



2025 Paramount Upfront

# Orchestrating a Total Brand Experience



## **A High-Stakes Moment**

Paramount's Upfront is one of its most critical annual moments with advertising partners — a live, immersive environment where a complex, multi-platform business must be experienced as a unified whole.

## **Creative Challenges**

- Orchestrate an entire experience with a single idea
- Communicate scale as connection, not complexity

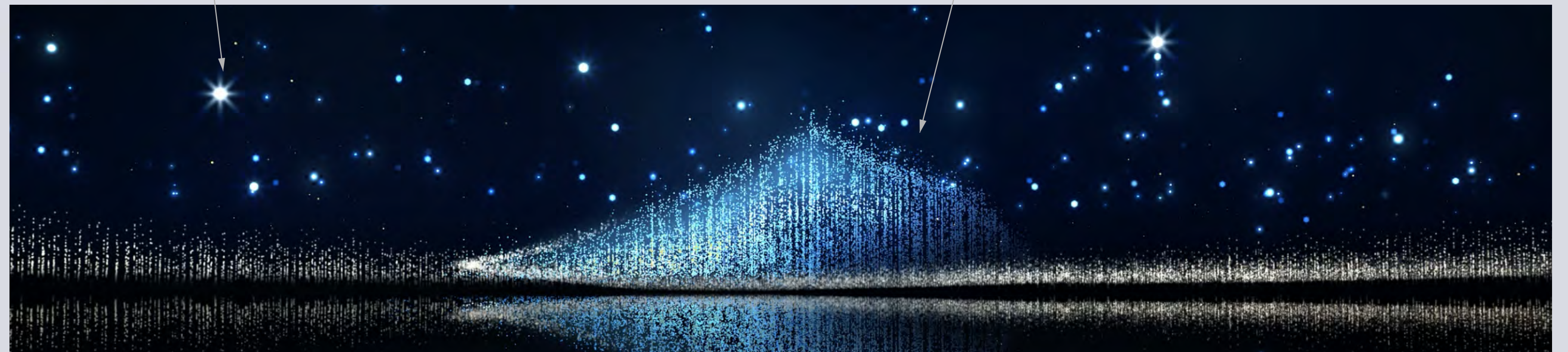




# STRATEGIC IDEA

## Boundless

The idea reframed Paramount's scale not as complexity, but as possibility. It positioned the company's breadth of brands, platforms, and partnerships as a network of connections — expansive, dynamic, and unified by a single creative belief. Rather than describing what Paramount offers, the idea focused on what Paramount enables: countless points of connection, experienced as one coherent whole.



Each point represents a connection

Scale emerges through accumulation, not mass



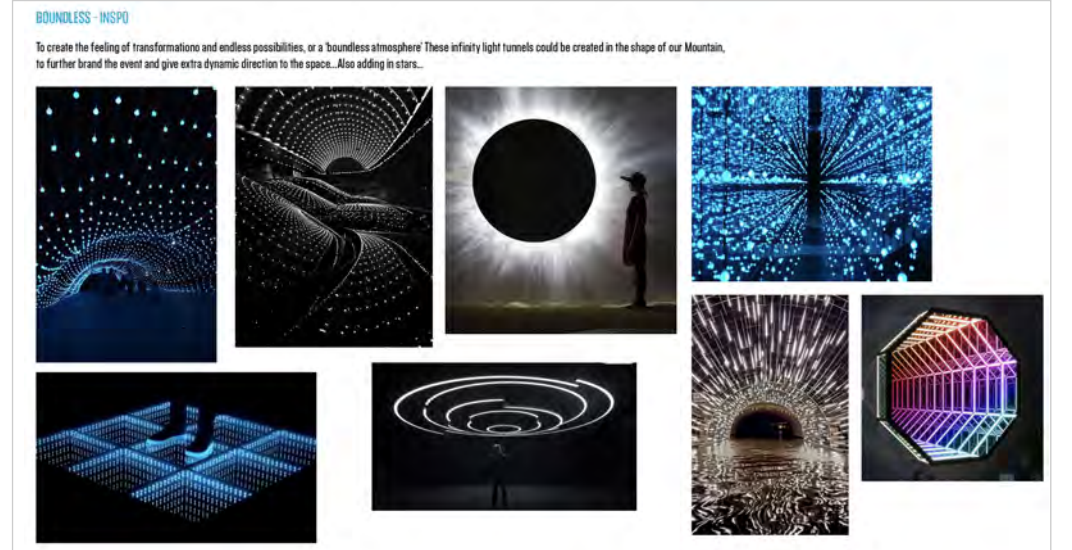
Inspired by immersive environments and the feeling of stepping into something expansive. AI was used early as a creative accelerator, enabling rapid experimentation with form and emotional tone.

That exploration clarified the idea, but also exposed its limits. AI-generated imagery could not withstand real-world scale, 4K curved screens, environmental applications, and high-fidelity motion demanded greater precision. The mountain was rebuilt as a fully art-directed visual system, engineered to perform at scale

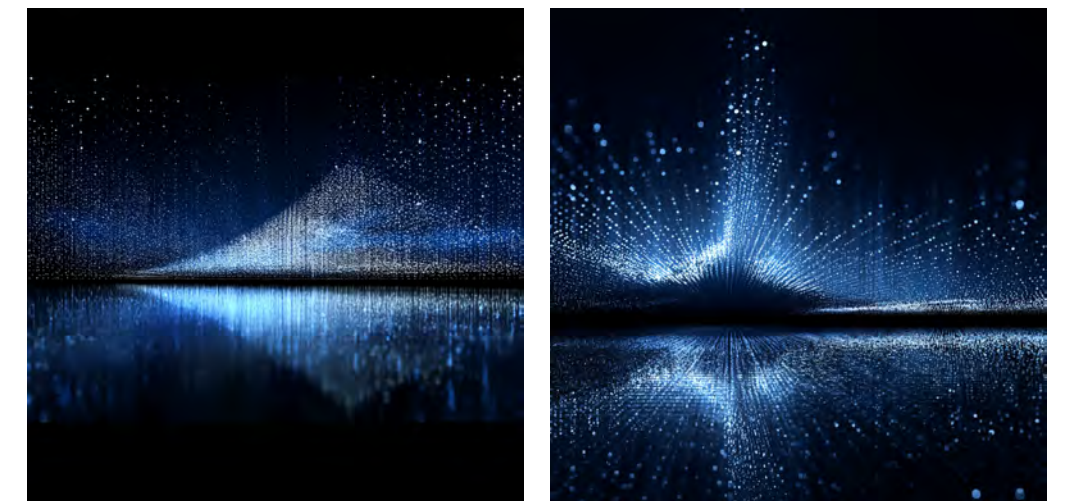
This allowed a single image to multiply across the experience without losing coherence or emotional impact.

*Paramount*

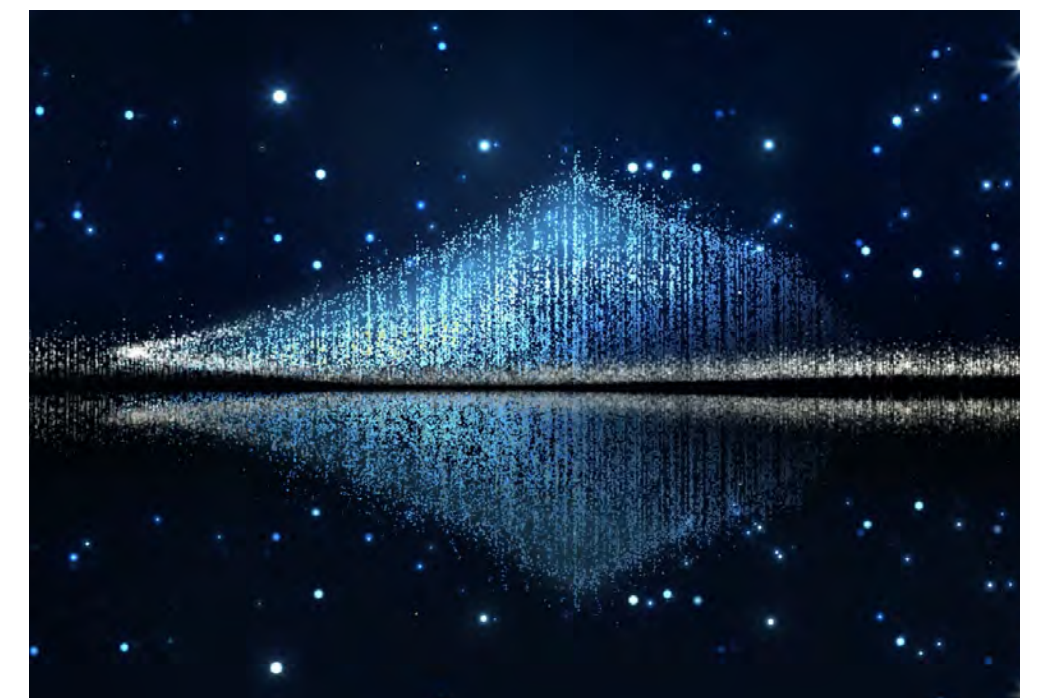
#### INFINITY INSPIRATION



#### AI EXPLORATION



#### FINAL ART





BRANDING



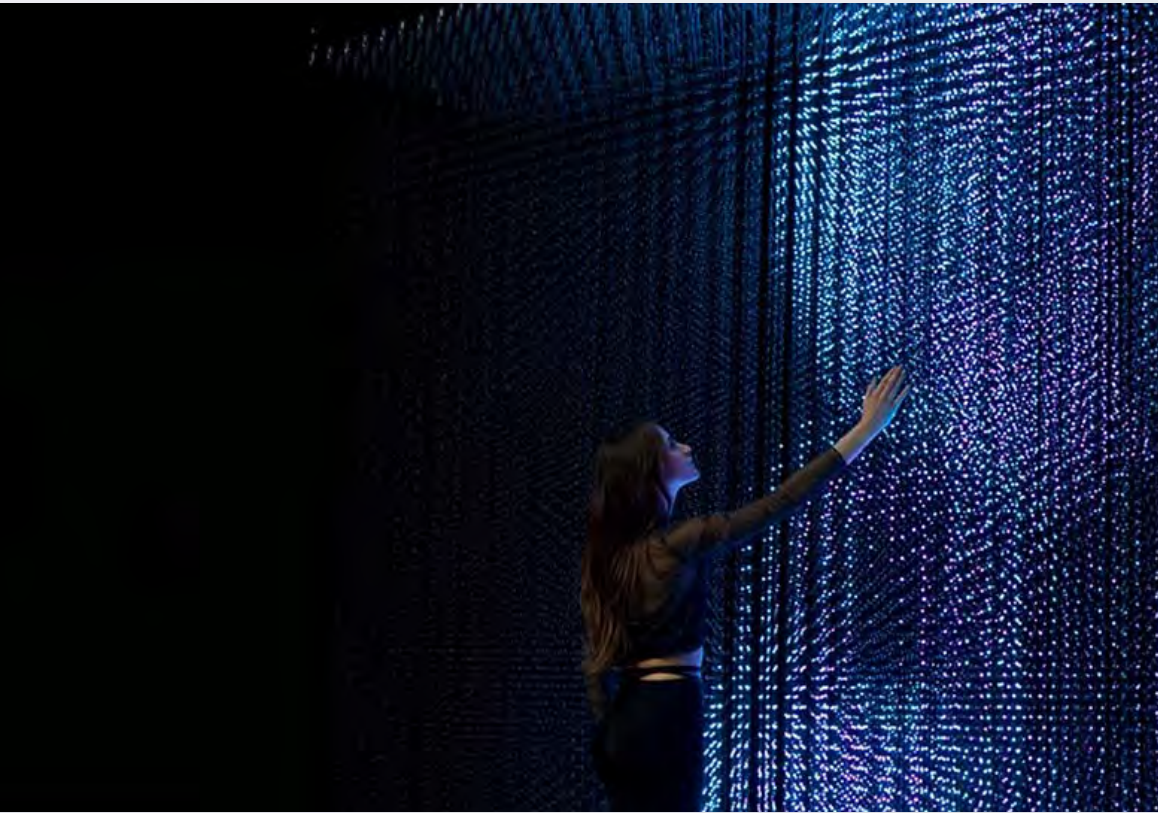
DECOR



AD SALES SCRIPTS



INTERACTIVE LIGHT SCULPTURE





## RESULTS

The work aligned strategy, visual identity, space, and storytelling into a single, coherent experience. It gave Ad Sales a shared language and visual platform, elevating the Upfront from presentation to experience.

- Which in turn contributed to sustained upfront volume and premium pricing in key categories growing streaming mix (~30% of upfront revenue) and achieving double-digit pricing growth in sports

