Ad Innovation Case Study: Solo Ad

How It Works:
When the viewer selects to play a Solo Ad-sponsored episode, a short intro lets them know there will be only one ad, thanks to the advertiser’s sponsorship. Then during the episode, the sponsor’s Solo Ad is served in a mid-roll break.

Best Used For:
• High-impact brand awareness at scale
• Closely aligning a brand with specific show content

Research Objective:
Explore the impact of launch partner Solo ads on the viewing experience and on brand KPIs

Methodology:
Controlled experiment
Exploring The Consumer Value Proposition

1. Consumers were very positive about their viewing experience with the Solo Ad
2. This favorability extended to the ad experience
3. Viewers appreciated the concept of the Solo ad

75%
Describe their viewing experience as enjoyable

71%
Agree that the ad to program ratio felt just right

“I loved it. Just one commercial at the beginning and that was it. So much better than having breaks throughout the show.”

Source: Solo Ad Exploration; n=1,197; 2020
Exploring The Brand Value Proposition

+35%
Average lift across full funnel KPIs

78%
Have a more favorable view of the brand advertised

Source: Solo Ad Exploration; n=1,197; Q220

It’s nice to have a seamless viewing experience, and because there was only the 1 ad, I actually paid attention and remembered what the ad was for. Usually, I would just tune out and look at my phone during normal commercial breaks, but I didn’t feel the need to here.

MALE, 27