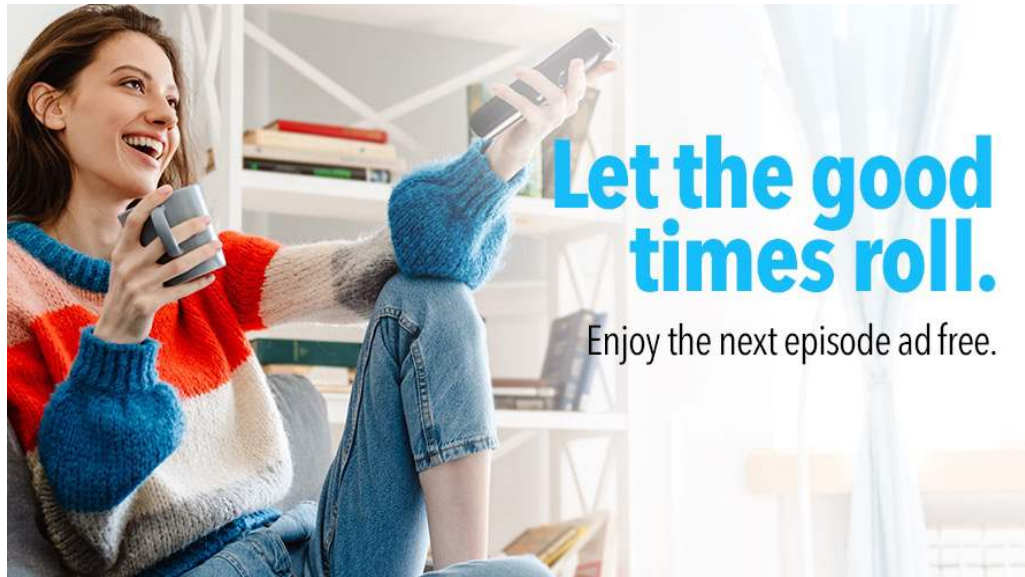


Binge Ad Testing



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

