



The Advertising Solution for the Streaming Age

MIRRIAD 2024 UPFRONTS PLAYBOOK



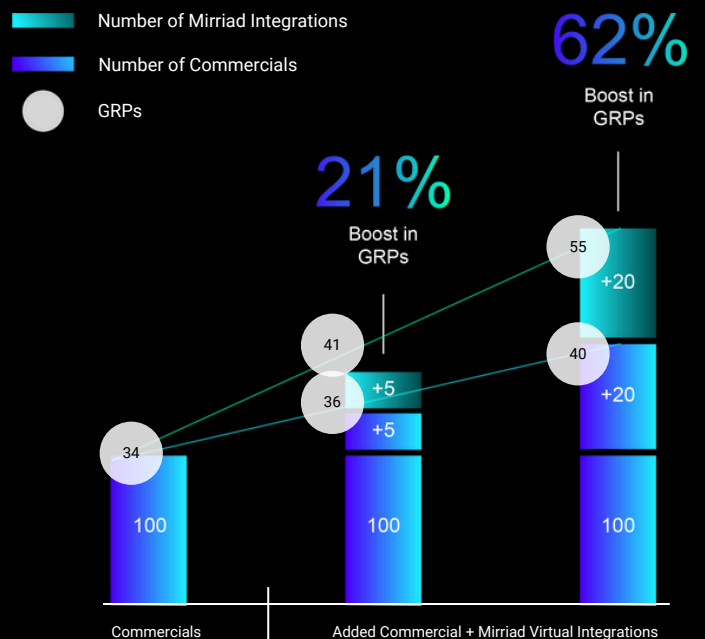
Leading networks will highlight **Mirriad's** virtual product placement (VPP) solutions in the 2024 upfronts.

Why should this matter to buyers? Combining VPP with commercials immediately improves campaign effectiveness, with significantly higher reach and strong lifts in Ad Awareness, Favorability, Consideration, and sales.

VPP: A SUPERIOR AD FORMAT

More GRPs, Less Frequency

VPP exponentially contributes to campaign performance with **incremental audience** when combined with commercials.

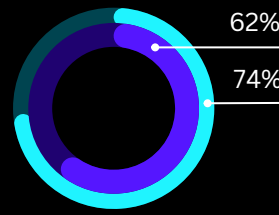


Ad Awareness, Likeability, Consumption & Sales

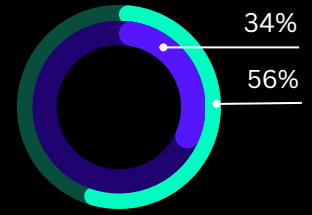
Leading to Increased Industry Adoption

VPP pushes KPIs to unprecedented levels with immediate effectiveness.

VPP Drives More Impact in Combination with Commercials



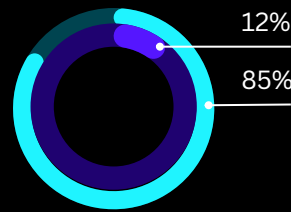
VPP increases Ad Awareness by 12 ppts



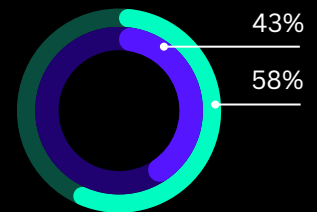
VPP increases Actual Consumption by 22 ppts

Commercials vs. Commercials + Mirriad Integrations

Preferred 7X Over Traditional Ad Formats, VPP Drives More Sales



85% of viewers like VPP compared to 12% who like traditional ad formats



VPP increases Actual Purchase by 15 ppts (Exposed Vs. Unexposed)

Boost Your Campaigns Now with VPP



Stay on the look out for opportunities to **supercharge ad performance** by adding Mirriad's virtual product placement to your media commitments in 2024.

[Learn More](#)