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CAPTURING THE MOMENT

Driving Brand Impact in Sports

With **70%** **of Americans regularly tuning in to live sports,** fans are locked in on the action – whether it's football, basketball, or baseball

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How can brands effectively connect with fans while they're fully immersed in the thrill of the moment?

We tested in-game ad formats that don't disrupt gameplay, allowing brands to be part of the excitement

PICTURE - IN - PICTURE

Content is scaled down, side-by-side with the video ad, complemented by branded background graphics

SHOPPABLE ADS

A branded frame appears around or next to content, featuring a CTA or QR code for an instant path to purchase

DYNAMIC L-BAR

A customizable border appears around content with prominent branding

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METHODOLOGY

1

Recruited streaming TV sports viewers from representative an online panel
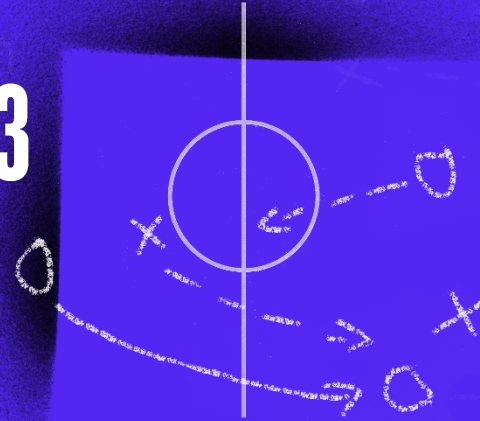
Sample size: 2019

2

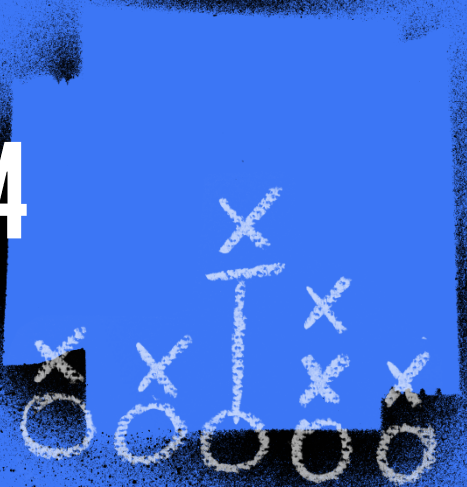Randomized participants into exposed or control groups

3

Participants watched a game of their choice, including football, baseball, and basketball

Appropriate ads were served based on randomized assignment

4

Survey to measure impact on branding metrics (e.g., favorability, purchase intent, etc.)

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Section 1

WINNING WITHOUT INTERRUPTION

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WHILE CONVENTIONAL TV ADS CAN FEEL INTERRUPTIVE, IN-GAME ADS FIT INTO CONTENT SMOOTHLY, WITHOUT INTRUSION

Younger generations are especially likely to appreciate in-game ads for their smooth integration
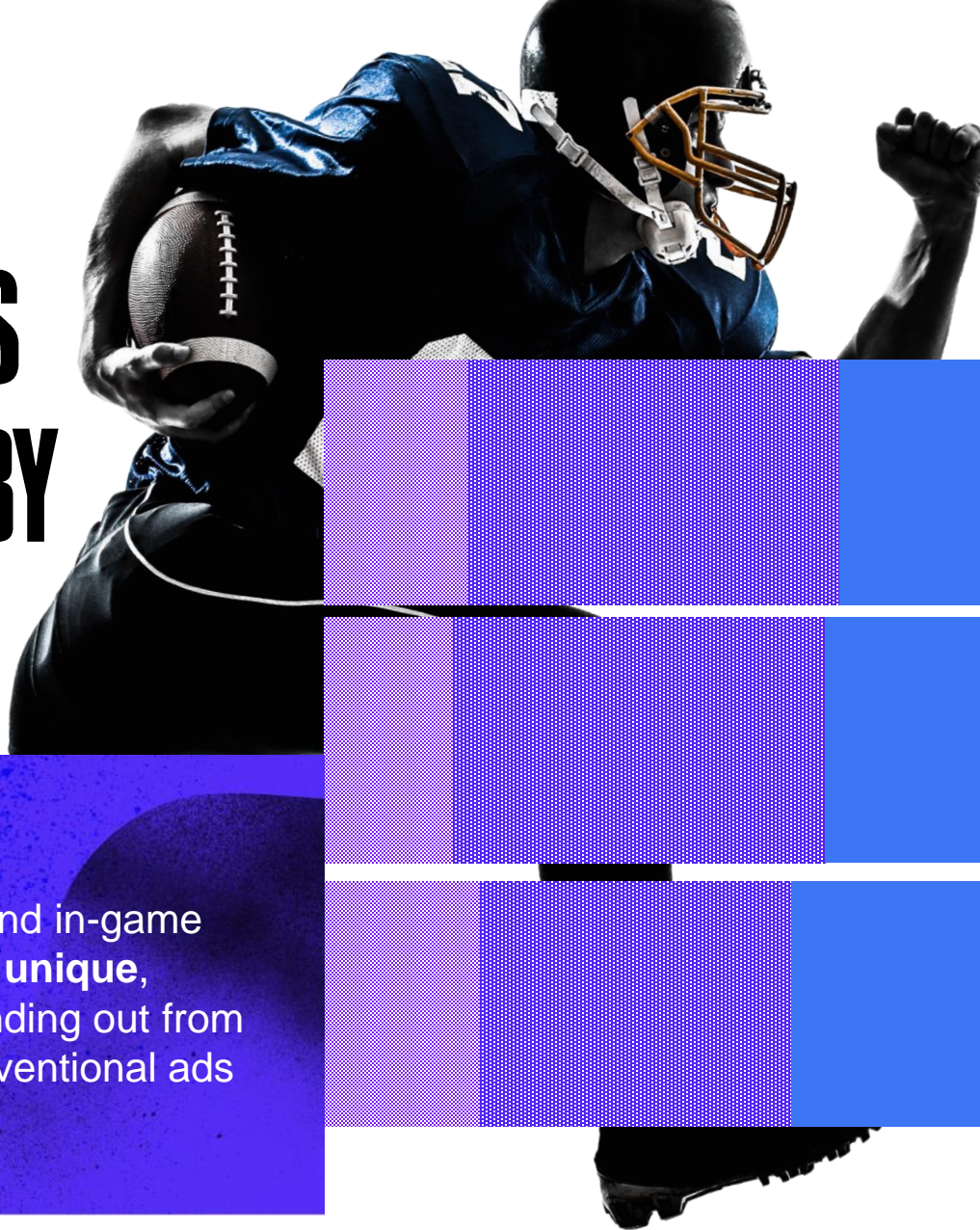
Typical TV ads

Feel intrusive…

Gen Z
63%

Millennials
49%

Gen X
44%

Boomers
42%

In-game ads

Feel smooth and don't interrupt the experience…

Gen Z
73%

Millennials
80%

Gen X
70%

Boomers
64%

transmit
Power your content

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IN-GAME ADS STAND OUT BY FITTING IN

70% Found in-game ads **unique**, standing out from conventional ads
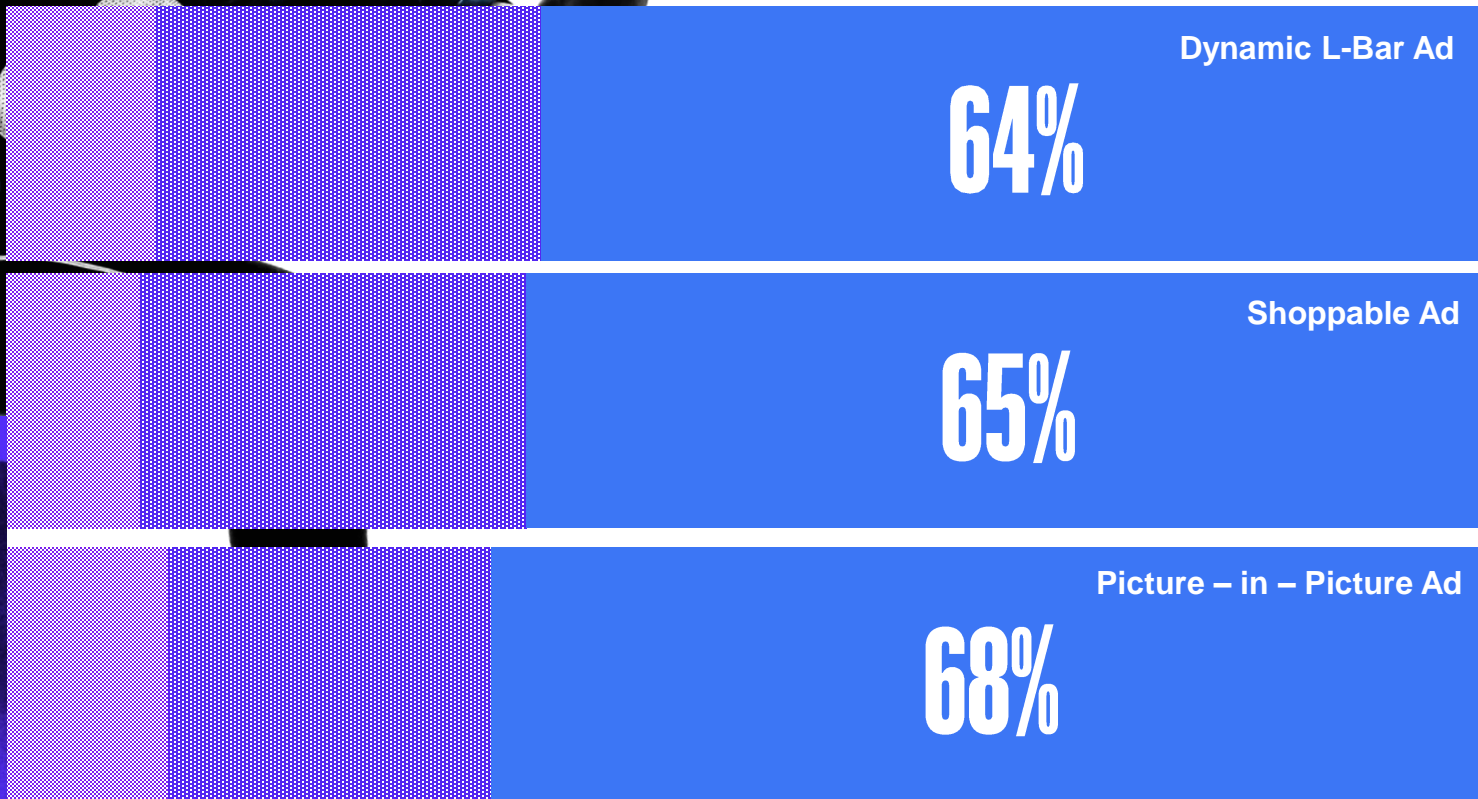
Dynamic L-Bar Ad
64%

Shoppable Ad
65%

Picture – in – Picture Ad
68%

8

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BY FITTING INTO THE ACTION, BRANDS CREATE MEMORABLE AD EXPERIENCES

Aided ad recall by brand
Delta (Exposed – Control)

Brand 1
+7pts ▲
+39% lift

Brand 2
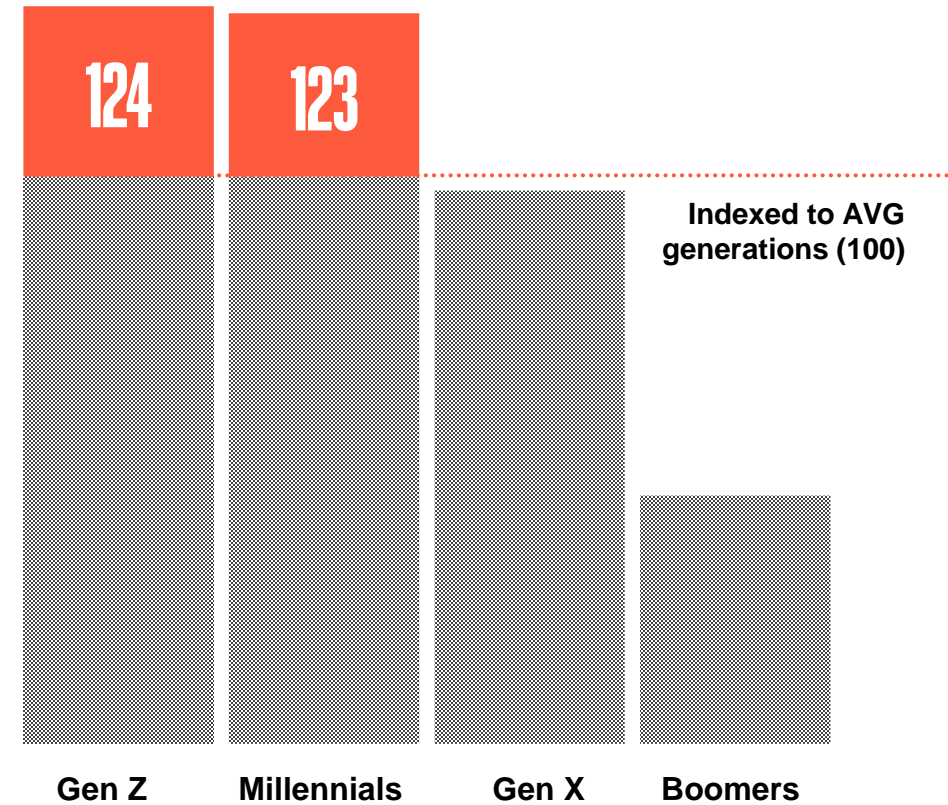+15pts ▲
+31% lift

Brand 3
+17pts ▲
+38% lift

Brand 1: Exposed n=295 Control n=200, Brand 2: Exposed n=420 Control n=201, Brand 3: Exposed n= 403 Control n=200
Q: Do you recall seeing an ad for the following?

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LACK OF WEAR OUT MEANS FEWER CREATIVE ITERATIONS REQUIRED

2/3rds of viewers are open to seeing the same ad again, with sentiment being particularly strong among Gen Z and Millennials

65%

"Was something I'd like to see again"

124	123		
Gen Z	**Millennials**	**Gen X**	**Boomers**

Indexed to AVG generations (100)

In-game ads n=1118
Q: How much do you agree or disagree with the following statements about the ad?

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Section 2

UNLOCKING THE POWER OF IN-GAME ADS

THE BRANDED BORDER IN DYNAMIC L-BAR ADS ENSURES THE BRAND AND ITS MESSAGE TAKE THE SPOTLIGHT

DYNAMIC L-BAR ADS

COVERSURE INSURANCE

CAN 1:0 GER 2ND 11:20

SPORTS LIVE

30

SAVE OF THE GAME

THE AD

The ad is visually appealing
% strongly agree/agree

75%

THE BRAND

Awareness Metrics
Delta (Exposed – Control)

+8pts ▲
Message recall

+8pts ▲
Aided ad recall

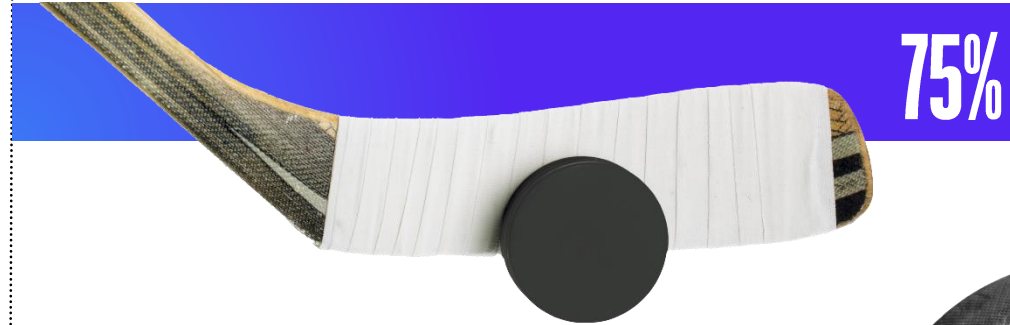Dynamic L-Bar ads: Exposed n=600 Control n=600
Q: Which of the following, if any, does [brand] use in their advertising?
Q: How much do you agree or disagree with the following statements from [brand]?
Q: In the next month, how likely are you to purchase [product] in the following [months]?

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UTILITY DRIVES LIKEABILITY FOR PICTURE-IN-PICTURE ADS

Ultimately, audiences feel more favorable towards the brand and potential new customers want to learn more

PICTURE-IN-PICTURE ADS

ROUND TRIP HOME.

AIRLUX

THE AD

#1 DRIVER OF AD LIKEABILITY

"Ad provided information that's useful"

131

Indexed to AVG of likeability drivers (100)
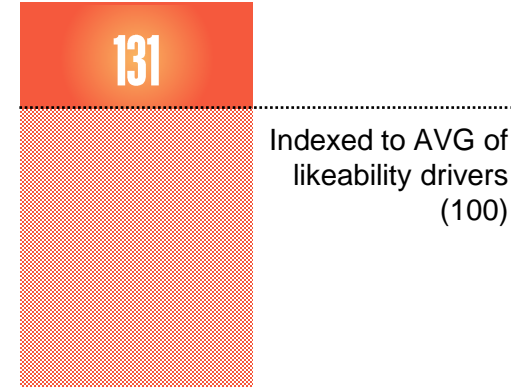
THE BRAND

Brand perceptions
Delta (Exposed – Control)

+5pts ▲

Brand favorability

Total audience

+8pts ▲

Is a brand I want to learn more about

Potential new customers*

Picture-in-picture ads: Exposed n=302 Control n=600
Picture-in-picture ads Among potential new customers: Exposed n=108 Control=222
Q: What's your overall opinion about the following?
Q: How much do you agree or disagree with the following statements about [brand]?
*Potential new customers = those who have never purchased the brand before

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SHOPPABLE ADS OFFER CLEAR NEXT STEPS AND DRIVE MEANINGFUL INTERACTIONS WITH IN-MARKET AUDIENCES

SHOPPABLE ADS

Dirty Moment of the Game

LAUNDRY DETERGENT
POWER CLEAN
2X More Power
Safe to Use
Multi-Purpose Use
Fresh and Pure
Kills 99.99% Germs

SCAN TO SHOP

LAUNDRY DETERGENT
POWER CLEAN
Safe to Use
Multi-Purpose Use
Fresh and Pure

THE AD

Ad opinions
% strongly/somewhat agree

Caught my attention	**76%**
Clear next steps	**70%**
Made me want to learn more about the brand	**66%**

THE BRAND

In-market viewers*
% selected 'yes'

21%

Were likely to scan the QR code after seeing the ad

Shoppable ads: n=217
Shoppable ads: Among in-market viewers: n=165
Q: How much do you agree or disagree with the following statements about the ad?
Q: After seeing the ad, which of the following actions are you likely to take?
*In-market viewers = those looking to purchase the product

14

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Section 3

WAYS TO ACTION

CUSTOMIZE AD FEATURES TO DELIVER ON AD PREFERENCES

Younger viewers want all the features in-game ads have to offer

Preferred ad features % selected	Gen Z	Millennials	Gen X	Boomers
Exclusive offers and discounts	44%	31%	32%	32%
Background graphics	38%	29%	25%	21%
Call-to-action/QR code	34%	21%	18%	9%
Subtitles	34%	21%	21%	15%
Minimal disruption	37%	26%	49%	61%

0%

100%

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BE THOUGHTFUL ABOUT TIMING OF DELIVERY

Sports offer many creative timing opportunities. For example, leveraging the excitement of a home run to promote travel deals, encouraging viewers to book their next trip

CORRELATION BETWEEN AD TIMING AND BRAND PERCEPTIONS
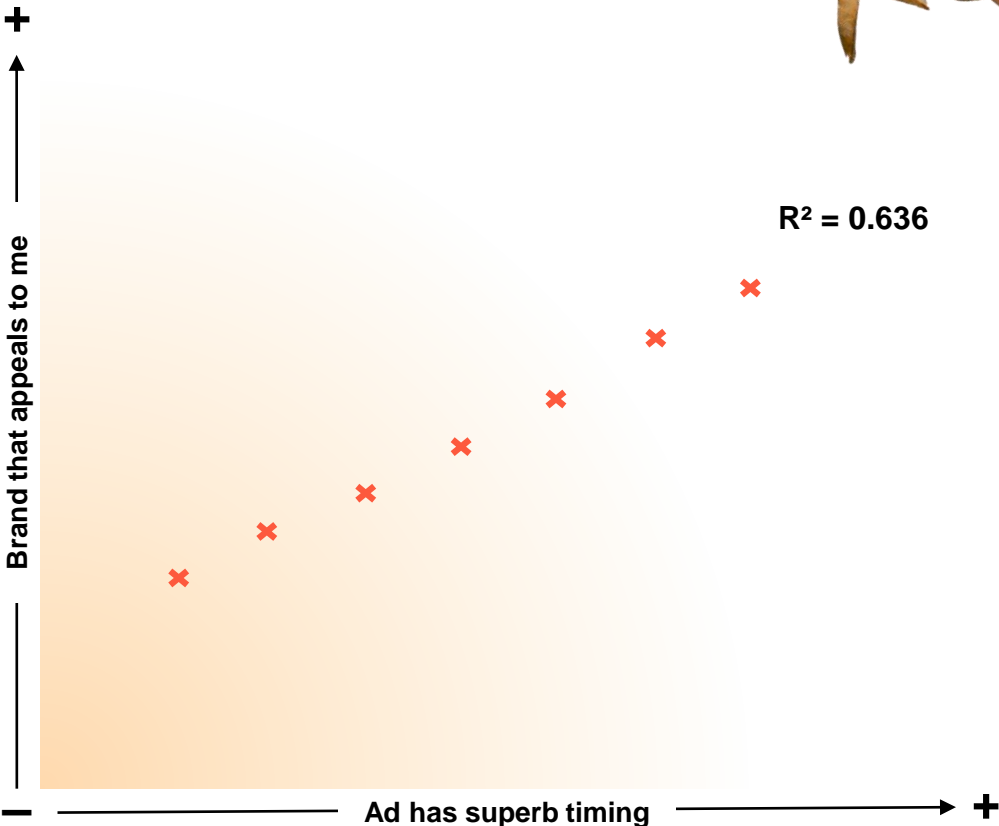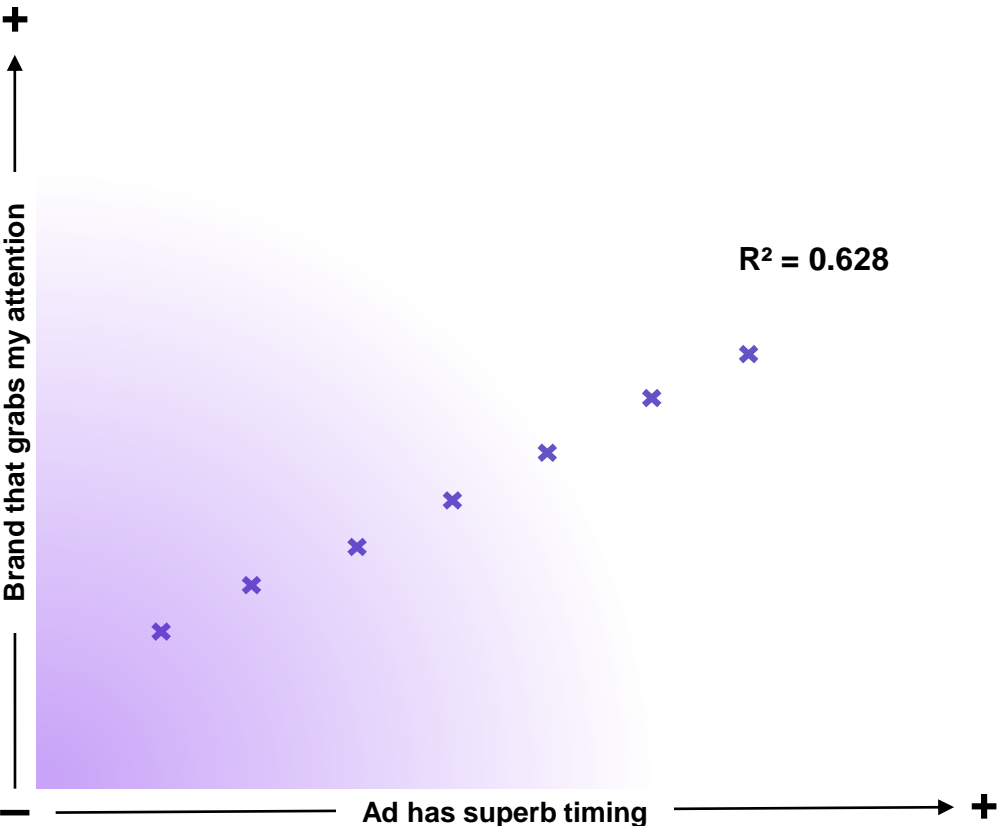
Left chart: Y-axis "Brand that grabs my attention", X-axis "Ad has superb timing", $R^2 = 0.628$

Right chart: Y-axis "Brand that appeals to me", X-axis "Ad has superb timing", $R^2 = 0.636$

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CAPITALIZE ON THE NOVELTY OF A NEW, PREMIUM AD FORMAT

With only half of viewers having seen in-game ads, brands have the unique opportunity to harness their distinct appeal

Past exposure to in-game ads
% selected

49%
seen an ad format like this before

In-game ads: n=1118
Q: Have you ever seen an ad like this before?

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IN SUMMARY

GOOD FOR VIEWERS, GOOD FOR ADVERTISERS, GOOD FOR PUBLISHERS

GOOD FOR VIEWERS

In-game ads offer viewers a way to enjoy the ad-supported games they love with fewer disruptions to gameplay.

GOOD FOR ADVERTISERS

In-game ads provide advertisers an effective additional touchpoint for connecting with engaged viewers in an immersive setting.

GOOD FOR PUBLISHERS

In-game ads create a new revenue stream for publishers, enabling monetization of the content while keeping audiences engaged.

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IMPLICATIONS

01 UNLOCKING BRANDING POTENTIAL

When targeting sports fans, consider in-game ads as an additional touchpoint. Leveraging these formats early allow brands to capitalize on their novelty, boosting awareness and creating lasting impressions.

02 COLLABORATE FOR TAILORED AD SUCCESS

Partner with the strategy team to identify key opportunities and customize in-game ads to match audience preferences.

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THANK YOU