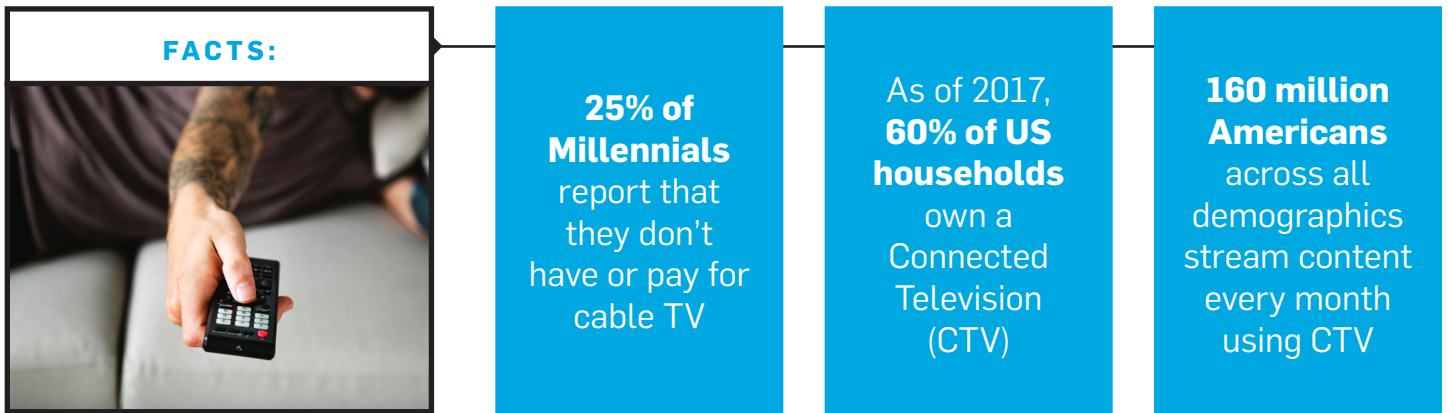


# PLUGGED IN: AD COUNCIL PLUGS INTO PLUTO TV TO REACH ENGAGED TV AUDIENCE.



## OUR CHALLENGE

As viewers continue to spend more time watching video content via CTVs and over-the-top (OTT) video services, the Ad Council knew it was an important place to target viewers and raise awareness on our issues. We needed to reach this engaged audience and also prove the value of OTT/CTV as a viable marketing opportunity for the Ad Council.

## OUR SOLUTION

The Ad Council partnered with Pluto TV to raise awareness and encourage action around four cornerstone campaigns: Wildfire Prevention, Ending Hunger, High School Equivalency and Food Waste Reduction. Pluto TV is an Internet-based TV platform owned by Viacom and the leading free OTT television service in America. Founded in 2013 and ad-supported, Pluto TV runs as an app on connected TV platforms, including Apple TV, Amazon Fire TV, Chromecast, and Roku.

Pluto TV generously donated the media and we were able to strategically target our core audiences across various content verticals.

The partnership was live for one month from June to July 2018. Non-skippable videos for each of the four selected campaigns ran during commercial breaks on Pluto TV to encourage high engagement and video completion. The Ad Council provided multiple pieces of creative for each initiative so that viewers could see a variety of content.

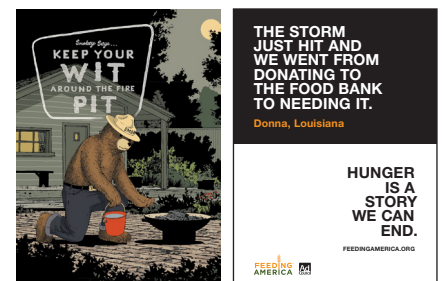
## OUR RESULTS

The Ad Council campaigns garnered a 97% video completion rate (VCR) for both CTV and desktop, an 89% VCR on mobile viewing. This was a huge success considering the industry average for online VCR is 65-75%. The higher VCR can be attributed to the fact that ads on Pluto TV are non-skippable so the only time viewers did not see the ad was if they changed channels. The Ad Council's longer 30-second creative performed slightly better than the 15-second creative, which is great considering we held their attention for double the time.

## PARTNERSHIP ELEMENTS

- During Pluto TV's commercial breaks, Ad Council ran 4 campaigns with different pieces of video creative
- Videos were non-skippable which increased exposure and engagement
- Partnership ran for 1 month, from June to July

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**AT A GLANCE:**

<b>2MM</b> total impressions delivered	<b>97%</b> overall Video Completion Rates
<b>93% CTV / 5% mobile / 2% desktop</b> audience distribution	