

Ben Koertge

Concept Deck

BRAND

Saturday Night Live

CAMPAIGN OBJECTIVE

Remind past and current audience of SNL's past greatness via nostalgia to drive viewership for SNL's new season premiere.

MEDIA

Subway/bus ads, social posts

FROM THE STUDIO THAT BROUGHT YOU...



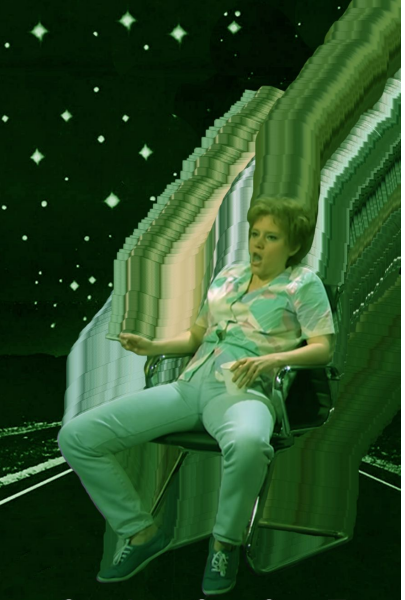
CHURCH LADY

SNL IS BACK!

OCTOBER 22, 2022
11:30PM EST



FROM THE STUDIO THAT BROUGHT YOU...



CLOSE ENCOUNTER

SNL IS BACK!

OCTOBER 22, 2022
11:30PM EST



from the studio that brought you...



van down by the river

SATURDAY NIGHT LIVE PRESENTS SKETCH WRITTEN BY BOB OLENKOW & CHRIS FARLEY "VAN DOWN BY THE RIVER"
STYLING BY THE AMERICAN EDITOR DESIGNER NAME COSTUME DESIGNER NAME HAIR BY CINEMATOGRAPHER
MAKEUP BY EX PRODUCER 1 EX PRODUCER 2 PRODUCER ONE PRODUCER 2 STORY WRITER
SCREEN WRITER DIRECTOR NAME

SNL IS BACK!

OCTOBER 22, 2022
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from the studio that brought you...

ICEBERG



THEY NEVER SAW IT COMING.

SNL IS BACK!

OCTOBER 22, 2022
11:30PM EST



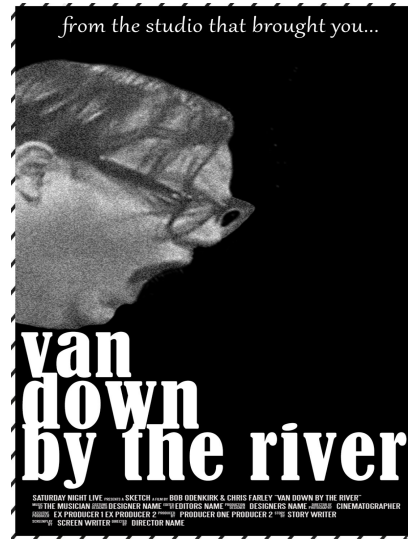
BUS/SUBWAY ADS



SNL is coming back October 22? Well... isn't THAT special?!



Want more close encounters than she does? Then just watch SNL this Saturday, October 22!

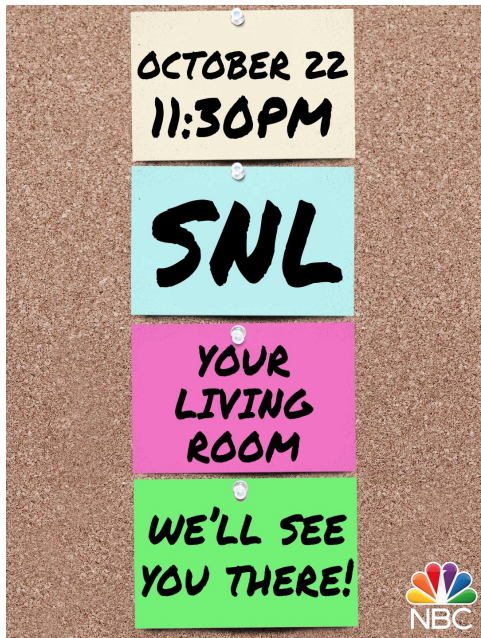


If you don't watch SNL this Saturday, October 22, then you're gonna end up like...well...you get it.



Jack and Rose will never be able to see this, but if you stay up until 11:30pm on October 22 and turn on NBC, you can!

SOCIAL WITH COPY



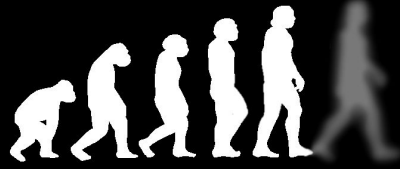
This week, you're hosting a live viewing of SNL from the comfort of your apartment / house / yacht / evil lair! Cool.



The only thing missing from this picture is you! Watching the season premiere of SNL on October 22 @ 11:30pm, only on NBC.

MORE SOCIAL WITH COPY

The world is still going to be here after climate change.



We won't.

for a living planet  WWF

CLIMATE CHANGE WARNING