

# THE POWER OF ENGAGEMENT

Objective: Drive mass awareness for the release of Google's highly anticipated 'Year in Search' creative, featuring the top searches of 2021, across Paramount's late-night portfolio

**CONCEPT**

**ELEVATE AN ANTICIPATED MOMENT IN CULTURE**



**BRAND PARTNERSHIP**

**YEAR IN SEARCH LATE NIGHT TAKEOVER**




**IMPACT**

**SIGNIFICANT REACH + STRONG AD PERFORMANCE**

**CAMPAIGN OUTCOMES: SOCIAL**

<small>CBS ORIGINAL</small> <b>LATE SHOW</b> with stephen colbert	<b>21M</b> IMPS	<small>CBS ORIGINAL</small> <b>THE DAILYSHOW</b> with TREVOR NOAH	<b>2.6M</b> CO-BRANDED IMPS	<small>CBS ORIGINAL</small> <b>THE LATE SHOW</b> with JAMES CORDEN	<b>1.6M</b> VIEWS
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**NIELSEN C3 REACH** **ADULTS 18+** **4M VIEWERS**

**A18+ AD PERFORMANCE (PHOENIX BRAND EFFECT)**

<b>+73%</b> AD MEMORABILITY	<b>+204%</b> BRAND MEMORABILITY	<b>+300%</b> MORE LIKELY TO USE GOOGLE
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