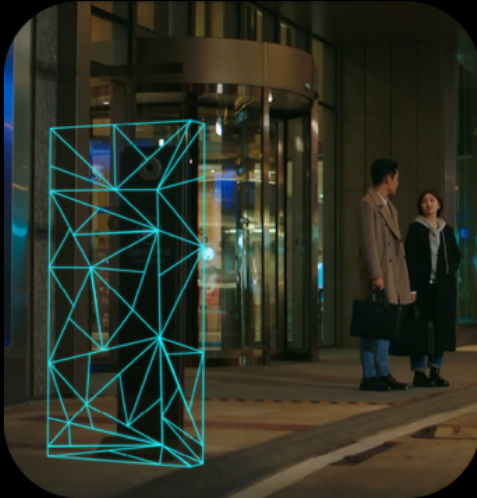




The Advertising Solution for the Streaming Age

TOYOTA ACHIEVES 94% AD AWARENESS WITH VIRTUAL PRODUCT PLACEMENT

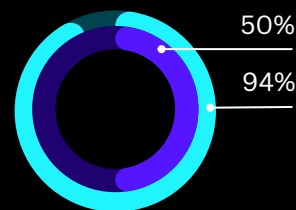


Toyota collaborated with Mirriad to reach key audiences with virtual ads for its Grand Highlander Campaign. Utilizing Mirriad's AI-powered platform, Toyota's campaign featured in-language virtual signage, video within video, and virtual product placements contextually embedded for maximum relevance and impact.

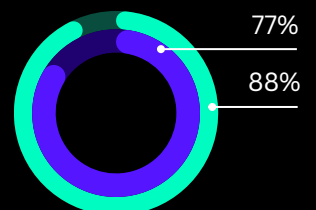
Ad Awareness, Favorability, Consideration, and Connection to Brand Message

Toyota achieved incredibly strong results with their target audience across awareness, favorability, and consideration.

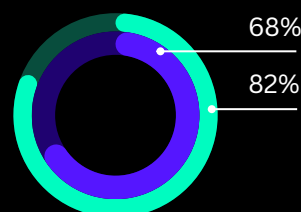
Unexposed vs. Exposed



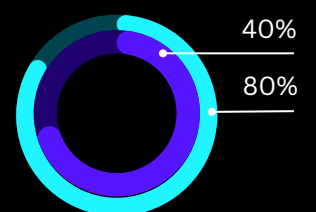
VPP drove a 44 ppt increase in Ad Awareness



VPP drove a 11 ppt increase in Favorability

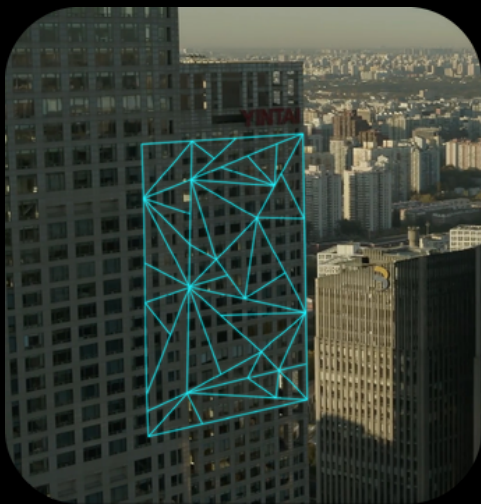


VPP drove a 14 ppt increase in Consideration



VPP drove a 40 ppt increase in the feeling of a connection to the brand's message

The campaign, aimed at adults planning to buy or lease a car in the next six months, ran on iTalkBB, the leading provider of Chinese-language entertainment in North America and one of the 40+ publishers in Mirriad's [Diverse Supplier Marketplace](#).

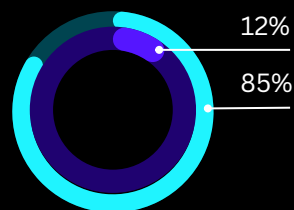


VPP: A SUPERIOR AD FORMAT

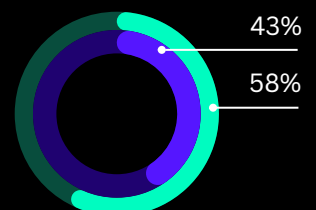
Likeability & Sales

VPP pushes KPIs to unprecedented levels with immediate effectiveness.

Preferred **7X Over** Traditional Ad Formats, VPP Drives More Sales



85% of viewers like VPP compared to 12% who like traditional ad formats



VPP increases Actual Purchase by 15 pts (Exposed Vs. Unexposed)

Boost Your Auto Campaigns with VPP Now

Contact us to [supercharge your ad performance](#) by adding Mirriad's virtual product placement to your media mix.

[Learn More](#)