



# Back to School 2021

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**NBCUniversal**



# Reasons To Get Involved With BTS Season In 2021

## Benefits to your bottom line

BTS is the second largest retail sales holiday that happens to coincide with the least cluttered ad marketplace

## New

### We have to acknowledge the elephant in the room!

COVID has disrupted the school experience for so long, now is the time to respond – whether that's to help consumers navigate, celebrate our potential return, or make light of the times we are in.

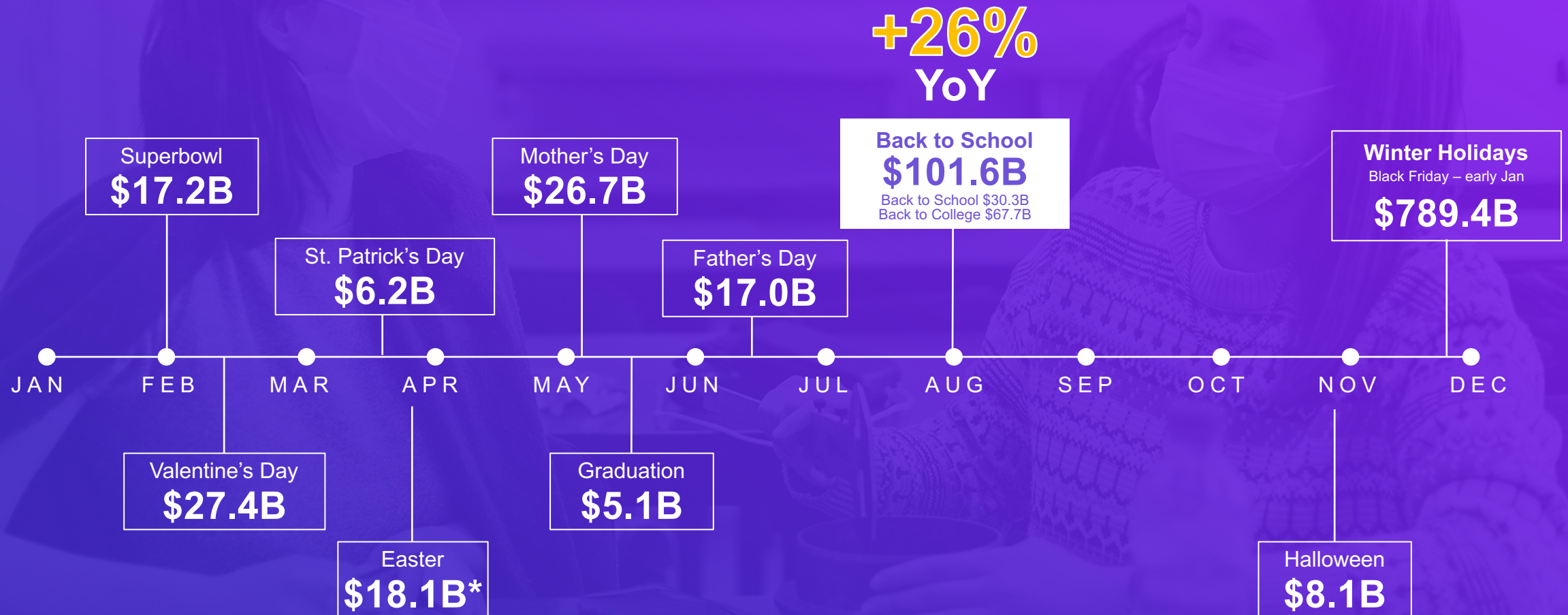
### Change and disruption creates room for opportunity.

New relationships are being formed and old ones are evolving – what happens now sets the stage for the long haul.



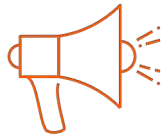
# Anticipated Spending For Back To School Increased 26% YOY

## 2020 Didn't Change The Importance Of Retail Holidays



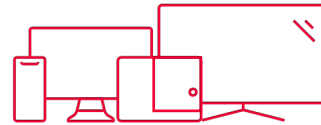
# A MODULAR APPROACH TO THRIVE DURING THE BACK TO SCHOOL SEASON

OPTIMIZING YOUR FLIGHTING, DISTRIBUTION, OR MESSAGING BASED ON YOUR GOALS



## TAKE ADVANTAGE OF A WHITE SPACE

Get in earlier to **time your media** to when consumers are spending and **build momentum** heading into 4Q



## REACH A VALUABLE AUDIENCE

**Re-assess your distribution** to drive relevant reach, optimize your media mix, and reach this valuable audience.



## ENGAGE WITH CULTURE-DRIVEN MARKETING

As consumer needs for the season change and they assess their brands, **tailor your messaging** to their mindset and needs

## CONTENT COMMERCE

Respond to changes in **how consumers discover and shop**





# Take Advantage of a Whitespace



# LATE FOR SCHOOL

There is **a misalignment** between consumer purchasing behavior during back to school season and advertiser media investment during this time frame.

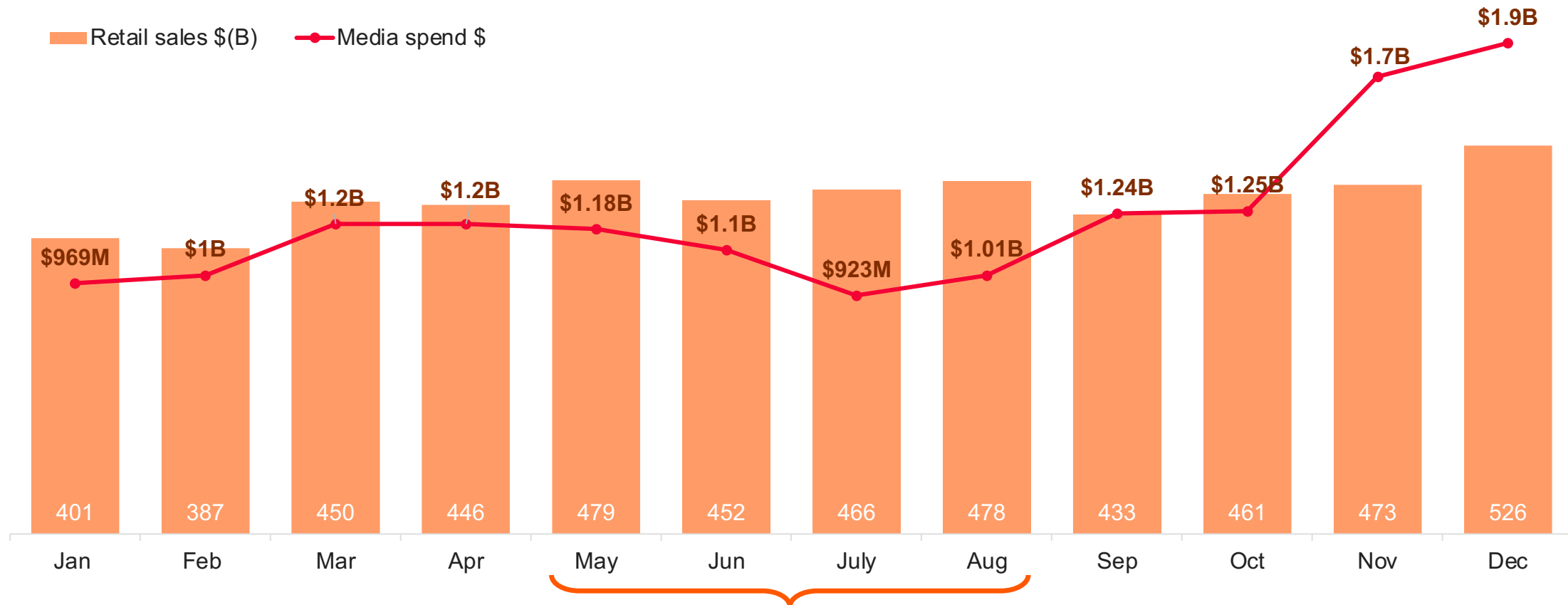
Advertisers are **Late for School**. If they synchronize with consumer spending habits and increase spend during this major shopping season, they can further capitalize on this opportunity in partnership with NBCU.





# 2Q AND 3Q IS A WHITESPACE

CONSUMERS ARE SPENDING, BRANDS ARE NOT



Whitespace



# SHOPPING STARTS EARLY

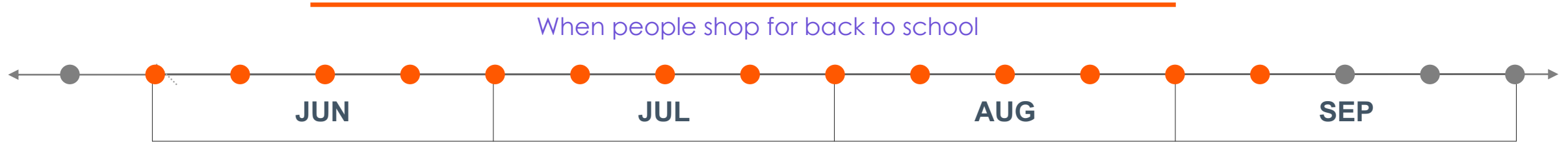
75% of back-to-school shopping occurs before the last 2 weeks in August, with the largest portion of active shoppers during the last two weeks of July and first two weeks in August.

Nearly 40% of parents start their shopping 4-6 weeks before school starts.





# THE BTS TIMING OPPORTUNITY



When the average back to school creative breaks

When brands should be in flight with their back to school campaigns



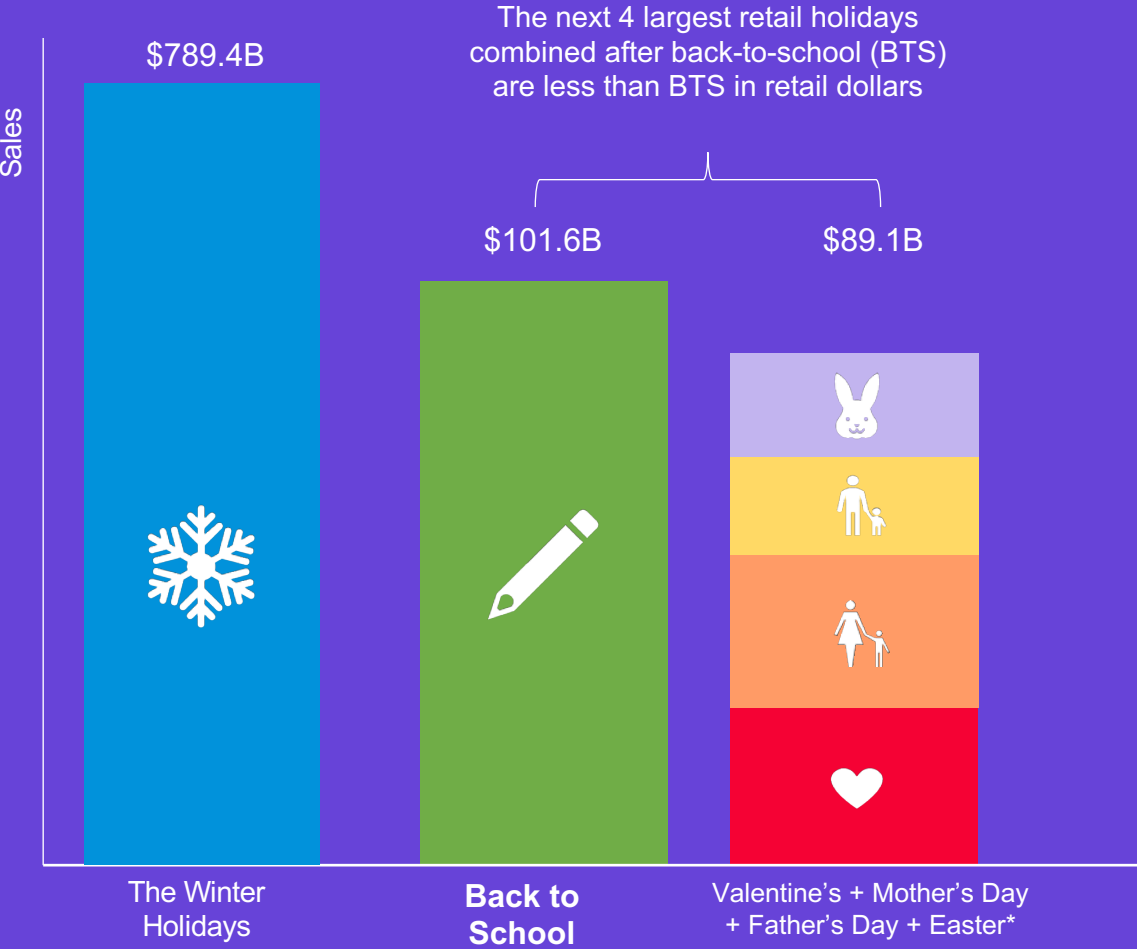


# Reach A Valuable Audience





# BTS SHOPPERS ARE HIGHLY VALUABLE SPENDERS



Back to school is not only important from an overall retail sales perspective, but from also from a HH expenditure standpoint.

On average, a HH with children K-12 spends \$789 during back-to-school season.

In comparison, consumers spend \$650 on gifts during the winter holidays.

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, Holiday Spending Totals In Billions, 2020; Easter is showing 2019 value



# DIFFERENT WAYS TO REACH YOUR AUDIENCE

Use the distribution methods that work for you



## Broad Audience

Reach a **broad audience** (demo, P2+, etc.) using NBCU's One Platform during this key season to **maximize your reach**



## Targeted

Hone in on a **strategic target** (college students, parents, educators, advertiser 1st party segments, etc.) through optimizing your media mix or speaking to them 1-to-1



## Localized



Take advantage of local capabilities to **revise your marketing plan by region** to address the differences in the timing of back-to-school season, consumer needs, and your brand presence across different markets.

Run across platforms





# A Strategic Audience-first approach requires a range of Audience-first strategies

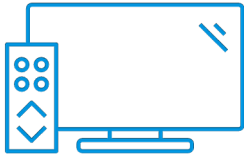
	Key Demos	1 <sup>st</sup> Party	3 <sup>rd</sup> Party (Behavioral, Attitudinal, etc.)	Content-Related
<b>Rationale</b> 	Reach segments that are highly engaged in back-to-school season	Drive loyalty / repeat sales among existing customers	Competitive conquering, engage heavy category users, reach behavioral segments  e.g. Tech Early Adopters	Align w/ content relevant to your brand or consumer passion points  e.g. Sports fans
<b>Support &amp; Capabilities</b> 	<b>e.g. Dads</b> <ul style="list-style-type: none"><li>50% of Dads plan on shopping for BTS and they spend \$115 more on average than Moms</li><li>NBCU Reaches 51M Parents</li></ul> <b>e.g. College Students</b> <ul style="list-style-type: none"><li>College BTS spend is ~2x per K-12 BTS spend (\$55B vs \$28B)</li><li>NBCU Reaches 53.7M College Students</li></ul>	e.g. NBCU reaches 49.9M retail loyalty members	e.g. NBCU reaches 113.0M Teach Early Adopters/Enthusiasts and 45.3M Gamers  e.g. The optimal linear/digital mix to reach NBCU's 82M price-conscious consumers is 75/25.	e.g. NBCU reaches 16.0 M Sports Fans

# Adsmart Advanced Targeting & Optimization



Your advanced audience

Data-driven delivery by platform



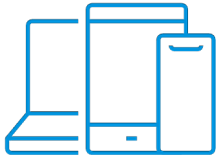
## Data-driven linear

Enhanced delivery to **target audiences at scale** through the broad reach of national TV



## Addressable

Dynamic delivery to **target HHs** through highly engaging STB VOD, OTT, & CTV content



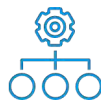
## Targeted OLV

Dynamic delivery to **target users** through premium video on desktop & mobile

Activate your way:



Managed service



Self-service



# UTILIZE LOCAL CAPABILITIES TO FURTHER OPTIMIZE



## Alter your messaging

based on availability of products and services or consumer needs across different markets.



## Time your media

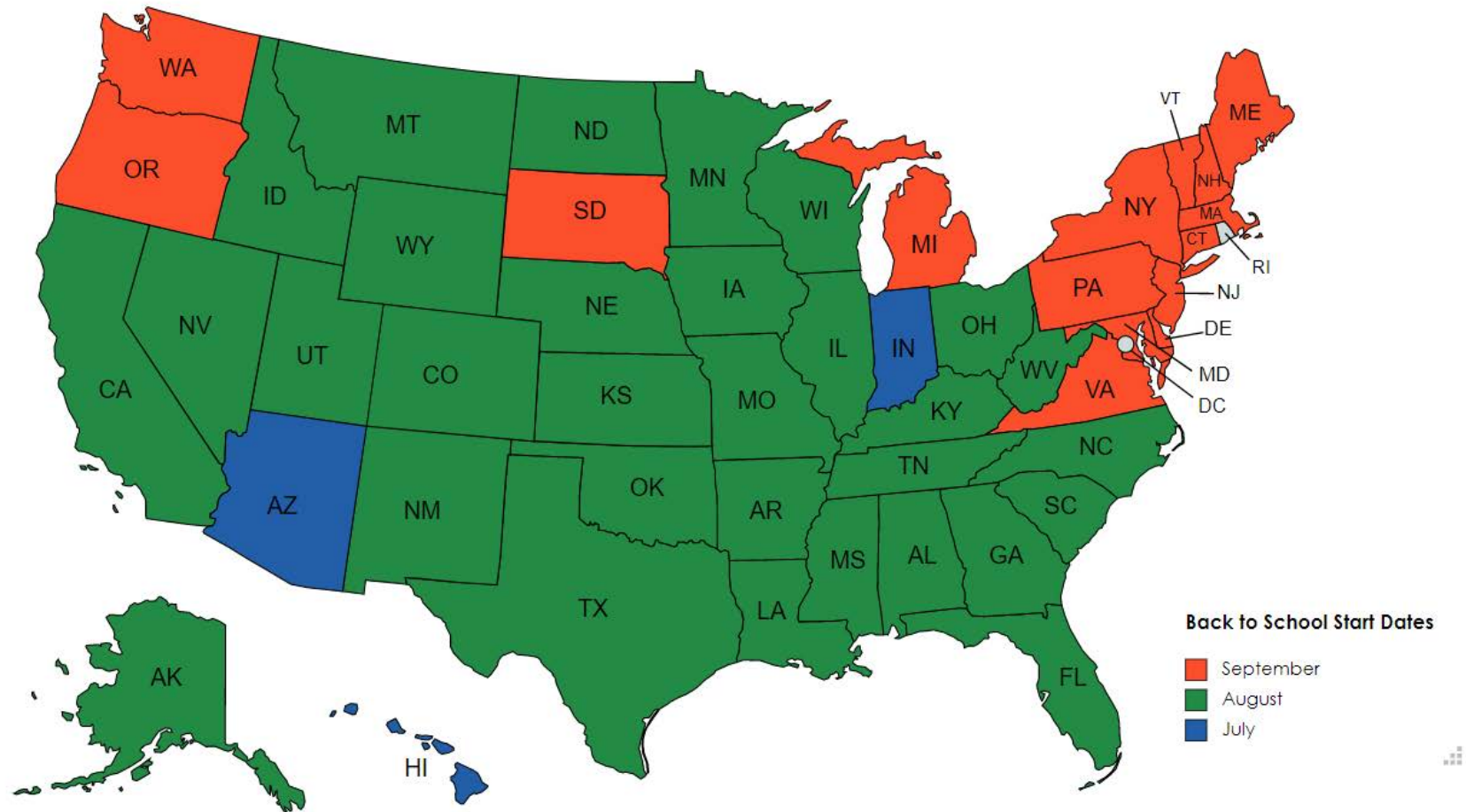
to roll out when back to school season starts in each market.



## Heavy up in strategic markets

where you have the most competition or the most presence to drive traffic and beat the competition.

# BACK TO SCHOOL BEGINS AT DIFFERENT TIMES ACROSS THE COUNTRY





# Engage with Culture-driven Marketing



# Consumers Are Eager To Spend And Want To Hear From Brands

70%

Plan to return to their  
pre-COVID spending  
levels

Retail Sales

Are expected to grow  
+9% in 2021

80%

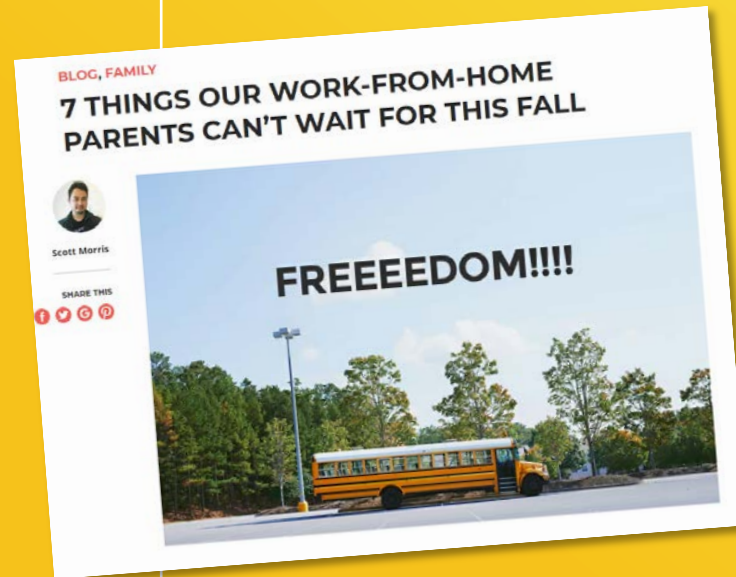
Want brands to keep  
advertising and appreciate  
relevant messaging





# There Is Pent Up Energy

Whether it's **celebrating a possible return** to a more familiar school-year experience or **support through the ambiguity of COVID life**, consumers are looking for acknowledgement of the times we are in.



The New York Times  
*'I Can't Believe I Am Going to Say This, but I Would Rather Be at School'*

Dr. Kristopher J. Childs  
@DrKChilds

Day 3: Homeschooling Officially SHUTDOWN!

- \* Teacher has quit (Me)
- \* 1 student has been skipping
- \* 1 student dropped out
- \* Copier (printer) jammed
- \* Cafeteria (pantry/kitchen) snacks have ALL been eaten
- \* Grandma After School Program has banned the kids

P.S. out of toilet paper

1,799 3:25 PM - Mar 18, 2020

# Key areas we believe brands can lean into with their messaging

Taking note of cultural shifts and consumer needs

## Purpose-driven messaging

69% of consumers want brands to discuss the times we are in and what they stand for

## Navigating a hybrid world

Technology and virtual capabilities have permanently changed how people navigate their relationships with school, work, people, and brands.

## Celebrating a coming turning point

At the rate that the U.S. is being vaccinated, 70% of the U.S. population could be fully vaccinated around the end of July and 85% by mid-September.

## Addressing different needs for different consumers

Every consumer group - whether that's parents, teachers, students, or others - has different needs and expectations.



A person with long dark hair, wearing a blue long-sleeved shirt, is seen from behind, pointing their right index finger at a large computer monitor. The monitor displays a Zoom meeting grid with approximately 20 participants. The person's left hand is resting on a laptop keyboard. The background shows a desk with papers and a shelf with folded clothes.

# LEARNING TOGETHER

## Portfolio Marketing Strategy

2020 was a year full of unprecedented changes that impacted our daily routines – with parents, teachers, and kids transitioning to virtual environments and home, work, and school lives colliding overnight. Just as our communities had to make the best of the twists and turns throughout the year, NBCU also worked to adapt to unexpected changes to better serve our partners and fans. **As we move into 2021, we are all continuing to learn together, as we redefine what Back to School will look like this year.**

From celebrating and giving back to deserving individuals and schools, to supporting the hybrid learning experience for teachers and students, to giving back the precious gift of time to exhausted parents, **we'll be there every step of the way to support the evolving needs of teachers, parents, and students, and bring back the excitement of going Back to School!**

# Celebrate Going Back To School With NBCU All Season Long

Connect with Valuable Audiences through Culture-Driven Opportunities

MAY

JUNE

JULY

AUGUST

SEPTEMBER



**ENTER THE  
CONVERSATION  
EARLY**



**LEVERAGE THIS SUMMER'S BIGGEST TENTPOLE TO  
AMPLIFY BRAND MESSAGING**

**DRIVE BRAND LOYALTY WITH PURPOSE-DRIVEN, EVERGREEN OPPORTUNITIES**

**GIVING BACK: TO SCHOOL**

Celebrating Educators In Any Classroom Setting And Empowering Students At Every Milestone

**SUPPORT THE HYBRID LEARNING EXPERIENCE**

**CLASS IS IN SESSION**

Supporting Evolving Classroom Needs with Useful Lifestyle Tips and Tricks, Wherever Students are Learning

**KEEP KIDS ACTIVE & ACKNOWLEDGE PARENTS' EXPERIENCES WITH RELATABLE STORYTELLING**

**THE GIFT OF 'ME' TIME**

Providing Fun Inspiration For Parents To Help Their Kids Stay Active Physically And Mentally & Celebrating the Return to School



# Celebrate & Reward Teachers this Teacher Appreciation Week

## ••BACK•• ••TO•• TEACHERS

Teachers are so much more than their job.

Together, your brand and NBCUniversal will celebrate these unsung heroes through a One Platform partnership that honors teachers for everything they do for their students and rewards them for everything they deserve as individuals by tapping into key passion points.

## BACK-TO-TEACHERS

CUSTOM CONTENT, INTEGRATIONS, SURPRISES, AND REWARDS ALIGNED TO PASSION POINTS  
[MAY 3 – MAY 7]



### THE TEACHERS LOUNGE

Exclusive virtual experiences created for teachers each day of the week



### IN-SHOW INTEGRATIONS + CUSTOM CONTENT

Engage audiences across One Platform by aligning to NBCU's premium content and talent

# THE TEACHERS LOUNGE

A Week of Exclusive NBCU Experiences



MUSIC



FOOD



SPORTS



FASHION



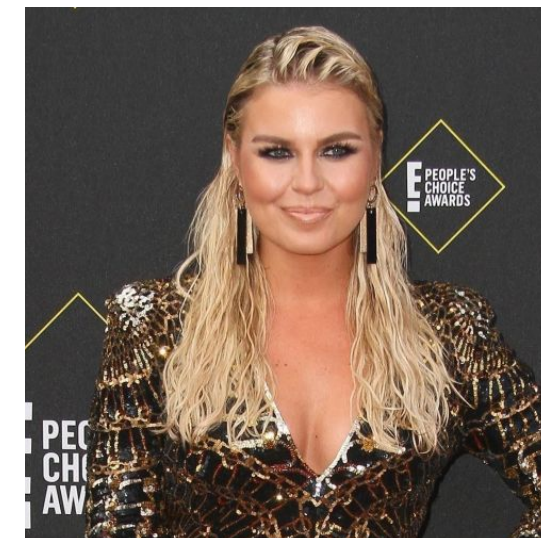
TECH

## HOW IT WORKS

Through a Social CTA across One Platform, leading up to May 3<sup>rd</sup>, students will have the opportunity to **nominate their favorite teachers, mentors, and coaches** who are passionate about one of our subjects and deserve a break in *The Teachers Lounge*.

Every day of Teacher Appreciation Week, the Lounge will offer a select group of teachers an **exclusive virtual workshop or seminar led by expert NBCU talent** and thematically aligned to that day's subject or passion point.

We'll use footage from the Lounge to create a **feel-good recap that shows off your brand & NBCU's commitment to rewarding deserving educators**.





# In-show Integrations & custom content



MUSIC



FOOD



SPORTS



FASHION



TECH

A series of integrated surprise & delight rewards filmed for content, branded in-show moments that celebrate teachers, and alignment to Teacher Appreciation Week editorial coverage







## THOUGHT-STARTER ALIGNMENTS ACROSS ONE PLATFORM

### ZOEY'S EXTRAORDINARY PLAYLIST

Surprise & delight  
content with talent



Kids reward their teacher

**TEACHER'S LOUNGE**  
Music appreciation with  
E!'s Tanya Rad



Custom content



Aligned segment

**TEACHER'S LOUNGE**  
Mixology with Tom & Tom  
from *Vanderpump Rules*



Content & reward aligned  
with NHL playoffs



Custom digital series

**TEACHER'S LOUNGE**  
Virtual workout with  
NBCU Sports talent



Content featuring a  
custom look for a teacher



Exclusive reward

**TEACHER'S LOUNGE**  
Fashion advice and dos &  
don'ts with E!'s Brad Goreski



Vignette about the science  
behind Alexa/Echo



Aligned segment

**TEACHER'S LOUNGE**  
Conversation between NBCU  
talent and an Echo developer



# Giving Back: To School

With the call for social change, consumers want to support brands that are committed to making a difference in our communities.

No matter what going back to school looks like in 2021, teachers and students will still need to prepare the best they can!

Your brand can join NBCU to power meaningful Back to School coverage and reward teachers and students in the midst of global change across all platforms.

## CHEERING ON THE TEACHERS IN OUR LIVES



## SUPPORTING STUDENTS AT EVERY MILESTONE



### EMPOWERING IN-SHOW MOMENTS

Celebrate teachers in any classroom setting and support students at every milestone



### PURPOSE-DRIVEN CUSTOM CONTENT

Educational advice for students re-entering the classroom setting



### MEANINGFUL GIVEAWAYS

Reward teachers who continue to go the extra mile to improve the classroom experience

# Cheering On The Teachers In Our Lives



## WATCH WHO'S HELPING LIVE

In a heartfelt **Watch Who's Helping Live** segment dedicated to your brand, Andy will shine a light on your brand's pro-social initiative that benefits educators, students or a local school system and pay it forward by encouraging fans to contribute and help those in need.



## CELEBRATING AT-HOME EDUCATORS

Celebrating hardworking parents, Kelly will feature a **"Rad Human"** or **"Good Neighbor"** who is going above and beyond helping kids get back into the swing of things!



## THANK YOU, TEACHERS!

This Fall, **Universal Kids** will take a moment to give back to educators who continue to have a profound effect on future generations! In this custom clip-based vignette, our characters will come together to say "Thank you, thank you, THANK YOU!" for all of our teachers' hard work!

## 202ONE



## OLYMPIC COACHES SPOTLIGHT

Lean into the biggest global event of the Summer, the 2021 Olympic games to create custom linear features within Trials or in-games programming that celebrates Olympics athletes' relationships with their coaches.





# Supporting Students At Every Milestone



## GOING BTS WITH HELP FROM WWE'S BE A STAR

As a long-standing partner of the Boys & Girls Club, **WWE** believes school isn't just about learning, but it is also about acceptance. Together, we can create a program to highlight **WWE's Be A Star** message designed to resonate with students and parents before they head back into school.



## CAPITAL ONE COLLEGE BOWL

Hosted by the future NFL Hall of Fame quarterback Peyton Manning, **Capital One College Bowl** features Contestants representing colleges from some of the greatest rivalries across the country to compete on teams of three to answer trivia questions covering all subjects for their a chance to win money to pay for their college tuitions.



## EMPOWER STUDENTS WITH CNBC ACADEMY

**CNBC** is uniquely positioned to directly educate young Americans about personal finance, ensuring students have access to necessary financial planning tools. In partnership with Junior Achievement, **CNBC Academy** will empower students via content focused on financial literacy and education for the next generation.



## ON HER TURF: SCHOOL'S IN SESSION

As students across the country get ready to go back to school, your brand and **On Her Turf** present **School's in Session**, a custom video series featuring some of the world's top female athletes as they school us all in their areas of expertise. From Sue Bird's required lessons on mental toughness to Sloane Stephens' extracurricular class on style, each athlete contributes their knowledge to a well-rounded education.

# Class Is In Session

Even when students and teachers head back into the classroom, the hybrid learning experience is here to stay.

Together we will support evolving classroom needs and empower both teachers and students to feel confident about new learning experiences. From SYFY Geek Gift Guides that highlight must-have tech for at-home learning to meaningful BTS giveaways on TODAY, your brand will help teachers, students, and parents alike to thrive in our new normal.

## SUPPORTING EVOLVING CLASSROOM NEEDS ACROSS ONE PLATFORM



### RELEVANT LIFESTYLE TIPS & TRICKS

Custom content that spotlights lifestyle hacks and tips/tricks for parents, teachers, and students



### SURPRISE BTS GIVEAWAYS

Surprise giveaways to support Teachers and Students, brightening their hybrid learning experience with your brand



### BTS GIFT GUIDES

Back to School Gift Guides for all ages with product integration, catered to the hybrid learning experience



### SHOPPABLE CONTENT

Innovative cross-platform content that leverages NBCU Checkout shoppable capabilities to drive purchase for your brand



# Go Back To School With Confidence

## BACK TO SCHOOL LIFESTYLE TIPS & TRICKS



TODAY Parent Guide and  
TODAY Parenting Team  
Community Challenge



Custom Thematic Content  
that Empowers Students All  
Season-long



In-Show Segments with  
Back to School Life Hacks  
for Students of All Ages



Clip-based Content that  
Celebrates Teachers and their  
Success in the Hybrid Learning  
Environment

## BACK TO SCHOOL GIFT GUIDES



In-show Segment with  
Back to School Tips and  
Must-Haves



SYFY Geek Gift Guide with  
Tech Must-Haves for Back  
to School



In-show Segment with  
Back to School Tips  
and Must-Haves



In-Show Segments that  
Highlight Back to School  
Trends for Every Classroom





# The Gift of 'Me' Time

With social distancing and quarantine guidelines, it has been a long year for both parents and their kids.

With virtual learning fatigue, parents are in need for more inspiration to keep their kids mentally and physically active, and parents are desperate to regain their precious time alone.

Together, we will provide fun activities – tapping into NBCU's diverse programming and talent – to keep the kids busy and celebrate the return of 'me' time for parents everywhere!

## NBCU CLUB: MASTERCLASS



## ONE PLATFORM CUSTOM CONTENT

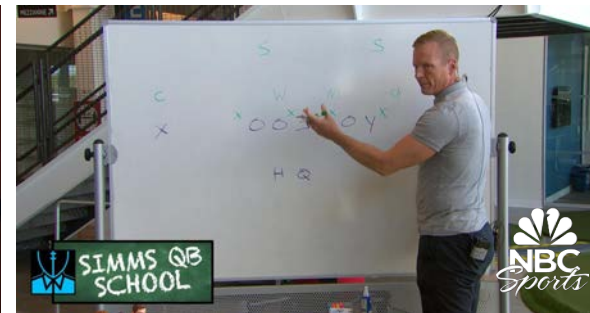




# Keeping The Kids Busy

## NBCU Club Masterclass

With the hybrid learning environment, parents and teachers need new ways to keep students of all ages physically and mentally active. As the final bell rings, NBCU is ready to keep the kids busy so parents can keep their 'me' time! Joined by influential talent from across the NBCU portfolio, **together we will deliver non-stop fun and educational opportunities for students of all ages.**





# Fun classes for every hobby and passion!



## TALENT UNIVERSITY

AGT takes fans to school this summer with the return of the second screen, digital and social editorial series, "Talent University". The multi-part series will star fan-favorite stars of AGT S15 giving fans step by step lessons on how to achieve their unique talents – from hitting the high notes with tween singer Roberta Battaglia to dropping it low with dancing duo Bad Salsa.



## MEAL PREP LIKE A TOP CHEF

**Top Chef Amateurs** know how to keep their family fed on the go. In this Masterclass-style video, Top Chef talent will show viewers how to create the perfect Back to School Dish or can teach our fans a lesson or two about cooking that the whole family can enjoy! **Top Chef** alumni could show easy meal prep tips.



## SYFY's GEEK SCHOOL

**SYFY's Geek School** is a documentary series where a SYFY Correspondent interviews makers and creators in the genre industry about their passions. From movie prop experts and costume designers, to comic book writers and special effects illustrators - SYFY's Geek School stories can help inspire and educate students on the limitless possibilities in the genre world.

# 'First Day' Without The Kids

## Portfolio Custom Content – Approach #1

Since the advent of smartphones and social media, it's become all but mandatory to take first day of school photos of the kids. In this tongue-in-cheek content series, we'll flip this ritual on its head by showing off photos of excited parents on the kids' first day back.

In a montage set to catchy music, we'll see UGC-style photos and short videos of parents across the country (including NBCU talent) grinning while holding up "first day of school 2021" signs, celebrating with a dance on their front stoop, shedding happy tears, and more. Ending with a call to action for parents everywhere to share their first-day-of-school photos using a dedicated cobranded hashtag, we'll start a movement that parents everywhere can enthusiastically – and finally – support.

- All concepts can feature NBCU talent, and/or contextually align with programming
- Advertiser messaging or product can be woven in organically, depending on the advertiser
- All concepts can have social and shoppable extensions



# The Return Of 'Me' Time

## Portfolio Custom Content – Approach #2

The moment kids are dropped off at school or they step on that bus, parents feel a sense of relief, relaxation, and in all honestly, pure joy. Now more than ever that is true. It's been a while since parents have had a little "me time." Whether that's enjoying a hot cup of coffee, catching up on the morning news, getting an uninterrupted shower, or feeling like they can actually focus on that zoom call without going on mute every five seconds, those first moments of the day are precious.

To celebrate getting that time back, we'll focus on the first hour after the kids have left. In a lighthearted montage, set to celebratory music, we'll watch in an over-the-top way how parents (and our talent) kick back, relax, and enjoy that time to themselves.

- All concepts can feature NBCU talent, and/or contextually align with programming
- Advertiser messaging or product can be woven in organically, depending on the advertiser
- All concepts can have social and shoppable extensions

# Celebrate Going Back To School With NBCU All Season Long

Connect with Valuable Audiences through Culture-Driven Opportunities

MAY

JUNE

JULY

AUGUST

SEPTEMBER

BACK  
TO  
TEACHERS



## GIVING BACK: TO SCHOOL | PURPOSE-DRIVEN ALIGNMENTS



## CLASS IS IN SESSION | TIPS, TRICKS, AND GIFT GUIDES



## THE GIFT OF 'ME' TIME | NBCU CLUB + CUSTOM CONTENT





# Appendix

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# Consumer, Industry, and Back-to-school Stats





# Just In Time For Back-To-School Season

Our economy is expected to  
rebound this year



Congressional Budget Office

Nonpartisan Analysis for the U.S. Congress

About CBO

## An Overview of the Economic Outlook: 2021 to 2031

February 1, 2021 | Report

CBO projects that the economic expansion that began in mid-2020 will continue. Real GDP is projected to return to its prepandemic level in mid-2021. The number of people employed is projected to return to its prepandemic level in 2024.

The New York Times

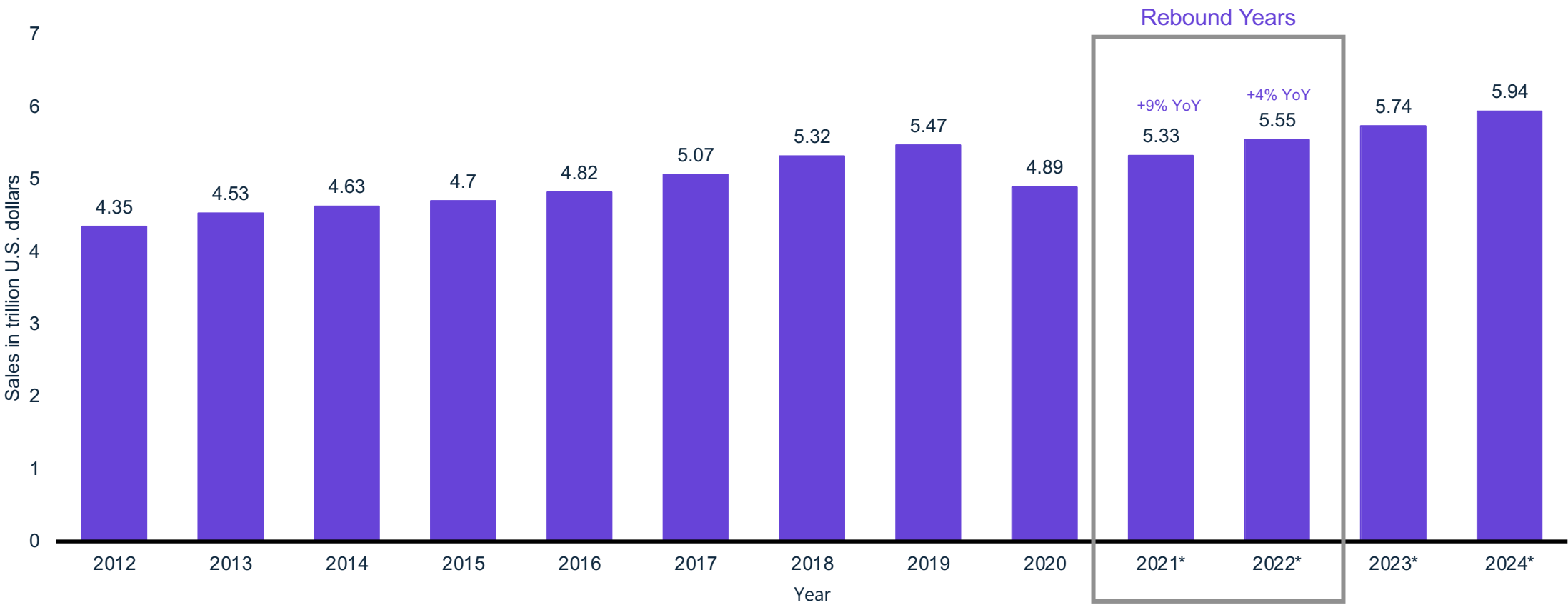
**The Economy Is Improving Faster  
Than Expected, the U.S. Budget  
Office Says**

BARRON'S

**US GDP To Recover From Pandemic Mid-2021:  
Budget Office**

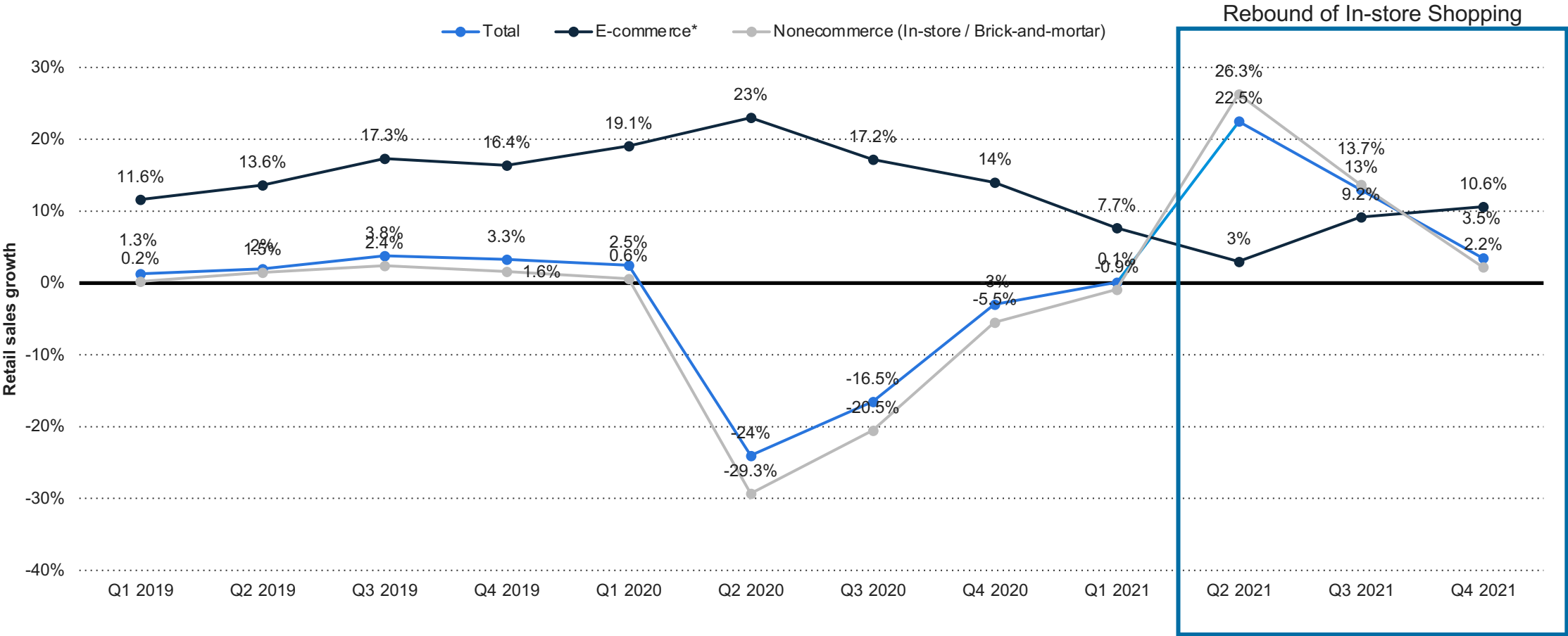
# U.S. Retail Sales YOY

2021 and 2021 will be rebound years for consumer shopping



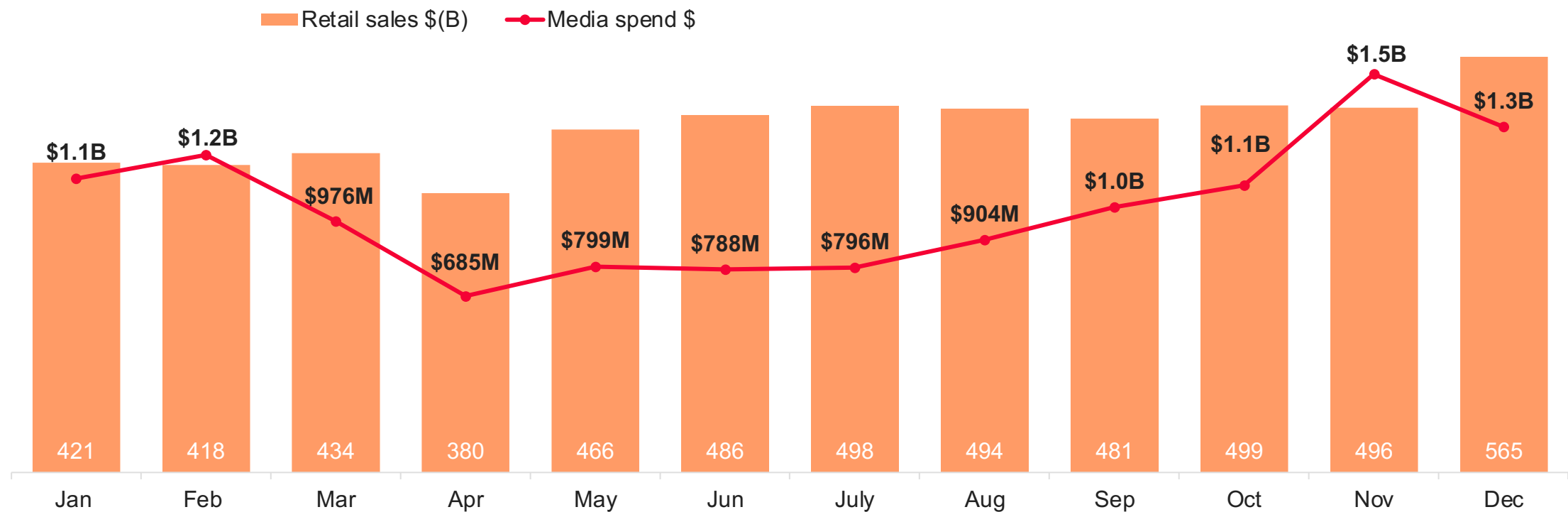


# Consumers Will Resume In-store Shopping While Keeping their new E-commerce Shopping Habits



# 2020 Media Spend Vs. Retail Sales

Retail brands can take advantage of less ad clutter during 2Q and 3Q

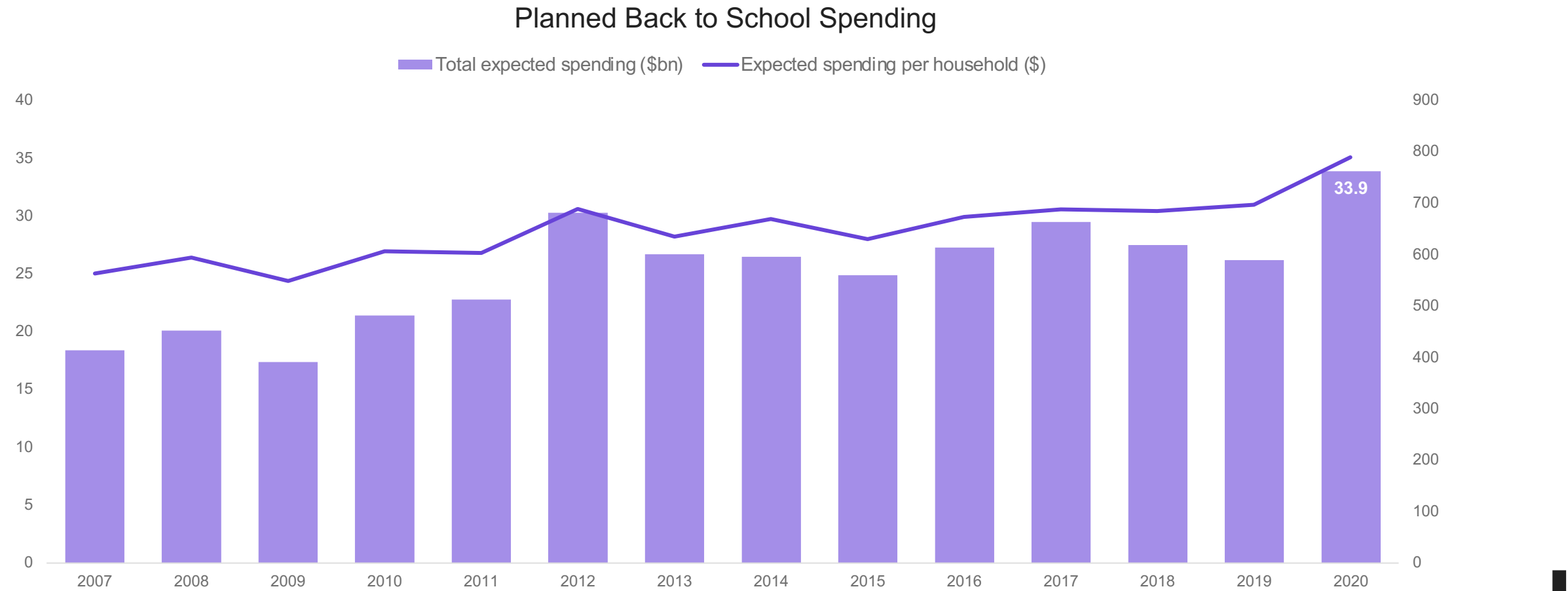


Source: Media Radar, 2020 Retailer/Wholesale Total Spend by Month, Total Spend= TV, Print, and Digital. Retail Sales, U.S. Census Bureau Estimates of Monthly Retail and Food Services Sales by Kind of Business: 2020



# 2020 Didn't Change The Importance Of BTS Season

Planned spending increased because back-to-school items are less negotiable needs

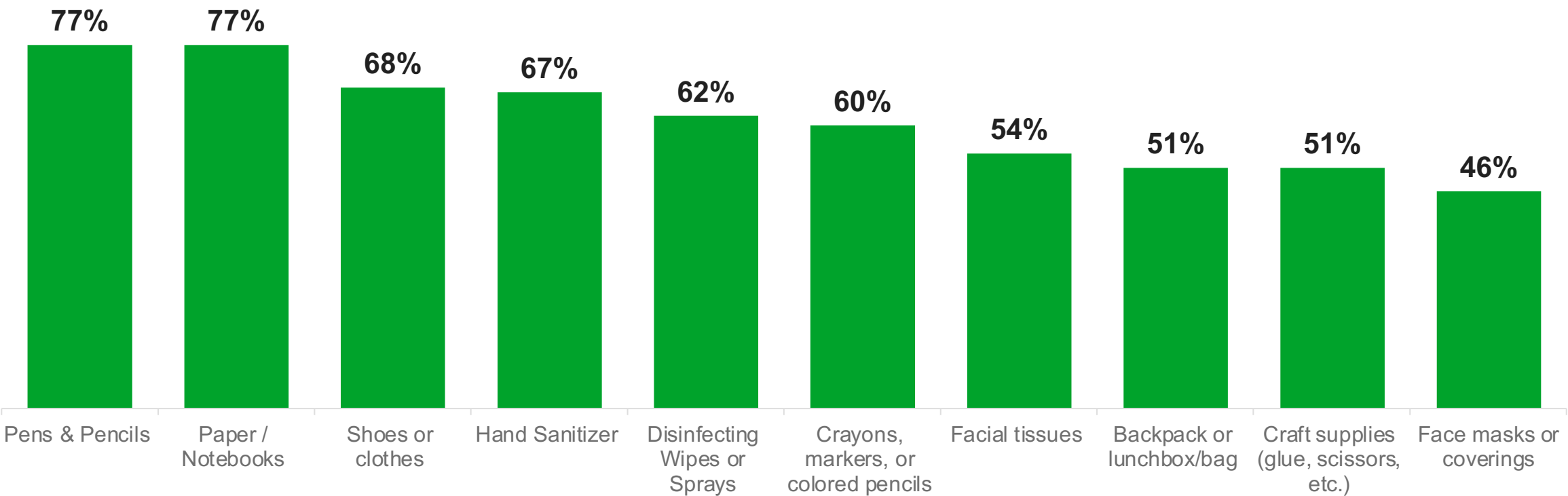


Source: NRF's annual 2020 Back to School Spending Survey, conducted by Prosper Insights & Analytics

# 2020 Planned Purchases

## Traditional Needs + New Health & Hygiene Staples

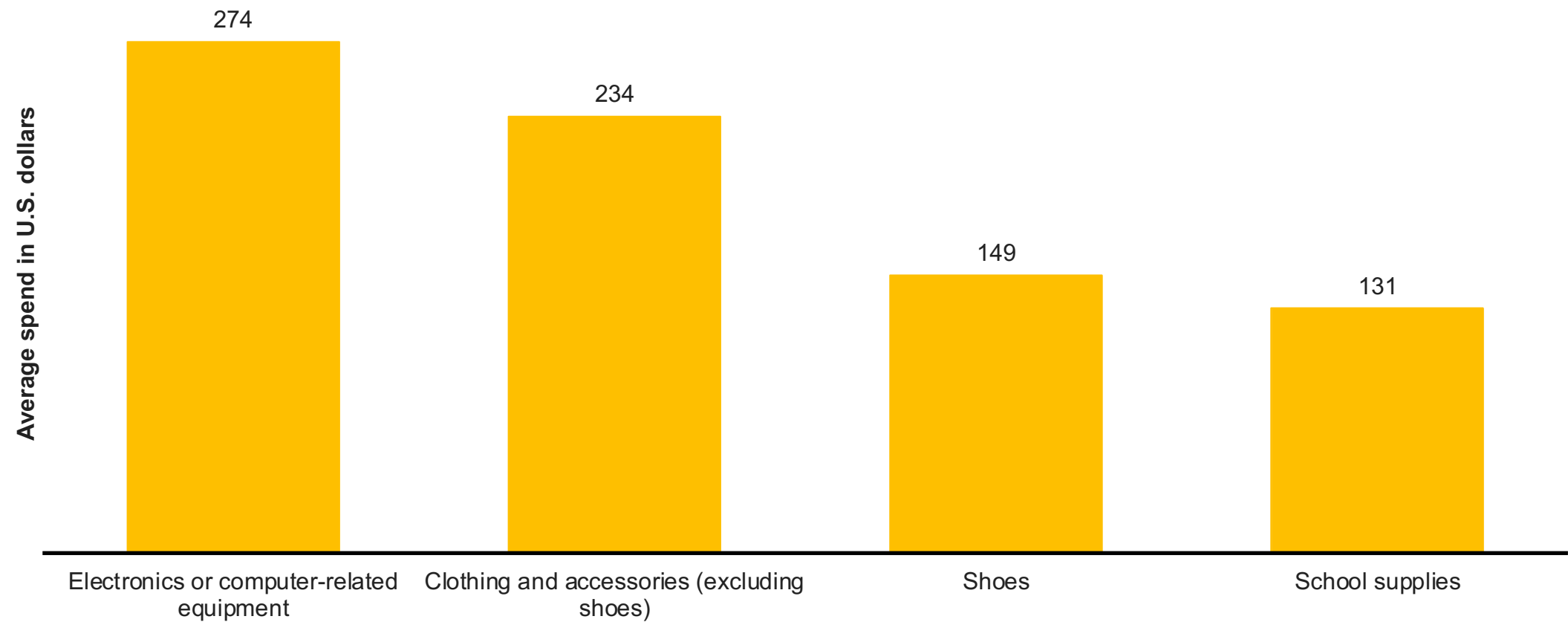
What school supplies have you / do you anticipate purchasing this year?





# 2020 Planned Spending

Tech On The Rise

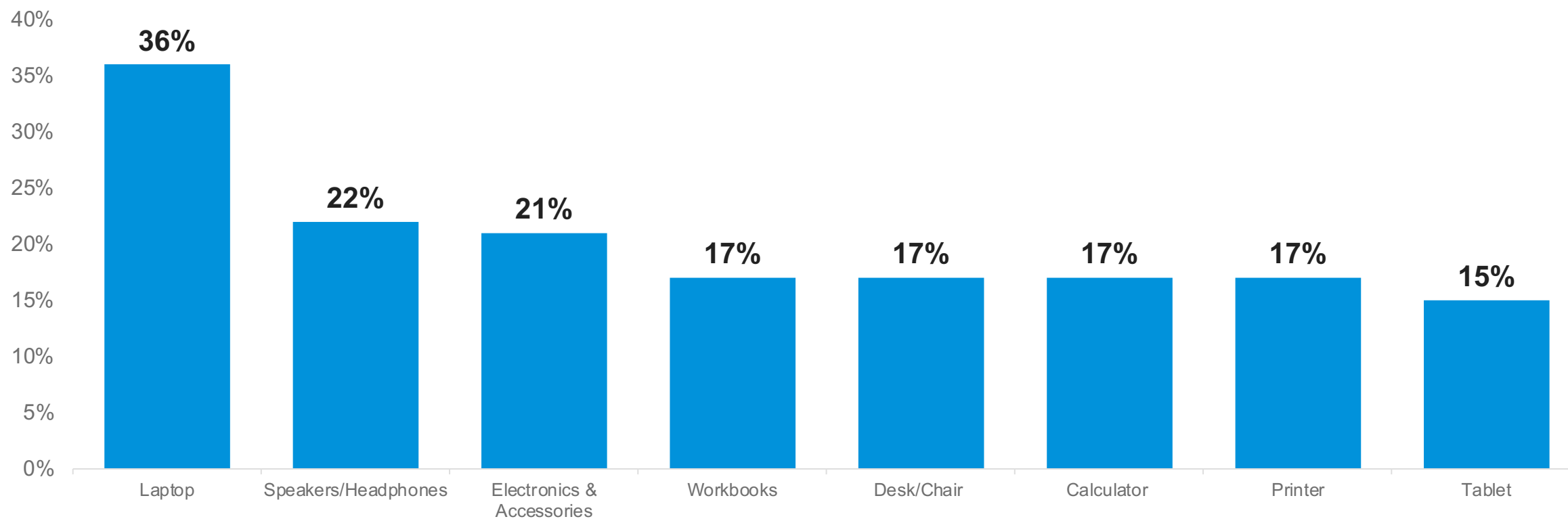


Source: NRF's annual 2020 Back to School Spending Survey, conducted by Prosper Insights & Analytics

# 2020 Planned Purchases

## Tech On The Rise

Top Items Consumers Planned to Buy Because of E-learning in 2020





# Consumer Sentiment Has Created An Opportunity For Purpose Driven Platforms & Messaging

## PARENTS

- **84% of parents are concerned** that their **child is feeling bored or under-stimulated** while they are at home<sup>1</sup>
- **89% of parents would find it helpful** to have **tips on how to structure their child's day** so they can feel their best while they are at home<sup>1</sup>
- **67% of parents** are worried about their children falling behind **socially and emotionally**<sup>2</sup>
- **65% of preschool parents** are **supplementing their children's school with in-home learning activities**<sup>3</sup>

Can brands alleviate parent stress?

## STUDENTS

- Students **have mixed feelings** on virtual school: some want to return and others want to stay home.
- **Pro-school students** miss their **friends and social life**, and are experiencing **virtual burnout**.
- **Pro-home students** feel that they can create **safe spaces** (ie. no bullying) for themselves that allow them to **focus on learning**.

Can brands help create the best learning environments for students?

## TEACHERS

- **Pre-pandemic, 94% of US public school teachers** reported **paying for classroom school supplies** without reimbursement.
- **Post-pandemic, out of pocket costs have soared** as teachers try fund their **usual supplies, new technology, PPE, and cleaning supplies**. Some teachers have turned to **crowdfunding to meet their budget needs**.
- Teachers are going the extra mile to keep students engaged as **virtual school exacerbates fatigue and chronic absenteeism**.

Can brands support teachers?