

COMMERCIAL  
INNOVATION  
2022



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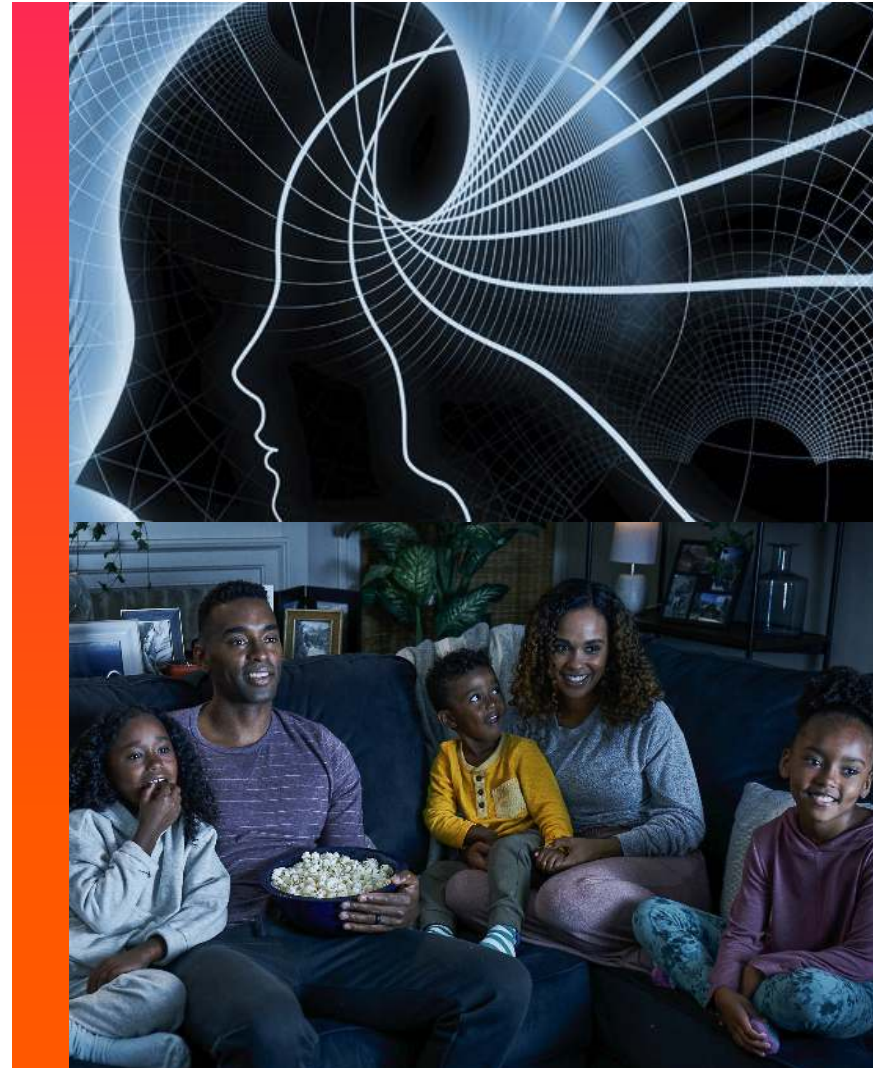
# ATTENTION LAB

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We will combine NBCU in house creative and insights specialists to blend the art and science of a client's custom creative.

In partnership with brands, we will build a formalized timeline and process to smartly test and optimize content prior to air.

We will engineer creative to maximize viewer attention, brand affinity and emotional connection.



INTRODUCING

# NBCU'S ATTENTION LAB

1

Establish right environment

2

Co-create content

3

Pre-testing creative

4

Creative optimization/revisions

5

Launch creative

## CONNECTION MATTERS

We have a way to raise the bar on  
the content we create together

