Ad Innovation Case Study: Spotlight Ad

How It Works:

When any Peacock user watches content on a given day and gets to their first standard ad break, they see your video creative as their first/ premium positioned* ad across all devices for that day.

Best Used For:

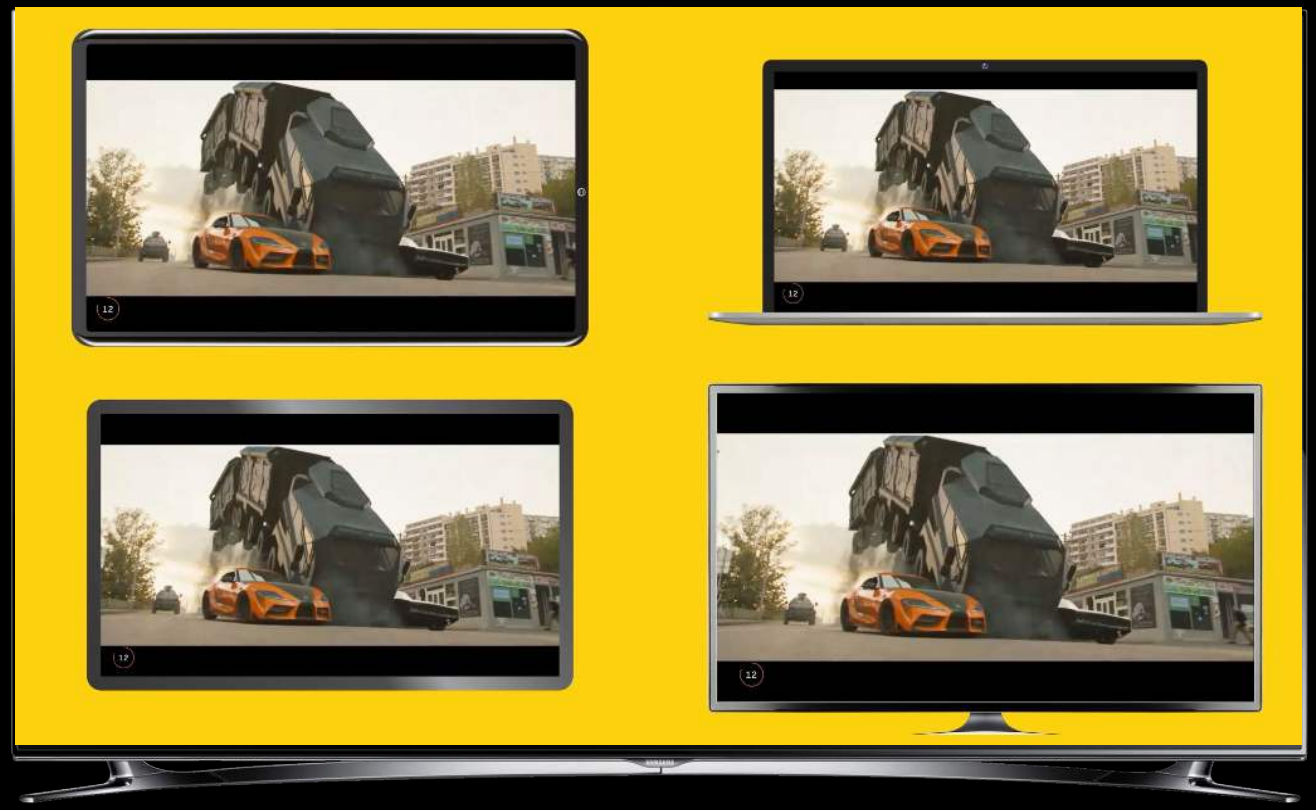
- Mass reach and scaled messaging
- Brand identity and awareness

Research Objective:

Understand current definitions of premium content and primetime and quantify the value of first exposure

Methodology:

Controlled experiment + virtual one-on-one interviews



Exploring The Consumer Value Proposition

1. There was strong favorability for the concept of Spotlight
2. This favorability was driven by consumer desire for shared experiences
3. Viewers appreciated the relevance of the Spotlight Ad

3 in 5

Enjoy the Spotlight concept

73%

Like the idea of everyone having the same shared TV experience at the same time

> Streaming is great, because you watch when you have time. The Spotlight ad concept **allows you to stay in the know of pop culture and mass marketing trends.**

FEMALE, 44

Source: Spotlight Ad Exploration; n=1,800; Q321

Exploring The Brand Value Proposition

+36%

Likeability vs. standard mid-roll

+28%

Brand memorability vs. standard mid-roll

> *In a world that doesn't feel as connected and on the same page due to the advances in technology, **it feels like that is bringing us back together again**. I remember all of us talking about a commercial or product we all saw during a show... life isn't like that anymore.*

FEMALE, 43

Sources: Spotlight Ad Exploration; n=1,800; Q321, Phoenix MI Brand Effect – Monthly Ad Innovation Report – March 2023 digital measurement of tagged campaigns on Peacock. Q4 2022 – March 2023. Reported metrics above minimum sample threshold. vs Midroll compares against Midroll performance for that demo/category. Sample Sizes: A18+ 1,495, A18-49 1,110, A18-34 586, A25-54 872, A55+ 196. Limited to sample 35+ per demo of brand