

Ad Innovation Case Study: Binge Ad

How It Works:

After watching two consecutive episodes of the same show in a row, a Binge Ad featuring your brand grants viewers with a third episode ad free. The Binge Ad sponsorship allows brands to connect with viewers by rewarding increased viewing.

Best Used For:

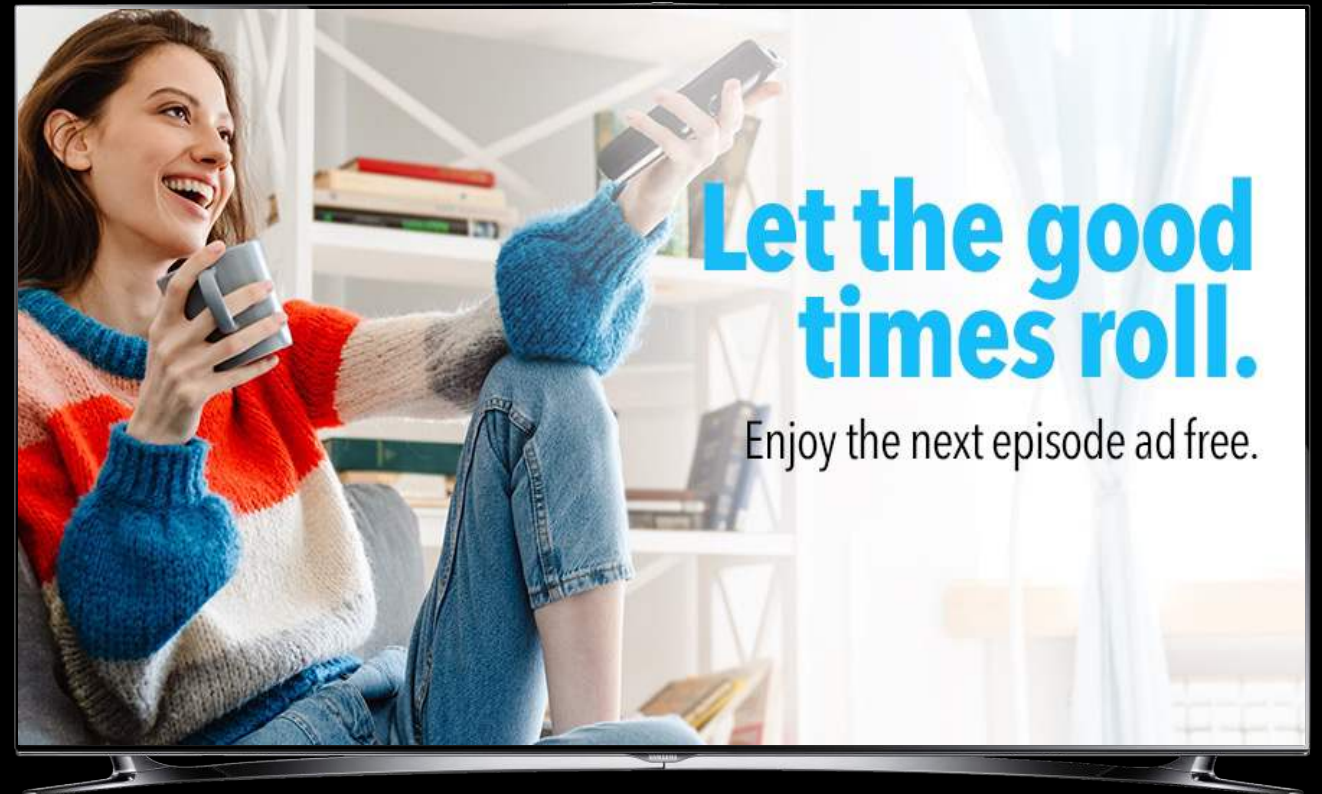
- Brand identity & awareness
- Leveraging content halo for brand affinity and recall

Research Objective

Explore consumer motivations around binge behavior and quantify the impact of Binge ads on brand and consumer viewing experience KPIs

Methodology

Virtual focus groups & controlled experiment



Exploring The Consumer Value Proposition

1 The concept of Binge Ad on Peacock resonated with viewers

93%

were favorable to
concept of Binge Ad

2 Viewing experience was positively impacted by Binge Ad experience

88%

Held a favorable opinion
of overall viewing
experience with Binge Ad

3 Viewers appreciated hero imagery that captured binge-related activity highlighting the relevance of rewarding binge behavior

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I like the '*Let the good times roll*' concept because it's positive. It also gives me a warmth feeling as well.

MALE, 26

Exploring The Brand Value Proposition

83%

Indicated a **favorable shift in opinion towards the brand**

80%

Agree Binge Ad free sponsored messaging **make them even more likely to notice the brand**

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I like the sponsored, ad free, episodes. It makes me feel very positive about the brand. Even though I don't mind ads, I like the idea of the occasional ad free episode while I binge and I'm likely to remember the sponsor.

MALE, 36