

# CHOOSE YOUR DESTINY

## INSIGHT

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.



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# IDEA

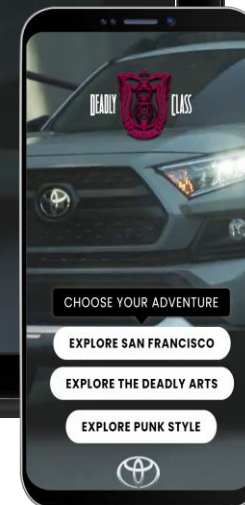
Empower fans to take **creative control** and determine their **ad destiny** for themselves.



# THOUGHT STARTERS



BRANCHING NARRATIVE DIGITAL SPEC SPOT



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?

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# IMPACT

**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