



CHALLENGE EVERYTHING

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Overview

To vividly showcase ESPN's unique brand attributes, INVNT created a fresh, engaging and multidimensional Upfront presentation focusing on the power and resonance of the live viewing experience.

Creative Perspective

In this third year of producing ESPN's Upfront, INVNT faced three major challenges: engaging an Upfront audience without the customary reveal of new programming; connecting every element to ESPN's marketing messaging - including diverse perspectives - in 60 minutes; and building on the great success of previous years.



INVNT scored on all fronts, creating a powerhouse event that took big risks and was great entertainment. The Upfront brilliantly communicated ESPN's sales concept: great sports moments, and the surrounding commentary, travel the world in a heartbeat and connect ESPN directly to the emotions of their audience before, during and after they happen.

The presentation opened with a unique musical/spoken-word evocation of the emotionality of sport by Daveed Diggs and Leslie Odom, Jr., stars of the megahit *HAMILTON*. Their electrifying duet instantly connected the audience to how ESPN viewers feel when watching thrilling live content.

Building on this atmosphere of authenticity and excitement, INVNT focused the Upfront content on key points rather than



tightly scripted moments. Freedom from the teleprompter allowed the charismatic personalities of ESPN's talent and sports stars to truly shine. To highlight their role in the broader cultural conversation, INVNT brought ESPN's onscreen diversity and global reach to the stage by including an exciting variety of ESPN personalities and perspectives in the Upfront presentation.

In addition to managing all talent, producing a media takeover of Times Square screens and the branded pre and post-show, INVNT crafted executive presentations and video content, as well as an unforgettable closing moment celebrating the highs and lows of sports fandom.

Results

A close collaborative relationship with ESPN's top execs combined with daring creative and flawless production helped INVNT make this 2016 Upfront a huge success. Video of the opening number went viral and ESPN closed over 80% of its Upfront business directly after the event.

