# Pluto TV Campaign Freely Blurs the Lines Between TV and Reality

Have you ever watched a show or movie that felt so real you're still experiencing it after you've finished?

Paramount's ad-supported video-on-demand (AVOD) streaming platform Pluto TV wants to capture that feeling in its new "Feel the Free" campaign, which debuted today. The campaign shows how the platform is more than just free TV; it's a space where viewers can experience real emotions.

Both new 30-second spots feature people going about routines in their everyday lives; however, the shows they've been watching start to blur their realities.

In the spot titled "Fear is Free," a man who has been watching The Walking Dead on Pluto TV becomes paranoid about zombies showing up in his real life. For instance, he thinks he hears a zombie only to discover that it was a squirrel the whole time.

Meanwhile, a second spot, "Intrigue is Free," shows a woman at a parent-teacher conference becoming fixated on a single strand of hair on the desk after watching episodes of CSI.

According to the streamer, more spots will debut over the next few months, exploring other genres like comedy and promoting some of Pluto TV's movie offerings.

Terry Minogue, evp, creative marketing, Paramount Streaming, said the idea for the campaign began internally among the creative team and stemmed from the idea that Pluto TV's programming feels too good to be free. He added that the

campaign also came from research they reviewed that showed that consumers like content that is different, unique, and stands out.

“We talk a lot about moods and consumer behavior and people wanting to experience a feeling when they tune into a certain movie or show,” Minogue told ADWEEK. “So we have these two ideas of ‘what’s the feeling that you get,’ but we also know people watch based on their mood.”

Minogue said the “Feel the Free” campaign will look to build off the success of the company’s previous ads, including Pluto TV’s “Couch Potato Farms” campaign, which debuted during the 2024 Super Bowl and went on to release various iterations, and its “Stream Now. Pay Never” campaign featuring Drew Barrymore.

“We’re keeping our foot on the gas in terms of listening to our research, listening to what audiences are saying, and responding in kind,” Minogue said. “Leveraging this campaign and getting audience reactions, iterating, and doubling down again. One big part of this campaign that you’ll continue to see from Pluto TV is not only emphasizing that everything is free but rather the quality of the content.”

In Paramount’s recent earnings report, the company said that Pluto TV grew 16% in hours watched for Q4 and 8% for the full year to 7.8 billion hours. Additionally, the platform’s watch time increased in Q4 by 20% year over year.

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