

Branded Content Partnership Example: **The Roast of Mr. Peanut®** Streaming on Tubi



In addition to our award-winning Super Bowl LVII spot, Tubi partnered with Hormel Foods' Planters® Peanuts to bring the full Roast of Mr. Peanut® hosted by Jeff Ross to incremental streaming audiences.

With a 30-second teaser airing during the game, viewers then had the chance to watch the full 12-minute roast on Tubi.

Between the Super Bowl coverage, Tubi's own campaign placement, and two Tubi Total Takeover sponsorships, **The Roast of Mr. Peanut®** was featured prominently across the Tubi app reaching a highly engaged, incremental streaming audience.

