ALL 4 PLATFORM

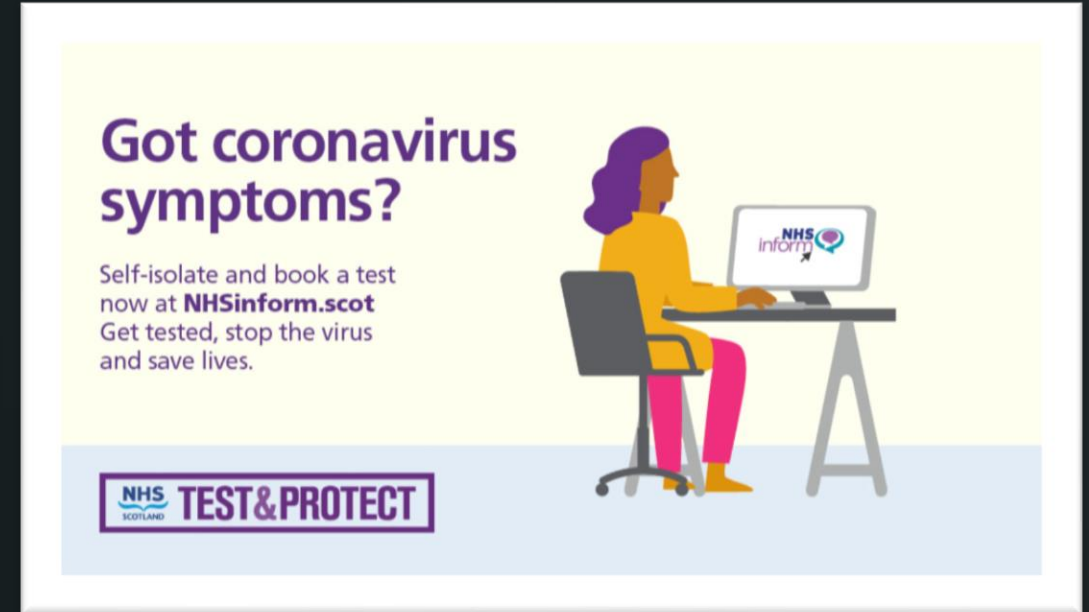
FIRST PRE ROLL IN BREAK*
HOMEPAGE PLACEMENT
CLIENT BRANDING & LOGO IN THE LOUNGE

*Impressions are planned to fit the campaign size



AD PAUSE

REACH USERS DURING CONTENT



OPPORTUNITY TO REACH VIEWERS WHILE
WATCHING ALL 4 CONTENT

HIGHLIGHT KEY MESSAGES, PRODUCT
IMAGES & PRICING

AD FILLS THE PLAYER EACH TIME A VIEWER
PAUSES THE CONTENT & REMAINS ON SCREEN
UNTIL VIEWER EXITS OR RESUMES

PLATFORM SPECIFIC MESSAGES



COST AND TIMELINES



PRICING & TIMELINES

			Production cost	New timeline
Interactive	1	Basic (link)	£600	12 days
	2	Medium (frame, elect, extend)	£1,250	12 days
	3	High (Bloom, shop, reveal)	£3,000	14 days
	Data	Data	£3,750	15 days
Personalised		Personalised	£3,750	15 days
		Personalised audio	£8,000	18 days
Dynamic		Dynamic	£5,000	20 days
Dynamic audio		Dynamic audio	£8,000	22 days
Amplify		Amplify	£3,000	15 days

Revisions £600





Contact

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Research

<https://www.4sales.com/flysystem/s3filesystem/2020-09/Dynamic%20Research%20Deck.pdf>

