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

- NBC: National Dog Show at Macy's Thanksgiving Day Parade, AGT, American Ninja Warrior, The Wall, Christmas in Rockefeller Center
- NBC Sports: Kentucky Derby, Preakness, ND, French Open
- Syfy
- USA
- Telemundo
- Bravo
- TODAY