



Searchlight Feature



On Air



Online



On Demand

Fast Facts

- On demand users are active members of society who are more likely to have investments, attend sporting and theater events, dine out, purchase vehicles in the next year and more.

**Source: Scarborough Data, USA Plus, Strata*

Overview

A Feature is a customized two-to-30-minute video or series of videos that gives you the opportunity to reach digital cable subscribers by providing a persistent presence on television 24/7. Dedicated to specific products or services, Features are placed in the appropriate category under Searchlight, Comcast Spotlight's On Demand advertising platform, where interested viewers can actively and easily find you.



Benefits

- Balance your brand awareness goals by having a more in-depth 'conversation' with a qualified, engaged audience.
- Create a persistent advertising presence with customers by providing relevant product and service information around the clock.
- Reach a more qualified audience who has an inherent interest in your products, services or brand.
- Deepen relationships with your audience by engaging and connecting with them in a longer format.
- Escape clutter and engage consumers exclusively by placing your message in an environment where they control which messages they watch.
- Increase ROI with an extended brand presence that will lead to more selling opportunities with qualified buyers who are further along in the purchasing cycle.

Features

An on air schedule includes:

- Branded navigational units (BNUs) – your traditional :30 spot inclusive of a tag that drives traffic to your Feature area.
- Enhanced messaging that takes your on-air campaign and extends it on demand.
- The opportunity to reach interested and qualified consumers on their own schedule.

Comcast
SPOTLIGHT.

For more information visit www.comcastspotlight.com