



Winning friends and influencing people: a creative approach to the commercial break



This week's egtabite features an innovative approach to the traditional ad break, turning it into a live performance seamlessly integrated into television programming. The concept combines native advertising and influencer marketing, delivering maximum viewer attention and thereby ensuring that people stay engaged right through the break.



The concept

The live ad break was developed by the [SevenOne AdFactory](#), part of [SevenOne Media](#) (the sales house of ProSieben TV channels in Germany). The late-night show [Circus HalliGalli](#), hosted by the popular comic duo Joko and Klaas, was selected to trial the live ad break, the first time the concept had appeared on the nation's TV screens.



In their first show after the summer break, instead of a traditional commercial break interrupting the programme, the two hosts staged a live advertising break and promoted the featured products themselves. Joko and Klaas advertised the brands in their own way with specific jokes and humour, while still delivering the underlying advertising message of each product. It took brave clients to get on board with this project!

