

# TAKE :15

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## INSIGHT

Brands need their commercial to work harder for them



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# IDEA

Pre-empting a brand creative, NBCU gives fifteen (seconds) to **shine a spotlight** on the brand. Acting as a **'tap the mic'** moment, the :15 lead-up content will **amplify** the message, allowing it to strongly **resonate** with viewers.



# THOUGHT STARTERS



Comedian Take (:15) Joke lead into brand spot



Talent tip (:15) Talent credibility nod to brand spot



Kids Take (:15) Kid talent opinion of the brand leading into the brand spot



Graffiti brand logo reveal (:15) intro brand spot



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# IMPACT

**High message memorability  
as we draw smart attention to  
the brand creative.**

# NETWORKS & PROPERTIES



Reality,  
alternative,  
special  
programming  
talent



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



Prime



9AM, 10AM