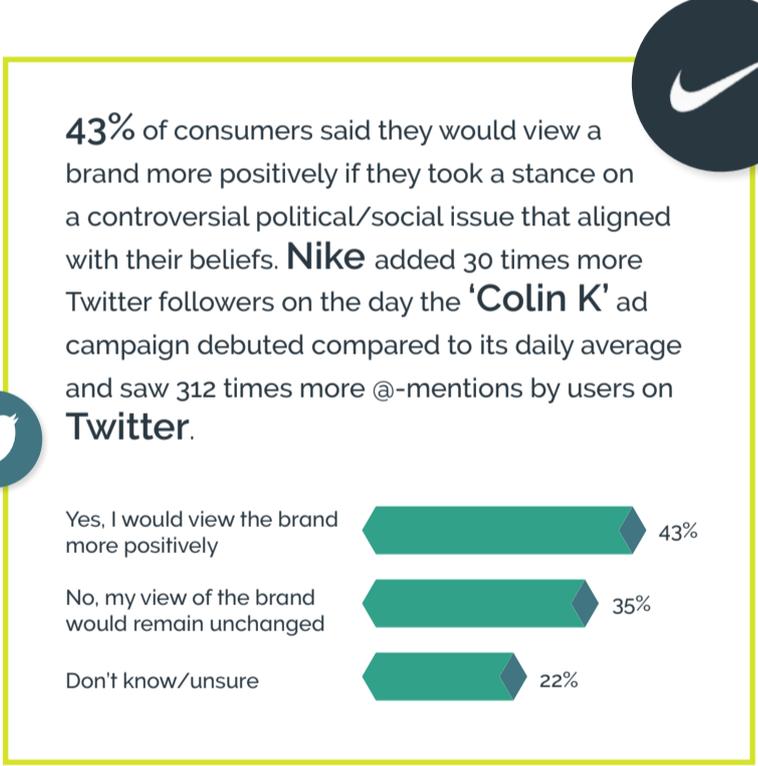
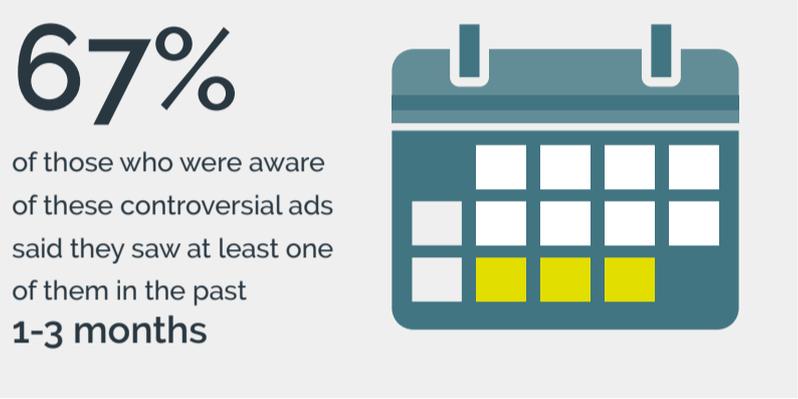


UNCONVENTIONAL ADVERTISEMENTS INCREASE ENGAGEMENT AND BRAND APPEAL

Brands That Take a Position on Controversial Issues Drive Positive Social Engagement and Purchase Intent, According to Toluna and Unmetric.

Toluna and Unmetric surveyed over 1,000 US consumers in October 2018 by using Toluna's QuickSurveys platform and social data from Unmetric's Analyze platform. The research revealed interesting insights into how consumers react when brands weigh in on social or political topics and measures the impact of past branded content around such issues.



Airbnb saw **17 times** more @-mentions by users on Twitter on the day the **'We Accept'** ad campaign debuted compared to its daily average and the post was shared **438 more times** than its average.

