



Global

Holiday 2017



Holiday Movies

All titles (except where indicated) airing at 8p

- Nov 9 - How The Grinch Stole Christmas
- Nov 16 - Elf
- Nov 24 - Polar Express
- Nov 25 - A Firehouse Christmas
- Dec 2 - Season's Greetings
- Dec 5 - Polar Express
- Dec 9 - Christmas Incorporated
- Dec 16 - Last Chance for Christmas
- Dec 21 - The Christmas Calendar
- Dec 22 - Sleigh Bells Ring
- Dec 23 - Operation Christmas
- Dec 24 - Dear Santa
- Dec 25 - TBC



THE POLAR EXPRESS



HOW THE GRINCH STOLE CHRISTMAS

Operation Christmas





SNL Christmas on Dec 7 at 8p



Holiday Specials



NCIS: New Orleans | Blue Christmas on Dec 14 at 9p



The Simpsons | The Nightmare after Krustmas on Dec 17 at 7:30p

Strategically Leverage the Media Element Ecosystem for a Stickier Message



BrandSell

Provides the key benchmark for **Awareness**. Every additional media element creates a **Multiplier Effect** of unaided recall






Billboards & Closed Captioning

Simple and direct messaging with high encoding. Creates **Attention** and **Memorability** of a message as it serves as a call for audiences to be attentive and focus. When paired with brandsell it lifts unaided recall by 36%





Lower Thirds

Provides both audience **Attention** and **Connection** and the opportunity to create moments of strong branding in-show. If the program is a good contextual fit for the brand, this media element performs more strongly



Sponsor holiday themed nights or a custom movie line-up this season on Global and give your brand the grand visibility it deserves.



Get in touch with your Account Manager for more details!

