

STAY IN SHOW

INSIGHT

As viewers are skipping commercials more and more, we are evolving with brands to find creative ways to keep them engaged. Making creative that stands out in a way that's different from a traditional commercial experience will stop the skip.



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IDEA

When watching an NBCU show, viewers are totally **immersed** in it. Leaning into that **engagement**, we will use captured moments from the **show sets** to create ad content that **seamlessly** remains within the **universe of the show**.



THOUGHT STARTERS



One of the Real Housewives of New York storms off after a dinner and runs into a yellow cab. As she's riding home, the TV in the back of the cab airs the brand creative.



Right after a mind-bending moment on WWE, the camera pans around to capture the reactions of fans' faces throughout the ThunderDome. The camera then zooms in on an empty screen which then starts to play the sponsor's creative.

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IMPACT

Uniquely engage viewers while they are enjoying their favorite shows.

NETWORKS & PROPERTIES



Reality - The Voice, NYE, Slip N Slide, 4th of July, Tree Lighting BBMAs



NFL, NHL, Notre Dame, Deportes, Premier League, Tour de France, NASCAR, IndyCar, GOLF, Horseracing



CNBC Business Day programming, TrendTracker, Crypto Watch



Latin AMAs, Premios Billboard, Exatlon, Scripted Prime, Money Dome



9AM, 10AM