



Gracenote ID creative concept V4

Advertising campaign

Gracenote
06.09.2023

After this

The goal

- Select creative executions

Feedback

Evolving the concepts

Feedback

- Emphasize the 'content' aspect more
- Flip the triangle to look like a play button
- Explore a longer, more specific CTA
- Explore a music or auto execution

Creative

Concept

It's metadata

Insight

For those who've never heard of Gracenote, it can be a couple of steps to bring them to the understanding that it is content metadata, and all the power that it brings.

Idea

Metadata is what makes content tick—or at least be seen. It's the magical ingredient, the superpower, the hidden plot twist or the shy nerd who's actually a rockstar. The metadata is as essential as your main character, and Gracenote is the best metadata out there.

Execution

We make metadata the focus within each content type, by substituting what the metadata would be (i.e. the subject), for a metadata tag. The headlines will infer the quality of Gracenote metadata.

Campaign
CTAs

CTA 1:

Enhance your content

Strengthen your content

Power your content

CTA 2:

Uncover more

Discover more

See more

CTA 3:

Find your audience



metadata ×

is
my
middle
name

gracenote
a nielsen company

Enhance your content



Well
well,
if it
isn't

metadata ×

gracenote
a nielsen company

Enhance your content



Strengthen your content

gracenote
a nielsen company

metadata ×

is
coming



Strengthen your content

gracenote
a nielsen company

Rule
the

metadata ×

realm

Promote your content

gracenote
a nielsen company

That's
what
said

metadata ×



Promote your content

gracenote
a nielsen company

I've
never

metadata ×

I didn't
like



metadata ×

banana
hammock

gracenote
a nielsen company

Boost your content



Best.

metadata ×

Ever.

gracenote
a nielsen company

Boost your content

Power your content

gracenote
a nielsen company

There's
no "I"
in

metadata ×



Power your content

gracenote
a nielsen company

The
new
metadata ×
champions



A person is performing a high bar exercise in a gym. The background is filled with red and blue smoke or fog, creating a dramatic atmosphere. The person is silhouetted against the bright light from the bar.

Is
this
the
real

metadata ×

gracenote
a nielsen company

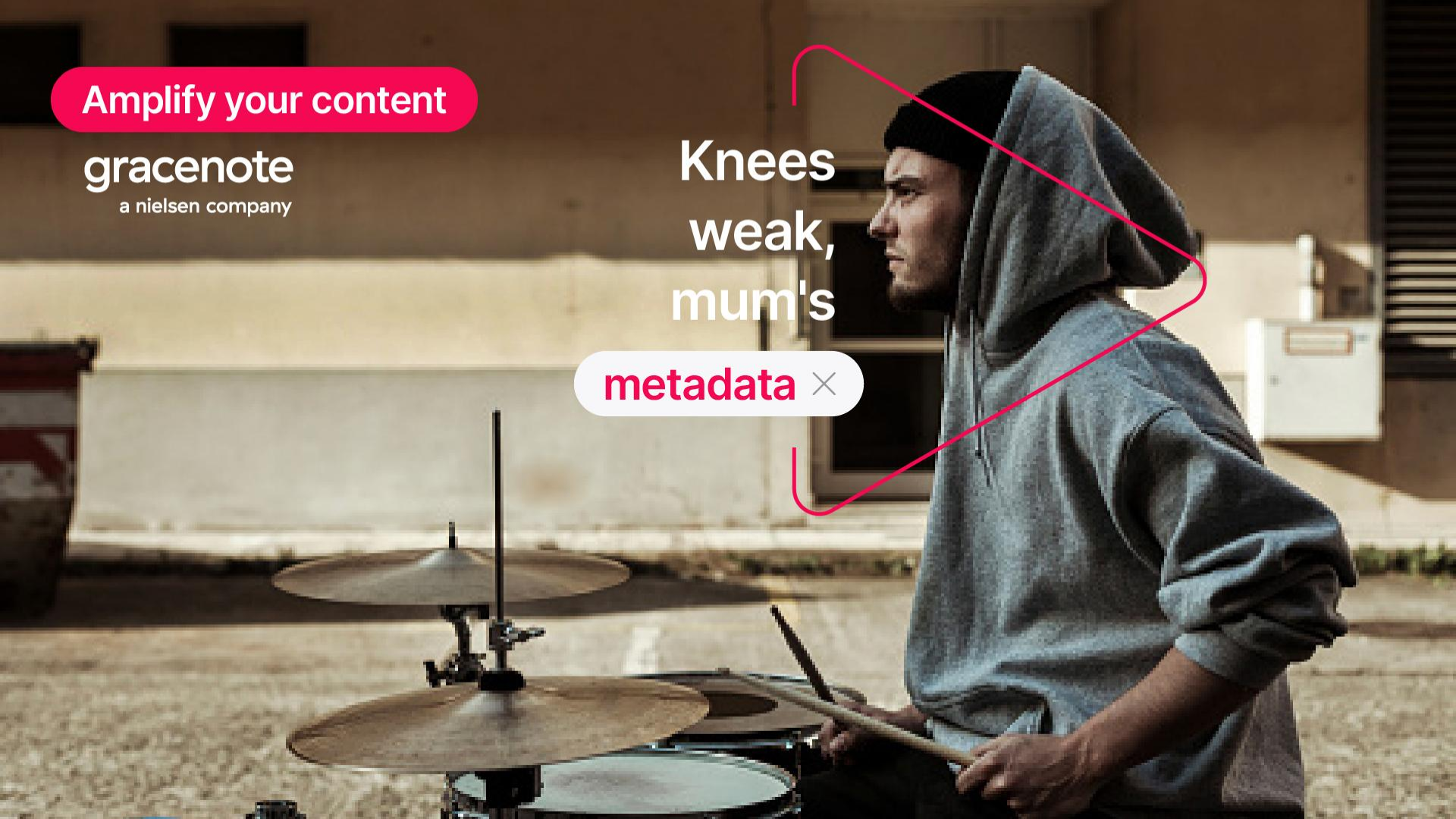
Amplify your content

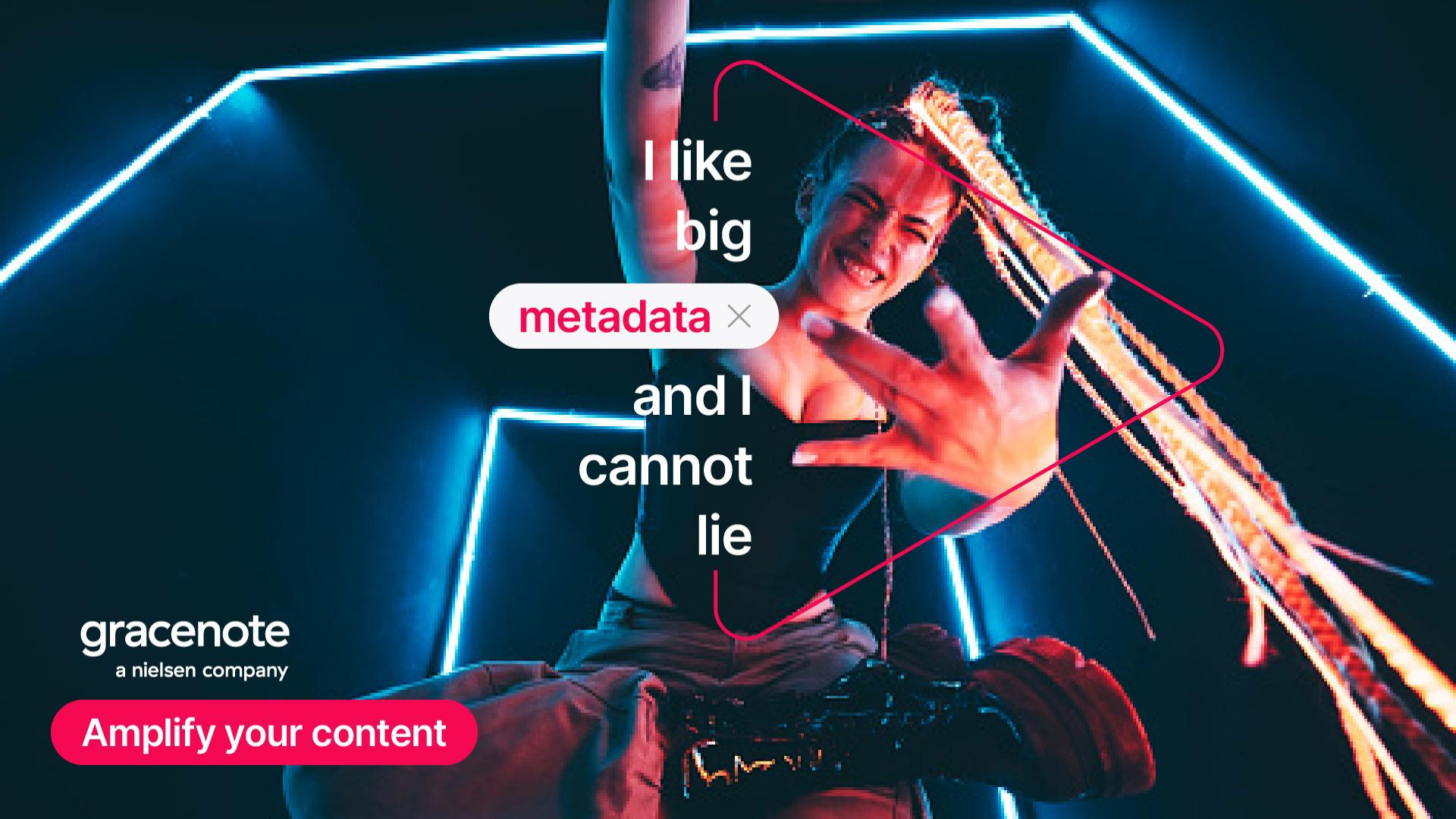
Amplify your content

gracenote
a nielsen company

Knees
weak,
mum's

metadata ×



A woman with long, colorful braids is smiling and reaching out towards the camera. She is wearing a black top and a gold chain belt. The background is dark with bright blue neon light lines forming a geometric shape. A red line graphic is drawn across the image, looping around the text.

I like
big

metadata ×

and I
cannot
lie

gracenote
a nielsen company

Amplify your content

Video

Video

Feedback

- Add more of the actual likely metatags to the early portion of the video.

Example 1

Treatment

Video treatment

Meta tags appear as the VO continues over the footage

Visual

A single scene of slow-motion food porn

VO

Before you **[garnish]** your **[slow-cooked lamb]**, dizzle a tablespoon of our **[delicious] [sauce]**. Now add a good glug **[olive oil]**, a pinch of **[pecorino]** and all of the **[amazing][metadata]** that comes with using Gracenote **[many other tags populate beyond the screen]**.

Tags

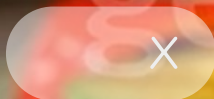
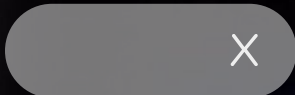
[Garnish] [Slow-cooked lamb] [Delicious] [Sauce] [Olive oil] [Pecorino]
[Amazing] [Metadata] [Gracenote logo] [Cooking] [TV show] [Host]
[Voice-over] [Food] [Home-cooking]



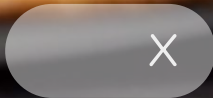
1371167585

**motion example*

Garnish ×



Sauce ×



1371167585

**motion example*

Garnish ✕



Restaurants ✕



Delicious ✕

Dining rooms ✕



Uplifting ✕



Creative ✕



Sauce ✕

Kitchens ✕

Amazing ✕



2020s ✕

Food experts ✕



Discovery ✕

**motion example*

Garnish ✕



Restaurants ✕

Pecorino ✕



Amazing ✕

Delicious ✕

Dining rooms ✕



Olive oil ✕



Creative ✕



Sauce ✕

Kitchens ✕

2020s ✕



Amazing ✕



Slow-cooked lamb ✕



Food experts ✕

Discovery ✕



Restaurants X

Pecorino X

Dining rooms X

Garnish X

Delicious X

Creative X

Olive oil X

Sauce X

Amazing X

Kitchens X

Slow-cooked lamb X

2020s X

Food experts X

Discovery X

1371167585



Garnish

Pecorino

Sauce

Amazing

Slow-cooked lamb

1371167585



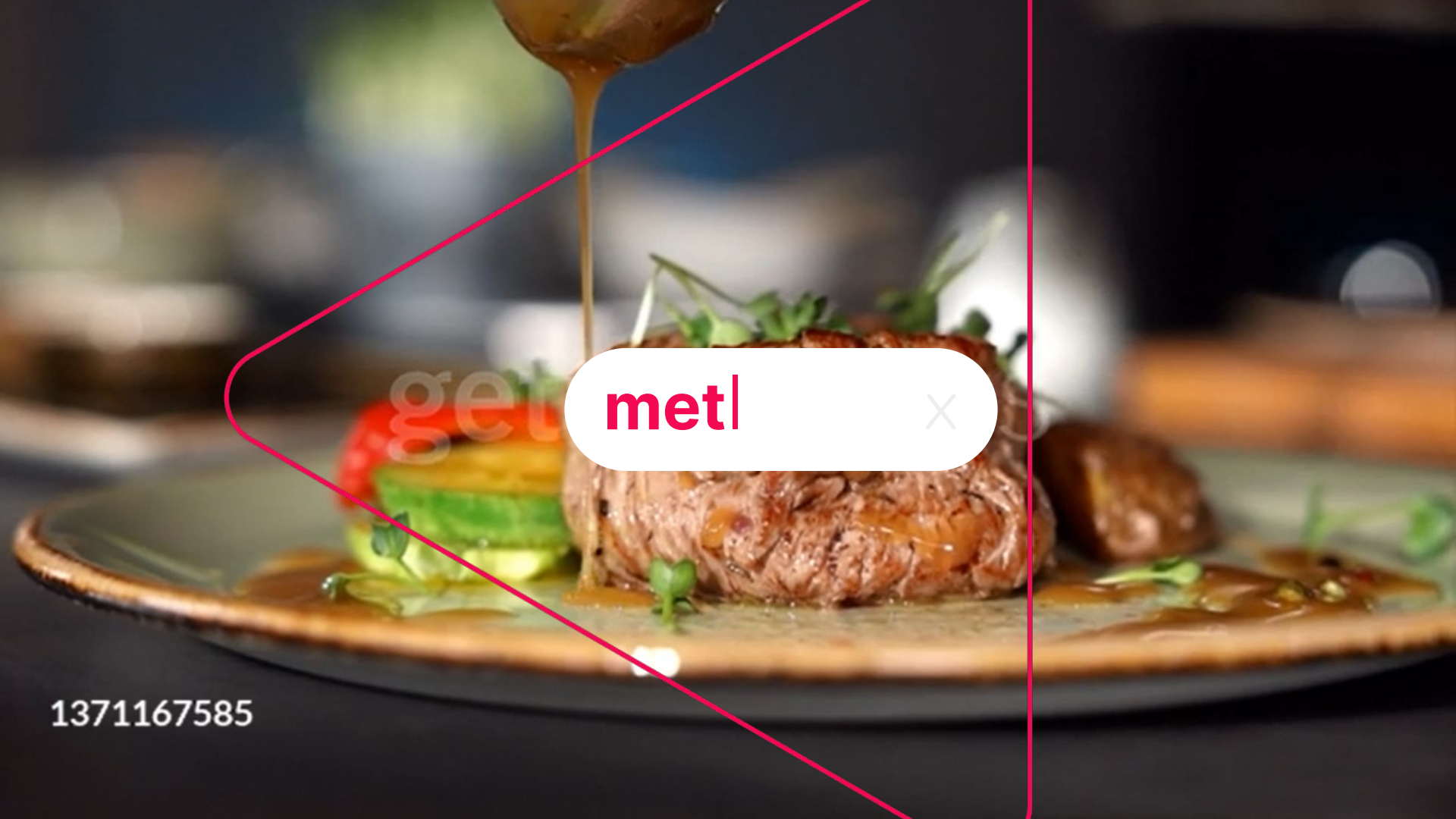
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1371167585



1371167585



get

met|

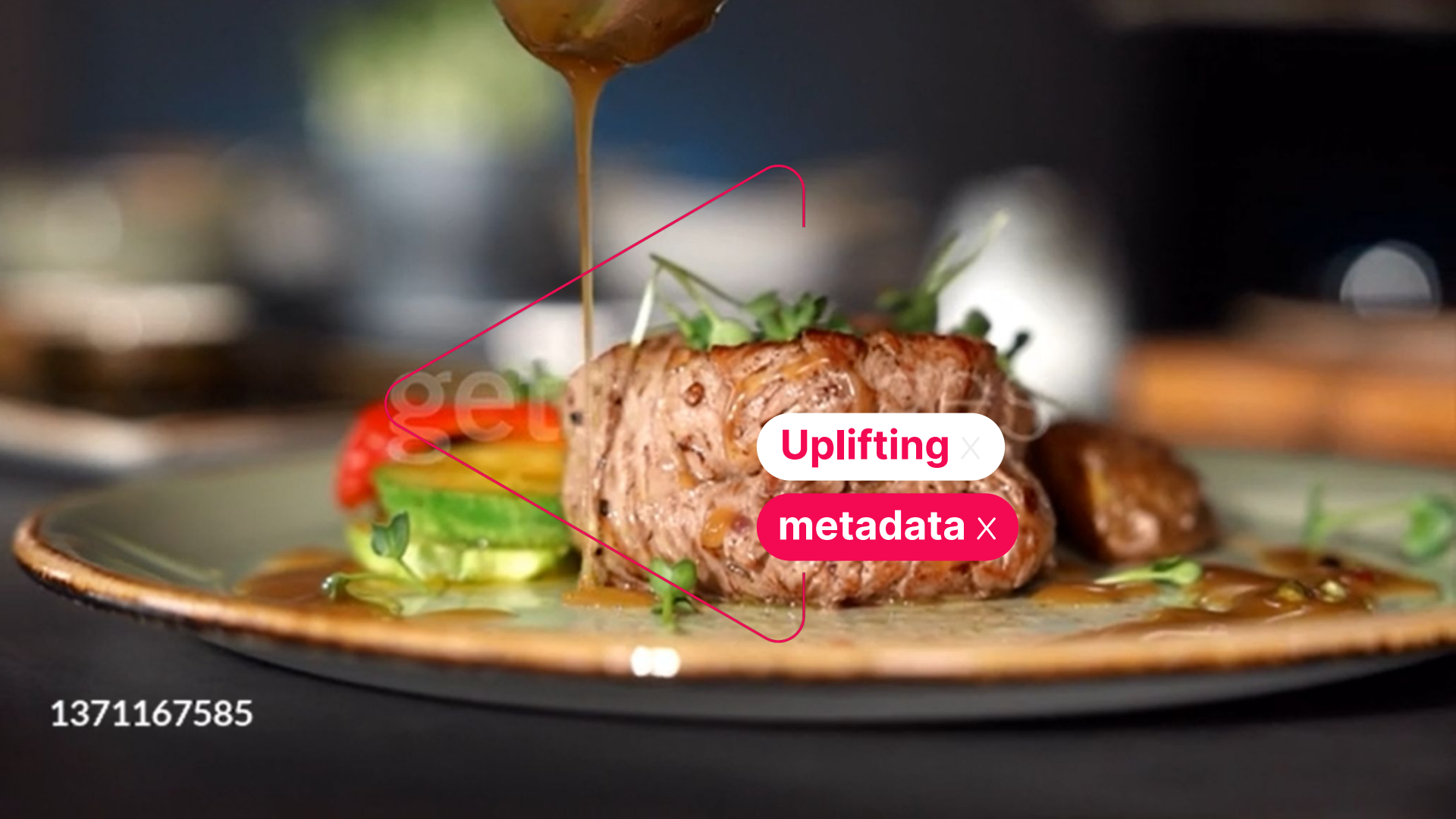


1371167585



get metadata x

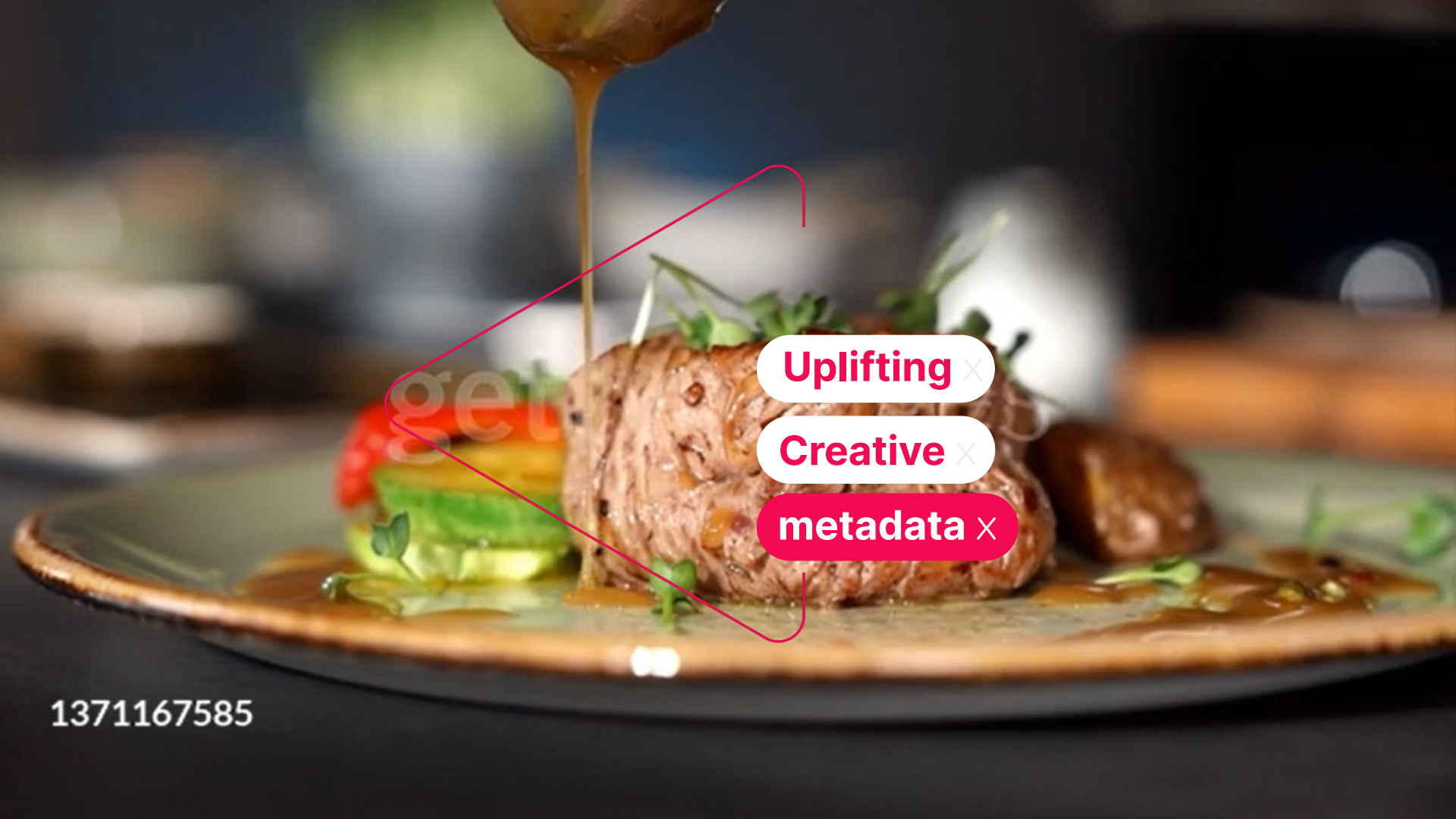
1371167585



Uplifting ×

metadata ×

1371167585

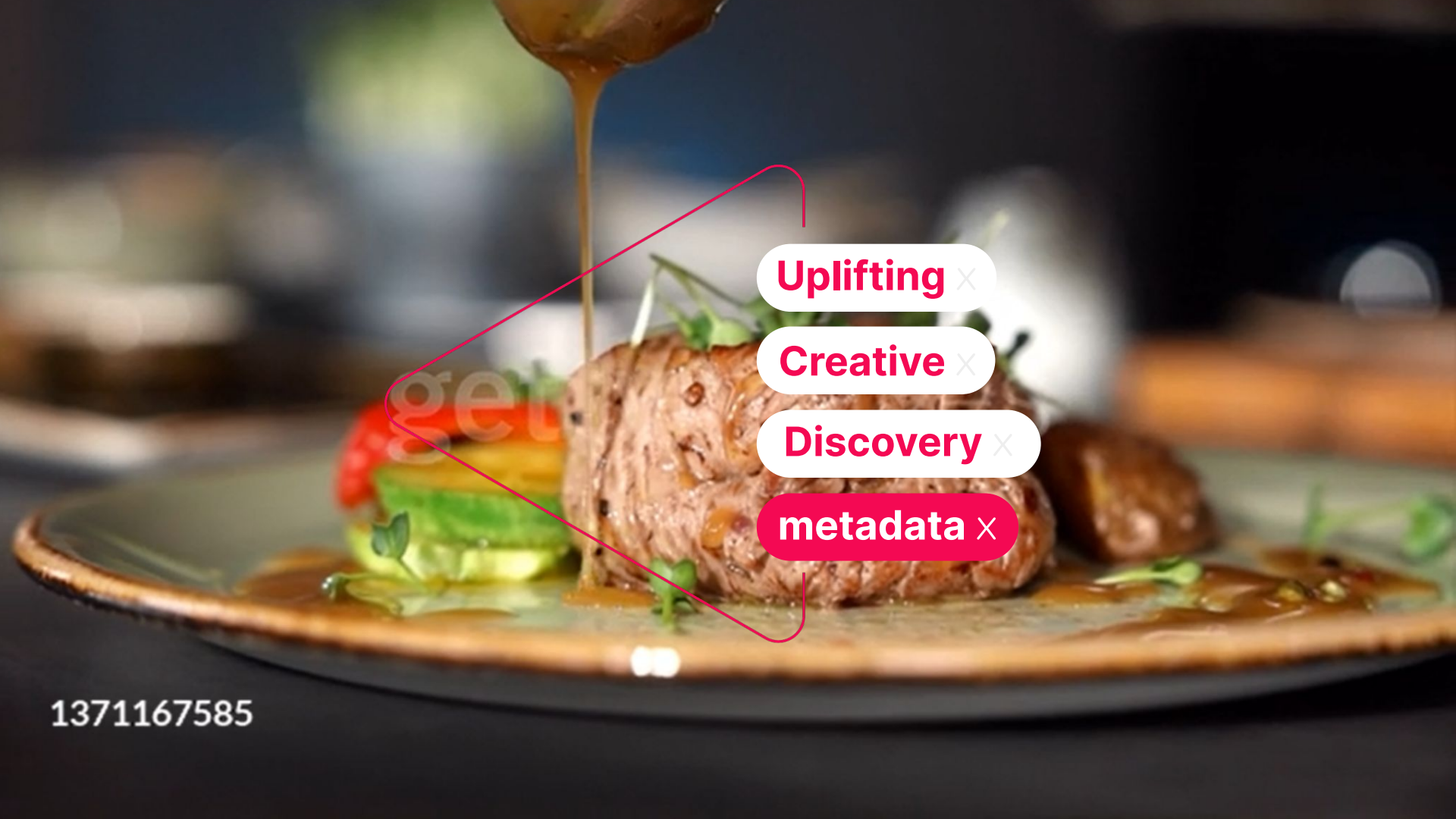


Uplifting ×

Creative ×

metadata ×

1371167585



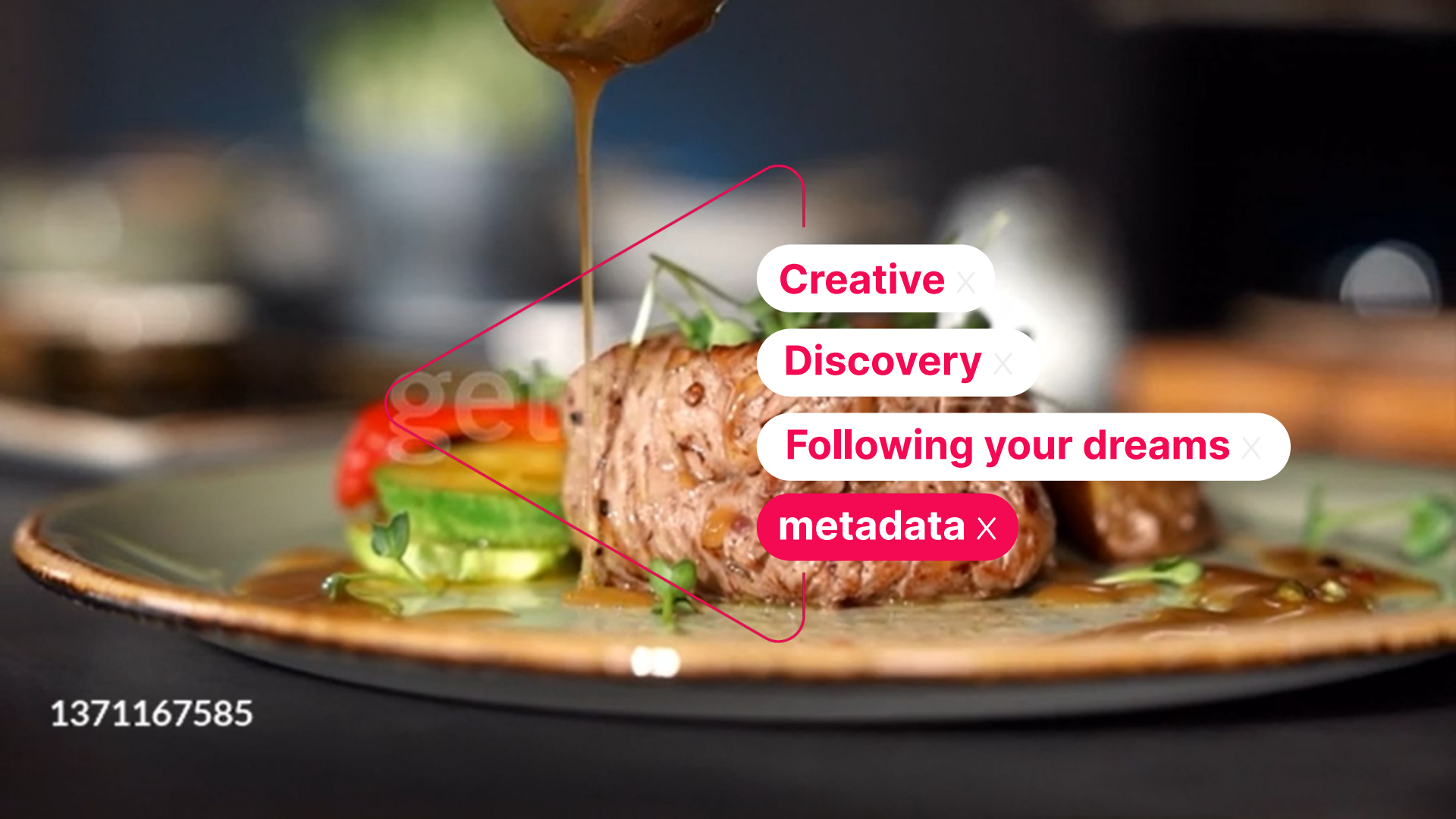
Uplifting ×

Creative ×

Discovery ×

metadata ×

1371167585



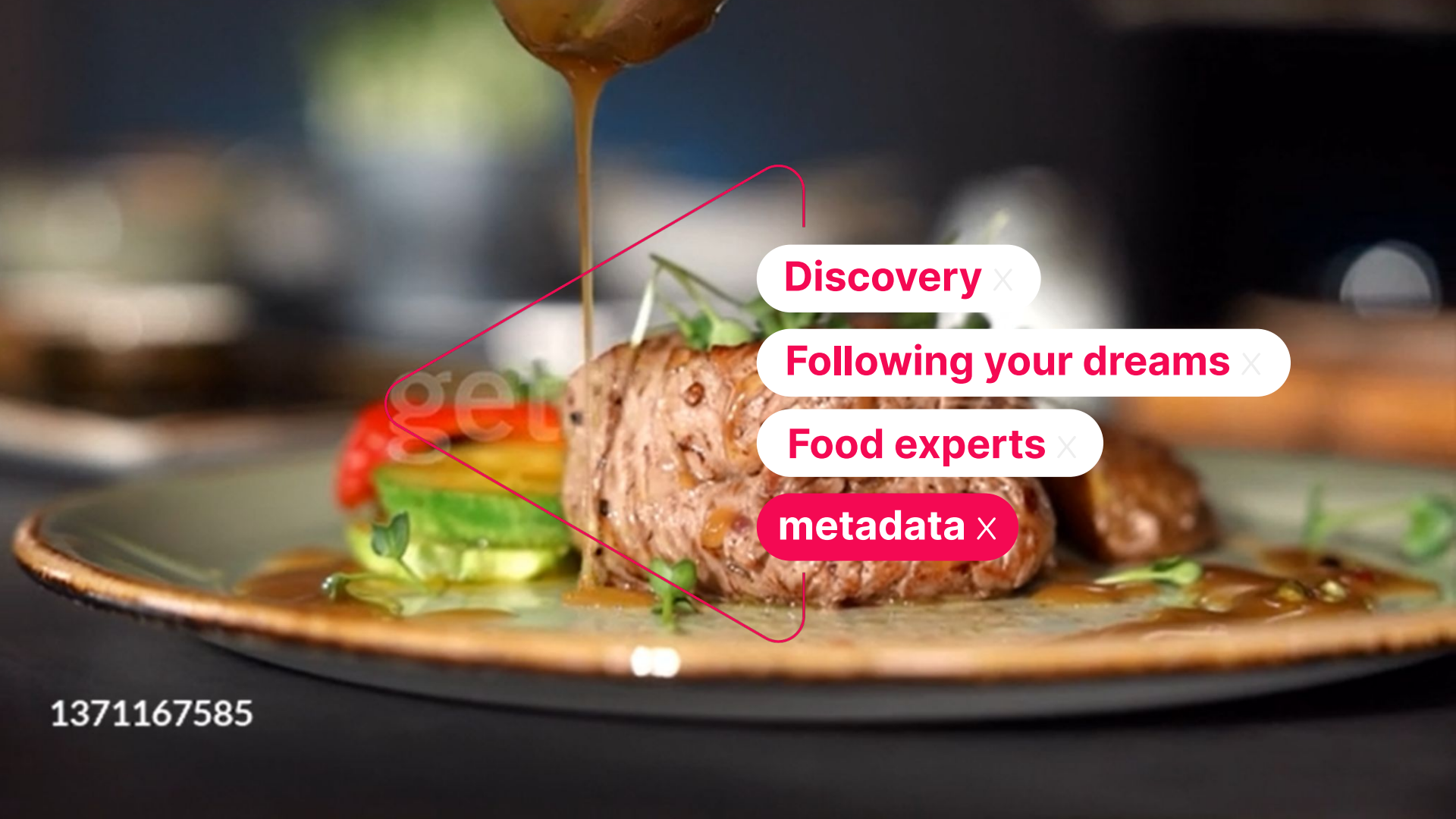
Creative ×

Discovery ×

Following your dreams ×

metadata ×

1371167585



Discovery ×

Following your dreams ×

Food experts ×

metadata ×

1371167585



Food experts ×

Restaurant kitchens ×

Dining rooms ×

metadata ×

1371167585



metadata x

1371167585



Food ×

TV show ×

Home-co ×

metadata ×

1371167585



metadata x

1371167585



get

Host
Voice-over
Booking

1371167585



1371167585



1371167585



geu **gracernote** #3

1371167585



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a nielsen company

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Example 2

Treatment

Video treatment

Meta tags appear as the VO continues over the footage

Visual

A single slow-motion scene of flamingos migrating

VO

A **[flamboyance]** of **[flamingos]** sets off across the **[southern delta]** in search of a greater **[colony]** of **[brine shrimp]**. But little do they know, a new **[challenge]** awaits. **[Metadata]**. One can only hope they're using Gracenote.

Tags

[Flamboyance] [Flamingos] [Southern delta] [Colony] [Brine shrimp]
[Challenge] [Metadata] [Gracenote logo] [Documentary] [Series]
[Nature] [Voice-over] [Marine life] [Birds]



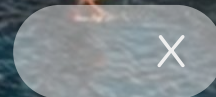
1409197589

*motion example

Flamingo ✕



Colony ✕



1409197589

**motion example*

Flamingo ×



Challenge ×



Flamboyance ×



Colony ×

Amazing ×



1409197589

**motion example*

Flamingo ✕



Challenge ✕



Nature ✕



Brine shrimp ✕



Colony ✕



Amazing ✕



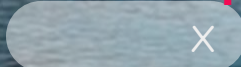
Southern delta ✕



1409197589



Challenge ×



Flamingo ×

Nature ×



Brine shrimp ×



Colony ×



Amazing ×



Southern delta ×



1409197589



Challenge

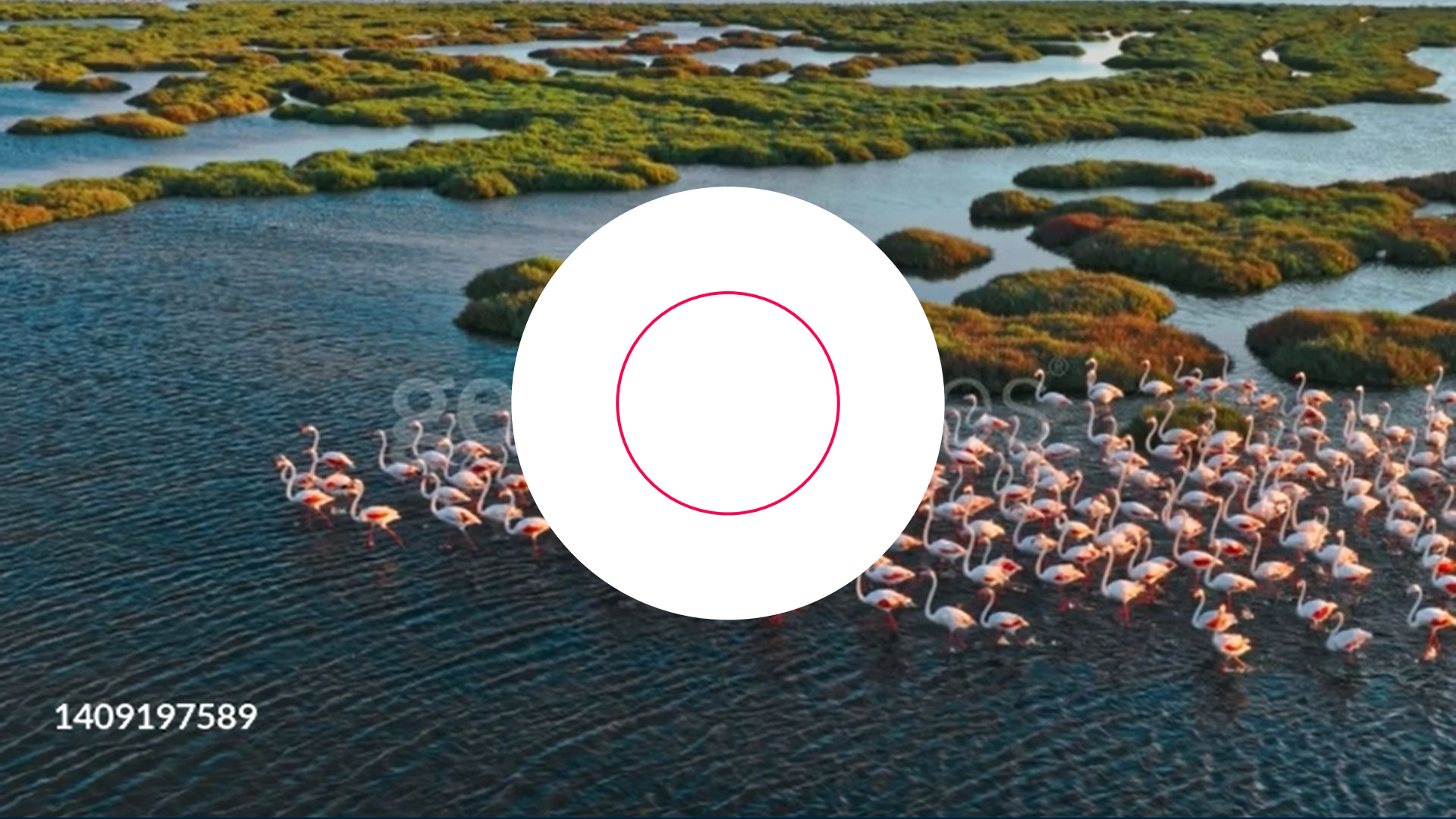
Flaming

Colony

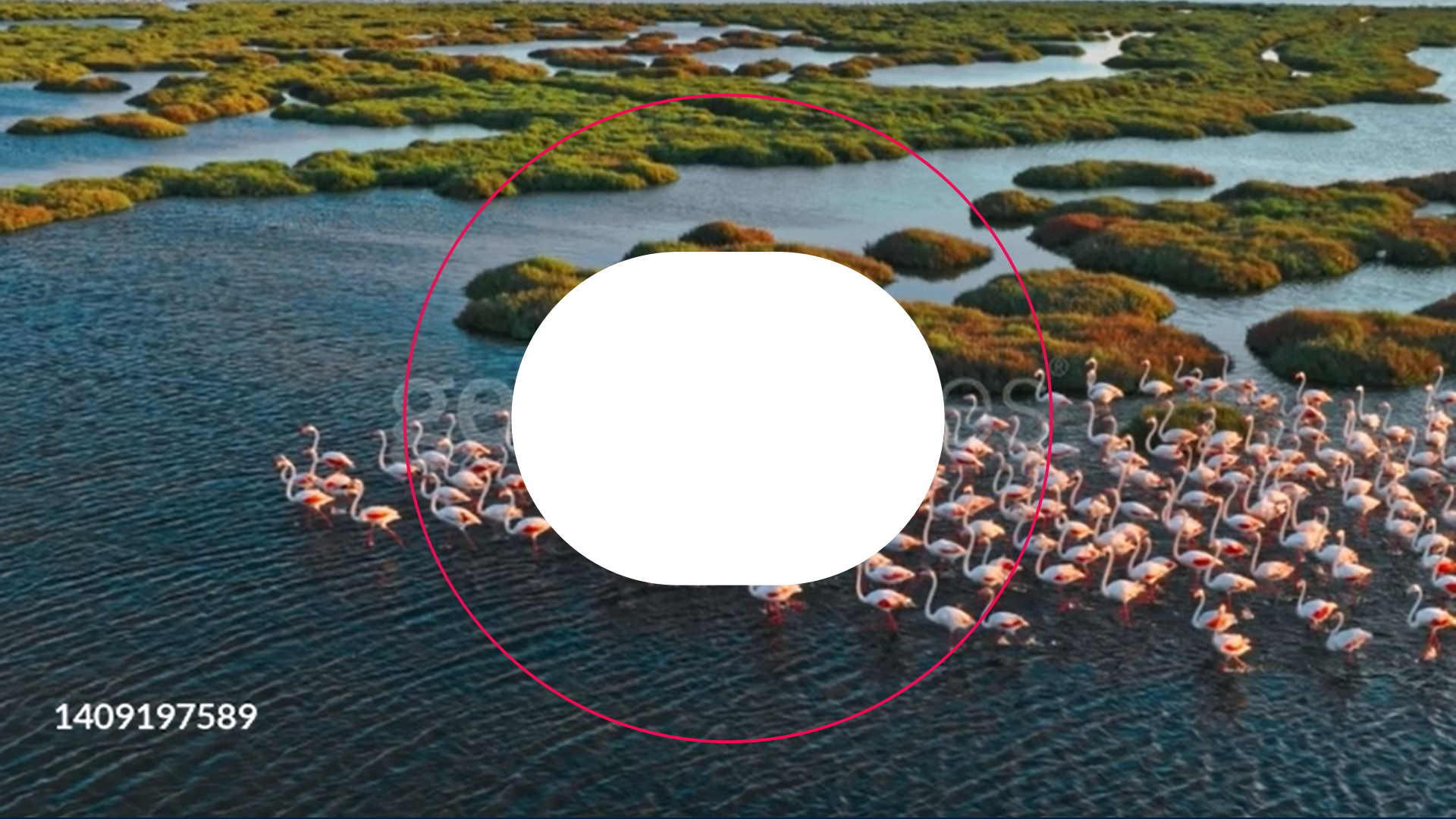
Amazing

Southern delta

1409197589



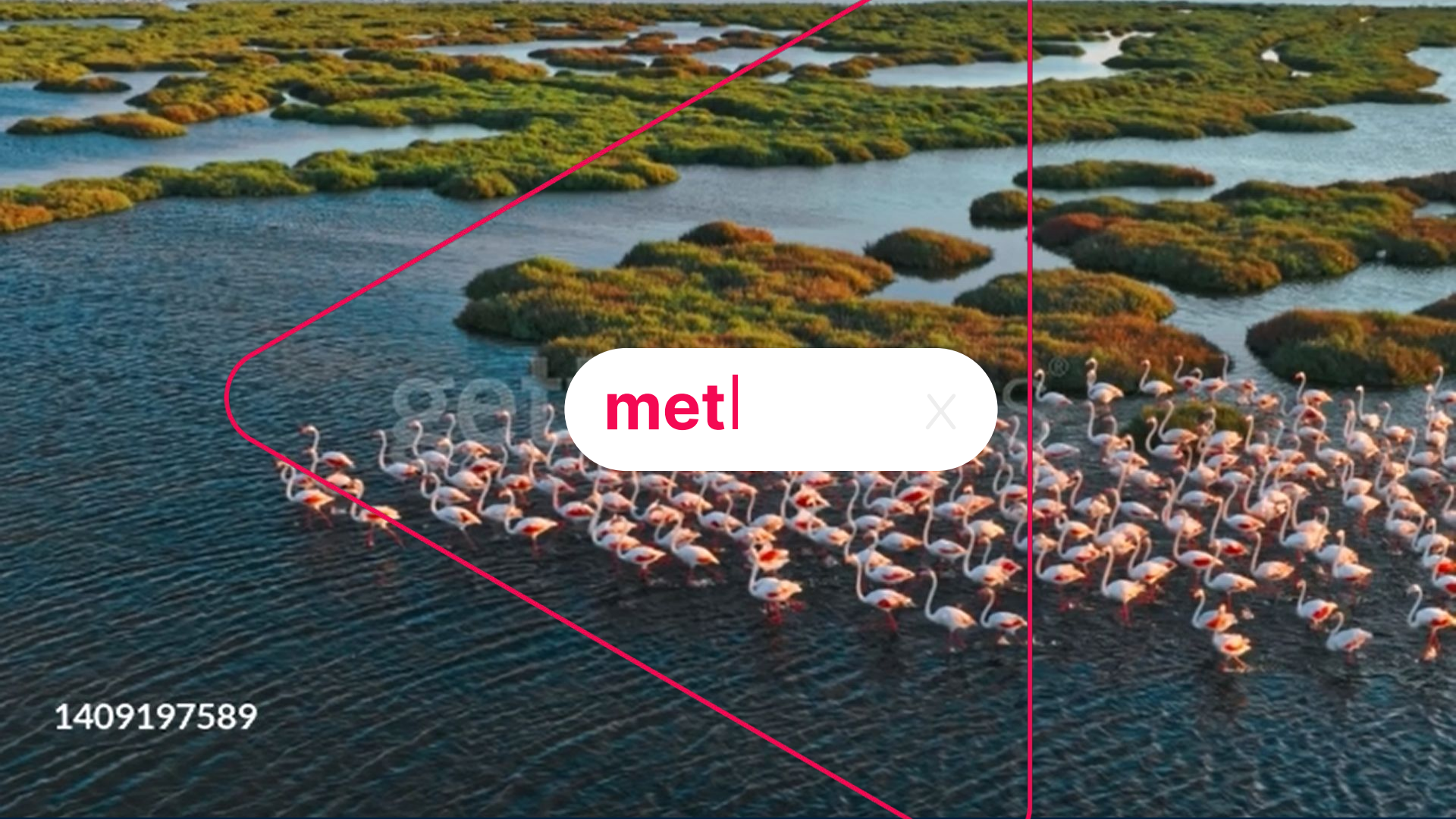
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1409197589



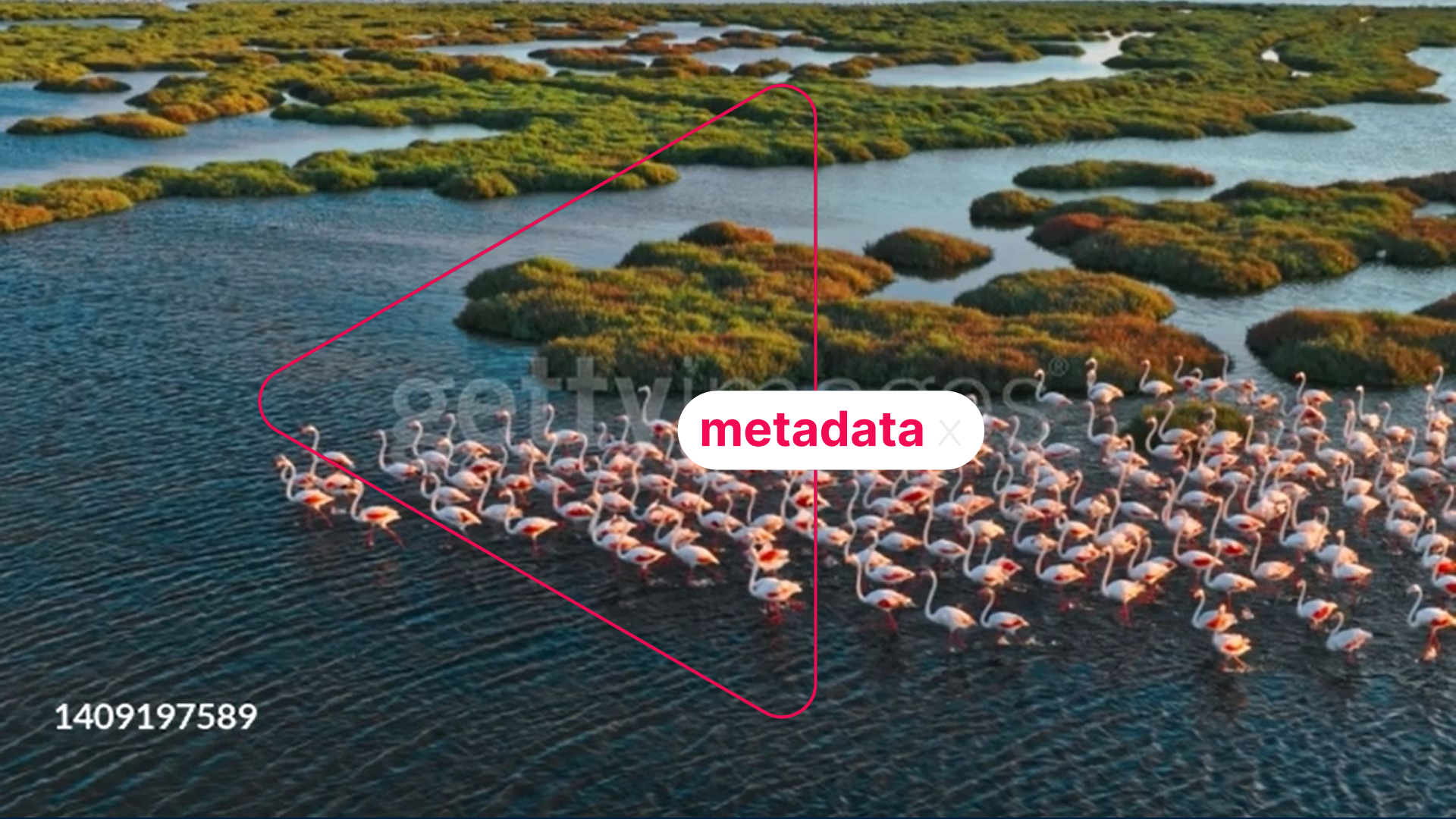
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metl

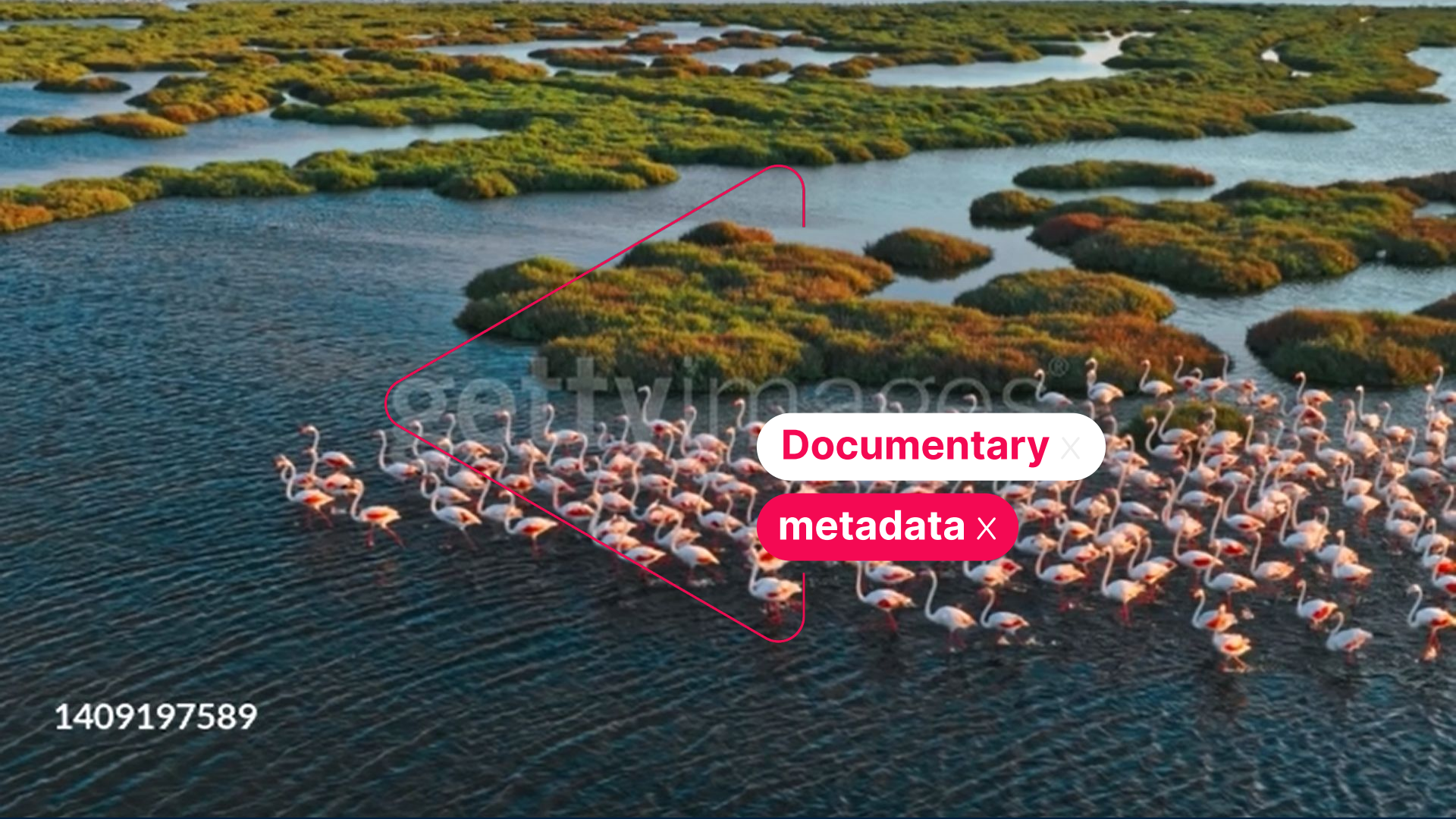


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metadata x

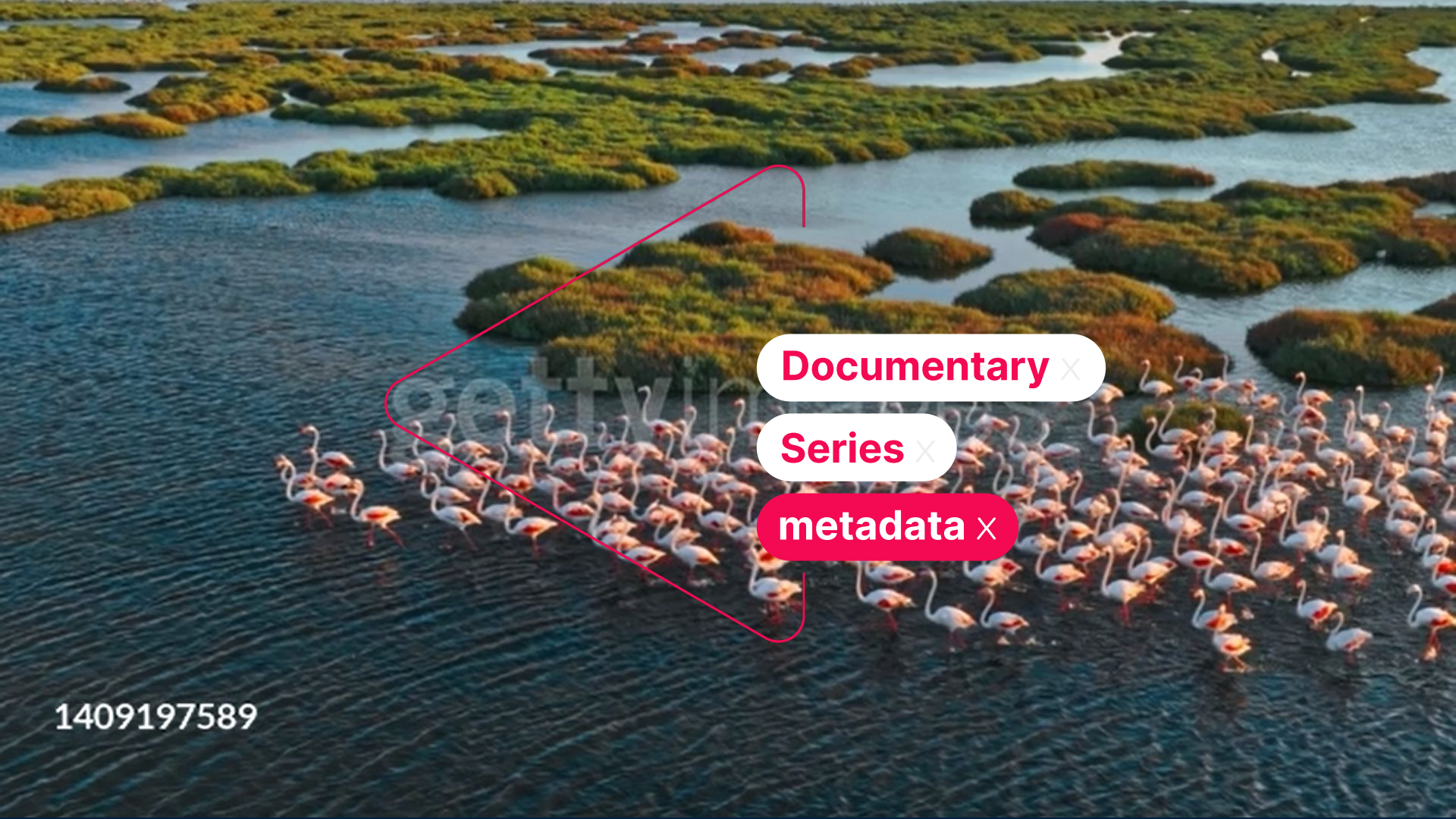
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Documentary ×

metadata ×

1409197589

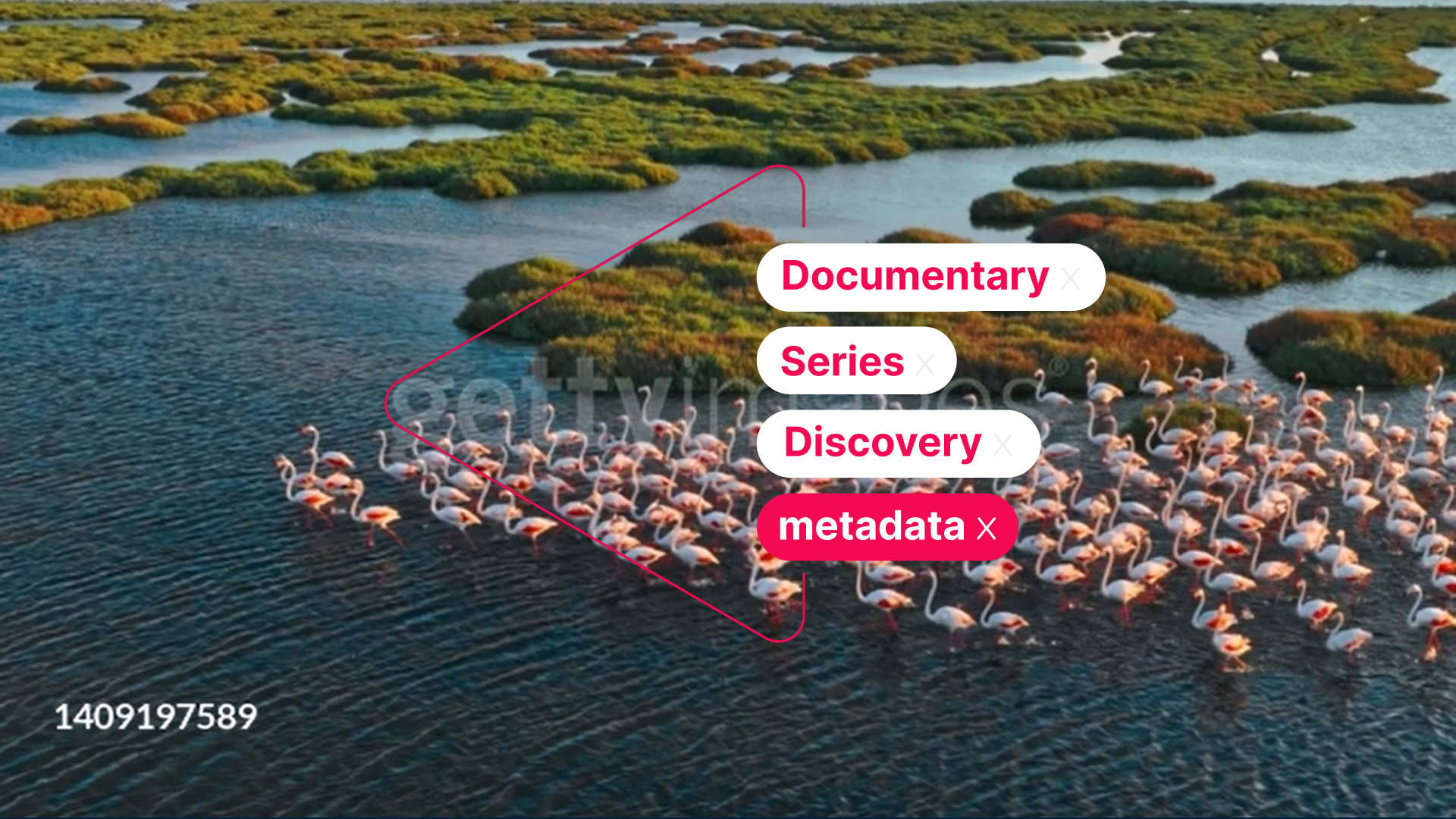


Documentary ×

Series ×

metadata ×

1409197589



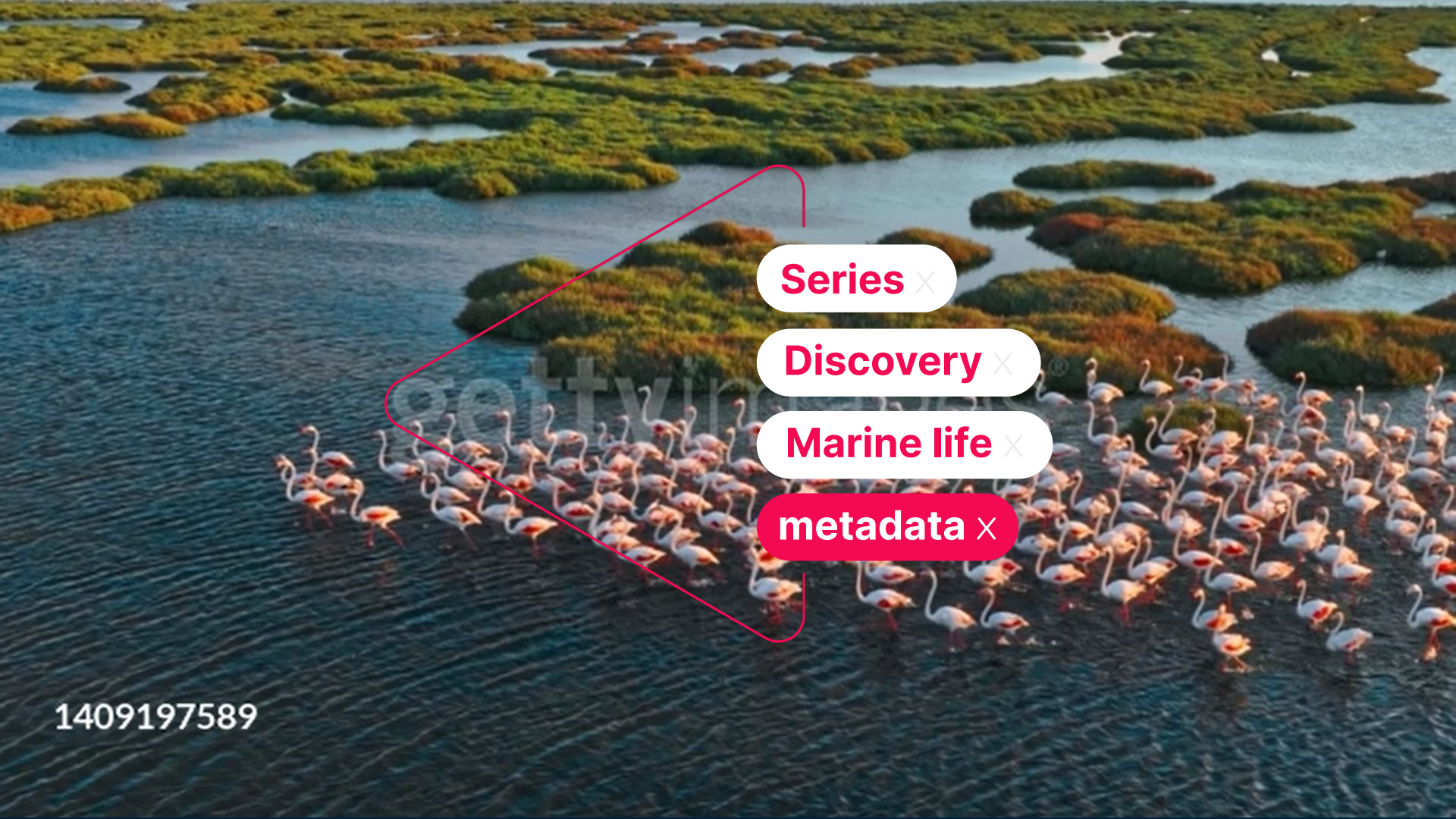
Documentary ×

Series ×

Discovery ×

metadata ×

1409197589



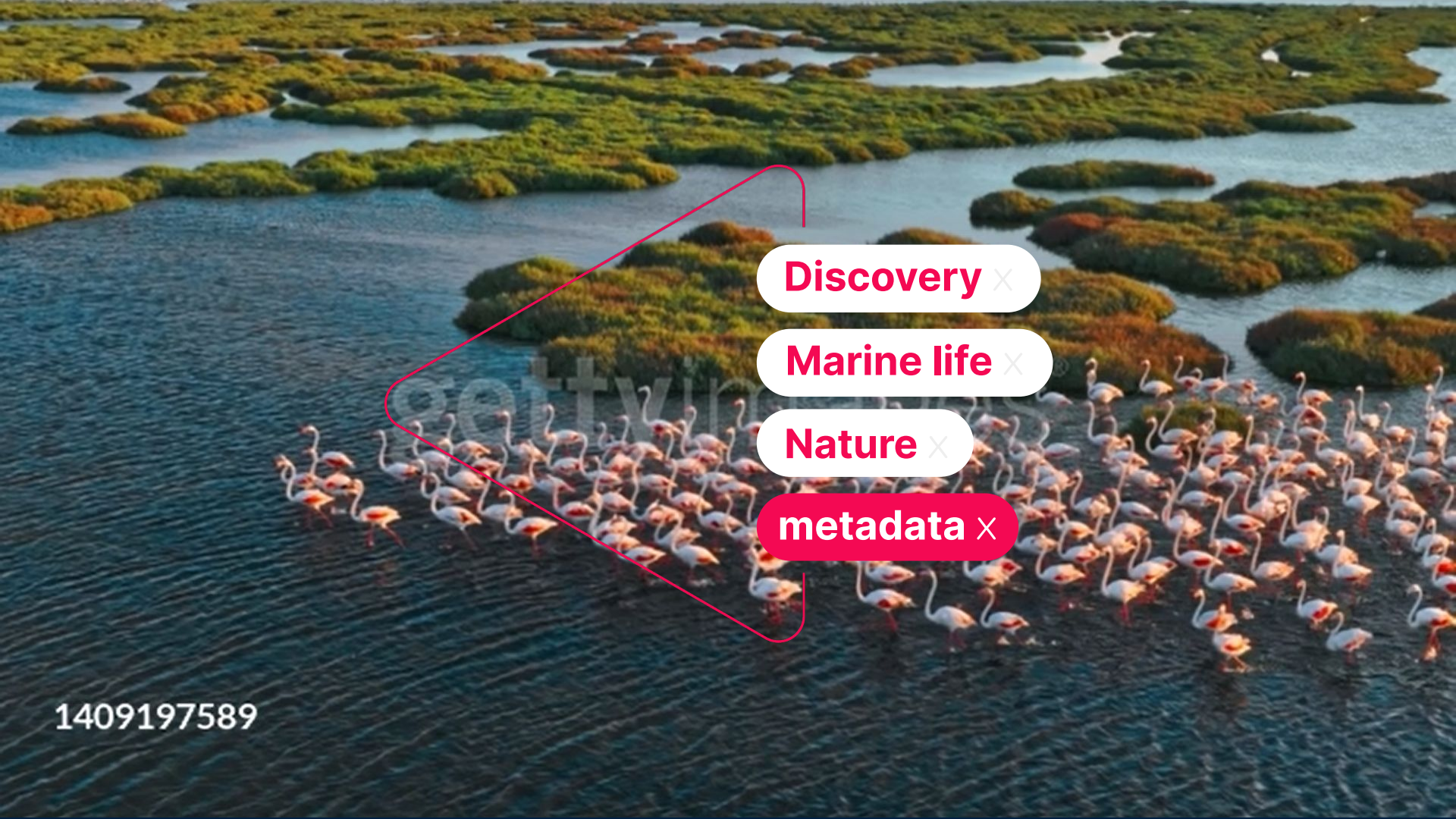
Series ×

Discovery ×

Marine life ×

metadata ×

1409197589



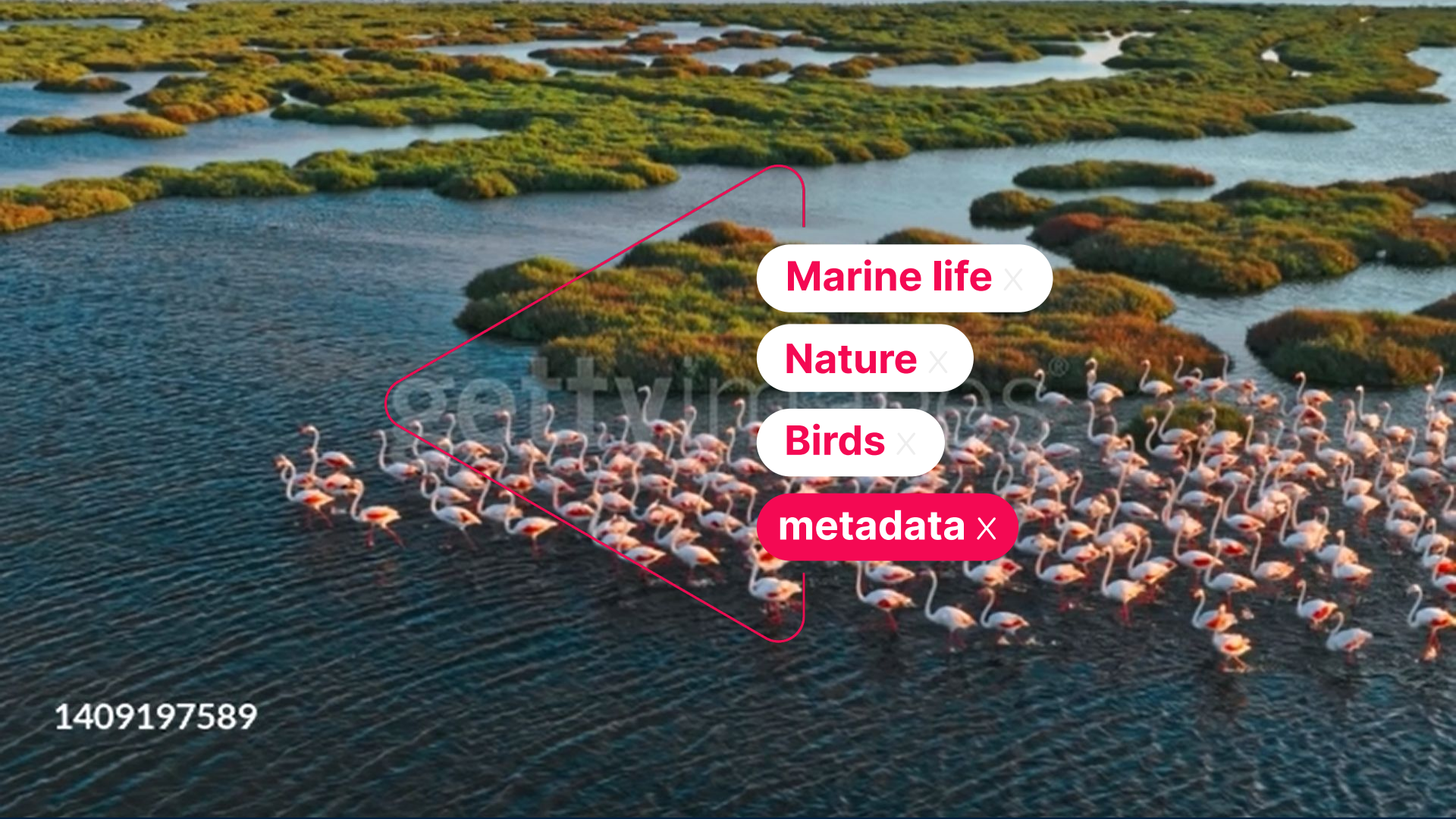
Discovery ×

Marine life ×

Nature ×

metadata ×

1409197589



Marine life ×

Nature ×

Birds ×

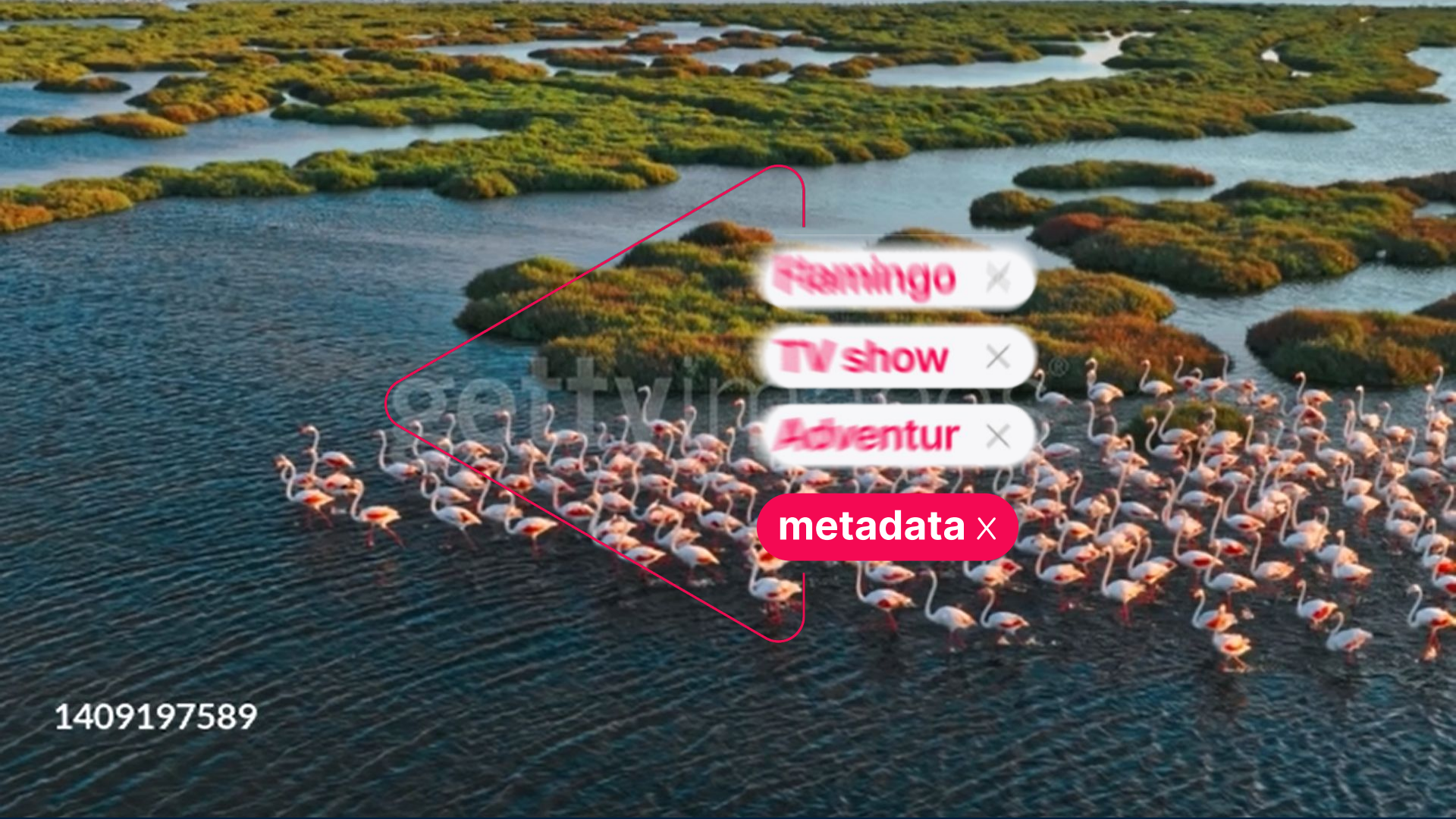
metadata ×

1409197589



metadata x

1409197589



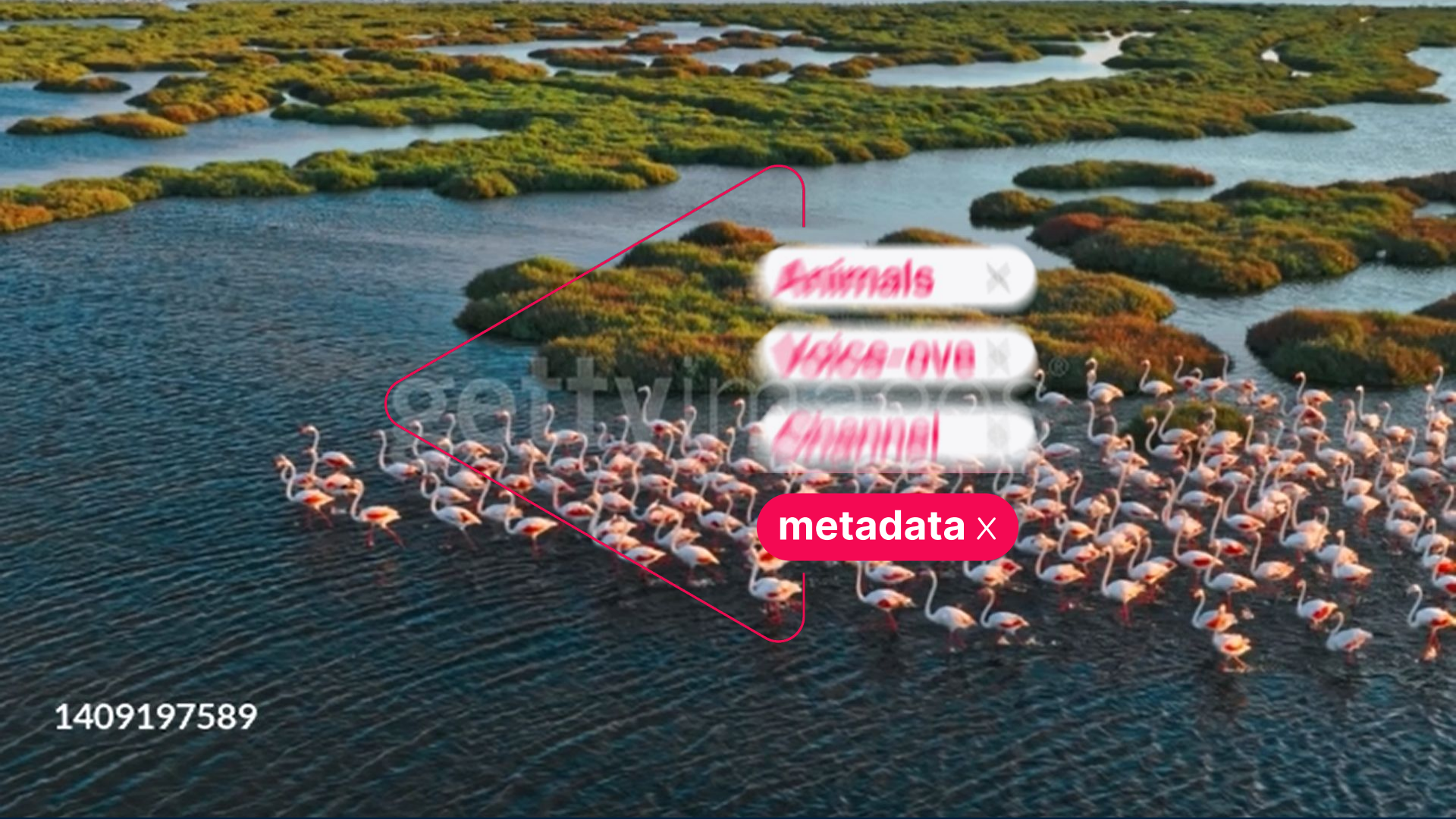
Flamingo ×

TV show ×

Adventur ×

metadata ×

1409197589



Animals

Video-ova

Channel

metadata

1409197589

Animals

Video-VOX

Channel

1409197589



gettyimages®

gracenote x

1409197589



gracenote x

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