

Brands in Shows – Guidance

There are several scenarios where brands and products may appear in show. Below is guidance from the US Networks Group Branded Entertainment (BE) Team for each situation. Contact your network executive if you have questions.

Integrations

On behalf of the Warner Bros Discovery Ad Sales team, the Branded Entertainment team may often collaborate with their network executives and production companies to explore integrating products, brands or locations into programs on behalf of the ad sales team. It will typically start with the general idea that will be pitched to clients by the sales team. If the opportunity sells through, the BE team will work with the network executive and production company to execute the integration, from pre-production, production, post and delivery.

Blurring/Greeking

The general rule of production is to not show any significant visual exposure to any brand in our shows unless it's tied to an ad sales integration deal. Production companies should tastefully Greek or shoot around logos in the field, avoiding them if possible. If not possible, they should tastefully blur them out in post. Fleeting shots may appear occasionally, and don't need to be blurred. But any significant lingering on any brands will typically be addressed.

Brand Mentions in Shows

Typically, the mention of national brands in our shows should be avoided without an ad sales integration deal driving the mention. Providing sponsor exposure in-show without a spend could disincentivize that sponsor's investment with our brands. But there are instances when the mention of such brands can enhance the program and provide editorial value. When this happens, the network executive should notify their Branded Entertainment lead with context:

1. How is it referenced, including frequency?
2. How important/critical is it to the show for the reference to stay in and why?

Branded Entertainment will share this and the context with ad sales marketing leads and report back with any concerns or feedback from them. They'll then steer the decision with all parties to arrive at the best call/go-forward plan for the business.

Trade-Out Guidelines

The networks' relationships with advertisers are very important. Producers are **not** allowed to place free or discounted merchandise in any show without permission from the program executive and the branded entertainment team. When limited trades are approved in a series, the guidelines at the link below must be followed for all original productions, including series, and specials. Only a tasteful number of trade-outs per series should be included, as determined by the program executive. National vendors will **not** be approved for trade-out consideration.