



SEQUENTIAL STORYTELLING



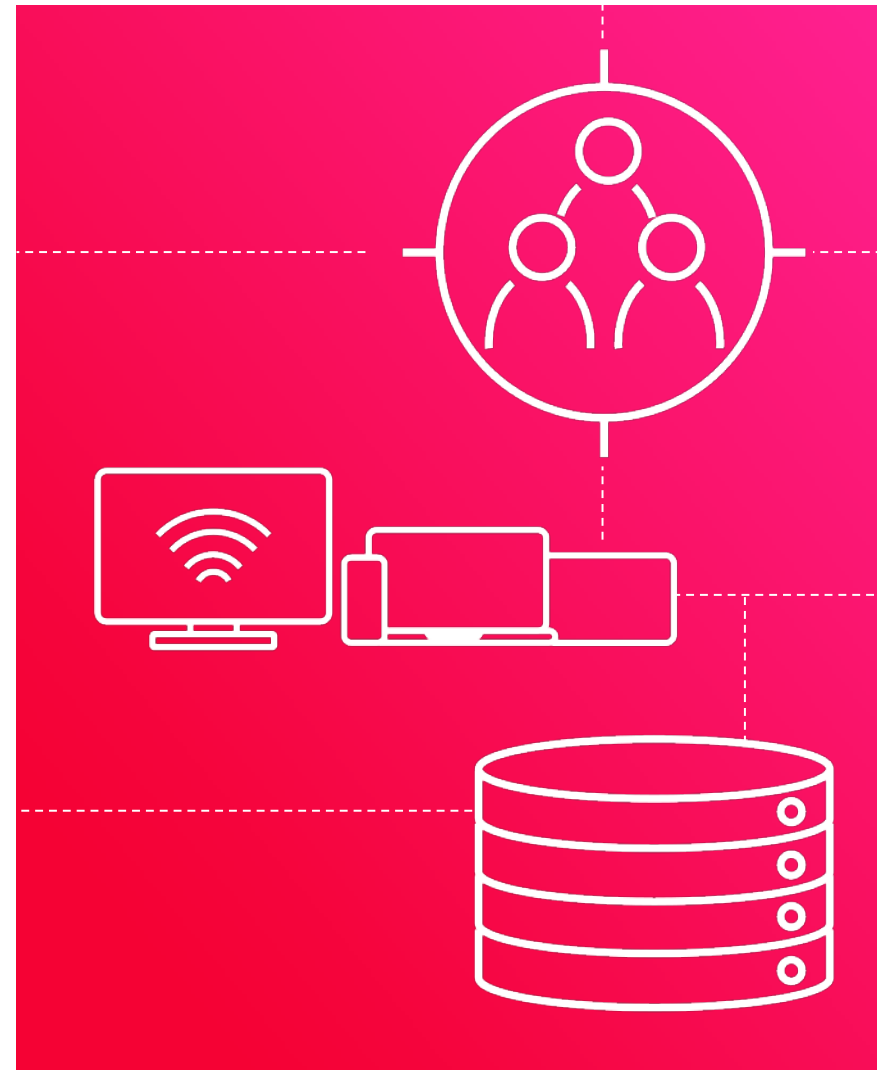
SEQUENTIAL STORYTELLING

Tell an episodic brand story by leveraging NBCU's proprietary ad targeting platform, reaching audiences across programs, dayparts and channels.

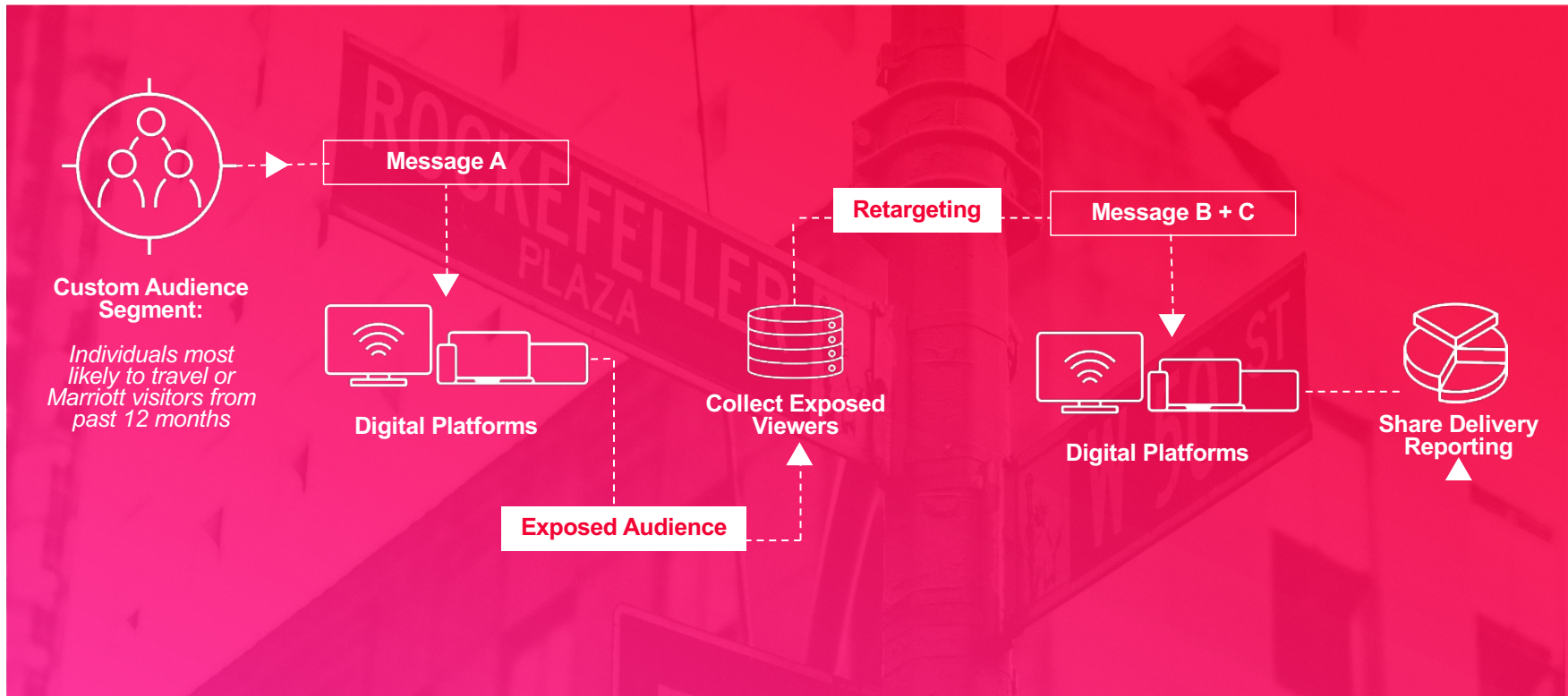
We enable clients to reach niche audiences with key relevant messaging through two approaches:

Approach #1:
Audience-First via One Video +
Peacock

Approach #2:
Content-First via Cross-Portfolio
Programming



APPROACH #1 SEQUENTIAL STORYTELLING



APPROACH #2 SEQUENTIAL STORYTELLING

COMMERCIAL
INNOVATION
2022



MOM'S
SUNDAY
JOURNEY

8AM
TODAY

Grocery
shopping

12PM
USA

Lunch
with friends

7PM
NBC
Sports

Family
Sunday Night
Football

Sequential Storytelling
NETWORKS & PROPERTIES

