



Lava Studio, CBS Sports Huddle Up for NFL Today™

10.28.2019

CBS Sports puts its talent front and center in this three-spot campaign for NFL Today.

The spots-which Lava Studio produced from storyboard to completion-feature host James Brown and analysts Boomer Esiason, Bill Cowher, Phil Simms and Nate Burleson as they huddle up, review the playbook and determine a game plan.

"Our vision with these vignettes was to showcase the talent of the NFL Today in a friendlier environment, giving a glimpse into the bond that exists with the entire crew, and keeping football as the focus," said Brian Konieczko, senior writer/producer at CBS Sports.

The three-spot campaign will roll out throughout the 2019-20 season, which also marks the NFL's 100th anniversary.

CREDITS

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