Audiences are accustomed to choosing the media they engage with. This 360° concept takes the power of choice one step further by allowing consumers to become active participants in the ad experience rather than passive consumers, ultimately resulting in higher engagement.
Empower fans to take creative control and determine their ad destiny for themselves.
SYFY WIRE takes you places in the Toyota Rav 4. Do you want to explore, San Francisco, the Deadly Arts or Punk Style?

Choosing the Ulta products that a Real Housewife uses to get ready for an event such as New York Fashion Week.

What ingredient do you want to see a Top Chef cook with?
Deep brand memorability. With branching narrative options showcasing different ways the product can be used, consumers gain a deeper knowledge of the product.
NETWORKS & PROPERTIES

- Reality, alternative, special programming
- NFL, NHL, Notre Dame, Deportes, Premier League, NASCAR, IndyCar
- Latin AMAs, Premios Billboard, Exatlon, Money Dome, Prime Reality
- 9AM, 10AM