

COMMERCIAL
INNOVATION
2022



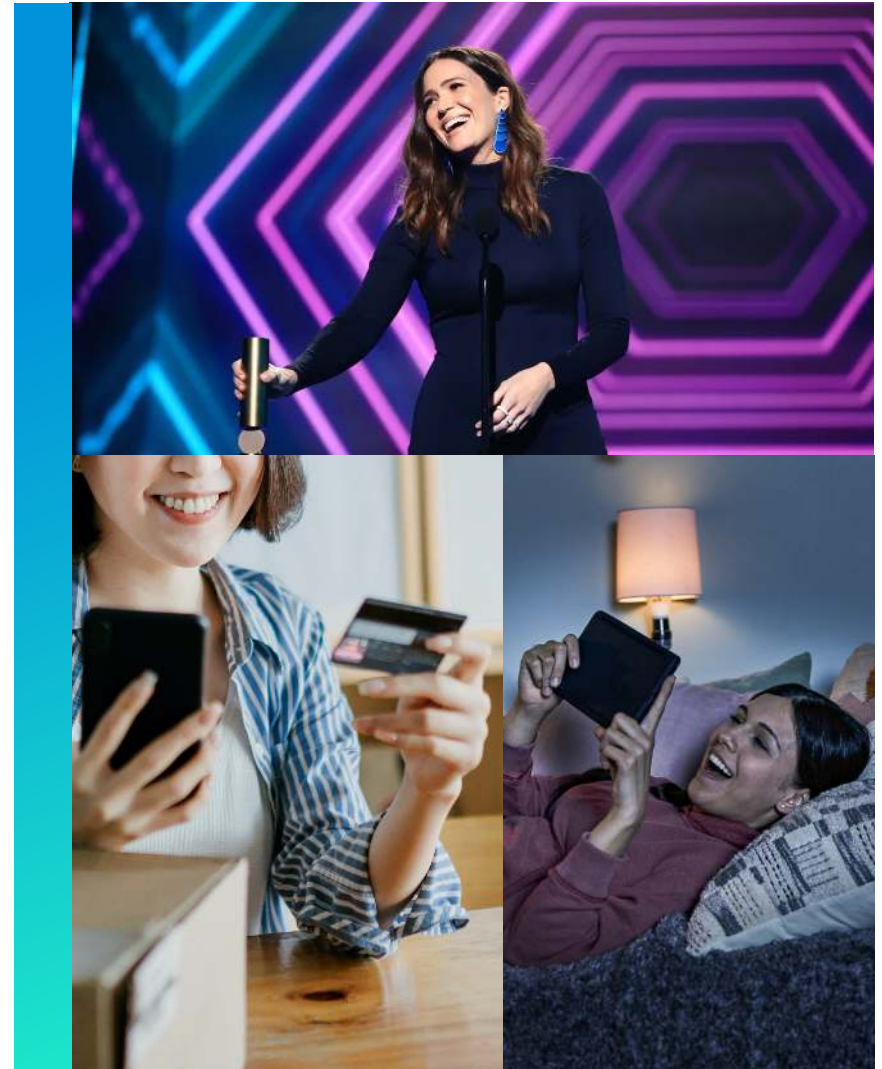
THE
**SHOP
DROP**

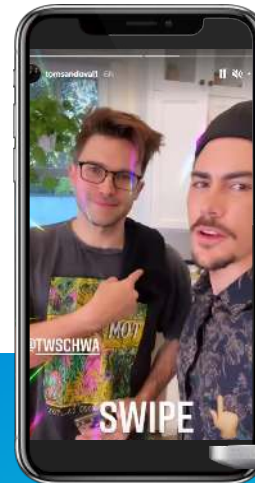
THE SHOP DROP

Create an orchestrated stunt for product drops by pulling together the power of NBCU's One Platform Commerce Innovations.

By combining NBCU's scale and powerful IP, *The Shop Drop* will drive marquee attention spotlighting a client's product launch.

Align with the most highly anticipated events and pair with a smart distribution plan for maximum drop impact.





**SAMPLE
ELEMENTS:**

Shop Cast

Hosted segments with fan favorite talent by debuting products in a takeover pod.

Livestream

Live social commerce from an NBCU handle with a relevant talent host.



**Metaverse
Shopping**

An interactive virtual shopping experience.



The Shop Drop NETWORKS & PROPERTIES

