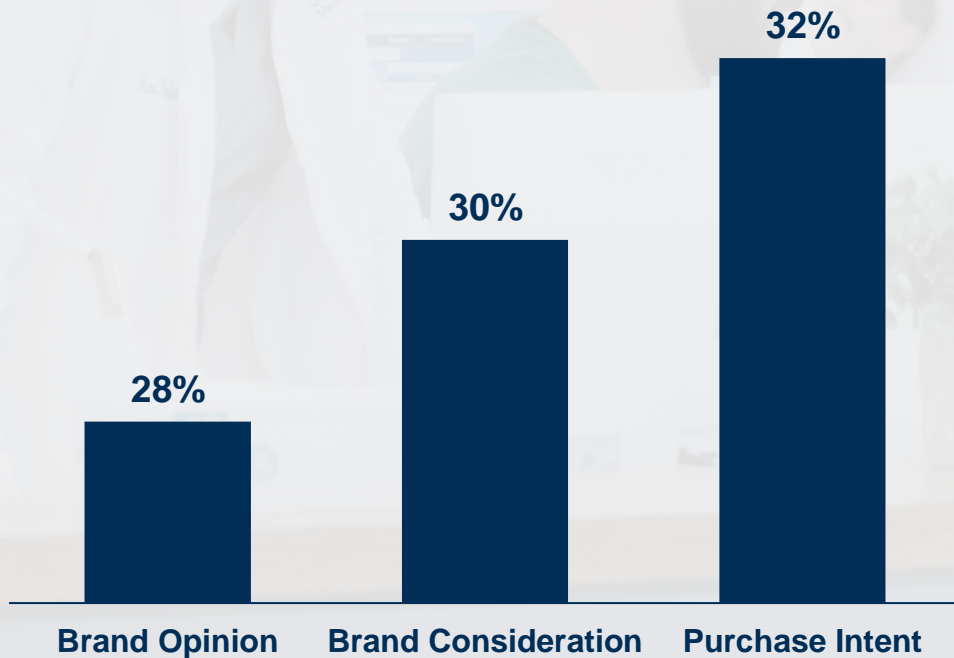


Fast Breaks Sustain Impact

PROPELLER CUSTOM STUDY

% LIFT EXPOSED VS. CONTROL



TV BRAND EFFECT

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

106

Ad Memorability

111

Brand Memorability

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Message Memorability

122

Likeability