

INTERACTIVE  
VIDEO

BY

 yumeeGO & adways





SOME  
VIDEO MARKET  
FIGURES

100 M



INTERNET USERS WHO WATCH VIDEO ONLINE EACH DAY

96 %



IS THE CLICK-THROUGH RATE IN AN EMAIL WITH A VIDEO

80 %



WOULD RATHER WATCH VIDEO VS 20% WOULD READ TEXT ONLINE

90 %



ONLINE SHOPPERS FIND VIDEO HELPFUL IN MAKING SHOPPING AND BUYING DECISIONS

59 %



WEBSITE VISITORS ARE TO BUY A PRODUCT ON AN ONLINE RETAIL SITE AFTER WATCHING A VIDEO



WHAT IS  
INTERACTIVE  
VIDEO

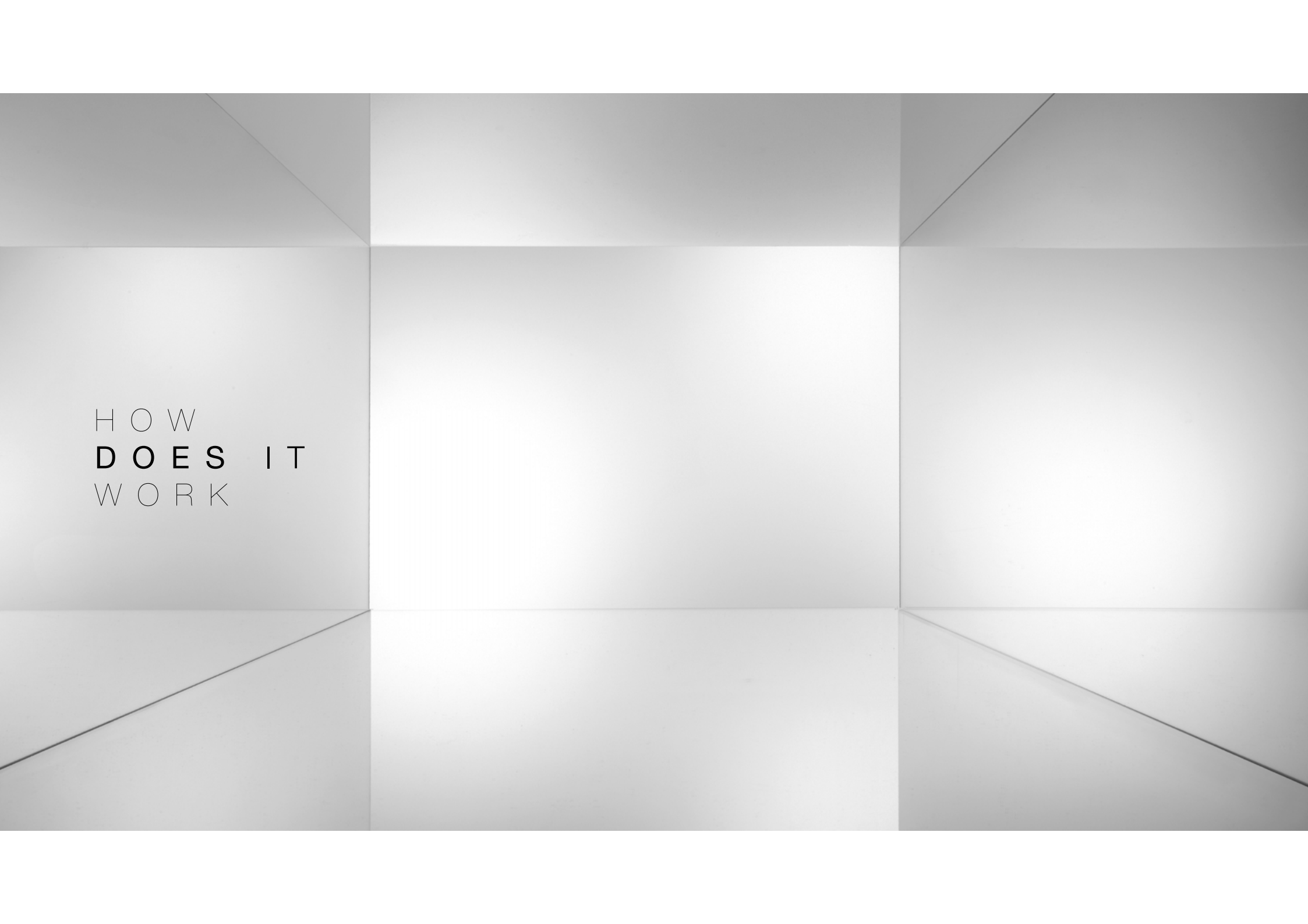


INTERACTIVE VIDEO  
IS A MEDIA  
ALLOWING USERS  
TO MAKE YOUR VIDEO  
EVEN MORE EFFICIENT

ENGAGE VIEWERS BY LETTING THEM TAKE CONTROL OF YOUR VIDEOS

DEVELOP STRONG STORYTELLING ACROSS ALL MEDIAS AND PLATFORM

STRENGTHEN YOUR ONLINE IDENTITY DIFFERENTIATE YOURSELF FROM THE COMPETITION



HOW  
**DOES IT**  
WORK

LAYERS  
ON TOP OF  
YOUR VIDEO



PROVIDE  
IN DEPTH DETAILS

SHORTEN YOUR CONTENT  
BY SLICING EACH TOPIC

KNOW MORE  
ABOUT VIEWERS'S CLICKS



A person's hand is shown interacting with a large, multi-colored digital display on a table. The display is divided into several segments, each with a different color: blue, yellow, green, orange, and red. The hand is positioned over the red segment, which is highlighted with a bright red glow. The background is dark, and the overall scene is illuminated by the colors of the display.

5 SEGMENTS  
TO INTERACT  
WITH

1 / B R A N D I N G

KOOKAI



MAXIMISE RESULTS FROM ANY OWNED OR EARNED  
MEDIA CHANNEL.

CREATE INTERACTIVE STORIES THAT CAPTURE  
CUSTOMERS BY OFFERING CHOICE, TRANSFORM THAT  
CHOICE INTO A CUSTOMER EXPERIENCE.

KOOKAI





2 / SELLING

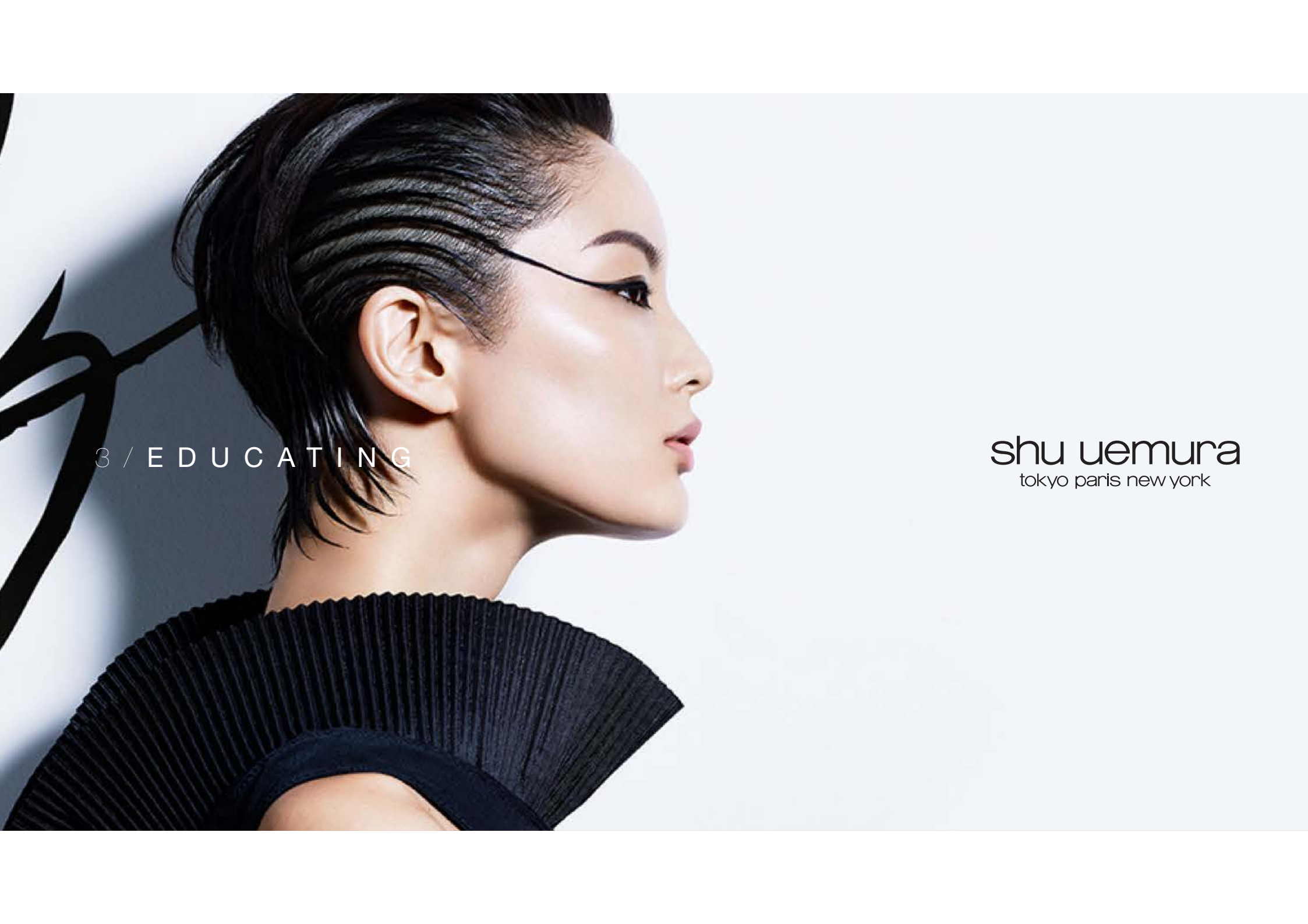
MAYBELLINE  
NEW YORK



TRANSFORM BRAND AND PRODUCT VIDEOS INTO  
SCALABLE, SEAMLESS SHOPPING EXPERIENCE

SIMPLE E-COMMERCE PLATFORM INTEGRATION  
ENABLES REPLICABLE SHOPPING VIDEO MODULES THAT  
CAN BE USED ACROSS WEB PROPERTIES

MAYBELLINE



3 / EDUCATING

shu uemura  
tokyo paris new york

EASILY PRODUCE PREMIUM VIDEO TRAINING  
EXPERIENCES AT SCALE

WE MONITOR, MODIFY, AND GLOBALLY DEPLOY  
CHANGES DYNAMICALLY TO EVERY PUBLISHED  
LOCATION

SHU UEMURA

4 / E - L E A R N I N G

Bordas





CREATE TUTORIALS OR E-LEARNING PLATFORMS THAT  
CAPTURE VIEWER'S ATTENTION WITH DRAG AND DROP  
SCENARIOS, QUIZZES OR MULTIPLE CHOICE  
ANSWERS MODULES

BORDAS

**CANAL+**

**CANALSAT**

5 / ENTERTAINING



THE CROSS SEGMENT VALUE-ADDED ELEMENT !

SIMPLE SOLUTIONS HELP MASTER THE POWER OF  
INTERACTIVE VIDEO EXPERIENCES THAT DRIVE DEEP  
ENGAGEMENT AND CAPTURE THE CONSUMER

DELIVER THE PREMIUM INTERACTIVE EXPERIENCE  
THAT VIEWERS EXPECT !

CANAL SAT

 yumeego & adways



WHY  
NOW?



THE TECHNOLOGIES  
AND THE  
ECOSYSTEMS  
ARE READY

1/DEVICES ARE REVOLVING

2/TOP DOWN COMMUNICATION IS DEAD

3/**INFLUENCERS ARE CHANGING** THE EQUATION : BRANDS NEED TO INTERACT

4/BUYER NEED TO MULTIPLE ACCESS CHANNELS PRIOR TO THE PURCHASING ACT

5/BUYER NEED TO FEEL IN CONTROL

6/TECHNOLOGY IS NOW HERE TO MAKE IT CROSS CHANNEL, CROSS PLATFORMS AND ALL AFFORDABLE

# KOOKAÏ VIDEO JEAN D'ÉTÉ KPI'S

Période : 13/05/15 > 25/05/15

13

Enrichissements  
(zones interactives)

10,6s

Durée moyenne  
d'engagement



# KOOKAÏ VIDEO JEAN D'ÉTÉ KPI'S

	Semaine 1 13/05 > 20/05	Semaine 2 21/05 > 27/05	Total
Nombre de vues	3 065	1 448	4 553
Taux de complétion	69,4%	67,3%	68,7%
Taux de clics moyens	3%	2,6%	2,9%
Durée moyenne d'engagement	13,8s	6s	10,6s

Nombre de hotspots

12 fiches produites en iFrame  
+1 hotspot final renvoyant vers  
le site en lien externe



# KOOKAI VIDEO JEAN D'ÉTÉ KPI'S

	Semaine 1		Semaine 2		Total	
	Taux de clics moyen (%)	Durée moyenne d'engagement (sec)	Taux de clics moyen (%)	Durée moyenne d'engagement (sec)	Taux de clics moyen (%)	Durée moyenne d'engagement (sec)
HS 1 (la blouse)	2,7%	12"2	1,1%	01"9	2,2%	08"2
HS 2 (la salopette)	5,4%	19"9	2,3%	07"6	4,4%	15"7
HS 3 (le pull)	1,9%	14"3	1,7%	07"3	1,8%	10"8
HS 4 (le short)	1,9%	16"6	0,9%	01"5	1,7%	11"0
HS 5 (la robe)	1,5%	04"5	1,2%	07"0	1,4%	06"0
HS 6 (la veste)	1,7%	13"3	2,3%	09"8	1,9%	11"0
HS 7 (le pull)	1,1%	08"9	1,0%	0"8	1,1%	05"1
HS 8 (le jean)	1,3%	07"2	1,5%	14"3	1,4%	10"8
HS 9 (la blouse)	2,1%	14"2	1,6%	3"7	1,9%	09"2
HS 10 (la jupe)	2,1%	13"3	1,2%	3"9	1,9%	09"9
HS 11 (le top)	0,7%	03"9	0,4%	0"9	0,6%	02"6
HS 12 (le jean)	3,8%	36"9	2,8%	13"1	3,5%	26"5
HS 13 (renvoi vers kookai.fr)	13,3%	N/A *	16,2%	N/A *	14,3%	N/A *



ABOUT US

 yumeeego

you picture it, we motion it



YUMEEGO IS A DIGITAL VIDEO AGENCY

WE PROVIDE STORYBOARDING, VIDEO SHOTS,  
LOCATION OR MODEL HUNT, FULL EDITING  
INTERACTIVE VIDEO AND MORE.

THE TEAM IS OF 6 PASSIONATES ABOUT VIDEO,  
INTERNET & SOCIAL MEDIA, WE SPEAK ENGLISH,  
JAPANESE, FRENCH

LOCATED SOMEWHERE IN NAKAMEGURO, TOKYO, WE  
ARE LISTENING TO YOUR VIDEO NEEDS IN OUR OWN  
PRIVATE STUDIO

DISCOVER MORE AT: [YUMEEGO.COM](http://YUMEEGO.COM)

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