INSIGHT
Commercial breaks create an abrupt stop to the viewing experience, giving viewers a chance to turn their attention elsewhere.
Create a fluid transition through 2D or 3D technology into the client’s creative, not just integrating the brand within the show, but the show within the brand.
THOUGHT STARTER
INTERACTIVE COMMERCIAL LAUNCH

IMPACT

Increases **ENGAGEMENT** through seamless transition & entertaining, attention-grabbing use of technology

Improves **BRAND AWARENESS** by ensuring brand message isn’t missed

Improves **RECALL** by providing a uniquely entertaining experience
NETWORKS & PROPERTIES

Reality, alternative, special programming
French Open, NHL, Notre Dame, Deportes, Premier League, NASCAR, IndyCar, Horseracing, GOLF, Tour de France
Latin AMAs, Premios Billboard, Exatlon, hoyDia, En Casa con Telemundo, Zona Mixta