**Binge Ad Testing**

Let the good times roll. Enjoy the next episode ad free.

**KEY METRICS**

- **93% PRODUCT FAVORABILITY**
  - Of Binge Ad Concept

- **88% VIEWING EXPERIENCE**
  - Held favorable viewing opinion

**AD PRODUCT INSIGHTS**

Viewers are overwhelmingly positive about the Binge ad concept and felt the brand’s involvement enhanced their viewing experience.

A short bumper message is found to be just as effective at generating brand impact as a traditional ad.

**CREATIVE INSIGHTS**

When a bumper is paired along with a standard ad, Ad Recall is significantly higher.

- [Standard Ad Only](#)
- [Standard Ad + Bumper](#)
- [Binge - Bumper Only](#)

Episode 2: 50% 55% 64%
Episode 3: Binge Bumper, Standard Ad, Clutter

Source: Custom NBCU/ Latitude Binge Ad Study, Q2 2020

For more information / deeper look at the insights from this study, please reach out to @NBC Uni Ad Experience & Ad Impact Measurement Team (adexperience.adimpact@nbcuni.com)