Upbeat music plays throughout

**No Voiceover**

On screen text:

*Footage of man and baby playing on living room floor:* When Enfamil was looking to boost awareness and drive purchase behaviors

*Footage of woman and baby sitting on playroom floor:* Among parents using infant formula…

*Footage of couple sitting on couch watching TV screen with a Shoppable CTV ad on the Television:* Shoppable CTV from Roundel stood out. 34% of Target guests would be willing to scan a QR code to discover a new product while streaming.

*Footage of woman feeding sleeping baby with a bottle:* We served Shoppable Ads to two audiences. People who purchased baby items from Target (past 6 mos.)

*Footage of adult and toddler walking down a hallway:* Predictive audience of those likely to buy based on NeuroPro purchaser behavior and interests (past 12 mos.)

*Footage of a TV with a remote on a beige background with the Shoppable CTV ad on the screen:*  Video zooms into a QR code with the messages “scan to shop” and “scan to add to cart”. Our ads featured two creative approaches with varying CTAs.

*Footage of man lying down, raising a smiling baby into the air:* How well did it work Enfamil?

*Footage of laughing woman and toddler spinning around outside:* Oh baby!

*Footage of Shoppable CTV ad:* 15M+ impressions. 2x higher sales per thousand impressions\*. 3x higher ROAS\* (asterisk says \*vs Roundel Shoppable CTV 2023 Average)

*Footage of two adults walking outside:* One adult has a small child riding on his/her shoulders. And plenty of insights for future successful campaigns.

*Black screen with animated Roundel logo.* Roundel™ Media designed by [target bullseye logo]