

dish media

OPTIMIZES REACH & FREQUENCY WITH AUDIENCE SUPPRESSION TACTICS

Maximizing ad impact by targeting light & medium TV viewers for a leading chicken QSR brand

Target: Adults 18-49

Campaign Flight: 12 weeks

Goal Frequency: 24 ads (avg. 2 per week)

dish + sling

Eliminates the waste associated with traditional linear TV

The Brand's Linear vs. Addressable Campaign Exposures

Incremental Light & Medium Viewing HHs Reached

+27%

1.2M Total HHs

Delivering Frequency Improvement

Light Viewing HH

+55%

Medium Viewing HH

+82%

Light & Medium Viewing HH

+73%