



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.

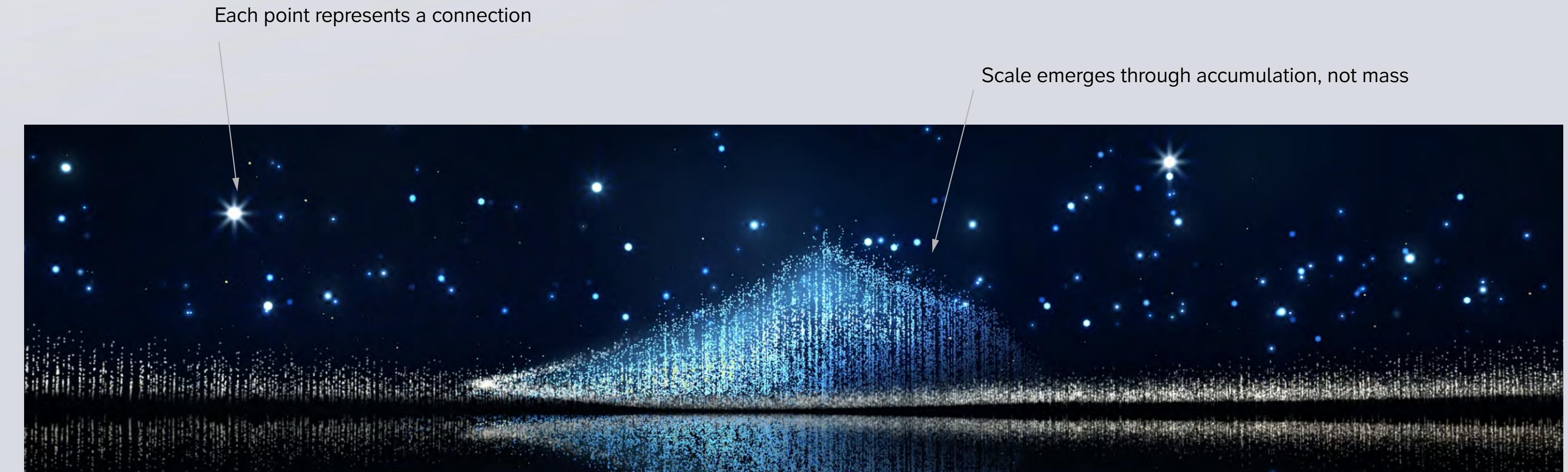
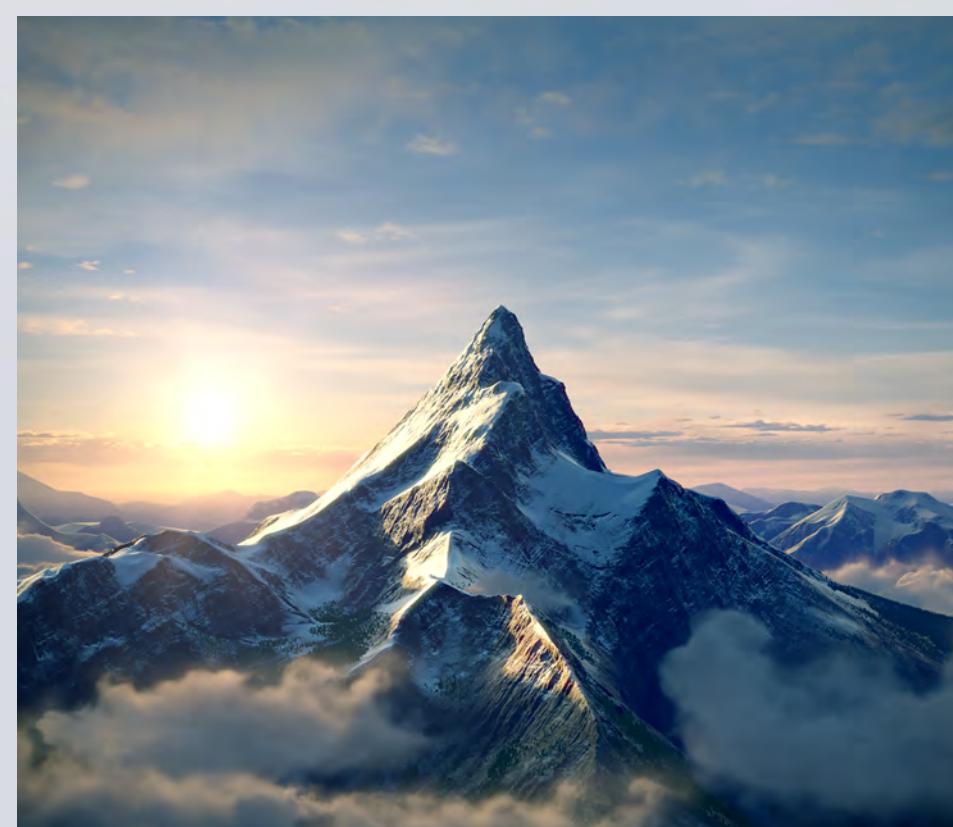
Creative Challenges

- 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.



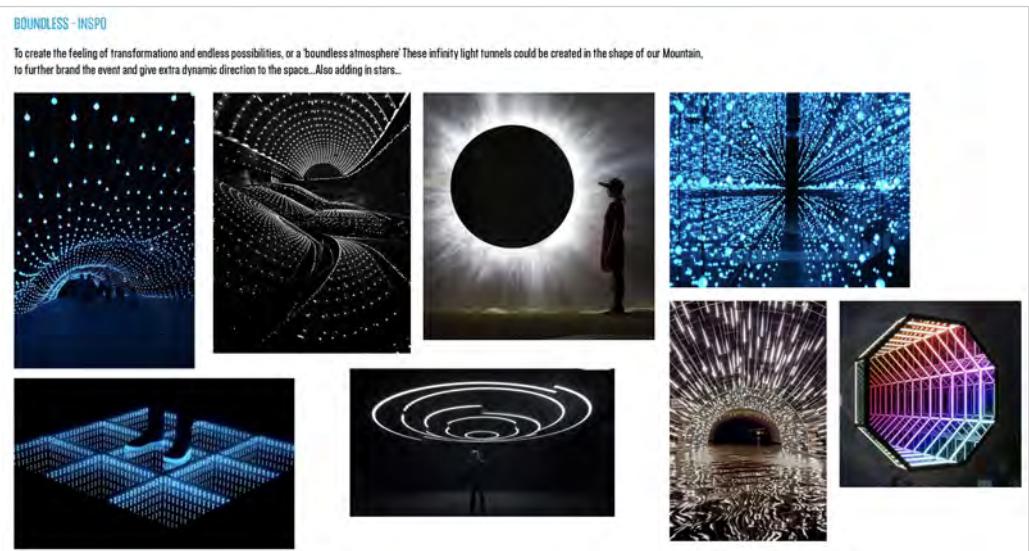
Inspired by immersive environments and the feeling of stepping into something expansive. AI was used early as a creative accelerator, enabling rapid experimentation with form and emotional tone.

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

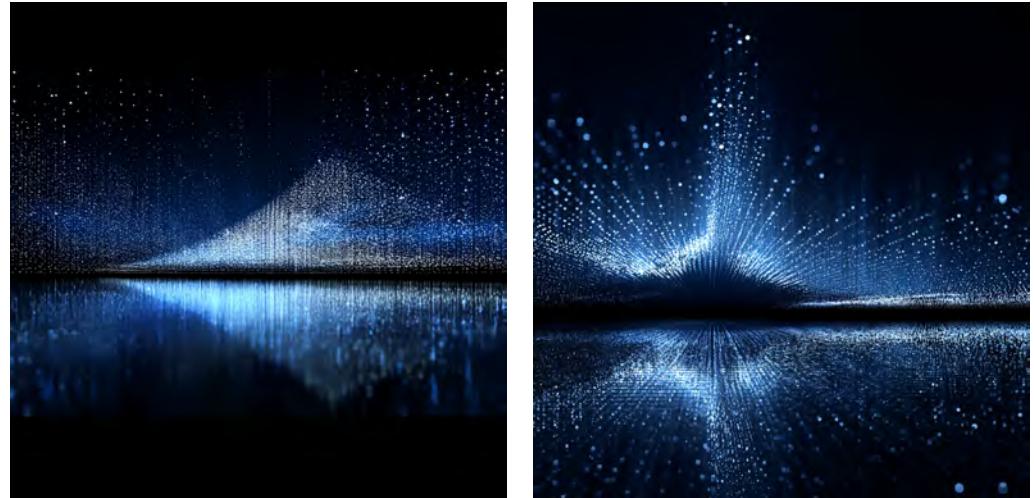
This allowed a single image to multiply across the experience without losing coherence or emotional impact.

Paramount

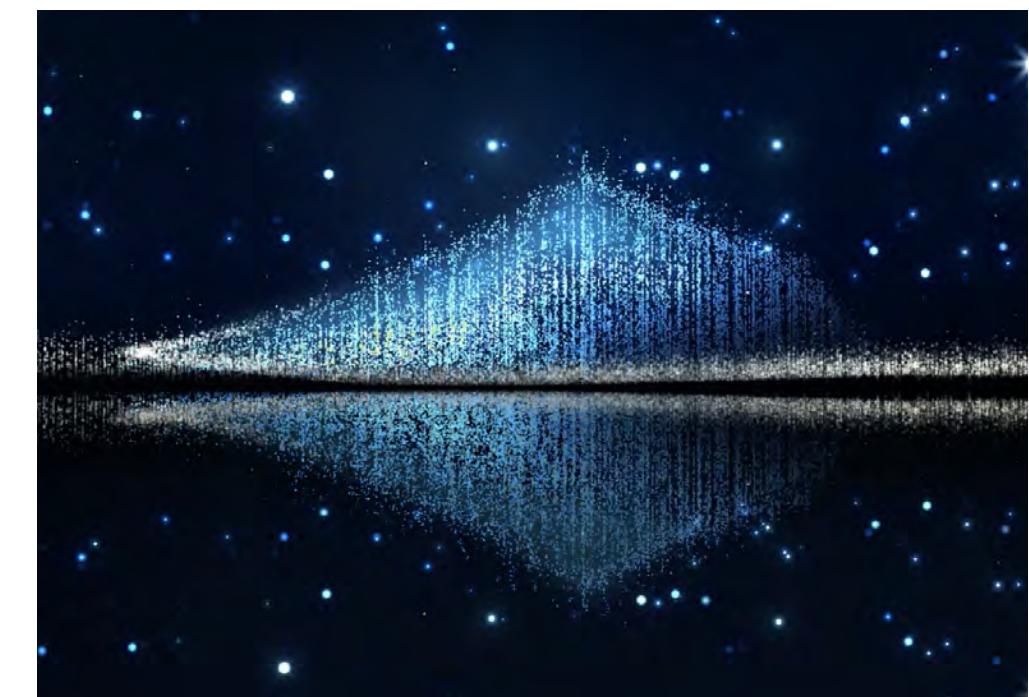
INFINITY INSPIRATION



AI EXPLOARATION



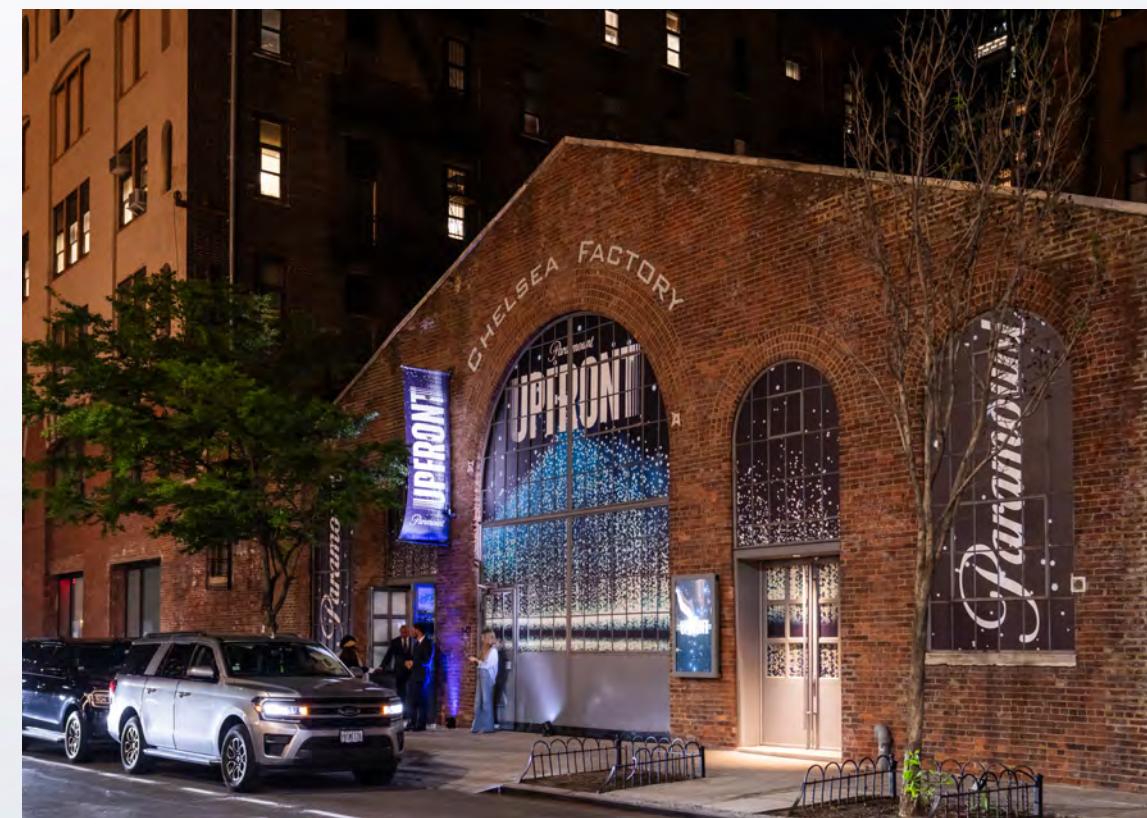
FINAL ART



BRANDING



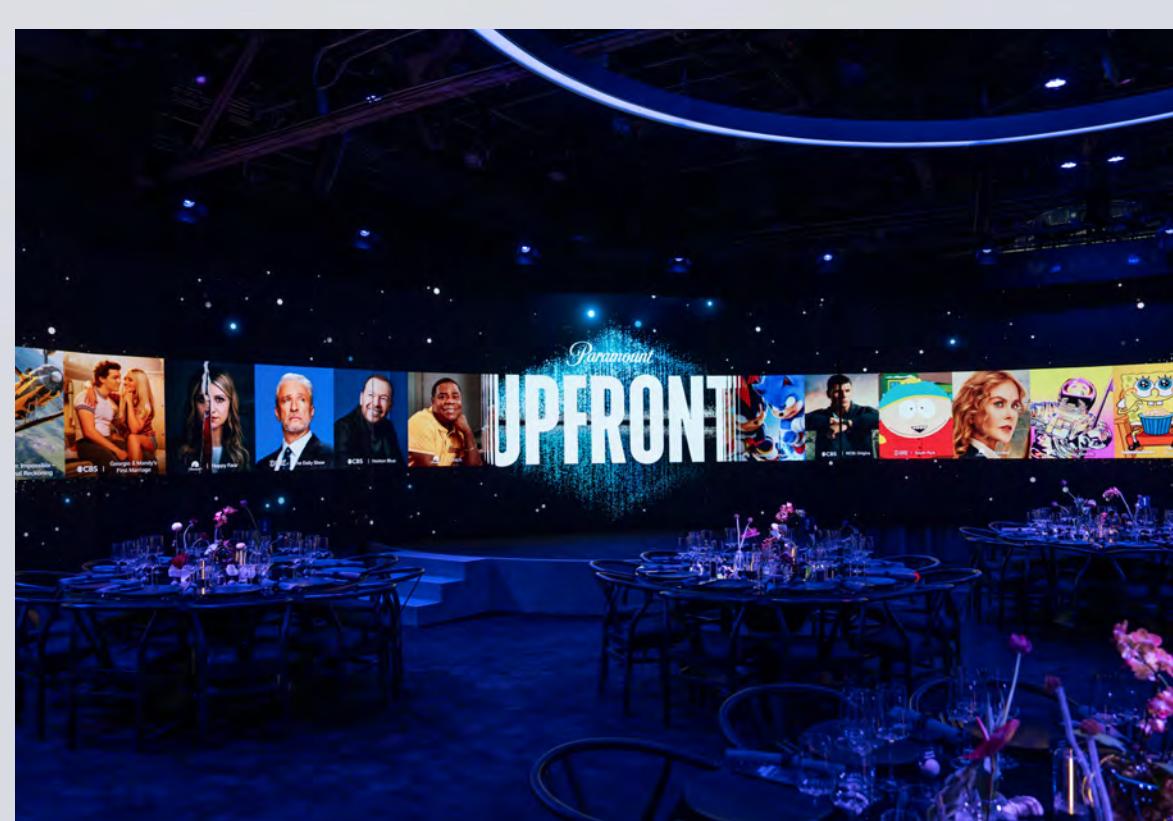
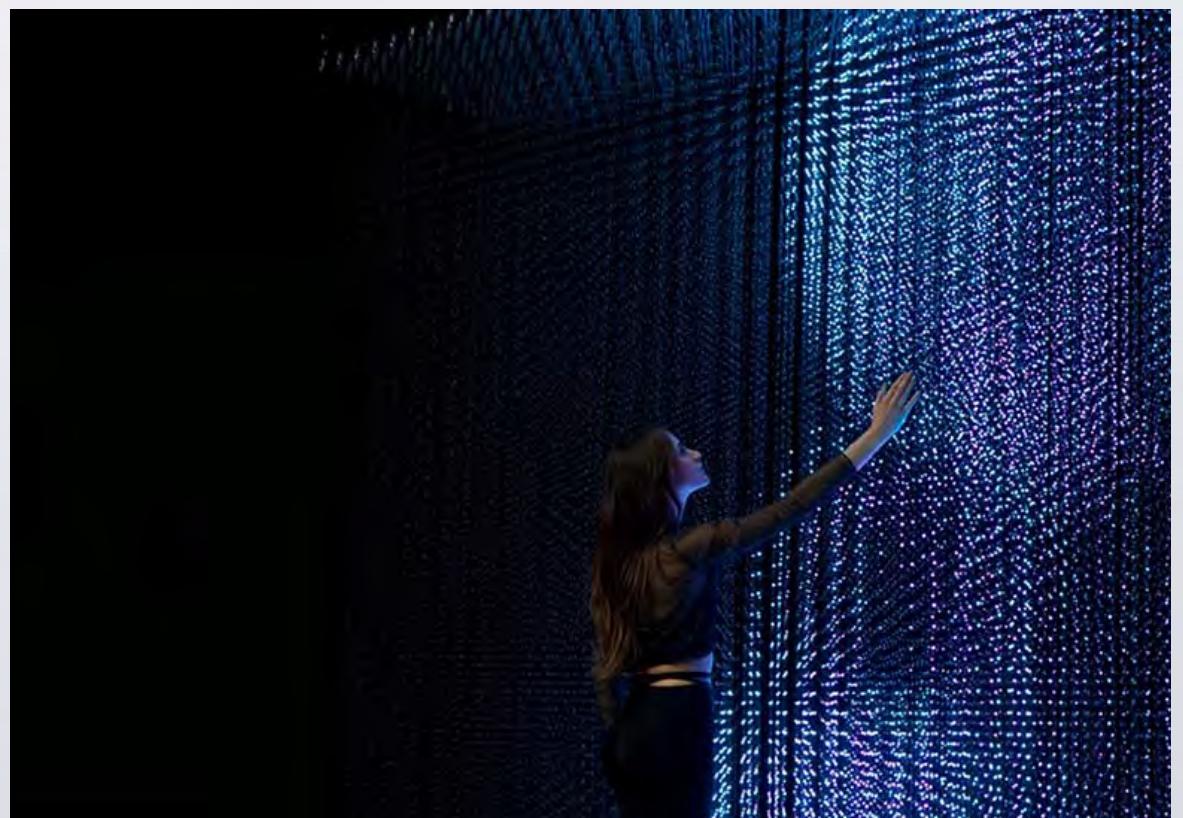
DECOR



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