

## DIVERSE STORYTELLERS

### INSIGHT

Diverse artists are underrepresented in mainstream media; Brands want to find ways to evoke positive change for the community

### IMPACT

Brand Favorability & Message Memorability



Platform to give diverse artists a home for their work – potential to be derived from past film submissions, local submissions, etc. – we create a channel on Peacock & promote across the NBCU portfolio.

Underwritten by the brand:  
**(Brand Name) Diverse  
Storyteller Series**