



CREATING ADS FOR STREAMING TV

A Video Advertising Playbook

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Playbook Overview

It's more than a generation,
it's a behavior.

Streaming TV is home to a fast-growing and actively-engaged audience we like to call "**Generation Stream.**" Advertising on Streaming TV presents an opportunity to put your brand in front of these captive viewers—yes, in the comfort of their living rooms—and get the word out about your business in a major way.

There's sometimes a lingering mis-conception that breaking into TV is hard, cost prohibitive, and reserved for the advertising giants of the world. We want to set the record straight. Hulu's self-service solution has made advertising on Streaming TV a viable and effective way to expand your reach and stand out. And the best way to stand out?

With *great* ads, of course—which are also far easier to make than ever before. New models are connecting businesses of all sizes to prime-time creative resources, offering top-shelf creativity at accessible costs.

This playbook will walk you through how to make the most of Streaming TV advertising. We'll explore the role of video marketing and show you how to produce memorable ads that have real staying power. And when you hit that last page, you'll be ready to start creating ads that move the needle for your business. Now that's something we can all get excited about.

HAPPY CREATING!

 SECTION 1

Why Video Marketing?

Why does video advertising work?

Because it connects

It's not hard to convince business owners—or anyone, really—about the power of video. Because we all know from our own experiences, every day, just how much it shapes our lives. It's the language of today's culture. It's how we watch and share sports, entertainment, politics, lifestyle... you name it. We also know it's the form of storytelling that's the most memorable — and, by far, the most emotionally powerful way to captivate and connect with people.

The good news for marketers is that video is extremely efficient. Whatever service or product you offer, there's nothing that can show customers how it works—and what it's all about—with more impact per second than a great video. Human beings are visual creatures, which is why we're so often glued to our screens in the first place. Video advertising gives you the perfect opportunity to get on that screen and tell your story.



Video advertising and streaming: why they work so well together

Streaming TV combines the best of the digital and traditional TV experience. With streaming, people tune in with intention, actively seeking out and selecting the content they're watching, and choosing the time and context for their ideal viewing experience—making them a very captive audience.

For advertisers, streaming operates at the intersection of entertainment and technology, offering the perfect mix of the premium TV environment—filled with high-quality content—and the targeting and measurement characteristics of digital advertising. Streaming TV also reaches the unreachable: the “cord-cutters” and “cord-nevers” (those who have canceled their cable packages or have never had a traditional cable bundle) who represent over a third (38%) of the population. That's approximately 49 million US households. (Source: eMarketer, February 2020)

For *both* viewers and advertisers, streaming offers a new touchpoint. It's a point of contact where a viewer has chosen specific programming from a wide array of choices, and an advertiser has similarly sought out *just* the right audience to connect with. These factors make streaming a conducive environment for building a *lasting* relationship.

Generation Stream. Who are they?

▶ MEDIAN INCOME

\$77K Streamer **\$64K** Non-streamer

▶ COLLEGE DEGREE

33% Streamer **29%** Non-streamer

▶ PARENT

35% Streamer **14%** Non-streamer

▶ “I'm always one of the first of my friends to try new products or services”

35% Streamer **28%** Non-streamer

Source: MRI 2020 February Cord Evolution Study,
Base: Total Audience.



Glossary

Terms you should know before digging in

OTT (Over-the-Top)

An all-inclusive term referring to the delivery of Streaming TV or VOD (video on demand) content over the Internet without requiring a cable or satellite TV subscription—one where a set-top box would be normally required to access that content.

Linear TV

The traditional medium that requires viewers to tune in on their television at a particular time to watch scheduled programming.

CPM (Cost per Thousand)

The cost of advertising expressed in terms of the dollars needed to reach one thousand viewers with an ad.

KPI (Key Performance Indicator)

A measurement that reflects the success of a given effort. For video advertising, KPI's can include things like total impressions and customer acquisition cost.

CTA (Call to Action)

A crucial element of a great ad, this is a statement that asks or encourages viewers to take a specific action (e.g. learn more or buy now).

SECTION 2

The Marketing Funnel: A Map for Your Objectives

All the world's a stage...

The idea of a “marketing funnel” provides a great mental-model for building campaigns that move audiences through graduated stages of increasing awareness and consideration for your brand. A good marketing funnel will graphically plot a customer’s journey, moving from initial awareness, to consideration, to

eventual conversion. At each stage of this journey, you want to reach your customer with a strategic mix of content to establish and reinforce your messaging. That mix might include social media, podcasts, search ads, radio ads, out-of-home ads (think: billboards), email, display ads, and of course, video.



TIP:

The most effective video advertising campaigns deliver a unique message or creative execution at each stage of the customer’s journey with your brand. Think about how this comes into play across platforms. For example, if you’re running a top-of-the-funnel brand awareness ad on Streaming TV, consider how you might augment it with a bottom-of-the-funnel direct response ad targeting the same audience.

The Marketing Funnel

AWARENESS STAGE

What is it:

At this stage, your audience has a need state, and they're made aware of your brand or product as a potential solution.

Why it matters:

Awareness ads are key to establishing your brand as a viable choice with new consumers. They create recognition, reveal your personality, and foster trust.

What does it look like:

Awareness ads are usually attention-grabbing, emotional, or entertaining, and they prominently feature your logo or brand name.

CONSIDERATION STAGE

What is it:

At this stage, consumers are primed to receive more informative content about your unique product or service.

Why it matters:

Consideration ads set you apart at the point when consumers start to compare you to your competitors.

What does it look like:

Consideration ads should highlight your product and encourage viewers to learn more about how it can help them.

CONVERSION STAGE

What is it:

At this stage, consumers are ready to make a decision: buy, sign-up, visit the store.

Why it matters:

Conversion ads help encourage immediate action, can pull people across the finish line, and may even lead to additional purchases (now that they're in the buying mood).

What does it look like:

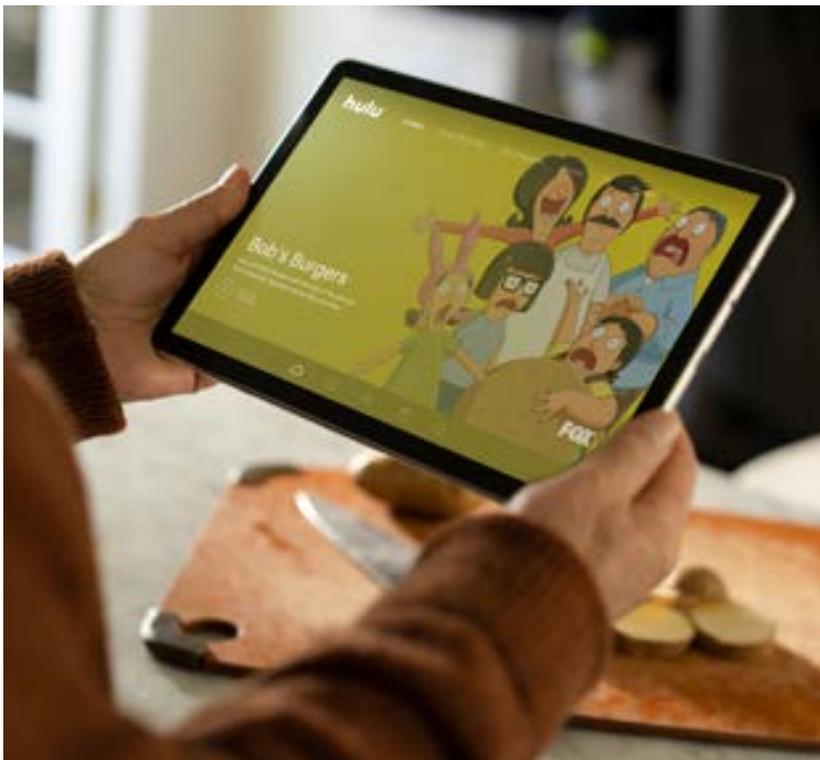
Conversion ads have a clear call to action and may offer a deal, discount, time-limited promotion, or other incentive to inspire action.

 SECTION 3

Making Your Creative Memorable

Achieving sticking power

One of the hallmarks of a great ad is sticking power. Truly memorable videos can last for generations—you know the ones we’re talking about. Here’s how to make ads for Streaming TV that have real staying power:



PICK YOUR PURPOSE

Zero in on a distinct goal and focus on a single message, product feature, or punchline. Too many messages and you’ll dilute the effectiveness of your ad. Remember, the likelihood of your ad being memorable or shareable decreases (dramatically) with each new “key message.” So stay focused!

ASK, “WHY WILL PEOPLE CARE ABOUT THIS?”

Question yourself honestly regarding WHY people will care about your ad and work backwards to design it so your execution answers that question clearly. Is it topical? Relatable? Remarkable? The key to answering this question is putting yourself squarely in your *customer’s* shoes.

TELL A STORY

Emotional, authentic storytelling builds brand equity and helps you make lasting connections with viewers. Capture attention with a compelling narrative that’s unique to your brand and fitting for the audience you’re seeking.



With streaming, you're meeting people in an environment where great storytelling is expected. If your ad takes them on a journey that doesn't feel jarring in the context of their favorite movie or show, you're more likely to win their favor. Telling a relatable story also helps viewers understand, more deeply and intuitively, how your brand fits into their lifestyle.

DESIGN FOR YOUR TARGET AUDIENCE

Consider who you're trying to reach and the kinds of themes, images, and messages they prefer. Then tailor your message to appeal to their aesthetics and values. If you're advertising to a tech-savvy audience and you're a company with a mobile app, showcase it in your creative. If you're advertising to Gen Z or Millennials, lean into aspirational content and show how your product or service can enhance their lifestyle. Advertise smartly by focusing on your audience's state of mind and their informational needs.

SHOW YOUR PERSONALITY (AND CONSIDER THE COMPETITION)

Take a step back and think about your personality as a company. How does the way you act — the things you say and show — distinguish your brand from everything else viewers are seeing? As a helpful exercise, ask yourself: if your brand were a celebrity, who would it be? Are you funny, straightforward, quirky, sarcastic? Know your voice and be true to it.

CONSIDER THE PLATFORM

Think of the mind-state of the viewer of Streaming TV. She will be expecting high-quality ads to match the high-quality content she is consuming. Repurposing ads initially created for social channels might not be putting your best foot forward on Streaming TV. A study Hulu conducted with MediaScience (MediaScience, Social Ads on Hulu, 2020) found that, on Streaming TV, standard TV-quality video ads better held viewers' attention and resulted in higher retention of both the ad and the brand. Viewers who experienced more traditional TV ads also reported higher program enjoyment than those who experienced social ads on Streaming TV. However, if you have existing social ads, they may be able to work on Streaming TV if your goals are more focused on purchase intent. But remember, all ads that run on Hulu, whether created for traditional TV or social, would need to be reviewed for technical and creative suitability.

Executing great ads

As fun as it is to prepare and plan, actually *making* your ad come to life is where the thrills really begin. Here are some time-tested techniques to bear in mind as the rubber hits the road.



THE RUNDOWN ON RUNTIME

Give yourself enough time to tell your story, but no more. Conciseness is always a virtue. When your runtime is locked, consider these factors:

▶ 15-Second Ads

- Top performing 15s ads are 12X more likely to have branding in every frame and feature branding in the first 3 seconds.
- 15s ads may be more likely to be successful when they're humorous. Funny content typically captures and holds attention, which is important when communicating messaging in a shorter time frame. So bring the humor, fast.

▶ 30-Second Ads

- With a 30s ad, you have more time to integrate branding, so you can let your story develop and assert your brand's presence at the right moment.
- Longer ads are better when you have more information to convey, especially for newer brands. This format also allows more time to powerfully and specifically assert your differences.

Source: Kantar, 2020

OPEN WITH IMPACT

You've only got seconds to *really* hook viewers. If you don't, you'll lose them to their phones or friends. Open your ad with impact and plunge into the action. Avoid still imagery, rough animations, or "slideshow creative" that belongs in a PowerPoint presentation. Don't settle for aesthetics that immediately place your brand in a lower tier when your ad starts rolling. Find a look you *really* like, then map out how you will achieve it.

ESTABLISH YOUR BRAND AND PULL IT THROUGH

Especially for shorter ads, consider beginning and ending with your brand and using your logo or name as the first "branding moment." Try not to rely solely on product shots, as they can be difficult for viewers to visually parse. A fact worth pondering, and acting on: 63% of top performing campaigns from emerging brands on Hulu had the first branding moment within 0s of the ad beginning. (Source: Kantar, 2020)

Once you've established your branding, do your best to be consistent. Use a defined color palette, composition, and video style across your content. Think about how the giants have done this over the years. There's a reason you can see "Coca-Cola red" and "Pepsi blue" in your mind's eye...

BRING THE HUMANITY

A human presence, whether on-screen or doing voice-over, makes ads more relatable and memorable. When you're working through casting, remember that the people you put on screen will be strongly identified with your brand. Do you

like them? Would they be a good hang? Look at what major insurance companies have done over the past decade to "personify" their brands with humor. One of the least popular business categories has become one of the most interesting and adored, almost invariably because of the characters in their ads.

TEXT (AND TALK) RESPONSIBLY

Consider using voice-over or text-driven graphics to communicate information about your brand and its value. Text on screen can effectively reinforce the memorability of your name and your message. When using text, make sure it clearly represents your company and the product being advertised. Text should be easy to read (think about font, spacing and color) and on screen long enough to be noticed and understood...otherwise, your viewers may get frustrated. It's a precise balancing act, but a great place to start is by identifying good examples from ads you like and distilling why you like them.

STICK THE LANDING

When all is said and done, you'll want to leave viewers with a strong, brand-specific call to action (CTA), allowing enough time for it to sink in. Be very clear on what you want the audience to do and drive them to a specific location (place of purchase, phone number, website) to do it.

Show and say your CTA's, including it on screen with a well-designed end-card and, whenever possible, driving it all home with a crisp voice-over.



 SECTION 4

Production 101

Producing an ad for Streaming TV is not the same as producing for social. Usually, it's a bit more involved and, technically speaking, it requires different considerations. The fact is, ads that look good on your phone, won't necessarily look good on your living room TV. Here's what you need to know to successfully produce and deliver high-quality Streaming TV ads.

The brief on good creative briefs

It's a well-known and widely-shared secret among creative workers that one of the biggest variables in the attractiveness of creative work is...the work itself. Just as famous actors will work for less on a project they adore, great creators will step forward on projects that hold creative promise. Your brief, essentially an outline that details your creative need, should do two jobs as concisely as possible. First, it should frame your project up in a way that gets you what you want. Second: It should get great creatives excited. Because more than anything else: that's what *they* want.

Think of it this way: Use your brief to build a frame for your ad, but let your creative team paint the picture. Here's how to structure your brief to get all that excitement down on paper:



DEFINE YOUR OBJECTIVE

Is your goal awareness, consideration, or conversion? And what do you want your consumer to know, feel, or do after seeing your ad?



DEFINE YOUR SPECIFIC CREATIVE NEED

What type of video are you looking for and where will it live? e.g. a 30-second ad for Hulu.



IDENTIFY ONE KEY MESSAGE

What is the *one* thing you want the audience to remember? If you identify four or five messages here, you will likely connect on 0.0 of them!



IDENTIFY EXECUTIONAL MANDATORIES

Be specific up front about any content that simply *must* be included in your ad and provide any relevant assets (e.g. tagline, logo, graphic, website, or brand color). Like messages, mandatories should be kept to a minimum.



CLEARLY CONVEY THE TONE YOU'RE AFTER

Tone is subtle, so share video examples that strike the tone you like, or share existing brand assets and copy that get it right. Providing examples can also help clearly illustrate qualities you want to avoid. If you direct the creative team's attention to distinct elements like visual design, color, energy, pacing, music, or tone, they should be able to distill what you're after. That's the creative's native language, after all.



INCLUDE REFERENCES TO YOUR COMPETITION

Here is another place where your experience and perspective in your industry is invaluable. What are competitors doing that you like? And what do you want to expressly avoid? If you have a somewhat similar message to deliver, how, exactly, will yours be different? Be as specific as you can here.



IDENTIFY AND ITEMIZE EVERY DELIVERABLE

Talk to media partners about format and technical specifications to inform this section. Also think about alternate versions or assets you may need now or later (videos, stills, GIFs) and include formats and specs.



SPECIFY YOUR TIMELINE AND BUDGET

Creatives work just like everybody else, and they will love you if you provide a very clear project timeline and a crystal-clear budget. More on both soon.

How to choose the right creative partner

Whether you're striking out on your own, or working with a creative platform or agency, you'll inevitably find yourself reviewing pitches. When evaluating these pitches, you'll want to bear in mind three crucial questions:

TIP:

When evaluating past work, ask what the budgets were for each project so you have a point of reference.

01.

IS THIS A CAPABLE, PROFESSIONAL CREATIVE PARTNER?

If their pitch suggests "no," move on. Past work should be included in all pitches, and it should show mastery of the essentials: lighting, sound, color, camera movement, and editing. Beyond these foundational skills, see if you can discern whether the creative team is able to get uniformly strong performances out of its actors. And if you're offered a narrative sample, does it tell a good story? If it's comedy, is it truly funny?

02.

WHAT IS THEIR VISION FOR THIS PROJECT?

Once you've identified a quality candidate, look at the supporting materials included in their pitch. Does your message come through? And do you have a clear understanding of their vision and what they intend to deliver? If you don't, even in the early stages, your viewer may not understand your ad when the work's all done.

03.

DO THEY UNDERSTAND AND CARE ABOUT YOUR BUSINESS?

If a candidate doesn't show you they get what your brand is all about, keep looking. All creatives look to connect with their audiences, so you'll want to work with the ones who understand that your brand is going to define the essence of that connection.

Setting Your Budget

Budget doesn't define quality and great ads can come at any price point. Budgets are about complexity. But simplicity is not a bad thing. Have no doubt, you *can* create simple, cost-efficient and effective ads. As you plan your budget, here are some specific drivers of cost you'll want to bear in mind:

- Number of locations
- Number of deliverables and versions
- Number of featured actors versus background actors
- The incorporation of animation or motion graphics. *Note that a high-quality ad can be graphic-driven or graphic-only. Depending on the animation style, this can be a great cost-saving option.*
- The incorporation of special effects or 3D animation

How often should you create new ads?

Your best bet is to focus on quality rather than quantity. Establishing and maintaining a consistent quality and tone across your ads is the first giant step for building brand awareness. Make a great ad or campaign and the results will tell you how long to run with it. Why mess with success?

Building a Timeline

QUICK PROJECTS

A simple creative execution with a clearly defined objective and streamlined approvals can be accomplished in as little as six weeks. Tighter than that...and you may be sawing the branch you're sitting on. That six-week sprint usually runs like this:

Pre-production: 2 weeks
 Production: 2 weeks
 Post & Delivery: 2 weeks

COMPLEX PROJECTS

For more complex projects with factors like multiple locations, actors, on-screen graphics, and versioning, you'll want to put some space in the schedule. People and processes take time. Think more along the lines of 10-12 weeks.

Pre-production: 3-4 weeks
 Production: 4 weeks
 Post & Delivery: 3-4 weeks

IS SHORTER FASTER?

There isn't a substantial difference in production time between a 15- and 30-second ad. The complexity of the concept is going to determine your timeline.

The Animation Option

Animation can be a really effective way to convey your message. Like live-action, high-quality animated ads vary in complexity, ranging from simple motion graphics to intricate 3D animation. If you choose to go the animation route, here are a few additional considerations:

MOTION GRAPHICS

Typically this style will incorporate text with shapes, lines, graphs, and simple illustrations. This is the least expensive and simplest type of animation, but a skilled motion graphics artist can work wonders.

2D ANIMATION

2D opens up the palette considerably and can include fully animated characters, environments, and actions. Good 2D can move into the moderately expensive category, but your cost will depend on the artist and the 2D style they employ.

3D ANIMATION

Colorful and dynamic, 3D requires more time, more experienced animators, and more money. The results can be pretty epic, though. (Just ask the folks who started Pixar!)

STOP MOTION ANIMATION

Stop motion is a greatly beloved technique, but it's time consuming. It's only moderately expensive, however. If using stop motion, you'll want to plan carefully, as it isn't a medium that makes changes easy.

QUICK TIP: For more involved styles, consider starting with an animatic. With animation, it can be much more costly to make changes in post-production. Budgeting for animatics (basically a detailed storyboard with a soundtrack) up front is a great way to avoid costly changes down the line.

TIP:

Budgeting for animatics up front is a great way to avoid costly changes down the line.

Hearing Voices?

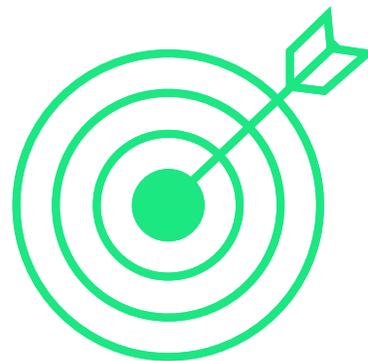
Whether you're working with animation or live action, you'll want to bear in mind that we all live (cue booming movie-promo voice) IN A WORLD...where voice talent can make all the difference. Great talent and execution can transform good content to great. But even the best script can wither with an unsteady read.

Finding the right voice can take anywhere from a few days to a couple weeks, especially if you need in-demand or specialized talent. Ask your creative partner for options, then put on your headphones and dig in. Ask, does this feel authentic or a little forced? If it's supposed to be funny, does it get there or fall flat?

Note that VO work can often be completed at any time: before, during, or even after, production.

Location Matters

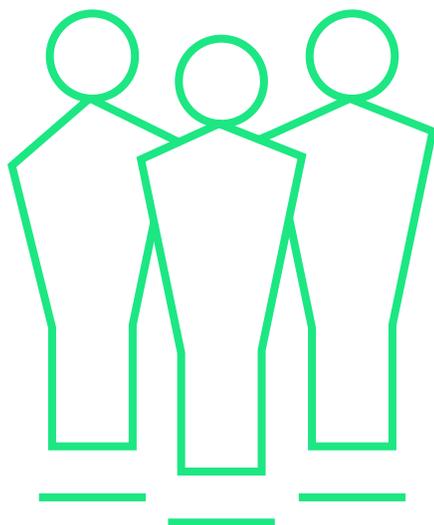
Each additional location you film, whether it's a country club or a parking lot, typically adds days to your shoot, and that can greatly affect your budget. Consider whether a single location can pass for many — rest assured, all the old Hollywood producers did this! An open concept dining room can double as a living room, a bedroom, a kitchen...even a restaurant. It's much easier to move furniture, lights, and set decorations than it is to move your whole crew and set up in a new location. Also note that interior locations offer more control and limit potential complications like weather, lighting, sound, and passers-by.



When You Need ‘em, You’ll Know: Specialty Crew

If you’ve ever wondered why the cheeseburgers on Monday Night Football commercials look about 1000% better than the last one you ordered at the drive-through, you’ve been exposed to the work of food stylists. Similarly, perfect hair, hands, skin, pizza slices, frosty beer mugs, and cocktails don’t just happen. And neither do perfect pants, skirts, sweaters, shoes, or ties.

If your product needs special photographic treatment — or as actors might say, “a few hours in the chair” — make sure you line up the specialty crew you need. Make every beer-bubble count!



The Final Push: Post-Production

You’ve got all the footage. You’ve got the rough cut. You know you have a game-changer on your hands, but... you’re not across the goal line just yet. The finishing touches need to be applied for your team to call it a wrap. Here’s how to make sure you put all the points on the board.

MUSIC

Plan ahead for this part. When you select your creative partner, ask where they plan to source their music and what music libraries they have access to. Music is available at all price points (starting with stock music at the lower end), so collaborate with your team to find the option that will work best for you. Also, work with your creative partner to make sure there aren’t any usage restrictions on the tracks you choose that might conflict with your media plan.

GRAPHICS

Unless your ad is driven by motion graphics, your graphics will typically be handled *after* the video has been shot. But make sure you share existing brand assets and any required graphics up front so your creative team can plan ahead. If a chart needs to be included in your ad, they may have to frame a shot differently to ensure it will be clearly visible in the finished product.

SECTION 5

Making a Big Impression on Hulu

Hulu is the perfect backdrop for businesses of all sizes to reach and engage the right consumers. The number of ad-supported viewers on Hulu continues to grow rapidly, and they're spending increasingly more time on the platform. For advertisers, this unstoppable growth is worth paying attention to.

More than 1-in-3 households with Streaming TV use Hulu. And of its 89 million total ad-supported unique viewers, 47% are cordless. That's 41 million "cord-cutters" and "cord-nevers" you wouldn't be able to connect with through traditional TV advertising. Hulu's self-service solution not only puts you in front of that audience, but also removes the barriers that, up to now, may have made it hard for you to play in the TV space.

Hulu has an audience that is ready to watch and listen to what your brand has to say, and now is the time to get in front of them.

Source: Comscore Total Audience Report Ad Supported Uniques 6 Month Average Dec 2019 – May 2020, Custom research conducted for Hulu by Comscore. Cordless – 2020 Feb Cord Evolution Study, Hulu (Hulu's ad-supported plan). Generation Stream - Culture Co Op, April 2020. Median Age – Hulu Internal Portal, Q1 2020.

89M

AD-SUPPORTED
UNIQUE VIEWERS

>80%

OF HULU SUBSCRIBERS
RECOMMEND BRANDS
TO FRIENDS

NEARLY

2/3

OF HULU SUBSCRIBERS
HAVE SAID THAT
THEY ACTUALLY LIKE
ADVERTISEMENTS

33

MEDIAN
VIEWER AGE

The Hulu Checklists

Hulu is a premium content destination and a brand-safe environment. That means you can rest easy knowing your ad won't run alongside content you wouldn't want to be associated with. For advertisers, this means all ads you submit to Hulu need to meet certain standards. On top of protecting your brand, these standards help protect and maintain a quality experience for the viewers. This kind of thoughtful oversight is what makes a premium platform, well, premium.

Use these checklists to guide your content creation and you should be good to go!



THE SUBMISSION CHECKLIST

Your ad must meet all the following criteria to be approved by Hulu. Make sure your ad checks all of the below requirements before submitting your final assets.

- First and foremost, does your ad meet all of Hulu's [tech specs](#)?
- Does your ad comply with Hulu's [Advertising Policies](#)?
- Does all copy clearly represent your company and the product being advertised, and is text noticeable (think about font, spacing and color) and on screen long enough to be understood?
- Is your ad motion graphics and/or video based? Avoid still imagery and PowerPoint-style animations or slideshow creative.
- Are your graphics well integrated? Avoid jarring and/or incomplete graphics.
- Make sure your ad doesn't imply or require interactivity. This means no buttons and no simulated error messages.
- Does all of the action or text sit squarely within the [title-safe and action-safe boundaries](#)?

THE CREATIVE CHECKLIST

Try to hit as many items on this checklist as possible to make sure you're clicking on all cylinders:

- Do you open with impact to hook your viewers?
- Does your ad start and end with your brand name or logo?
- Does your ad have a clear, singular message?
- Are you telling a compelling story that is unique to your brand?
- Is your creative tailored to your audience and their values?
- Does your brand personality come through?
- Do you have a mix of text on screen and VO to reinforce your message?
- Do you end with a clear call to action (on screen for at least 3 seconds)?
- Nice to have: Does your ad make a clever nod to the streaming viewer and their environment or preferences?

ARE YOU READY TO ROLL?

There's little doubt the TV advertising landscape has changed dramatically over the past decade, but one of the most exciting developments has been the rise in opportunities for businesses of all sizes to exercise creativity. The barriers to entry have been lifted, and the Hulu audience is ready for you. Let's get creative!

Looking For a Creative Partner?

Check out Hulu's curated list of creative partners that work with businesses of all sizes to develop awesome ads.

About the Authors

ABOUT HULU

Hulu is the leading premium streaming service offering live and on-demand TV and movies, with and without commercials, both in and outside the home. Launched in 2008, Hulu is the only service that gives viewers instant access to current shows from every major U.S. broadcast network; libraries of hit TV series and films; and acclaimed Hulu Originals like Emmy® and Golden Globe® Award-winning series *The Handmaid's Tale* and *The Act*, Peabody and Golden Globe Award-winning series *Ramy*, Emmy Award-nominated series including *The Looming Tower*, *Catch-22*, *Castle Rock*, and *Pen15* alongside hit series *Marvel's Runaways*, *Dollface*, *Shrill* and *Oscar®* and Emmy-nominated documentary film *Minding the Gap*. The service also streams live news, entertainment and sports from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Discovery Networks – available all in one place. Recent hit Hulu Originals include *Little Fires Everywhere* from Reese Witherspoon and Kerry

Washington, the TV adaptation of best-selling novel *Normal People* and comedy series *The Great*. Upcoming Original releases include *The Dropout* based on the ABC News investigative podcast and starring Kate McKinnon and the book to screen adaptation of *Nine Perfect Strangers* starring Nicole Kidman and Melissa McCarthy.

ABOUT TONGAL

Tongal is the ultimate platform for content creation that gives networks, studios, and brands access to a global community of creators to simplify and scale content development. The company connects the best and brightest creative talent to opportunities in a virtual online production studio that facilitates remote work and collaboration. Tongal's product and technology power the entire creative process end to end to bring undiscovered, great ideas to life through branded content, original content and advertising made on the Tongal platform. Tongal is backed by Endeavor and Insight Partners.

TONGAL™ | **hulu**

HAPPY CREATING!