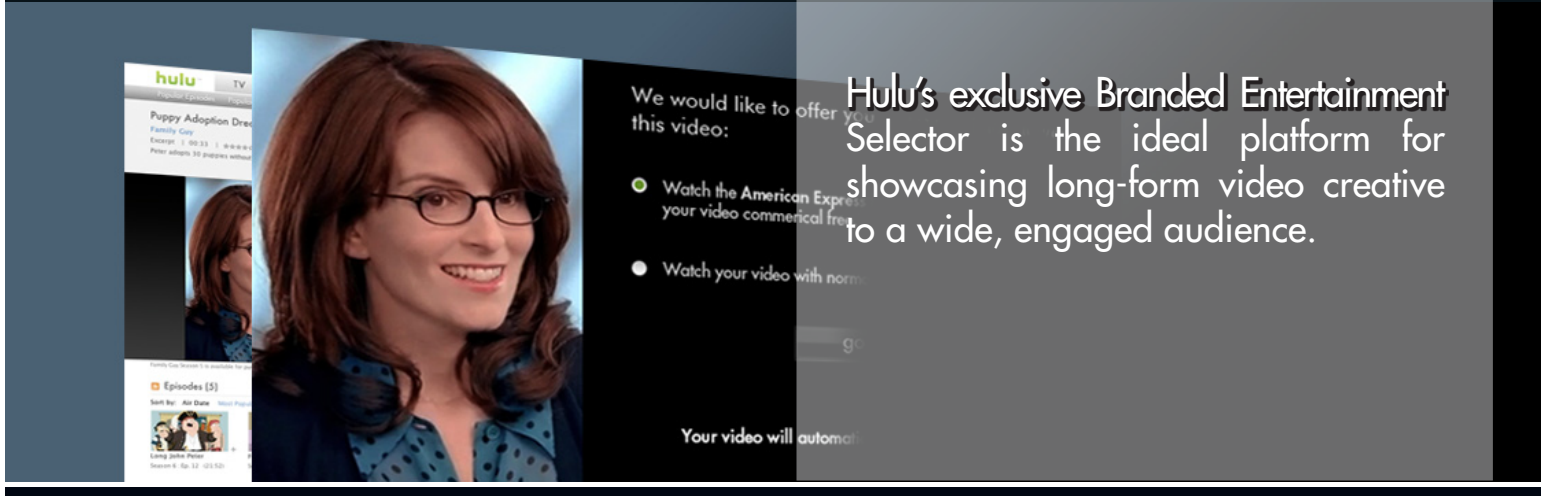


CASE STUDY: BRANDED ENTERTAINMENT SELECTOR



Hulu's exclusive Branded Entertainment Selector is the ideal platform for showcasing long-form video creative to a wide, engaged audience.

Advertiser Objectives

A leading credit card company approached Hulu to help them boost brand awareness and incorporate their long-form video creative.

The Hulu Solution

Hulu united the advertiser's long-form video creative with one of Hulu's exclusive ad units, the Branded Entertainment Selector, to maximize exposure of their 1:50 creative advertainment. This Hulu exclusive invited users to view the creative video in exchange for an interruption-free entertainment experience.

Hulu's Branded Entertainment Selector intercepted users prior to viewing one of hundreds of premium, on-demand, long-form videos available on Hulu and offered a viewing experience without advertising breaks in exchange for watching the advertainment video.

With 88% of Hulu users preferring to see a two-minute ad that leaves the rest of the show ad free, this strategy lead to a win/win experience for both the advertiser and the user.

Performance

62% of all viewers were unique viewers

80% of users watched the advertainment video

An exceptional 87% view-through rate for the long-form advertainment

44% of all viewers engaged with the intercept

Delivered an impressive 3.43% click-through rate for the advertainment video

"I chose to watch the one commercial first, and I actually watched it... I don't remember what show I was watching, but the first thing I remembered when I woke up this morning was that commercial! ...CHOICE WORKS."

Hulu user,
November 2008

