

Commercial Innovation

Driving Innovation at NBCU

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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.

CHECK OUT OUR NEW SUITE COMMERCIAL 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**



88%

- **Better Brand**

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79%

- **Less Likely 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.

[CLICK HERE](#) to view the full suite of Commercial Innovations from prior years.

COMMERCIAL INNOVATION
REINVENTING THE CONSUMER AND BRAND EXPERIENCE



2022	2021	2020	2019
<ul style="list-style-type: none"> • 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 • PIP: Expanded Storytelling • Retro Ads • Sequential Storytelling • The Shop Drop 	<ul style="list-style-type: none"> • @Home Shopping • Choose Your Destiny • Global Content Innovation: <ul style="list-style-type: none"> • Black & Diverse Storytellers • #ShesMy • Story Pirates • CEO Series • Innovation Techniques <ul style="list-style-type: none"> • Post-Production Ad Insertion • Branded Countdown Clocks <ul style="list-style-type: none"> • AR Ad Units • Interactive Commercial Launch • Look LIVE • Peacock Curator Ad • Peacock Explore Ad • Peacock Solo Ad • Peacock Spotlight Ad • Stay in Show • Take :15 	<ul style="list-style-type: none"> • 1:1 Talent Surprise • Brand Fusion • Contextual Intelligence • Experiences @ NBCU • Global Content Innovation: <ul style="list-style-type: none"> • 1221 Films • Brand Story • Contextual Franchises: (This) Matters <ul style="list-style-type: none"> • Next Gen News • Peacock Binge Ad • Peacock Engagement Ad • Peacock On Command Ad • Peacock Pause Ad • Prime Pods • Pods with a Purpose • Product Sync • Set on Set • Talent Room 	<ul style="list-style-type: none"> • Blended In-Show Open • Going Viral • Must "Hear" TV • Picture in Picture 2.0 • ShoppableTV • Talent As Influencers
			2018
			<ul style="list-style-type: none"> • Brandstanding • DIY Breaks • Hands of the Fan • Interactive Picture in Picture • Scripted Commercial Launch • Show Within A Show • Social Commercial • Social First Pods • Supersized Shows

COMMERCIAL INNOVATION
IN ACTION

Interested in learning more?

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