



# EYE SPY

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Keep your eyes peeled!  
Using smart technology, we'll gamify our fans' viewing experience, challenging them to spot the brand or a key moment in-show with real time results revealed during the episode.

**86%** Viewers like ads that are interactive



# HOW IT COMES TO LIFE



## CTA using QR Code

We drive fans to participate at the beginning of the show.



## Hunt Items to Earn Points

- Users search for scavenger hunt items and mark their scorecard throughout the show to earn points
- Players can earn bonus points for spotting brand integrations and/or brand related moments



## Real Time Tracking

Players can track how they are doing in real time with a live leader board

# WHERE IT CAN RUN



NATIONAL DOG SHOW/ MACY'S  
THANKSGIVING DAY PARADE/ AGT/  
AMERICAN NINJA WARRIOR/ THE  
WALL/ CHRISTMAS IN  
ROCKEFELLER  
CENTER



KENTUCKY DERBY,  
PREAKNESS, ND,  
FRENCH OPEN

The Bravo logo, consisting of the word "bravo" in a lowercase, sans-serif font inside a white speech bubble shape.

The SYFY logo, featuring the letters "SYFY" in a bold, blocky, sans-serif font.

The USA logo, featuring the letters "USA" in a stylized, rounded, sans-serif font.

The Telemundo logo, featuring a stylized "T" shape above the word "TELEMUNDO" in a bold, sans-serif font.

The TODAY logo, featuring a stylized rainbow graphic above the word "TODAY" in a bold, sans-serif font.