

# Surround Your Brand with the “PBS Halo Effect”



PBS content is trusted — and that trust extends to our national corporate sponsors. Reach new audiences in a brand safe environment when you sponsor a PBS series.

With online programmatic advertising, your brand message may be served alongside unsuitable content, causing audiences to develop a negative association with your company. With PBS, we ensure your brand message will run alongside high quality, respected content. This positive association with PBS’s content — in the uncluttered PBS sponsor environment — results in a higher preference to purchase from a PBS corporate sponsor, which we like to call the “PBS Halo Effect.”

## A PBS national corporate sponsorship helps your brand:



### Earn respect by aligning with PBS content

**69% of PBS viewers say they respect brands because of their support of PBS**

PBS has been ranked the #1 most-trusted media institution (beating all broadcast and cable television networks, streaming services & newspapers) for 19 years in a row. This long-running trust has been built up over decades, making PBS viewers loyal, grateful and engaged with PBS — and with their corporate sponsors.



### Gain positive brand association from consumers

**66% of PBS viewers say they feel more positive about companies that support PBS**

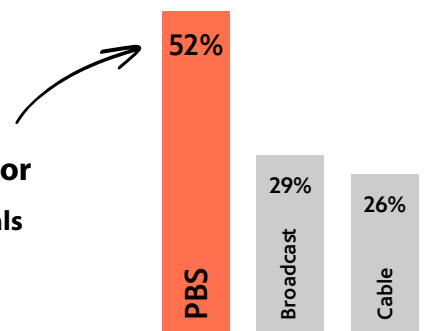
PBS viewers understand that their favorite programs are made possible because of the support of PBS corporate sponsors.



### Increase purchase preference with a PBS corporate sponsorship

**52% of PBS viewers prefer to buy from a PBS sponsor**

**That’s nearly 2X higher than how viewers feel about commercials they see on broadcast and cable networks!** This trust & positive brand association results in a preference to purchase.



Source: KANTAR Media/SGPTV Viewer Attitudes & Behaviors Study, April 27–May 16, 2020

To learn more about the “PBS Halo Effect” and how a national corporate sponsorship of one of PBS’s leading series can lift your brand — and increase your bottom line — contact us.

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