

Hulu Debuts “Better Ruins Everything” Ad Campaign During The 2018 Emmy® Awards

First commercial from new national brand campaign has already drawn

more than 20 million views within first 24 hours

SANTA MONICA, CA (September 18, 2018) – On the heels of announcing it has surpassed one million Hulu with Live TV subscribers, Hulu unveiled the first ad from its new “Better Ruins Everything” national brand campaign, starring many of today’s biggest names in TV and sports. The national launch spot, which broke online and on social media this weekend, aired for the first time during the Emmy Awards Red Carpet pre-show and again during the 70th Annual Primetime Emmy Awards. Since its debut, the ad has already drawn more than 20 million views across Hulu’s social media and digital platforms and helped increase social mentions of the premium streaming service by 51% compared to the prior day. “Hulu is growing faster than ever, so we’re evolving our brand to embrace the bold, rebel spirit and deep love for TV that has fueled our success,” said Hulu Chief Marketing Officer, Kelly Campbell. “With this new campaign, we’re inviting TV fans everywhere to re-discover all that Hulu now has to offer - tons of shows and movies, exclusive originals and live TV, all in one place.” The 60-second commercial features a celebrity cast that represents Hulu’s diverse offering of hit TV series and films, Hulu Originals and live sports. Real-life couple Sofia Vergara and Joe Manganiello, sports superstars James Harden and Jared Goff, Hulu favorites Samira Wiley and Sarah Silverman, comedian Ramy Youssef and fan favorite Miles Brown are each featured in mini stories woven together to prove that once you experience a better way to do something - like watch TV on Hulu, fly first class or add bacon to your favorite burger - there’s no going back. “Nothing beats working with your husband, especially when it’s Joe Manganiello,” said actress Sofia Vergara. “Hulu has all the shows and sports we love to watch.” The carefully tailored “Better Ruins Everything” campaign was developed in tandem with Hulu’s new agency of record, Big Family Table, and supports Hulu’s full suite of live and on-demand streaming TV plans. The integrated campaign runs through the end of the year and includes digital video, online banners, out of home billboards in select markets including New York, Los Angeles, Philadelphia, Dallas and Chicago and social media efforts. Additionally, 15 and 30-second national TV spots starring James Harden, Sarah Silverman, Miles Brown as well as Sofia Vergara and Joe Manganiello will begin airing this week. “I’m so proud to be a part of the Hulu family and was excited when they asked me to join their new brand campaign,” said Emmy Award Winner Samira Wiley. “I only wish I had that same helicopter ride to the Emmys last night!” “Hulu has been useful for me, especially when I’m traveling for road games,” said 2017-2018 NBA MVP James Harden. “Hulu is making some huge noise with their new campaign. It’s a pleasure to work with such a talented group.” Over the past 18 months, Hulu has achieved incredible momentum - the company has built the largest streaming library of hit TV shows and movies, won historic Emmy awards, launched a live television service and rapidly grown its subscriber base to more than 20 million viewers. Hulu has expanded its streaming TV library to include top network TV shows like *This is Us*, *The Good Doctor*, *Atlanta* and *Black-ish*; complete series runs of hits including *ER*, *Ricky and Morty*, *Seinfeld*, *Lost*, *South Park* and *Full House*; and Hulu Originals like *The Handmaid’s Tale*, *Castle Rock*, *The First* and *Marvel’s Runaways*. With that, and the more than 60 live channels in its Hulu with Live TV plan, Hulu is the only streaming service offering fans a complete television experience, all in one place, on their favorite devices. **ABOUT**

HULU Hulu is a leading premium streaming service that offers instant access to live and on demand channels, original series and films, and a premium library of TV and movies to more than 20 million subscribers in the U.S. Since its launch in 2008, Hulu has consistently been at the forefront of entertainment and technology. Hulu is the only streaming service that offers both ad-supported and commercial-free current season shows from the largest U.S. broadcast networks; libraries of hit TV series and films; and acclaimed Hulu Originals including Emmy® and Golden Globe® Award-winning series *The Handmaid's Tale*, *The Looming Tower*, *Future Man*, *Marvel's Runaways*, *The Path*, *Castle Rock*, and Golden Globe-nominated comedy *Casual*, as well as upcoming series *The First*, *Catch-22* and *Little Fires Everywhere*. In 2017, Hulu added live news, entertainment and sports from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Scripps Networks Interactive to its offerings – making it the only TV service that brings together live, on-demand, originals, and library content all in one place, across living room and mobile devices.

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