



## **BEHIND THE BENCH WITH KATE WALSH**

This fall, women everywhere will be enticed to indulge in their most valuable accessory -- their hair color -- when Garnier and NBC team up to take viewers behind-the-scenes with **Bad Judge** star and L'Oreal spokeswoman Kate Walsh in a custom content piece designed to run in the week leading up to and/or during the series premiere.

### **ON AIR CUSTOM CONTENT:**

In this character profile spot, viewers will catch up with actress Kate Walsh as she takes a break from filming to open up about the driving force behind her on-screen character, criminal court judge Rebecca Wright. Aptly titled "Behind the Bench with Kate Walsh," in this vignette we'll gain the actress's perspective on playing such a complex and oh-so-interesting character whose personality is driven by traits that naturally coincide with her red hair color: a fiery, spirited, and strong woman who clearly embraces her wild child within, someone who speaks her mind, a force to be reckoned with -- much like the color itself. Judge Rebecca Wright is undoubtedly a woman who makes the rules by day and breaks them by night, and now women all around can too, just by changing their hair color with Garnier. We will capture this idea in brand messaging at the end of the spot.

This spot can air pre-launch whereby we would weave together interview footage that we film with Kate in a behind-the-scenes space on set along with show clips from the premiere episode. The spot would end with Garnier brand messaging about nourishing your color craving and a drive to tune-in to the season premiere of **Bad Judge**.

Alternatively, the spot may also be designed to run in the series premiere, in which we could intercut the interview footage along with b-roll of Kate in various scenarios as she gets ready to film a scene – in the hair and makeup chair, running her lines, etc. We would then end on Garnier brand messaging that invites women to find their wild child within by having fun with their hair color and – perhaps most importantly – Garnier Nutrisse.

