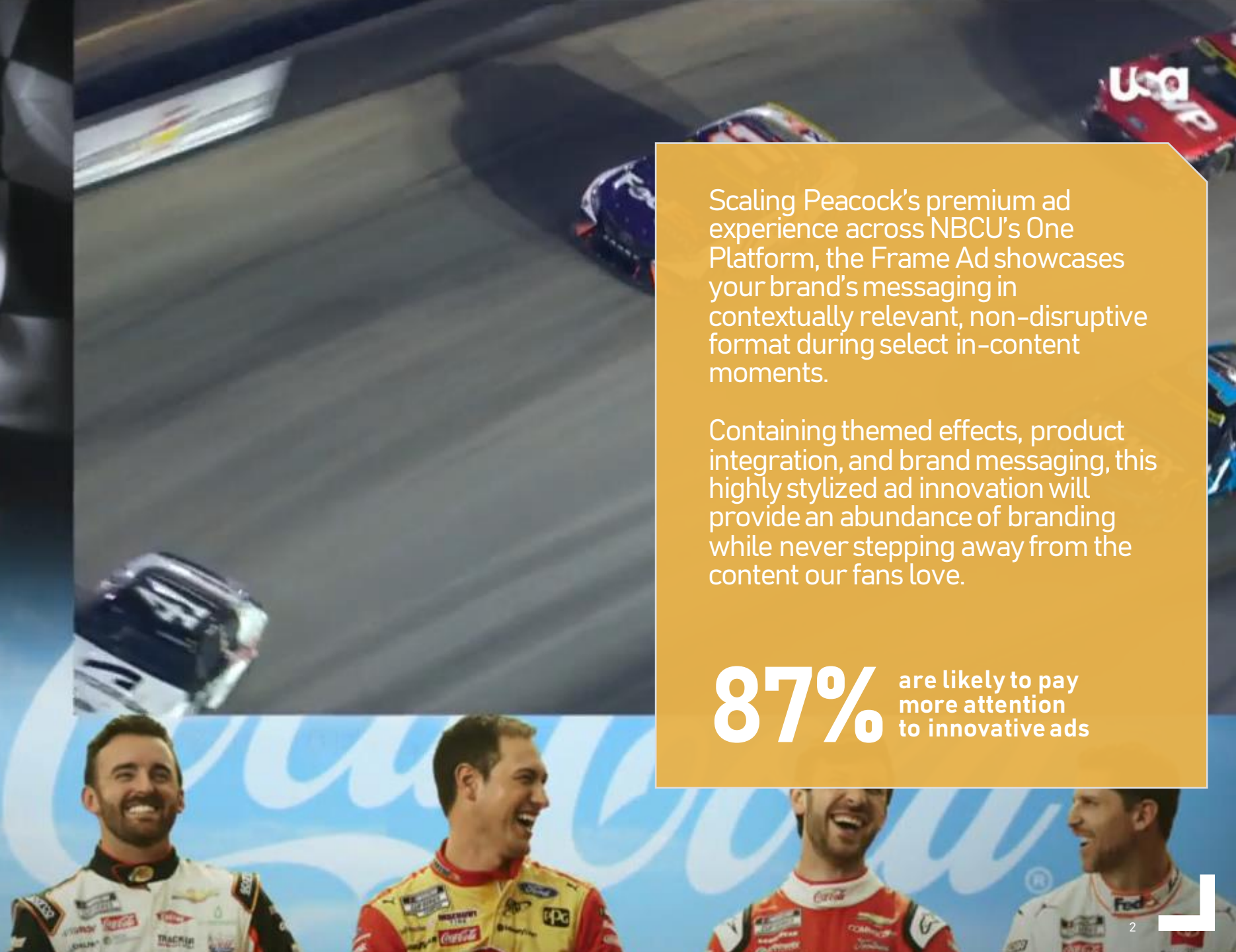


FRAME AD

- 1
- 2
- 3
- 4
- 5
- 6
- 7

The advertisement on the TV screen is set against a light green background. On the left, a wide-angle shot shows a large crowd of spectators seated in bleachers at a golf event, with a golfer on the green in the foreground. The crowd is cheering, and the scene is framed by a black barrier with 'THE OPEN' and 'THE OPEN.COM' logos. On the right, the Breyers logo is at the top, followed by the text 'Seattle screams for Ice Cream.' Below this is a tub of Breyers Mint Chocolate Chip ice cream with a scoop of ice cream and chocolate chips. At the bottom left of the ad is a QR code and the text 'Get it now with gopuff'. A small red '3' in a circle is visible in the bottom right corner of the ad.



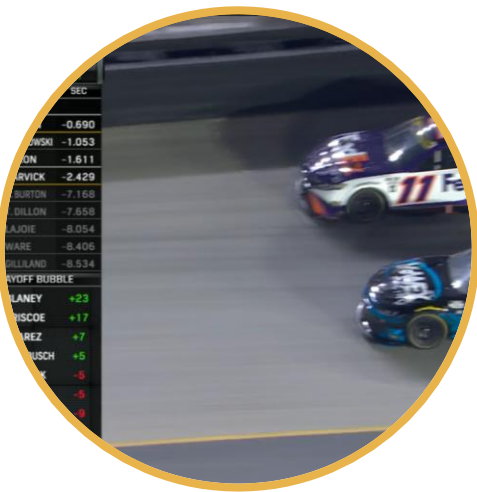


Scaling Peacock's premium ad experience across NBCU's One Platform, the Frame Ad showcases your brand's messaging in contextually relevant, non-disruptive format during select in-content moments.

Containing themed effects, product integration, and brand messaging, this highly stylized ad innovation will provide an abundance of branding while never stepping away from the content our fans love.

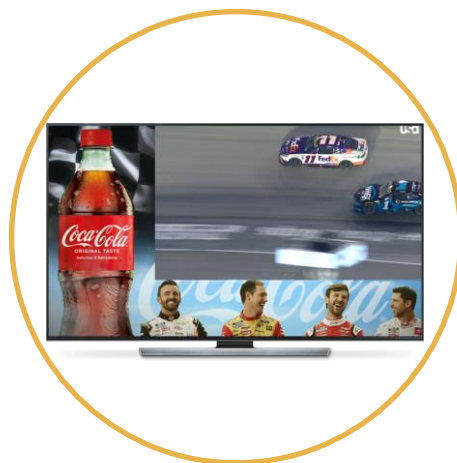
87% are likely to pay more attention to innovative ads

HOW IT COMES TO LIFE



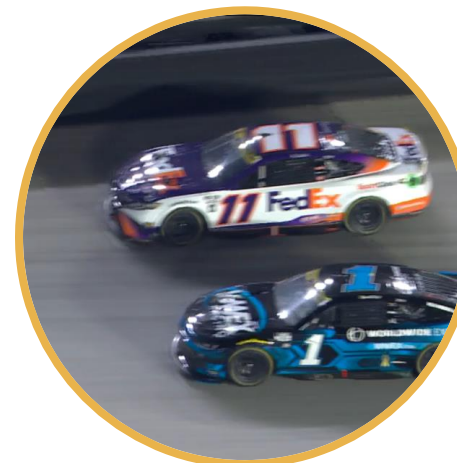
Content Squeezes Back

During live show / event coverage, the content squeezes back



Customized L-Bar frames Content

A fully customized L-Bar comes on-screen alongside featured content providing branding and engagement opportunities



Strategic Enhancements

Leverage Frame Ads to create shoppable moments and/or contextual alignment to maximize reach and resonance

WHERE IT CAN RUN



TREE LIGHTING,, NATIONAL
DOG SHOW



KENTUCKY DERBY,
PREAKNESS, ND, NFL,
WORLD CUP

bravo

SYFY



TELEMUNDO

SPECIALS, REALITY



USA



peacock

**will not work for reality competition*

