

INTERACTIVE COMMERCIAL LAUNCH

INSIGHT

Commercial breaks create an abrupt stop to the viewing experience, giving viewers a chance to turn their attention elsewhere.



INTERACTIVE COMMERCIAL LAUNCH

IDEA

Create a fluid **transition** through **2D or 3D technology** into the client's creative, not just **integrating** the brand within the show, but the show within the brand.



THOUGHT STARTER



Click to play



**UN NUEVO
DÍA/NESCAFÉ**

INTERACTIVE COMMERCIAL LAUNCH

IMPACT

Increases
ENGAGEMENT
through seamless
transition & entertaining,
attention-grabbing
use of technology

Improves **BRAND
AWARENESS**
by ensuring brand
message isn't
missed

Improves
RECALL by providing
a uniquely entertaining
experience

NETWORKS & PROPERTIES



Reality,
alternative,
special
programming



French Open,
NHL, Note Dame,
Deportes,
Premier League,
NASCAR, IndyCar,
Horseracing,
GOLF, Tour de
France



Latin AMAs,
Premios Billboard,
Exatlon,
hoyDia,
En Casa con
Telemundo,
Zona Mixta