

## **Narrative**

### **CTV | Pre and Post Release**

The CTV creative is timed to play pre-release trailers, with QR codes and verbiage that drive pre-ordering. The QR code is Spider-Man themed and takes users to a pre-order page for Playstation. QR codes are sized by our creative services team if needed, so they can be easily scanned from an average distance of 4 - 12 feet. Once the game is out different post release trailers are trafficked with a different QR code. Verbiage speaks to buying now instead of pre-ordering. Each trailer has messaging that states the footage is from the ps5. Further driving excitement and awareness for the ps5 platform.