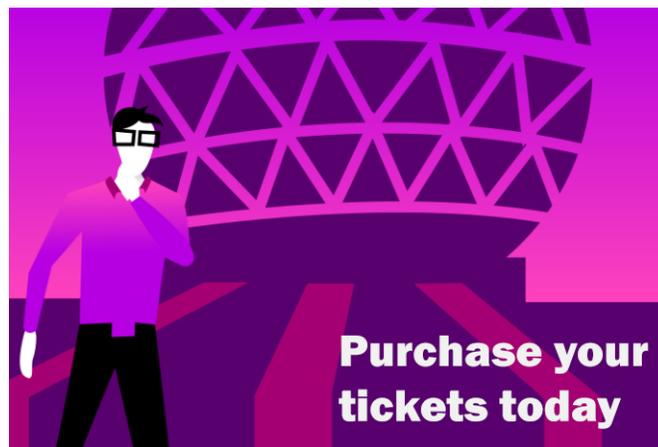


Science World Gets Served With A Sell Out For SWAD

Vancouver campaign exceeds Science World's ticket sales through pre-roll click campaign.

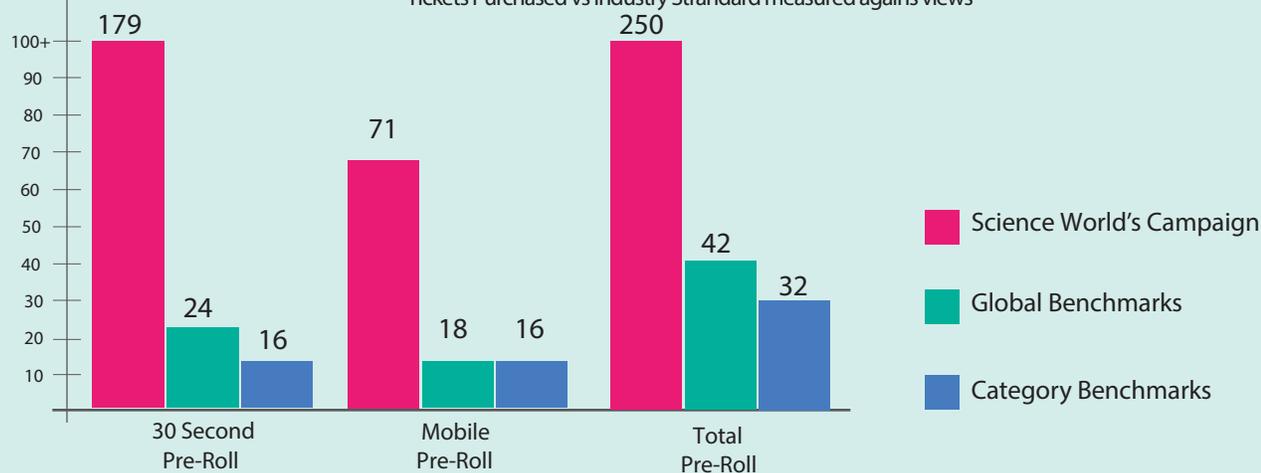
During Q1 and Q2 2014, Science World partnered with War Room to drive awareness, clicks and event ticket sales to the Science World After Dark event. Through video Advertising, targeted to females aged 20-35 in the Vancouver area, War Room delivered over **300K impressions, 300K+ views, 1K+ ad clicks and 250 ticket sales**. Additionally War Room's platform captured insights and metrics showing the power of digital video.

Across 8 unique placements, many with different targeting strategies, Science World used a wide variety of ad formats including interactive pre-roll, 30s standrad pre-roll, rollover to play (ROTP) and mobile app ads. Because of these varied plans Science World has been able to draw a baseline for effective practices in the region and more importantly, a proven strategy for optimizing campaign dollars towards clicks and ticket sales over a 3 week timeframe.



INTERACTIVE "PICK UP LINE" 30s PRE-ROLL AD OUTPERFORM BENCHMARKS

- Tickets Purchased vs Industry Standard measured against views-



The Results (Across 1 Campaign, 3 weeks)

- The campaigns generated a total of **300k+ total impressions** across 8 unique ad formats and targeted placements.
- Placements generated **\$5K in extra sales** beyond their regular sales of the event.
- Across all ad formats, there was a total of 1,026 clicks, with the **top performing ads CTR well over 2x the global benchmark**.
- Of the 300K views, **225,267 viewers watched the ad to 100% completion** - an overall completion rate of 72%
- The campaigns were **optimized over time to promote the ad formats that generated a combination of CTR performance as well as desirable completion rate** (:30s pre-roll placements).
- 250 tickets were sold** over the period of 3 weeks.