Pod Bounce Ad

Ad Innovation Case Study: Pod Bounce

How It Works:

When a viewer reaches the first mid-roll break of a Pod Bounce-sponsored episode, a short message lets them know there will be no commercials in that break, thanks to your brand. Then during the second ad break, your brand's video creative plays in first position, with the option to own that break exclusively.

Best Used For:

- High-impact brand awareness at scale
- Closely aligning a brand with specific show content

Research Objective:

Validate the benefits that an isolated ad exposure and reduced ad load yields for sponsor brands.
Additionally, sought to test the impact that sequence (of bumper messaging & highlight ad) and content length has on overall performance of the product.

Methodology:

Controlled experiment



Exploring The Consumer Value Proposition

1. Pod Bounce increased overall viewing experience
2. Bumper messaging early in particular heightened excitement for content
3. The Pod Bounce messaging caught viewer's attention increasing memorability

72%

Agree the limited ad experience make them excited to watch content

> *"I think it is great because it cuts straight to the product and there's less filler that would make the product get lost in the ad."*

> *I loved skipping the ads that time – AND I remembered that ad break sign Much More than the actual ad.*

Source: Pod Bounce Exploration; n=1,500; Q122

Exploring The Brand Value Proposition

+41%

Lift in Ad Memorability vs. standard roll-up

67%

Appreciate the brand for providing the shows they love

> *It was very direct and to the point, and I clearly remember it being mentioned as the one responsible for the fact that the ads were limited and therefore more impactful and allowed me to focus*

Source: Pod Bounce Exploration; n=1,500; Q122