



Amazon (Image)

“During amazon black friday deals week let the”

Visual of animated character is shown. Female v/o: During Amazon Black Friday deals week, lots of deals come to you. With thousands of deals everyday, everyone will find something they love. Text: November 18-25. Logo.

Online Video (15s)

First Run:
2016-11-14

Top Category:
Retailers

Category:
Retail

Sub-Category:
Image

ABX 129.9



Marker Key: C Avg. for Category M Avg. for Medium

Category

128.7

Frequent **144.1** Regular **119.4**
Occasional **115.4** Never **137.6**

Medium

126.0

Frequent **130.9** Regular **109.0**
Occasional **119.8** Never **111.4**

Gender

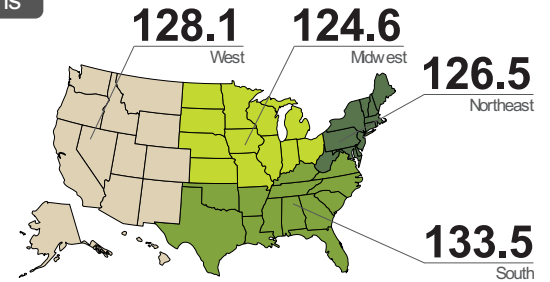


Female
121.1



Male
137.3

Regions



KPI Breakouts

KPI	Raw	ABX
Awareness		
Awareness	95%	106.4
Message		
Delivery	81%	129.2
Clear	81%	122.8
Understood	88%	120.4
Reputation		
Reputation	31%	142.5
Relevance		
Relevance	76%	147.1
Likeability		
See Again	64%	138.2
Like	52%	148.3
Dislike	3%	34.0
Call to Action		
Contact	5%	119.9
Web	51%	332.7
Look For	21%	131.4
Purchase	21%	152.9
Recommend	14%	140.0
Talk	17%	146.8
None	29%	49.4
Any	71%	170.2

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