



NBCUniversal

How DTC Brands are Reshaping the Media Landscape

JULY 2020

While established brands have existed for decades and have large, loyal customer bases, **emerging DTC brands are disrupting the marketplace through more direct relationships with customers and a focus on customer centricity.**



Many Myths Have Emerged About DTC Brands and their Path to Success...

Myth #1

DTC brands have mostly millennial customers

Myth #2

DTC brands only focus on sales

Myth #3

DTC brands only advertise on digital & social platforms

Fact

51%
of their consumers
are over 38 years old

Fact

For Brand Objectives, **Customer Satisfaction (40%)** beats **Acquisition (29%)**, Leads (31%), and Loyalty (30%)

Fact

42% of Brands advertised primarily on TV in Q1'20, spending **\$2.0B**, up +16% vs. Q1'19



Some Keys to Their Success

DTC Success has Been Driven by Fulfilling Consumer Needs

Simplify
the buying process

Provide transparency
on fees and other business practices

Eliminate barriers
to entry by removing or lowering fees

Provide value
without compromising quality

Enable self-expression
by sharing consumer values

Casper

EVERLANE

venmo

WARBY PARKER

Glossier.



Slice



BONOBOS

Lemonade

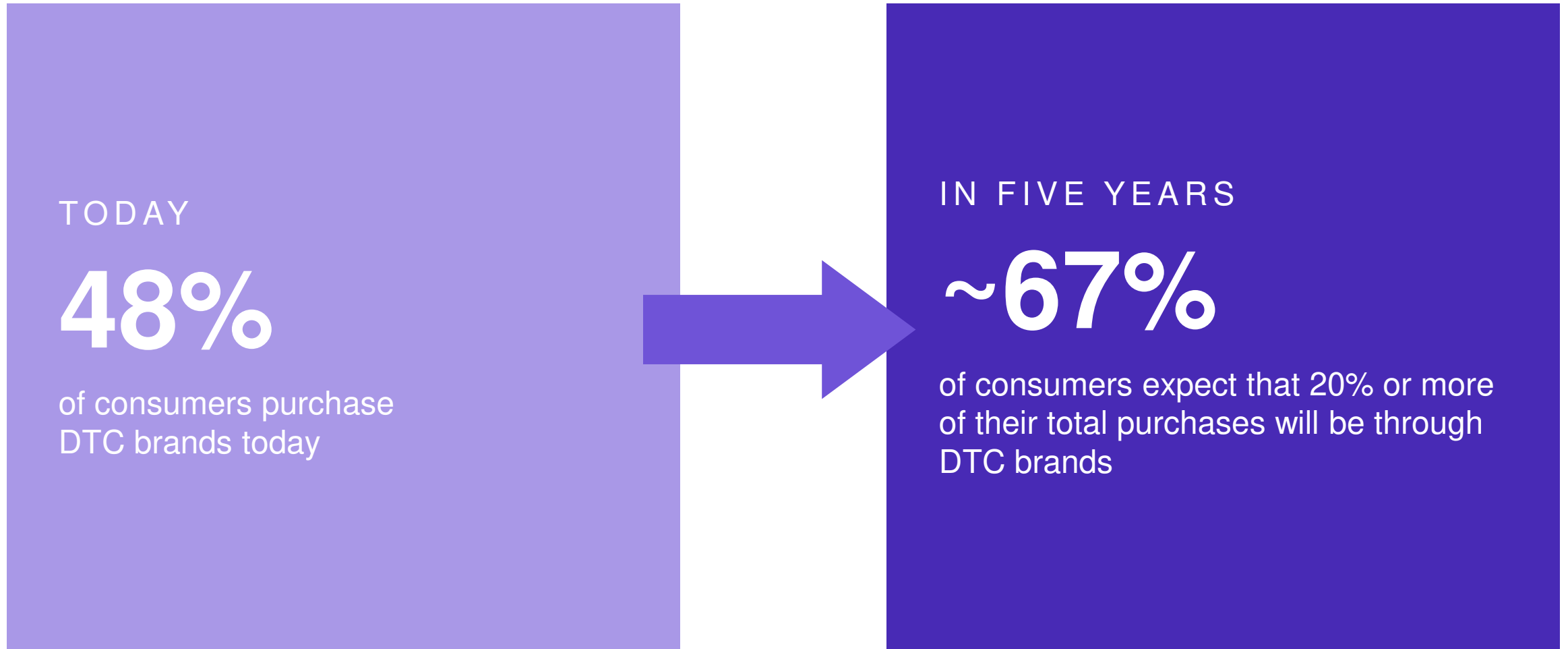


metromile

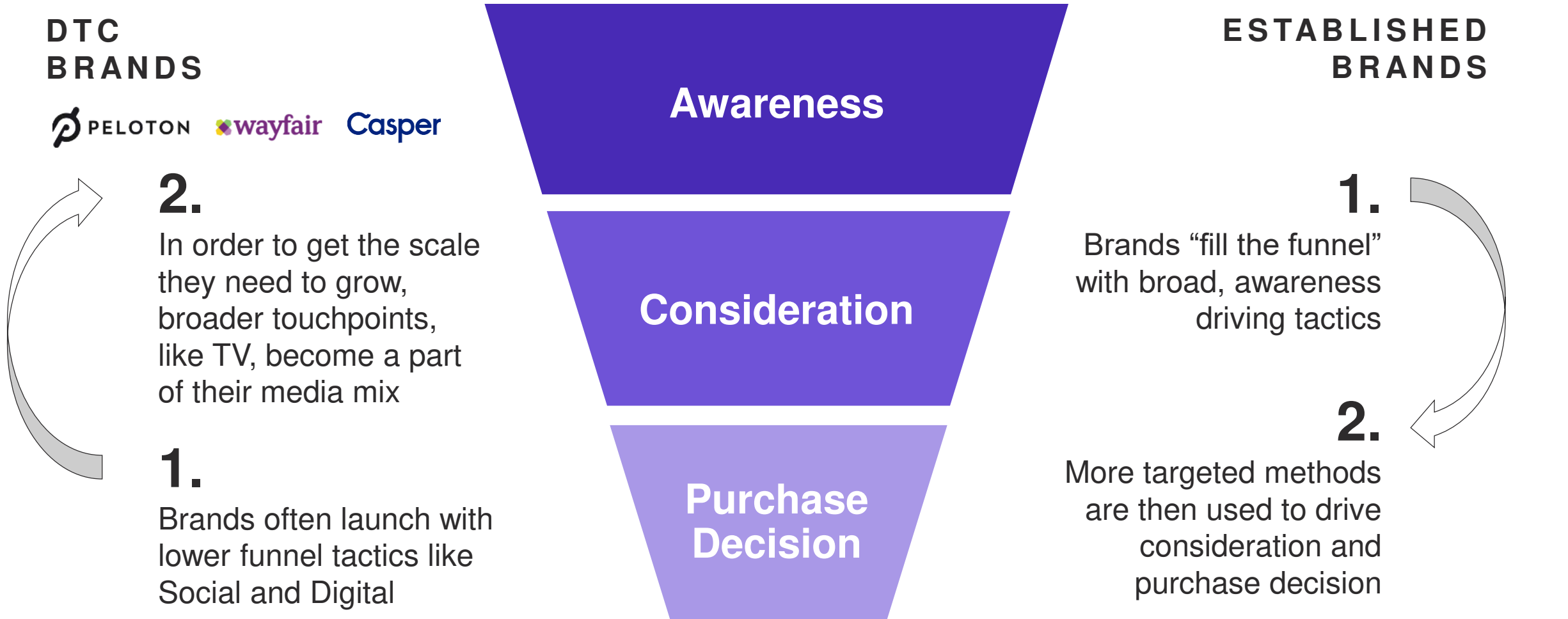


Shopping goes **beyond** utilitarian purposes.
It is **tied to meeting needs** and **connecting with values**.

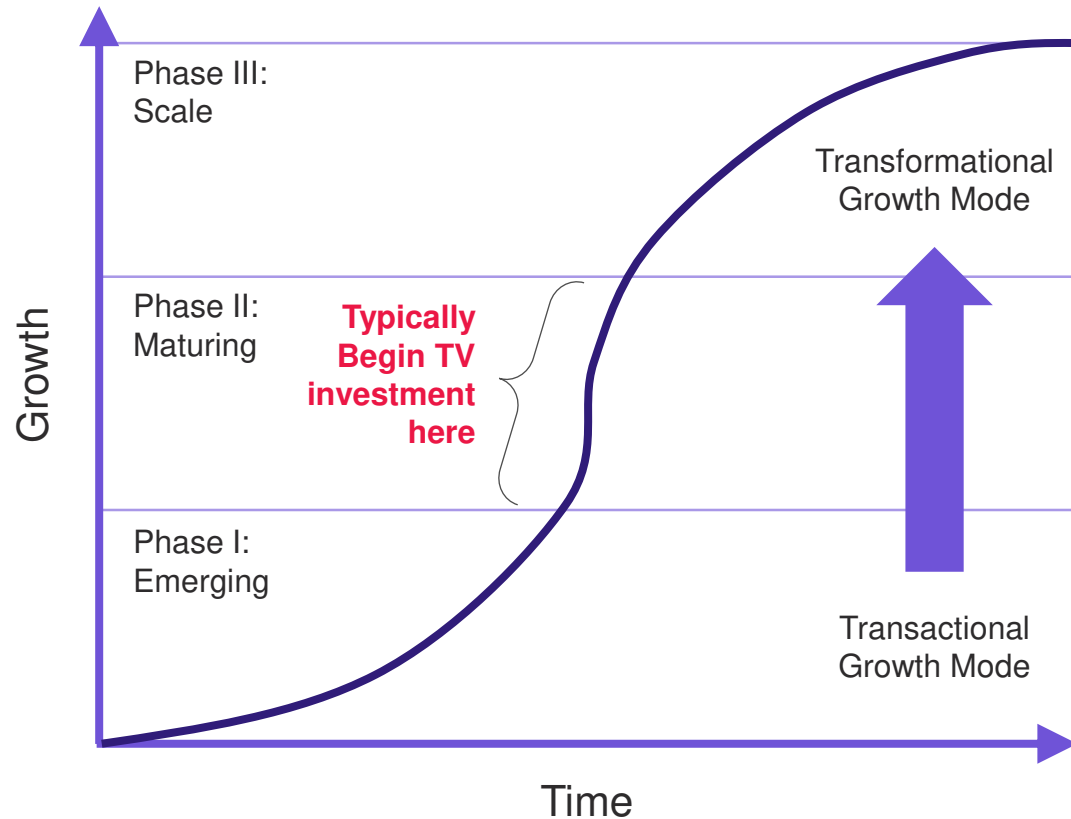
DTC Will Continue to Grow Share of Wallet



The DTC Approach Has Flipped the Funnel...



The Shift to TV Begins when the Brands Start to Mature...



... And Continues to Drive Impact at Scale

2019

178 brands spent an estimated \$2.61 billion on television commercials, a 13.43% increase in spend from 2018

2020

Many brands entered TV in Q2 to capture marketplace demand due to COVID



TV Spending Drives DTC Brand Impact

41%

of consumers discover
“disruptor” brands through
TV advertising

+83%

in search queries when
emerging DTC brands
increased TV spend

30%

of consumers bought
a DTC product after
seeing a TV ad



Partnering with NBCU

NBCU Brings the Knowledge of a Diversified Portfolio of DTC Brand Partnerships

spindrift



talkspace

chewy.com

Calm

ROTHY'S

MeUndies

acorns
Invest the Change

MASTERCLASS

TheRealReal
AUTHENTICATED LUXURY CONSIGNMENT

WARBY PARKER

DOLLAR SHAVE CLUB

DAILY HARVEST

QUIP

Casper

THIRDLOVE

billie

wayfair

GOLDEN HIPPO

ZOLA

ZipRecruiter

Hippo

STITCH FIX

chime



GRUBHUB

ELYSIUM

minted.

SQUARESPACE

fabfitfun

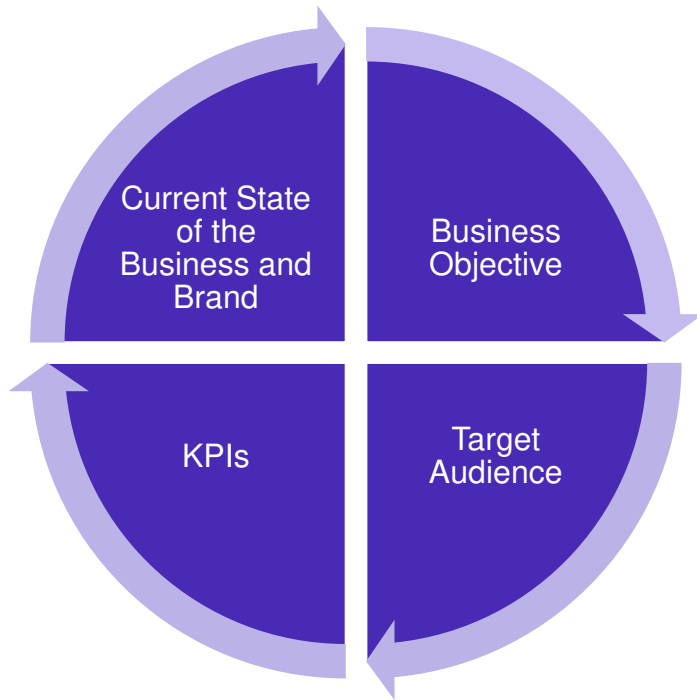
headspace

Square

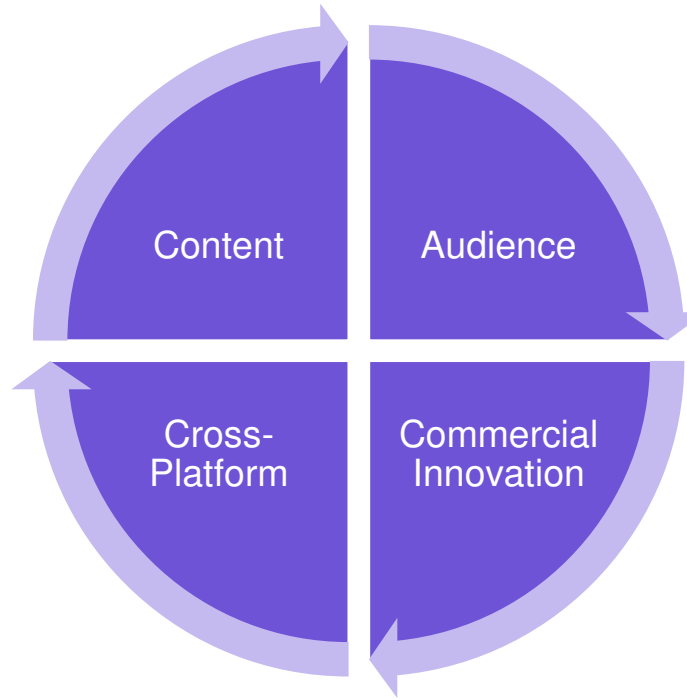
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Working with Both Established and DTC Brands Helps Us with Future Solutions for Our Partners

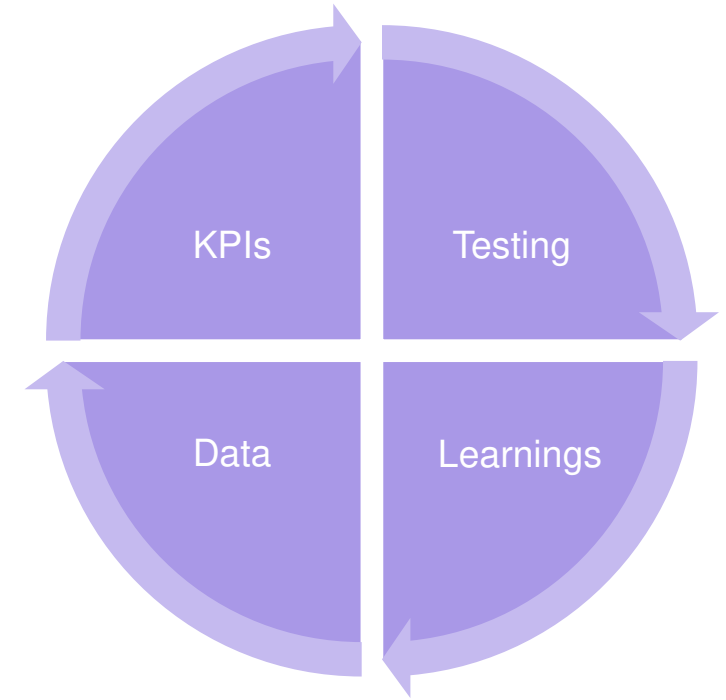
1. Needs Assessment



2. One Platform Strategy & Solutions



3. Planning & Measurement



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sky

peacock

GLOBAL NEWS
network

COMCAST

Comcast
SPORTSNET

effectv
A COMCAST COMPANY

COMCAST
SPECTACOR

COMCAST
BUSINESS

xfinity



LOCAL NEWS

NBCUniversal
Owned Television Stations



TV DISTRIBUTION

ACCESS
LIVE

THE KELLY
CLARKSON
SHOW

ACCESS/★

FILMS

UNIVERSAL
A COMCAST COMPANY

ILLUMINATION
ENTERTAINMENT

F O C U S
FEATURES

DREAMWORKS
ANIMATION STUDIOS

PARKS

UNIVERSAL STUDIOS
FLORIDA

UNIVERSAL STUDIOS
HOLLYWOOD

UNIVERSAL STUDIOS
SINGAPORE

SUPER
WINTER
WORLD

These NBCU One Platform Solutions Deliver DTC Impact

Awareness

Our 211M P18+ monthly reach drives higher awareness than any other platform

Brand Lift
+170%

Consideration

Consumers actively connect with brands and that sparks consideration

Site Visitation Lift
+21%

App Usage Lift
+30%

Purchase Decision

Consumers then decide to make the purchase...

Registration Lift
+36%

NBCU's Full-Funnel Measurement Partners

Across All Platforms

Best Providers by Category

Brand impact, site traffic, & foot traffic partners the same across brands; sales impact partners selected from the best available per category

	Auto	CPG	Finance	Insurance	Healthcare & Pharma	Movie Studios	QSR & Food Services	Retail	Wireless
Brand Impact	<div><div></div><div></div><div></div><div></div></div>								
Site Traffic	<div><div></div><div></div><div></div></div>								
Foot Traffic	<div><div></div><div></div><div></div><div></div></div>								
Sales Impact	<div></div>	<div></div>	<div><div></div><div> Nielsen Buyer Insights</div></div>	<div></div>	<div></div>	<div><div></div><div> Nielsen Buyer Insights</div></div>	<div><div></div><div></div></div>	<div><div></div><div> Nielsen Buyer Insights</div></div>	
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Let's work together to drive impact for your brand.

Our journey starts here.



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