



# Searchlight Showcase



On Air



Online



On Demand

## Fast Facts

- 28.3% of on demand users have annual household incomes greater than \$100,000.
- 51.2% have children under 18 in the home.
- 66% own their homes.

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

## Overview

A Showcase is an innovative, long-form advertising medium that gives you your own dedicated on demand channel where you can promote your products or services. This branded destination lets you control all of the programming including up to 30 minutes of compelling content broken down into multiple video segments or as a single video. By creating an informative and entertaining environment, exclusively devoted to your brand, you can engage viewers with enhanced messaging. A Showcase stands apart as an advertiser owned-and-named location where you can highlight specific products and services with appeal to relevant demographic target groups.



## Benefits

- Separate yourself from the pack with a channel that is solely dedicated to your business.
- Enhance your message delivery with up to thirty minutes of compelling content about your brand.
- Maintain a persistent advertising presence with relevant product and service information available 24/7 to digital cable customers.
- Reach a more qualified audience by addressing those consumers who have an inherent interest in your products, services or brand.
- Strengthen relationships and establish customer loyalty by connecting with users over a longer period of time.
- Escape clutter and interact with customers who decide which messages they watch.
- Increase ROI with an extended brand presence that will lead to more selling opportunities with a qualified buyer who is further along in the purchasing cycle.

## Features

**A Showcase offers you:**

- The opportunity to create a series of videos that tell a truly compelling story to interested, qualified consumers.
- Your own folder location where your custom content lives.
- An on-air schedule that can include branded navigational units (BNUs) — your traditional :30 spot inclusive of a tag that drives traffic to your Showcase area.



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