

Join Millward Brown as they dig into findings from SA and learn how to optimise video creative across screens

Millward Brown's annual AdReaction study explores how, where and why multiscreen users in 42 countries are viewing video, and what marketers need to know to create video that is effective across screens.

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The study analyses video viewing among more than 13,500 multiscreen consumers, and includes learnings from parallel copy testing conducted across TV, online video and mobile video ads. If you would like to learn more about the findings and implications for managing media and digital marketing in South Africa, join our BrightTALK webinar on Tuesday, 17th November, at 10am. Simply follow the link below to register.

[Register for the Webinar](#)

Our global report with country specific results can be downloaded via our [online interactive](#) and if you have any questions, please contact us at adfanatics@millwardbrown.com

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