

CNBC set pieces

The network needed on-air set pieces that have to adhere to strict brand guidelines, but also convey the tone & data of the topic at hand. The monitors used on set differ in how they are used & presented, so each new element has to be designed with each specific segment in mind.

Evocative, beautiful imagery is the key to these compelling pieces, but they also have to let the data be the focus.





OUTLOOK IN ENERGY



GLOBAL
BILLIONAIRE
POPULATION

TOTAL
2,900

SOURCE: UBS

\$15.8T
TOTAL WEALTH

SOURCE: UBS



MOMENTUM IN METALS





Pb