

Can Virtual Reality Deliver Real Brand ROI?

YuMe Research hosted a weekend of Virtual Reality (VR) game play to understand whether an ad within VR is memorable. A total of 54 players participated in a VR game with exposure to three different ad formats: a banner display ad, pre-roll video and 3D product placement.

VR Ads are Less Intrusive

74% found the experience less intrusive than digital advertising

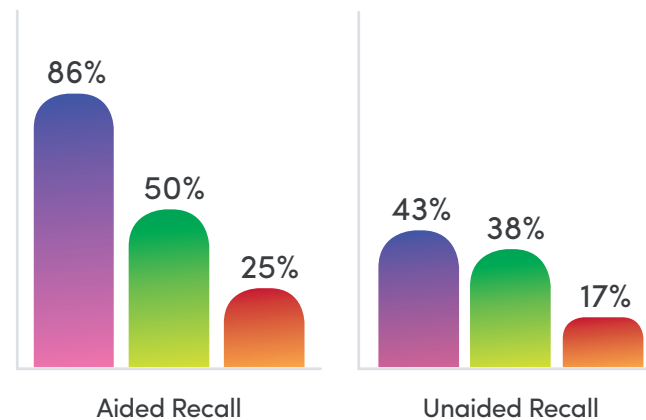
69% said the ad was well integrated

63% plan on using immersive tech in the next 30 days

Pre-roll Performs Best

Pre-roll had the highest recall rate

● Pre-Roll ● Banner Ad ● 3D Interactive



VR Ads are Highly Memorable Overall



Pre-roll ad was the most memorable, with an aided recall rate of 86%



Pre-roll was the most positive experience*



VR measures three to four times higher emotional response than linear TV content



YuMe is a proven partner for video advertising leadership and innovation. We provide superior brand solutions with data-driven audience insights that increase engagement and sales. YuMe's programmatic, audience-based technologies and unrelenting service deliver a complete marketing solution to engage audiences wherever they interact with content that matches their needs and interests. YuMe is headquartered in Redwood City, California, with worldwide offices.

*Ad Units were a logo banner ad, a pre-roll video ad and a 3D interactive product placement

*Positive experience is measured as high positive Valence, a combination of EEG and facial expression markers

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