Fast Breaks Sustain Impact

PROPELLER CUSTOM STUDY
% LIFT EXPOSED VS. CONTROL

Brand Opinion 28%
Brand Consideration 30%
Purchase Intent 32%

TV BRAND EFFECT
FAST BREAK ADS vs. SAME AD NORMS 20/21 SEASON TO DATE - A18-49 INDEX

106 Ad Memorability
111 Brand Memorability
117 Message Memorability
122 Likeability

Source: Propeller Insights FOX Custom Study, 4Q20, 25 measured brands, Exposed n=1886, Control n=5851, Top 2 box, Phoenix TV Brand Effect, 9/23/20-1/7/21, average vs. cable/broadcast norms (excl Fox), P18-49.