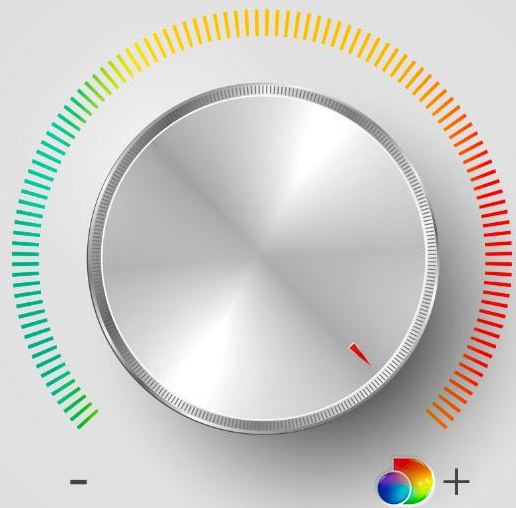




FALL CAMPAIGN IDEAS





ASSIGNMENT

Create a global brand
campaign that translates

FULL OF LIFE

into a consumer-facing brand
message and what that means
for the consumer experience
with discovery+.

SINGLE-MINDED MESSAGE

discovery+ is **OVERFLOWING** with life.
From the good, the bad, the absurd
and the sweet, our audience will find
an insatiable amount of **LIFE** and all of
its glorious diversity on discovery+

CAMPAIGN SCORECARD

KPIs

- ✓ Build brand **awareness**
- ✓ Increase **new acquisitions**
- ✓ Lift **NPS**
- ✓ Drive strong **brand recall**

BRAND FILTERS

- ✓ Conveys **Full of Life**
- ✓ **Unexpectedly Entertaining** brand vibe
- ✓ Positions content as **Irresistibly Satisfying**
- ✓ **Unexpected and Bold** (especially coming from Discovery)

MANDATORIES

- ✓ **Globally adaptable**
- ✓ **Flexible** for incorporating genres and eventually titles
- ✓ **Multimedia creative approach**, not driven just by the spot
- ✓ **Does not rely on talent**



IDEAS

GUILTLESS PLEASURES

CONSUMER INSIGHT: Our content is often labeled a “guilty pleasure.” This concept tackles that head on by encouraging fans to embrace who they are and be loud and proud about the content they watch.



GUILTLESS PLEASURES

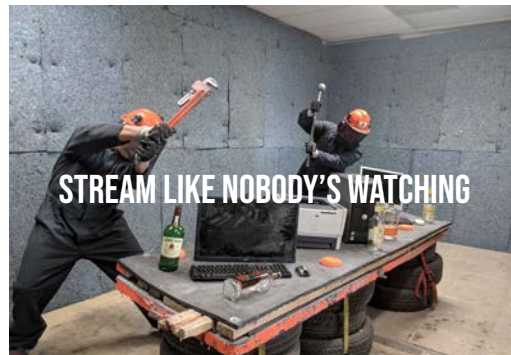
Concept

Research shows our viewers use discovery+ as a form of mood care. This concept shows how our viewers can be transported from their stressful or mundane lives into the satisfying and unexpectedly entertaining world of discovery+ ... a world overflowing with endless guiltless pleasures that might look different for every viewer.

We'll develop a distinct brand voice that empowers our viewers to embrace what they love to stream – judgement free. So whether it's investigating a thrilling cold case, highlining over sharks, or smashing everything in sight with sledgehammer... No judgies! You do you, world. STREAM AWAY.

Potential Tagline & Copy Exploration

- STREAM AWAY
- STREAM LIKE NOBODY'S WATCHING
- EMBRACE YOUR INNER YES.
- FEEL. GOOD. STREAMING.



GUILTLESS PLEASURES

On-air / Vignette Examples

- A stressed out mom transports to a moodily lit interrogation room. At first she's a silent observer but as the scene continues, she can't help herself and begins joining in on the interrogation. "Go ahead. Solve that murder mystery."
- A young man on a crowded bus transports to the top of a highline tightrope. When the camera pulls out we realize he's crossing an ocean, and then suddenly a shark breaches into the air. "Because sometimes you want to be high and swim with the sharks."
- A fastidious repairwoman transports to an old home where she breaks literally everything in the room with a sledgehammer, before running into the walls to finish the job. Button: She fist bumps Chip Gaines. Nice. "Enjoy that Fixer Upper marathon. No judgies."



GUILTLESS PLEASURES

Sample Script (:30)

A WOMAN sits on a family room couch, while her children wreak havoc in the background. She gives a knowing look to camera before hitting the remote.

Cut to discovery+ logo loading on a TV screen

Cut back to woman who is falling back into her couch

Match cut to woman falling back into a day spa chair. DARCEY SILVA is sitting next to her with her hair in a towel and an avocado face mask.

Relaxing ambient spa music plays in the background.

Darcey (as if mid-story, spilling the tea):
So then I said, "Get out of my life."

Woman (sympathetically in response):
Girl, good for you.

INA GARTEN approaches with a tray of comically large mojitos.

Ina: Cocktails, anyone?

Freezeframe

GFX (over footage): STREAM YOUR HAPPY PLACE

VO: Stream Your Happy Place on discovery+

UI featuring various shows

VO: With exclusive originals plus thousands of favorites to satisfy every craving.

References – ["It's Miller Time"](#), [DirecTV Unicorn Cat](#)

Ina has joined Darcey & Woman on a third spa chair, and all 3 are sipping mojitos, while getting massaged by CHIPPENDALES DANCERS.

VO: Because sometimes a few hours of 90 Day Fiance with a side of Barefoot Contessa and Curse of the Chippendales just hits the spot.

Ina: I picked the mint fresh from my garden. How great is that?

GFX End Page

VO: discovery+. Stream Now for Just \$4.99

GUILTLESS PLEASURES

Why This Works

This concept differentiates us among streamers by leaning into the unique way we satisfy our viewers. Humor, surprising imagery and a timely message will help this campaign break through.

1. **Irresistibly Satisfying.** This concept leans into why viewers watch our content, with the focus around the satisfaction our audience gets from discovery+. This is also a key point of differentiation – sometimes you want an anxiety-inducing anti-hero show (e.g. Netflix/HBO Max) ... but a lot of times you want something that makes you feel good. Let's own this.
2. **Unexpectedly Entertaining.** Each vignette builds on itself, introducing increasing moments of surprise through over-the-top imagery or unexpected genre/talent mash-ups.
3. **Full of Life.** This concept shows how our content provides our viewers with a fuller life. It's firmly grounded in what it means to be human.
4. **Global.** Concept can be executed without talent or dialogue (using genre conceits visualized through action & body language only), but is flexible enough to also allow for a Talent versions.
5. **Relevant.** After what might be the most stressful year of everyone's lives, a campaign centered around self-care could not be more timely.
6. **Unique.** This campaign creates a unique brand voice that will help us break through the streaming clutter.
7. **Impactful.** Humor & fantastical Imagery create memorable creative that will make an impact.

A modern kitchen with white cabinetry and a black countertop. Four identical women with curly hair, wearing black halter-neck dresses with a floral pattern and a black belt, are positioned around the kitchen island. One woman is sitting on the edge of the island, another is leaning against it, a third is standing and holding a white cup, and the fourth is sitting on the island. The background shows a built-in oven and a refrigerator.

WE KNOW WHAT WE LIKE

CONSUMER INSIGHT: Our consumers are naturally curious, with a wide range of interests, passions and hobbies - they know what they want, when they want it, and are ready to say "YES" to our content.

WE KNOW WHAT WE LIKE

Concept

Our viewers aren't one-note, and discovery+ celebrates their unpredictably multifaceted inner-lives. This concept brings to life our viewer's diverse passions, which are fueled by the discovery+ content they love to watch. Our Viewer is joined by a cast of different aspects of themselves who fill each moment of daily life with unexpected delight – much like the content they represent.

Being yourself doesn't have to be simple. Part of you is obsessed with solving a case, part of you can't wait to finish cleaning that carburetor so you can Ice. That. Cake. You know what? You're a lot to handle and that's cool. We got you. You can satisfy every passion on discovery+. **FOR ALL THE YOU'S.**

Potential Tagline & Copy Exploration

- WHEN IT'S YOU + YOU + YOU + YOU VS. THE WORLD
- A WHOLE YOUNIVERSE ALL IN ONE STREAM
- ALL THE STREAMS FOR ALL THE YOU'S
- STREAM YOU
- GO AHEAD, TURN YOURSELF ON, AND ON, AND ON



WE KNOW WHAT WE LIKE

References – [FNK Launch](#) (@:15), [Duplication Effect](#)

Sample Script (:30)

Open on tight of RENEE waking up. She slaps her alarm clock getting out of bed. Many copies of RENEE then also comically emerge from her bed. One is dragging a sledge hammer and paint stained jeans. One is wearing an apron. One wears a sleeveless black tee and grease stained hands.

Cut to RENEE as she stands at her bathroom sink. She begins brushing her teeth, then another self begins brushing her hair and giving her a massage. Another begins dusting the medicine cabinet for prints, while another is holding up different outfits

across her body. In the background another one is measuring the shower and beginning to demolish it with a sledge hammer. A moment later when we cut back to her she's tiling already.

Renee walks into the kitchen totally put together. A copy of her places a chef knife and pan in her hands and then begins cracking eggs. Another arranges a vase of flowers while another begins re-tiling the backsplash. Another sits on the counter cleaning a carburetor with a rag.

Cut to Renee crowded on the couch with all her selves watching discovery+.

A shark hops into to room and a version of Renee forces it's jaws open and sticks her head out.

Eaten by Shark Renee: "So what are we watching today?"

GFX End Page

VO: Discovery Plus. Stream Now for Just \$4.99

WE KNOW WHAT WE LIKE

On-air / Additional Copy & Vignette Ideas

- Bill is making copies at work, but his other selves are putting a broken pencil into an evidence bag, installing a skylight, and advising a coworker on lipstick color
- Melodie is riding the subway. Her other selves are rubbing 2 sticks together to make fire, fixing a loose handle on the ceiling, and tying a handkerchief around a stunned rider's neck after handing them a messy bbq sandwich.

WE KNOW WHAT WE LIKE

Why This Works

Using a unique & impactful visual hook, this concept directly addresses and celebrates how we satisfy our users' endless interests, which are fueled by discovery+'s cross-genre offering.

1. **Full of Life.** This concept is BURSTING with life. discovery+ is so overflowing with inspiring, satisfying and immersive content that our viewers can't contain themselves. Literally.

2. **Unexpectedly Entertaining.** The viewers we portray have some passions that are expected, interspersed with others that are completely unexpected. This juxtaposition is not only surprising but hilarious.

3. **Irresistibly Satisfying.** This concept speaks to the universal human desire to explore many different passions – no matter how random or weird. This is a point of differentiation for us and illustrates how discovery+ can enrich lives.

4. **Global.** This concept relies on a visual conceit that is universal, so long as we adapt the archetypal viewer where necessary.

5. **Relevant.** Our viewers truly do have a multitude of interests that they touch with our product.

6. **Unique.** This is a truly unique visual conceit that will stand out in every execution.

7. **Impactful.** Standout visual, with humor and unexpected passions portrayed

An aerial photograph of a formal garden featuring a complex maze of dark green, sculpted hedges. The hedges form various geometric and organic shapes, creating a labyrinthine path. In the upper right corner, a tall, conical topiary tree stands out. The ground between the hedges is a lighter green lawn. The overall scene is lush and meticulously maintained.

FOLLOW YOUR STREAMS

CONSUMER INSIGHT: This concept puts an unexpected twist on our top emotional driver for viewing content - it connects me to what I'm passionate about. It shows the insatiable amount of inspiration that can be gleaned from our massive genre libraries.

FOLLOW YOUR STREAMS

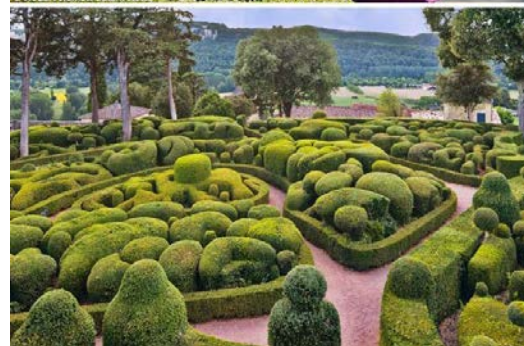
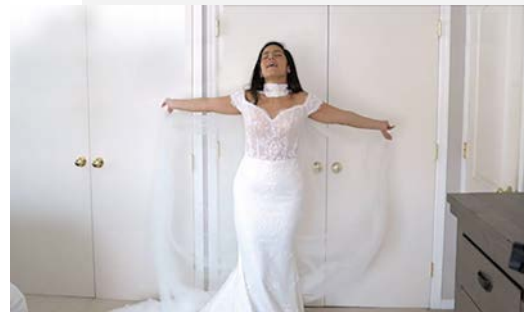
Concept

People watch discovery+ not only as entertainment, but to also connect with our experts and to get inspired and even escape for their everyday lives. In this concept, some of our viewers take this advice a little too literally and go a little too over the top.

In a series of spots, we see our viewers binge-watching our discovery+ content and applying what they've seen into their everyday lives. Viewing our content may lead to some "interesting" behaviors. With its flexibility, this concept can be implemented globally and can be genre specific.

Potential Tagline & Copy Exploration

- STREAM IT AND BELIEVE IT
- DARE TO STREAM
- BEYOND YOUR WILDEST STREAMS
- FOLLOW YOUR STREAMS



FOLLOW YOUR STREAMS

On-air Vignette Ideas

- A woman binges **Say Yes to the Dress**. She goes to get dressed in the morning and her closet is full of wedding dresses as she says “yes” to her outfit for the day.
- A woman binges **Cupcake Wars**. She enters her kitchen and puts on her apron as it’s revealed that every inch of her kitchen is covered in cupcakes.
- A man binges **Deadliest Catch**. He tells his partner that he’s going to go out and pick up dinner and boards a commercial fishing boat.
- A woman binges **Serengeti**. She goes to a city park wearing safari gear and narrates a storyline between the squirrels and the birds.
- A man binges **Puppy Bowl**. He goes to a dog park in a ref’s uniform and starts to call out penalties and touchdowns.



FOLLOW YOUR STREAMS

Sample Script (:30)

A well-dressed scholarly woman sits on a brown leather chair in a therapist's office.

Dr. Jill: **discovery+ has something for everyone. But with such unlimited access, we've seen some interesting behavioral patterns develop among its viewers...**

Shots of:

A woman in her living room binging "Cupcake Wars" on TV while her kids are making a mess around her.

A man streaming "Clipped" on his phone while his buddies are watching the game.

A woman in bed watching "Say Yes to the Dress" on her tablet in the middle of the night.

Dr. Jill: **Symptoms include excessive piping...**

CU of woman who watched "Cupcake Wars" piping a cupcake, shot widens and it's revealed that every inch of her kitchen is covered in cupcakes.

Dr. Jill: **Compulsive pruning...**

Man who watched "Clipped" steps out into his yard with a pair of shears in his hands, as it's revealed that his entire backyard is filled with giant amazing topiaries.

Reference: [Progressive Dr. Rick commercial](#)

Dr. Jill: **And questionable decision-making...**

Woman who watched "Say Yes to the Dress" goes to get dressed the next morning and her closet is full of wedding dresses as she says "yes" to her outfit for the day.

Dr. Jill: **discovery+. You'll have to Stream it to Believe it.**

GFX End Page

VO: Discovery Plus. Stream Now for Just \$4.99

Button: Woman walking her dog in a wedding dress.

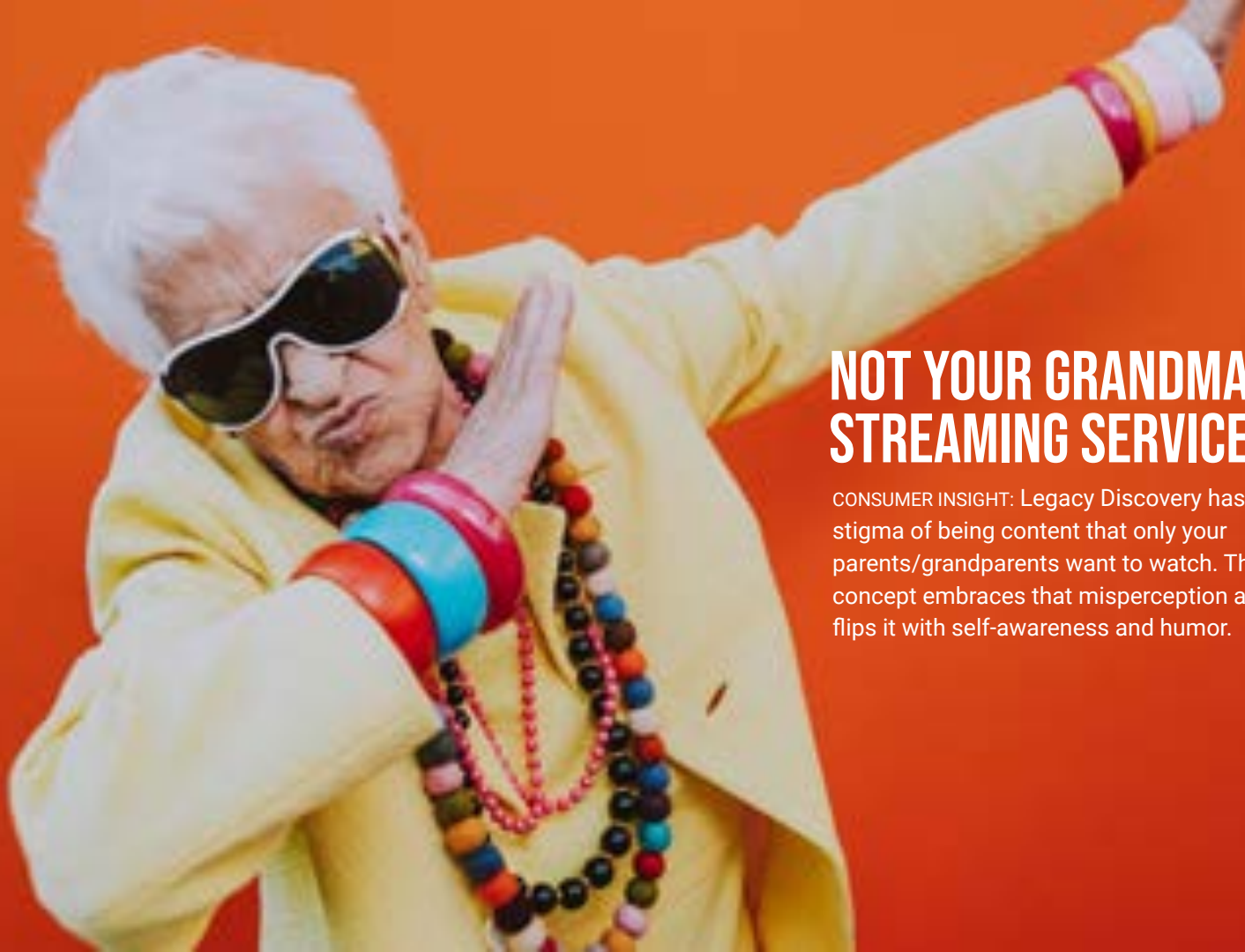
FOLLOW YOUR STREAMS

Why This Works

This concept tells a visually memorable story by creating larger than life moments. It is flexible enough to translate globally and can be executed with different genres.

1. **Full of Life.** This concept shows how our viewers take our content and apply it to their everyday lives, creating larger than life moments.
2. **Unexpectedly Entertaining.** This concept begins somewhat ordinarily but unexpectedly turns into an over the top experience that directly imitates our content.
3. **Irresistibly Satisfying.** Every person has their own interests, and with this concept, there are endless possibilities for what resonates with our viewer, resulting in a variety of genre-based vignettes.
4. **Global.** Although this concept has a spokesperson who speaks English, the idea of our viewers learning from our experts and imitating our content is universal. The introduction could be presented as VO rather than a spokesperson, which could then be translated globally.

5. **Relevant.** This concept is flexible enough to reflect the premieres of our discovery+ priorities as well as any influential pop culture moments that we may want to partake in.
6. **Unique.** By focusing on unique moments from our content, we can create individual realities that are specific to our viewers.
7. **Impactful.** The goal of this concept is to leave consumers with visually memorable creative that expresses the exaggerated behaviors of our viewers.



NOT YOUR GRANDMA'S STREAMING SERVICE

CONSUMER INSIGHT: Legacy Discovery has a stigma of being content that only your parents/grandparents want to watch. This concept embraces that misperception and flips it with self-awareness and humor.

NOT YOUR GRANDMA'S STREAMING SERVICE

Concept

discovery+ has been crowned the “perfect background noise.” Thanks, I guess? Let’s play off this comment by showing that discovery+ is unexpectedly entertaining, bold, and always leaves you feeling full of life.

The campaign centers around a multi-generational family who got discovery+ for their nana to watch her favorite shows (she loves barefoot contessa and can’t get enough of that handsome Bobby Flay). But nana’s been a little different since streaming.

We touch on the nostalgic legacy IP, but focus on the new, bold, and original in a way to hook a younger demographic who are ready to cut the cord or don’t even know what a cord is.

This isn’t your grandma’s streaming service... well, I mean unless she’s Nana.



NOT YOUR GRANDMA'S STREAMING SERVICE

Spot

We open on Nana's daughter talking direct-to-cam about getting the family discovery+ so Nana could watch her favorite shows...just then Nana crashes through the wall demo-style with her grandkids cheering behind her.

We follow Nana in a series of other d+ inspired hijinx:

Nana talks to her granddaughter about the problems she's having in her relationship. Nana tells her about this woman she knows who flew all the way to Nigeria for her partner, and even bought his mom a goat and he STILL couldn't commit.

On a walk with the family, Nana nonchalantly passes by a crime scene with investigators. Without flinching, she slips on a latex glove and pulls up a knife hidden under a car. "Looking for this?" The police look astounded.

She surprises the family with a seance, as she suspects their house may be haunted.

We cut back to Nana's daughter who explains, there's never a dull moment with nana and never a dull moment on discovery+.

THIS ISN'T YOUR GRANDMA'S STREAMING SERVICE... WELL, UNLESS SHE'S NANA.



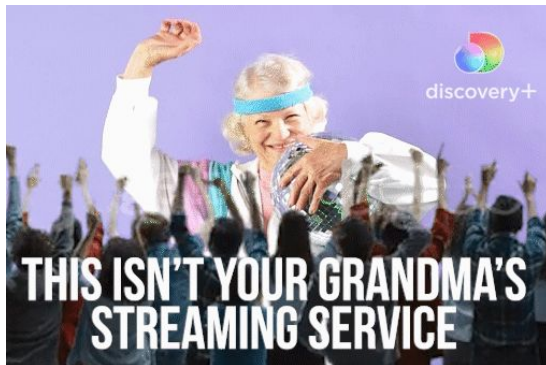
NOT YOUR GRANDMA'S STREAMING SERVICE

Spot (cont'd)

Additional/alternate scenes:

Nana launches a full scale investigation to find who took her missing snacks.

She passes by and orders a hot dog from a stand, requesting the man butterfly cuts the dog in order to get the perfectly grilled meat. The man looks confused, but impressed.



NOT YOUR GRANDMA'S STREAMING SERVICE

Why This Works

This concept is bold, unexpected, and memorable. It's versatile enough to work with any of our genres and relies more heavily on visuals & character for cross-cultural flexibility.

1. **Irresistibly Satisfying.** This campaign shows the pull our content has on viewers. It becomes more than just passive viewing, and seeps into their entire lives.
2. **Global.** This concept allows for flexibility in playing with the ways families interact within different cultural customs. This concept can also rely less on dialogue, focusing on the outlandish and comedic hijinx Nana gets her and her family into.
3. **Unexpectedly Entertaining.** You may think you know what our networks, but you don't know what discovery+ is. This concept hits on the nostalgia and the love we have for legacy IP, while also proving that d+ goes above and beyond those expectations.
4. **Full of Life.** We have our understanding of what old age is supposed to be or look like. Nana breaks that mold in a way that not only is humorous, but also inspiring.
5. **Relevant.** Nana's moods and behaviors change with the content she consumes, making it easy to adapt the campaign for new shows and films, as well as reflect what's going on in the real world.
6. **Impactful.** Nana isn't someone you just forget. This campaign provides something memorable, likeable, and (most importantly) meme-able.
7. **Unique.** There's nobody quite like nana, just like there's no other place to get this kind of content besides discovery+.



STREAM OUTSIDE THE BOX

CONSUMER INSIGHT: discovery+ is unpredictable, and a destination filled with surprise and delight. The magnetic draw of these emotions will keep people coming back for more, time and time again.



STREAM OUTSIDE THE BOX

Concept

Remember the surprise and joy we experienced as kids opening gifts? Today the boxes we open are the screens we view our content through. There's just something magical about opening the unexpected and having an endless array of options.

This campaign leverages that same sense of excitement and anticipation to draw viewers into a surprising world of discovery+ genre-inspired experiences. It immerses ordinary people in extraordinary moments showing that discovery+ is literally overflowing with life. This conceptual and visual thread is the through-line for every touchpoint. Each execution reinforces the idea that discovery+ is bursting at the seams with surprising content and endless possibilities.

There's something irresistibly satisfying about discovery+, like opening an unexpected gift.

Tagline & Copy Exploration

- STREAM OUTSIDE THE BOX
- OUT OF THE BOX ENTERTAINMENT
- STREAMING UNBOXED



STREAM OUTSIDE THE BOX

Sample Script (:30)

(minimal VO for global appeal)

A woman sits on her couch in her pjs swiping her phone. She stops on the discovery+ app and taps it. A glowing 3D hologram of a “magical” rainbow-colored shape appears above the phone. A drop of water drips out onto her coffee table. Hesitant but curious, she touches the hologram. Water gushes out completely filling the room.

Cut to her swimming behind her now underwater sofa. (still wearing her pjs)

Match cut to her emerging from behind some coral. Her living room has disappeared and she’s now swimming in the ocean.

We see her swim past a huge topiary shark in awe. As she looks back, she almost bumps into a mermaid wearing a wedding dress carrying a lovely shell bouquet.

The mermaid smiles and tosses the shell bouquet. Our viewer catches it with wonder.

Cut to her swimming past yellow crime scene tape surrounding a small shipwreck. She sees a treasure chest and swims inside to take a peek. The lid closes behind her.

Cut to her now back in her normal dry living room watching discovery+ on her phone with a satisfied look on her face and shell bouquet still in hand.



Hologram would be rainbow colored and can be any shape we like.

She’s totally engrossed in a discovery+ original like Chasing Ocean Giants.

GFX End Page

VO: Discovery Plus. Stream Outside the Box for Just \$4.99

Button: A king crab scurries across her rug.

STREAM OUTSIDE THE BOX

Additional Vignette Ideas

A guy is sitting at his kitchen island looking at his iPad which is on a stand. He taps the discovery+ app and our rainbow colored digital hologram appears above it. He touches it and sand starts spilling out onto his counter. Suddenly his kitchen becomes a desert adventure complete with wild animals. He's transported into another world.

Key Art

High impact spreads inspired by the fantastical situations in our TV spots. Much like our two reference photos - we'd feature people watching discovery+ in their homes which have been transformed into amazing unexpected places like an ocean reef or a desert scene filled with animals.



STREAM OUTSIDE THE BOX

Why This Works

It personifies our unique brand energy and brings it to life, connecting the feelings of excitement and satisfaction viewers experience when opening an unexpected gift to the way they'll feel when watching discovery+ content.

1. Irresistibly Satisfying. This idea taps into the psychology of gifting to make a positive connection between discovery+ and viewer satisfaction.

2. Unexpectedly Entertaining. Pairing discovery+ with these otherworldly or even absurd situations isn't just weird for weird's sake. It's designed to stick with viewers, be talked about and stir up cravings for more.

3. Full of Life. Both the tagline and the concept communicate that discovery+ is overflowing with life – it cannot be contained within any vessel or medium or mindset.

Bonus: It literally says our brand is synonymous with unconventional out-of-the-box thinking.

4. Global. While gifting rituals around the world are very different, science has found that the very act may be hardwired into our DNA. This concept ties the positive feelings associated with opening a gift to our brand without relying on talent or dialogue (although it can certainly work with talent).

5. Relevant. After a year and a half spent eagerly waiting for the next Amazon delivery, this concept is extremely topical. Everyone can relate to the feeling of excitement when something new arrives which positions discovery+ as a buzzworthy must-have.

6. Unique. Fantastical visuals and subtle humor transform the familiar into something remarkable in a way that hasn't been tapped into before.

7. Impactful. The unlikely conceit of opening a “magical” vessel that immerses a viewer into an extraordinary world overflowing with life is both memorable and impactful.

WHATCHU WATCHIN'

CONSUMER INSIGHT: Crowdsourcing recommendations is a huge part of our culture, especially when it comes to entertainment. People use it as a way to connect and relate, while also avoiding the need to sift through the ever-increasing options at their fingertips.

Whatchu watchin'?



WHATCHU WATCHIN’

Concept

These days with Cord Nevers, WATCHING is STREAMING. It seems like we’re always asking our friends, family, and colleagues “whatchu watchin’” because there is so much content in the streaming world that it could feel overwhelming. Inspired by Budweiser’s “WASSUP” campaign, this concept mimics how a simple phrase can go viral.

In a series of people around the world texting each other “Whatchu Watchin’,” we learn that people seem to be more into what they’re watching on discovery+ than what is actually happening in their current surroundings. This concept leans into the power of word of mouth, and has the flexibility to be executed globally, with different genres, and with or without talent.



WHATCHU WATCHIN'

Sample Script (:30)

A man lounging on his couch in his living room texts his friend.

Man Text GFX: **I need something to watch, whatchu watchin'?**

Cuts to woman sitting in a stall of a crowded bathroom in a club. She's on her phone and texts back.

Woman Text GFX: **I'm about to start watching (tbd show)**

Cut to CU of her phone as she swipes through the discovery+ app and clicks on (tbd show). As the show plays, the shot widens, and we see a man streaming the same show on his phone while riding a camel in front of the Egyptian pyramids.

He pauses his show to text someone.

Man 2 Text GFX: **Yo, did you start watching (tbd show) yet?**

Cut to a wide shot of a man on top of Mount Everest receiving his text.

We see him smirking as he texts back.

Man 3 Text GFX: **Nah, I've been a little busy...**

Man 3 Text GFX: **Got sucked into watching (tbd show)**

Cut to CU of his phone as he taps to unpause his show. Show plays and the shot widens and we see a woman streaming the same show.

She's in the middle of an African safari streaming on her phone as she gets a text.

Text GFX: **WUW?**

She pauses her show to reply.

Woman 2 Text GFX: **You already know what I'm watchin'**

Cuts back to the man on his couch receiving her text. He clicks the remote to turn on discovery+ on his TV.

Man: **"Everyone's watchin' discovery+"**

GFX End Page

VO: Stream now for just 4.99

Button:

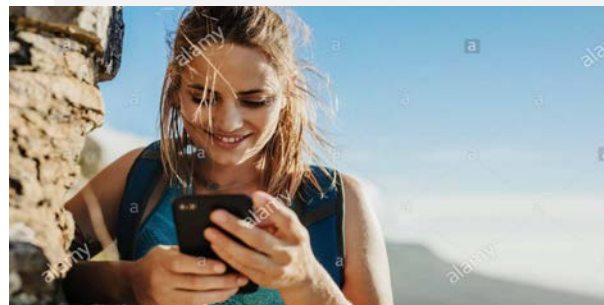
Man Text GFX: **Have you seen 90 Day Fiancé?!**



WHATCHU WATCHIN'

Additional Vignettes

- A person streaming *Naked and Afraid* in the middle of the Amazon jungle.
- Streaming soccer on phone in a stadium-packed football game.
- Watching *Paranormal* content on a commercial flight screen.
- A trucker in the middle of nowhere crying while watching 90 Day Fiancé
- Talent version: Jonathan Scott streams discovery+ while on a build site and texts Ina Garten "WUW" as she streams in her kitchen.



WHATCHU WATCHIN'

Why This Works

This is a globally minded campaign that can show the breadth of our content (and viewers) in a unique way. Compelling visuals with fun graphics and a powerful campaign hook speak directly to our Cord Nevers audience.

1. **Full of Life.** This concept features all kinds of people streaming all over the world in vastly different genres/environments

2. **Irresistibly Satisfying.** Each separate streaming environment is a tiny moment of satisfaction, as we show viewers deeply engaged in what they are streaming.

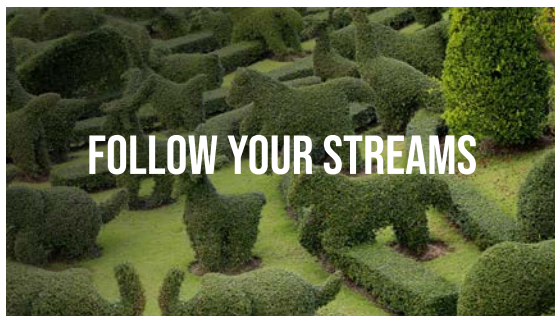
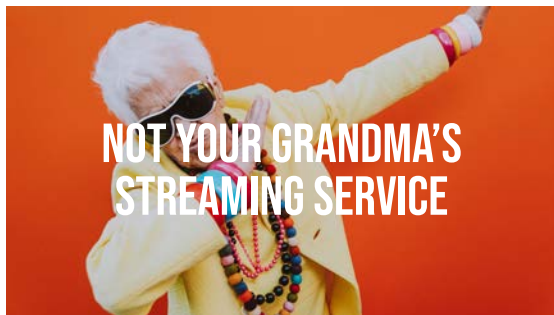
3. **Unexpectedly Entertaining.** The unexpected streaming environments will surprise and delight our viewers, while reminding them what's special about our content.

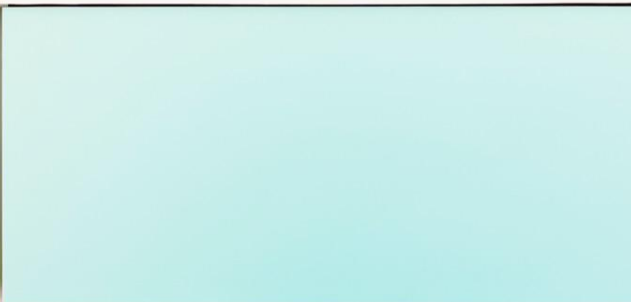
4. **Global.** This concept literally goes around the world. Messaging is communicated via GFX, allowing for easy reversioning.

5. **Relevant.** Our target audience (Cord Nevers) are extremely fluent in texting, and the central promise of this spot will resonate.

6. **Unique.** A fresh approach that offers ownership of over a phrase.

7. **Impactful.** Compelling visuals with fun graphics and a powerful campaign hook.





PLUSSED UP

PLUSSSED UP

Concept

We know our audience loves to explore, take risks & experiment with new things. So what happens when we give those already curious minds discovery+? Answer: They get **PLUSSSED. UP.**

In this concept we'll show how our viewers are not only inspired, but supercharged, by our programming through a series of humorous vignettes. After watching a show on the app, an everyday viewer dramatically dons their discovery+ "war paint" and tries something over-the-top he or she has never done before.

Taglines

- We Are Plus-ers
- Be a Plus-er
- That's a Plus
- Get Plussed Up



PLUSSED UP

Example Vignettes

A Mom watches Food content on the TV. Inspired, she dons her “war paint” and heads to the kitchen where she prepares a meal in warrior-like, over-the-top fashion.

Kid (to Dad): What’s up with Mom?

Dad: She’s been watching discovery+ again...

A Young Woman watches True Crime content on her phone. Inspired, she dons her “war paint” and heads to her dark, moodily lit study where she intensely arranges a corkboard with strings, muttering to herself. All of a sudden she hears a noise and shines a light on her confused cat who has stealthily entered the room.

Young Woman (super dramatically): Gotcha!

Cat: Yowls

A Woman watches shark content at the beach. Inspired, she dons her “war paint” (sunscreen?) and then goes racing dramatically into the ocean where she does an amazing breach into the air.

Surfer Dude Bystander: Daaaang. That lady is PLUSSED. UP.

A Man watches Pushing the Line at his mundane office job. Inspired, he dons his “war paint” and sets up a highline tightrope across his office, walking over printers, water coolers and his other co-workers in dramatic fashion.

Co-worker: Really, Phil?



INFINITELY ENTERTAINING

INFINITELY ENTERTAINING

Concept

Can all our emotional entertainment needs be satisfied by one streaming service? This concept answers that question by employing an insider's "behind-the-scenes" vibe to showcase our endless, ever-growing catalog of unexpected and satisfying content. From the sweet to the absurd, we immerse our viewers in it all allowing them to experience the whole gamut of emotions in one remarkable and unexpected journey . . . that never has to end.

There's always something more on discovery+.

Tagline & Copy Exploration

- ENDLESSLY ENTERTAINING
- EXPERIENCE IT ALL
- WHATEVER YOU'RE INTO
- ALL YOUR FAVORITE THINGS IN ONE PLACE



INFINITELY ENTERTAINING

References - [SNL SET CHANGE](#), [WARDROBE CHANGE](#) - (pace would be faster than this with energy more similar to the SNL example)

Sample Script (:30)

Guy watching discovery+ on his phone or tablet on a bus. He taps on a show. All of a sudden, the bus walls peel away. Stagehands move them out and we see he's actually on what looks like the set of a cooking show.

The rest is shot in one long take as we go through super-fast set and wardrobe changes.

A wardrobe crew puts a chef's coat and hat on him and hands him a tray of cupcakes. He walks to a table and proudly puts them down for judging, then keeps walking.

The wardrobe team hurries along taking off the chef's coat and puts a coroner's jacket on him. They hand him a stethoscope.

He stops at a dead body on a table with a knife sticking out of its chest. He listens with stethoscope, wipes a tear from his eye, then pulls the sheet up over the head.

As he walks away, the wardrobe team puts a tux jacket on him and tucks a boutonniere in his pocket. He walks to an altar with 3 attractive brides. He looks at them, at the minister, then at the camera and winks. He starts walking down the aisle with all three women, people throw rose petals as the wardrobe team gently pulls him on to the next vignette.

He looks slightly disappointed to leave his brides. But gets excited when they hand him a wetsuit which he pulls on over his clothes.

He stops abruptly when he sees he's about to climb into a large glass tank filled with sharks. Then trips on his half on wetsuit and falls in with a splash.

Cut back to him still sitting on the bus watching a show about sharks on his phone. His hair is now wet and a drop drips on his phone onto the discovery+ logo.

GFX End Page

Tagline: INFINITELY ENTERTAINING

Girl sitting behind him leans over and says, "What's on next?"

VO: Discovery Plus. Stream Now for Just \$4.99

INFINITELY ENTERTAINING

Why This Works

Using impactful creative techniques, this idea takes viewers on a twisting, never-ending journey through the unexpected breadth and depth of discovery+ content, building awareness and interest at every turn.

1. **Irresistibly Satisfying.** This concept provides a feel-good fix for your brain. The idea of an infinite amount of anything entertaining, whether it's app content, an unexpectedly engaging TV spot or hidden easter eggs in a print ad acts as a dopamine hit for viewers.

2. **Unexpectedly Entertaining.** There's something fascinating about trying to spot all the magic that goes into a campaign like this. The behind-the-scenes vibe of both the spot and the 360 executions are immersive as well as buzzworthy.

3. **Full of Life.** This surprising concept demonstrates how the endless depth and breadth of the discovery+ catalog gives viewers "all the feels - all the time."

4. **Global.** Bold visuals and strong storylines have universal appeal. No talent or dialogue required but can easily be incorporated if needed.

5. **Relevant.** Timely references to discovery+ originals combined with the use of popular film techniques and surprising vignettes will resonate with our "cord never" audience.

6. **Unique.** The carefully choreographed continuous shot will wow viewers and provoke discussion while inherently communicating that there's always something more to enjoy on discovery+.

7. **Impactful.** A quirky sense of humor combined with creative film techniques and strong imagery make this campaign memorable.

YOU ARE WHAT YOU STREAM

YOU ARE WHAT YOU STREAM

Concept

Remember when Tiger King came out, and making jokes about Joe Exotic and Carole Baskin became everybody's personality for like a month?

The entertainment we consume no longer remains on our screens. It appears in our daily conversations with friends and coworkers, in memes on social media, and in dramatic think pieces that your aunt will share on Facebook. Let's play off this trend to highlight the bold, unexpected, and irresistible entertainment discovery+ has to offer, showing people who are implementing what they've watched into their daily lives in an outrageously humorous way. This campaign is made up of a series of vignettes showing just how consumed we can get by discovery+ content.

Why It Works

Sure, you're not going to become a design star from watching Design Star, or a renowned detective from watching Joe Kenda, or even a super cool guy with amazing fashion sense after watching anything featuring Guy Fieri. What will resonate with people though is passion, and how the content on discovery+ fuels that. This campaign works because it grabs viewers' attention in a hilarious and unique way, all while showcasing how our viewers actually feel when they see d+ content.

YOU ARE WHAT YOU STREAM

Spot Idea

VO: *With discovery+ you can become a bolder, exciting, and more interesting...*

We see a woman sitting down with her family and turning on their tv, clicking through to find discovery+.

VO: *...version of who you are now. No offense.*

The discovery+ app opens and fills their TV screen.

CUT TO: Mom proudly helping her kid unload the mountains of delicious desserts she whipped up for the school bake sale

VO: *All of the deliciousness.*

CUT TO: Mom watching a clip from Cupcake Wars

CUT TO: a boy sits at the kitchen table looking confused. The lights cut out except for one flickering directly on him. We pull back to reveal his sister standing across the table interrogating him on her missing snacks.

VO: *All of the cold cases.*

CUT TO: Sister fully consumed with an episode of American Detective

CUT TO: Pan through a romantic restaurant. Everyone looks a little uneasy as we hear a commotion off-screen. We finally pan over to grandma and grandpa having a 90 Day-level argument/food fight at their table

VO: *All of the loving disagreements.*

CUT TO: The couple watching a 90 Day argument scene and smiling at each other lovingly.

[App UI GFX] VO: *And so much more. You are what you stream... so get discovery+*



**YOU WANT IT? WE'VE GOT IT.
AND SO MUCH MORE.**

YOU WANT IT? WE'VE GOT IT.

Concept

There's something different about discovery+ viewers. They say yes, they go big, and they are really, *really* into what they're into. It's not just entertainment, discovery+ also offers inspiration. In this concept, we see discovery+ viewers and the super-sized effect the programming has on their lives.

In this campaign our viewers stand apart from everyone else, with over-the-top fantastical examples taking their love for a genre to the next level. From their kitchens to their gardens, to their own bedrooms, you can spot a discovery+ subscriber anywhere.

Why It Works

- Reflects the target audience (the kinds of people who take initiative and make things happen, naturally curious, willing to take a risk).
- The reveal of the discovery+ subscriber is unexpectedly entertaining. As the campaign continues viewers will wait for that twist when seeing new executions.
- Genre focused executions are flexible enough to work for global.
- The inherently human hint of self confident humor. We know who we are, quirks and all, and we're damn proud.



YOU WANT IT? WE'VE GOT IT.

Spot Ideas

- A man watches a baking competition show on discovery+. We hear a 'ding' from the kitchen and he runs in to get something out of the oven. When we enter the kitchen we reveal it is a cupcake wonderland: Cupcakes towers, fondant roses, multi-colored tubes of frosting. He pulls yet another batch out of the oven.

Cut to cooking shows (Magnolia Kitchen, Chopped Sweets, etc.)

VO: You want cooking shows? We've got a forking ton of cooking shows. Stream what you love on Discovery Plus.

- The camera moves through a typical suburban town. Every house looks similar, with a few neat bushes out front. Then we reach a house with fantastical topiaries- animals, tall topiary arches, even a topiary dragons with red roses growing out of their mouths like flames. A man happily clips away in the front yard as 2 old ladies in tracksuits speed walk by.

VO: You want home design shows? We've got a truck full home design shows. Stream what you love on Discovery Plus.

- We dolly past a collection of normal-looking people riding a city bus. At the very end we find a woman watching a wedding show on discovery+ on her phone. She is dressed in a foofy, full-length pink bridesmaids dress, complete a wrist corsage. *Cut to wedding shows (Say Yes To The Dress, Married at First Sight, etc.)*

VO: You want romance? We've got enough romance to binge your heart out. Stream what you love. Discovery Plus.

We cut back to the woman, now at the front of the bus next to the driver. She takes out a champagne glass and fork and taps it to get his attention: "does this bus stop at 8th and Chestnut?"



A top-down view of several donuts arranged in a grid on a dark blue background. Each donut is covered in a vibrant rainbow-colored glaze, with the colors (red, orange, yellow, green, blue, and purple) arranged in vertical stripes. The donuts are slightly offset from each other, creating a sense of depth. In the center of the image, the words "THANK YOU" are written in a clean, white, sans-serif font, stacked vertically.

**THANK
YOU**