



Branded Content

Align your brand to **A-list talent & Award-Winning Originals**

THE OPPORTUNITY

Crackle’s dedicated studio gives partners the ability to work with writers & producers to connect your brand with the Crackle audience.

- Work with the writers to integrate your brand into the script and bring that vision to life with our production team
- Over 100 new episodes of originals full-length programming in 2016
- Emotionally connect with a hard-to-reach audience, including cord-cutters, cord-shavers & cord-nevers



BRAND PERFORMANCE

Crackle boasts top brand recall, lift and engagement through our Branded Content

	Ad Completion	Brand Lift
Beverage	96%	216%
Auto	97%	175%

2016 ORIGINALS SLATE

Current Slate:

For information on our current Originals, please visit our site: crackle.com/advertise/originals

Future Partnership Opportunities:

Please [contact us](#) for a private preview of our latest Original slate and for details on how to integrate your brand into our Originals