



FUTURE MAN | hulu



**CUSTOM PROGRAM**

Brand Integration on Twitch



## ► Custom Strategy

# *Future Man* + Twitch



***Future Man* Custom Commercials: Sorry, Wrong *Future Man***  
What happens when a mysterious visitor visits the wrong guy?



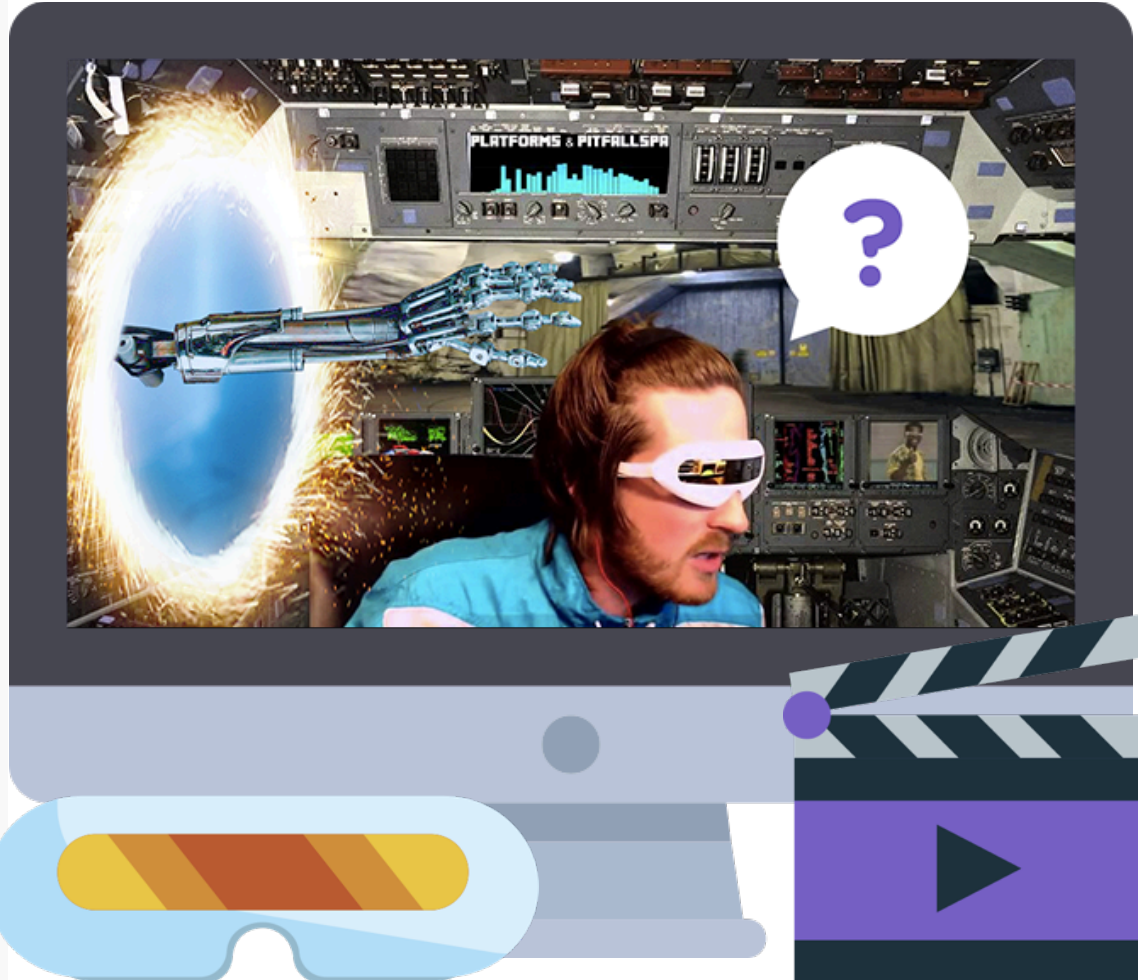
**Twitch Influencer Broadcasts: Self, Meet Self**  
Twitch Influencers meet themselves...from the future.



**Activate the Fanboys: All of Twitch Talks *Future Man***  
*Future Man* is the hottest topic on Twitch's biggest talk shows.



## ▶ Custom Commercials: Sorry, Wrong *Future Man*



When Twitch viewers hear *Future Man*, they think [FuturemanGaming](#) — our own time-traveling hero fighting to save humanity by defeating video games.

In a series of original custom commercials, **the mysterious visitors sent to find Josh Futterman will instead find Twitch's Futureman** in a hilarious turn of events.

Will the visitors give Futureman new information about the impending threat posed to humanity, or will it be the other way around?

### CUSTOM COMMERCIALS

Written and produced in-house at Twitch, our Custom Commercials are original media spots featuring popular Influencers, carefully crafted to achieve next-level brand awareness.





## ► Twitch Influencer Broadcasts: Self, Meet Self



Twitch viewers think they've seen it all, but they've never seen their favorite streamers talk to their **time-traveling selves from the future.**

Using editing tricks, **future versions of Twitch's biggest Influencers** will interrupt their streams to deliver warnings from the future.

After reeling from conversations with their future selves, our Influencers will jump into gameplay to **defeat the games of the present before they destroy the future.**





## ▶ Activate the Fanboys: All of Twitch Talks *Future Man*



Twitch viewers watch their favorite broadcasters to decide which games to play, and **TV is no different.**

To maximize *Future Man* awareness on Twitch, we'll enlist **all of Twitch's biggest talk shows** for special episodes focusing on the story of Josh Futterman: an average gamer tasked with saving the world.

Each *Future Man* sponsored episode will feature a **podcast-style callout** at the beginning, plus an **in-depth discussion segment** during the show.





# THANK YOU

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