

Tubi Increases Brand Lift

AN ICONIC CPG BRAND PARTNERED WITH TUBI TO STAY TOP OF MIND. VALIDATED BY KANTAR, TUBI'S CAMPAIGN IMPROVED BRAND PERCEPTION AMONG BOTH LAPSED AND COMPETITIVE BUYERS.



MORE THAN TWICE THE KANTAR CPG SNACK VIDEO BENCHMARK

LAPSED CUSTOMERS



104% LIFT IN AD AWARENESS

22% LIFT IN BRAND AWARENESS

49% LIFT IN BRAND FAVORABILITY

47% LIFT IN PURCHASE CONSIDERATION