



# SOCIAL LOOK-IN

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



Some of the most unforgettable moments from our favorite shows are not only iconic scenes but also the root of the most popular social trends.

Putting your brand in the forefront of the superfan's reactions, our social correspondent will create organic engagement with fans while driving brand affinity.

**+13%** Viewers who love NBCU

engage with brands on social media vs. viewers who love competitors

PRESENTED BY:

verizon

# SOCIAL LOOK-IN



# HOW IT COMES TO LIFE



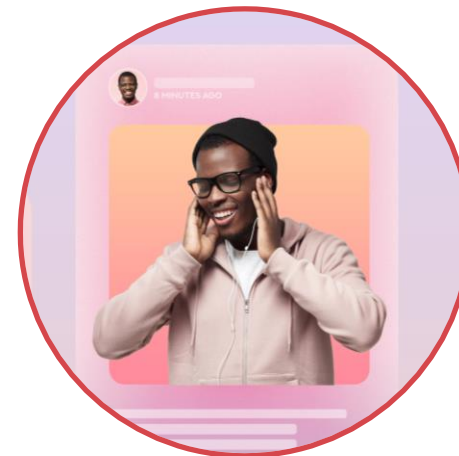
## Call to Action

CTA during the show, driving fans to comment on their favorite moment via custom or show hashtag



## Scripted Commercial Launch

Later in the show there is a Scripted Commercial Launch with a VO or on camera talent that tosses to the Social Look In



## 'Live Look In at Social Conversation

We will run a 'live' showcase of our fans' social reactions to the content they're watching



# WHERE IT CAN RUN



TREE LIGHTING, MACY'S  
PARADE, NATIONAL DOG  
SHOW



NFL, WORLD CUP, GOLF

bravo

SYFY



TELEMUNDO

SPECIALS, REALITY

NBC  
PRIME

USA



peacock

*\*will not work for reality competition*