Commercial Innovation

Driving Innovation at NBCU

- New Innovations
- Delivering Impact
- Examples
- Contact Us

A BETTER VIEWING EXPERIENCE = BETTER AD PERFORMANCE

Commercial Innovation is a suite of concepts that reimagine the traditional commercial viewing experience, seamlessly blending advertising and content to smartly engage the consumer and drive impact for marketers. To date, NBCUniversal has introduced over 62 new innovations that create personalized experiences through innovative formats, content and products, across linear and digital. We prioritize serving consumers first, giving them the best experiences while making authentic connections between brands and our audiences.
INNOVATIONS FOR 2022 BELOW:

The 2022 slate of new ad products and formats provide marketers with unique ways to engage consumers through advertising within the metaverse, creative development studio, across social channels and more. Check out the Press Release, Blog Post by Collette Winn and Josh Feldman, and more details on each innovation below.

COMMERCIAL INNOVATIONS HAVE PROVEN HIGHER BRAND KPIS FOR PARTNERS
93%

- Greater Viewer Appreciation
- Better Brand Memorability

Double digit increase among 18-34 in memorability for our innovative ad formats
79%

- Less Likely to Change the Channel
Here are some of the ways One Platform is opening the door for your brand to better ad performance:

- **Collapsing the Funnel** – We unite content and commerce in strategic ways to seamlessly enable consumers shop your products across our entire One Platform including ShoppableTV units that drive 1.7x more effectiveness than standard ad units.  
  **See an example:** ShoppableTV

- **Connecting Brands and Fans** – We leverage the influence of our unmatched talent for partnership opportunities that make a real impact on viewers, as talent executions to-date have led to double-digit gains in ad differentiation and attention. Visit the Talent Room to view all NBCUniversal Talent and find out more about how to activate with talent via Influencer Marketing.  
  **See an example:** Talent As Influencers

- **Maximizing Brand Presence** – With our team of expert storytellers, backed by One Platform’s best-in-class creative and technology resources, we’ll create organic connections between viewers and branded message through engaging interactive Digital Ad Innovations and tools such as The Peacock Harmonizer tool and Peacock Ad Products.
COMMERCIAL INNOVATION IN ACTION

2022
- Attention Lab
- AR Portal
- Double Box: Creative in Context
- Interactive Countdown Clock
- Livestream
- Metaverse
- NFTs
- NBCU Social Studio
- Peacock Frame Ad
- Peacock Harmonizer
- Peacock Highlight Ad
- Peacock In-Scene Ad
- Peacock Pod Bounce
- PDP: Expanded Storytelling
- Retro Ads
- Sequential Storytelling
- The Shop Drop

2021
- @Home Shopping
- Choose Your Destiny
- Global Content Innovation: Black & Diverse Storytellers
- #SheIsMy
- Story Pirates
- CEO Series
- Innovation Techniques
- Post-Production Ad Insertion
- Branded Countdown Clocks
- AR Ad Units
- Interactive Commercial Launch
- Look LIVE
- Peacock Curator Ad
- Peacock Explore Ad
- Peacock Solo Ad
- Peacock Spotlight Ad
- Stay in Show
- Take :16

2020
- 1:1 Talent Surprise
- Brand Fusion
- Contextual Intelligence
- Experiences @ NBCU
- Global Content Innovation: 12/21 Films
- Brand Story
- Contextual Franchises: (This) Matters
- Next Gen News
- Peacock Binge Ad
- Peacock Engagement Ad
- Peacock On Command Ad
- Peacock Pause Ad
- Prime Pops
- Pops with a Purpose
- Product Sync
- Set on Set
- Talent Room

2019
- Blended In-Show Open
- Gong Viral
- Must “Hear” TV
- Picture in Picture 2.0
- Stoppable TV
- Talent As Influencers

2018
- Brandstandard
- DIY Breaks
- Hands of the Fan
- Interactive Picture in Picture
- Scripted Commercial Launch
- Show Within A Show
- Social Commercial
- Social First Pops
- Supersized Shows
Interested in learning more?