

Digital Ad Innovation

Driving Impact with Interactivity

As the digital world becomes more and more a part of the real world, **interactivity is critical** to building **organic connections** between **viewers and branded messages**, sparking a deeper dialogue with brand partners and our fans.

Interactivity Lifts Brand Memorability

+44%

- Unaided brand recall

+32%

- Aided brand recall

+267%

- Brand favorability

+800%

- Purchase intent

Digital Video Innovation units may run across One Platform

NBCU Properties



*Click to Expand is not available on Peacock

Devices

Interested in learning more?

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