



CASE STUDY

Pause Ads

TELCO

Objective

Understand the effectiveness of the emerging ad format, Pause Ads, and drive key brand health metrics

Target

Households who pause content on DIRECTV, DIRECTV STREAM

Execution

13-week TV & Pause Ad campaign

Data Used

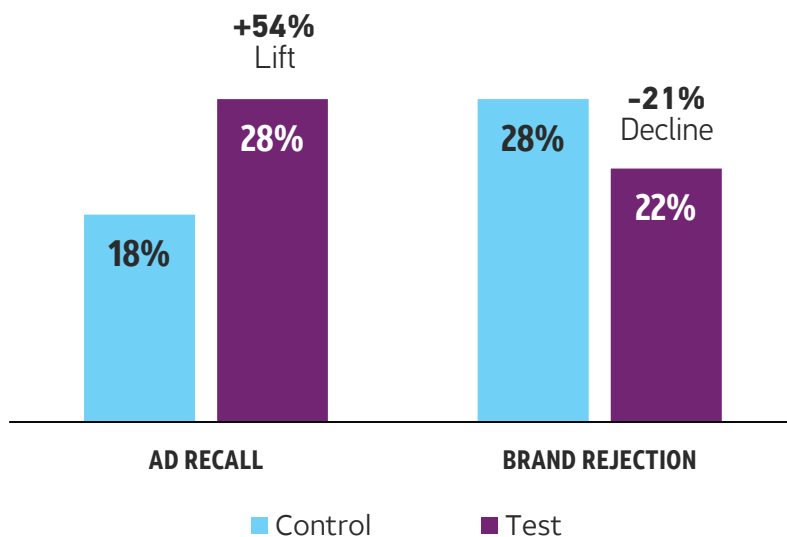
Kantar for brand health

Campaign flight: 3Q-4Q 2020; Case study results are based on individual campaign factors. DTV makes no performance warranties. Control: Represents 10% of DTV HHs within the target that did not receive exposure to the addressable ad.

Results

Overall, the Pause Ads successfully communicated the brand message, driving an increase in ad recall and a decrease in brand rejection. The campaign also strengthened association with brand ideas based on increased endorsements for multiple key brand attributes.

Brand Metrics



+24%

Lift in brand perception for “understands my needs better than competitors”

+31%

Lift in brand perception for “has attractive offers and promotions”