

INSPIRATION

Can brands have more impact in less time?

(We're not ones for spoilers but yes!)

Not all lighter ad loads are created equal. Less commercials alone may not translate to better results for advertisers, but through more intentional delivery and formats designed to delight viewers, brands can be remembered and recognized, and ultimately rewarded.

Your brand.
Our platform.
Better results.

HBO Max with ads' less cluttered ad environment delivers superior upper-funnel lifts vs. other streamers with standard CTV average ad loads⁽¹⁾.

+13% unaided recall

+14% brand recognition

The Brand Block Effect

When a brand showcases their message through one of our signature Brand Block executions, the results are even higher⁽²⁾.

+37%

unaided recall

+21%

brand recognition