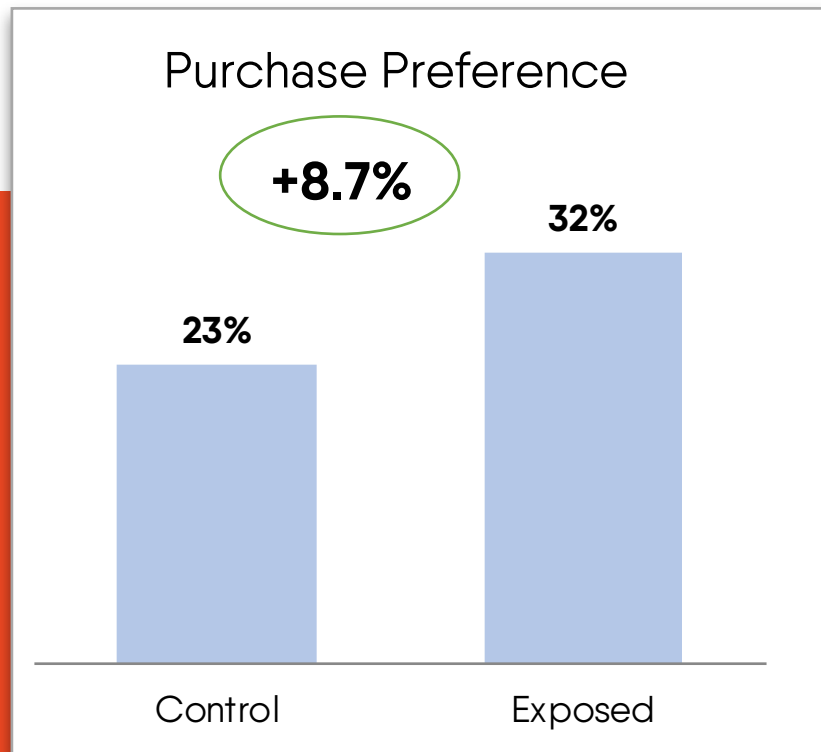


Case Study: Brand Lift Study For An OTC Medication

Objective:

Measure the effectiveness of a campaign on fuboTV to see the impact on brand outcomes including Consideration and Purchase Preference.



- fuboTV viewers exposed to the ad chose this brand over competitors' post exposure, driving a +9 point lift in Purchase Preference.
- fuboTV's performance in this campaign topped Kantar's Market Norm in Awareness, Favorability and Consideration.
- This advertiser performed on par with Aided Brand Awareness, Brand Favorability and Consideration.