

# JOINING FORCES TO SIGNAL A NEW COURSE

## CHALLENGE

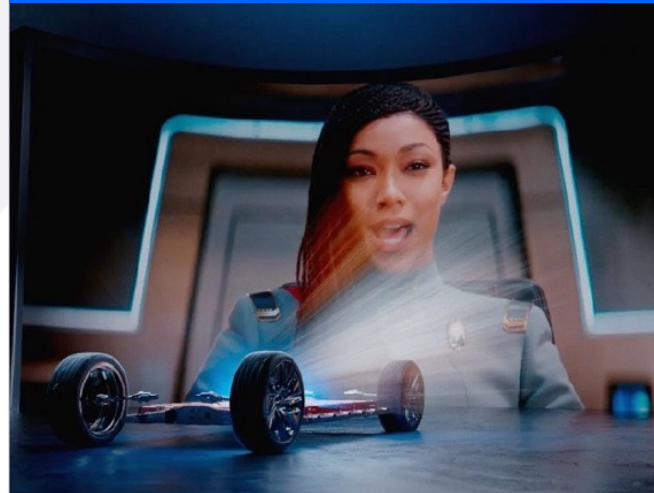
INTRODUCE & CREATE AWARENESS  
FOR GM'S ULTIUM EV PLATFORM



**GM** was seeking a partnership solution to invite “everybody in” to the all-electric future by breaking through in culture and increasing consumer engagement with the brand.

## INSIGHT INFORMED SOLUTION

PARAMOUNT+'S FIRST EVER  
CO-BRANDED COMMERCIAL CREATIVE



A co-branded commercial tied to the launch of **Paramount+**, featuring the **GM Ultium EV platform**, powering a mountain of entertainment from Paramount's vast and beloved content library.

## RESULT

PEAK PERFORMAMNCE TIED  
TO PRODUCT LAUNCH



**9%**  
POINT LIFT IN  
AD AWARENESS

**156%**  
OVERPERFORMANCE  
OF IMPRESSIONS