# 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.*
>
> MALE, 46

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

# Exploring The Brand Value Proposition

**+35%**

Average lift across full funnel KPIs

**78%**

Have a more favorable view of the brand advertised

> *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

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