

INSPIRATION

Less breaks, real fast
**When this brand
 gave value to fans,
 it drove results.**

A leading auto partner ran a Brand Block campaign on HBO Max with Ads- driving consumers through fewer ad moments while showcasing the advertiser's newest model messaging.

We collaborated with a research partner to measure the impact of this signature limited commercial experience on brand metrics, creative effectiveness, and consumer enjoyment.

The brand lifts have serious horsepower...

WHEN THE MESSAGE MAKES AN IMPACT

Consistent and clear brand messaging delivered in this unique format provides significant **increases in perception of vehicle attributes** such as quality, style, feature set and dependability.

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I appreciated not only the shorter breaks but being able to see the same product from a variety of sound bytes. It made it both easier to remember and I associated my more pleasurable experience directly back to the brand.

- Survey Participant

CONSUMERS INTEND TO TAKE
 FURTHER ACTION WITH THE BRAND⁽³⁾

10x

lift in **following**
 the brand on
 social media

2x

lift in **looking to see**
 what people are
 saying about it online

2x

lift in **talking**
 about it
 with someone

77%

appreciate the
 brand more for
 bringing me this
 shorter ad
 experience

+22%

Lift in
favorability

+25%

Lift in
purchase intent

+24%

Lift in
recommendation

SIGNIFICANT LIFTS IN
 FULL-FUNNEL METRICS⁽²⁾

+41%

Lift in **unaided awareness** vs.
 traditional ad placements⁽¹⁾

