

COMMERCIAL
INNOVATION
2022

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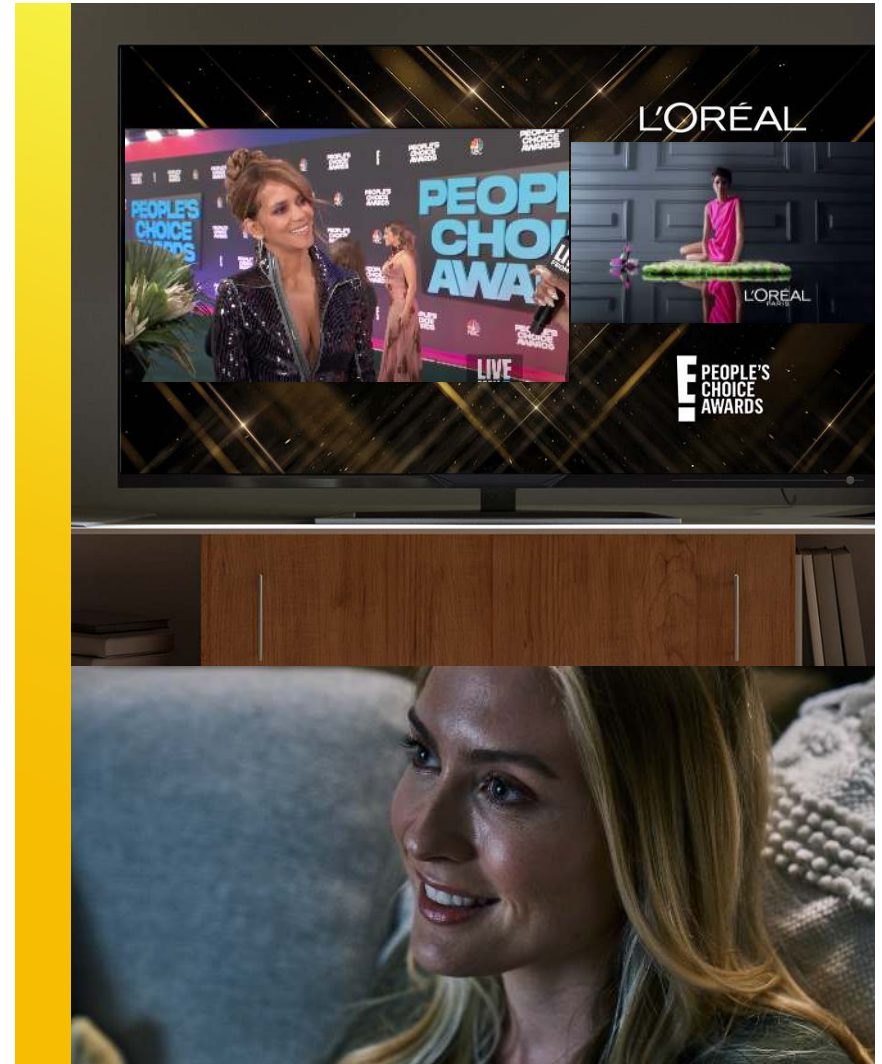
DOUBLE BOX: CREATIVE IN CONTEXT

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Building on Contextual Intelligence, NBCU Creative Partnerships will create a hyper-contextual alignment to content within a double box format.

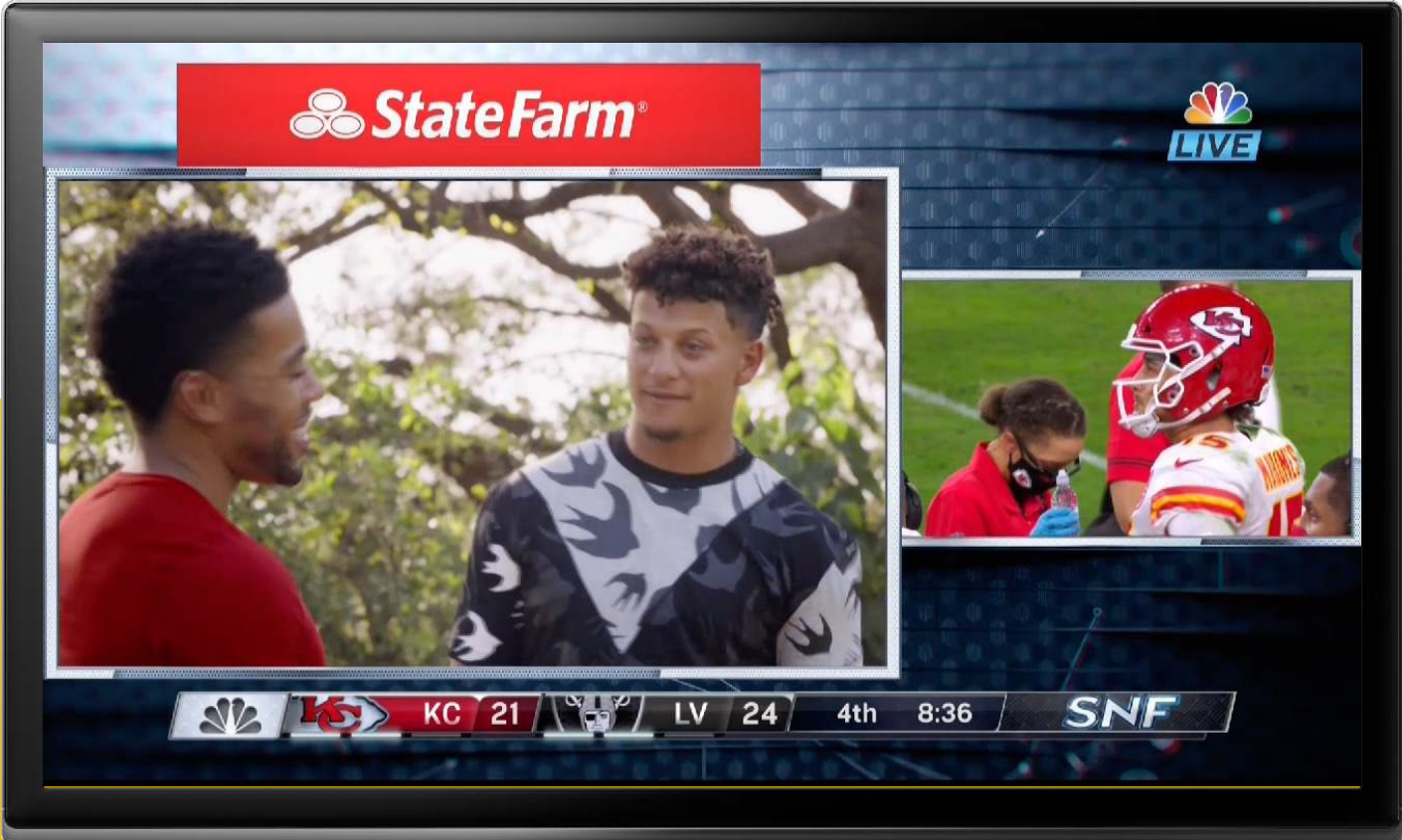
Either through a custom spot or a client's current creative, NBCU will pair commercials with programming content in an innovative format.

We will drive a deep relevance for the brand's message by putting it as close to the content as possible.



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NETWORKS & PROPERTIES

