

INSPIRATION

A mouthwatering reward Shorter breaks for fans delivered big lifts for this brand.

A popular QSR partner ran a Brand Block campaign on HBO Max with ads—delivering consumers fewer breaks in their content (while making them hungry) by showcasing messaging for one of the brand's key offerings.

We collaborated with a research partner to measure the impact of our signature limited commercial experience on brand metrics and consumer enjoyment. The results were as cheesy as the offer...

+29% Lift in **unaided awareness** vs. traditional ad placements⁽¹⁾

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I appreciate the shorter ad experience to keep me in the story of what I'm watching.
– Survey Participant

BRAND BLOCK VIEWERS VALUE YOUR BRAND FOR THEIR EXPERIENCE

68%

appreciate the brand more for bringing me this shorter ad experience

8x lift in intent to **watch their ads online**⁽³⁾

SIGNIFICANT LIFTS IN FULL-FUNNEL METRICS⁽²⁾

+14%

Lift in favorability

+21%

Lift in interest

+17%

Lift in purchase intent

+19%

Lift in recommendation

