

Ad Innovation Case Study: Pause Ad

How It Works:

Peacock's Pause Ad offers an unobtrusive and high-impact ad experience for your brand initiated by the viewer when they pause on content they're watching. This non-interruptive format takes over the screen after a video has been paused for more than 5 seconds with messaging that is contextually relevant and calls attention to the pause.

Best Used For:

- Creating a shoppable or actionable moment
- Brand messaging & awareness
- Speaking to an audience at peak attention

Research Objective

Gather consumer response to Pause ads and identify areas to optimize and formulate best practices for this unit to drive brand breakthrough in terms of impact and consumer likeability

Methodology

Virtual one-on-one interviews



Exploring The Consumer Value Proposition

- 1 Pause Ads are unobtrusive and offer viewers a sense of control in their viewing experience
- 2 Viewers prefer static Pause Ads that are rich with visual imagery vs. sound or video
- 3 Viewers appreciated creatives that are eye-catching and purposeful



Compared to other ad experiences [the Pause Ad] is better because you feel like you have control over it. It's an improvement over the standard ad.

MALE, 36



I prefer seeing still shots. Having video play would defeat the purpose of pausing because you want the video to stop.

FEMALE, 39



I like [Pause Ads] with colorful images that make use of a high end TV. Not a lot of small print. Logo is clear and visible.

MALE, 36

Exploring The Brand Value Proposition

+41%

Increase in Ad Memorability
compared to standard
mid-roll

*among A18-49

66%

of Pause events exceed
60s in length

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In order to get to your ad, I have to do something. I have to press pause. It's giving you the opportunity to earn my attention.

FEMALE, 29