



# NBCUniversal

## Standing Out with Marketing

Distinguish Your Brand/Product | Drive Curiosity and Exploration | Drive Doctor Visits | Launch a New Product

# Pharma has Unique Challenges in Driving Memorability

Memorability is key in driving sales

## Unique Pharma Memorability Challenges



Products can be **visually unremarkable** (a pill is not a car)

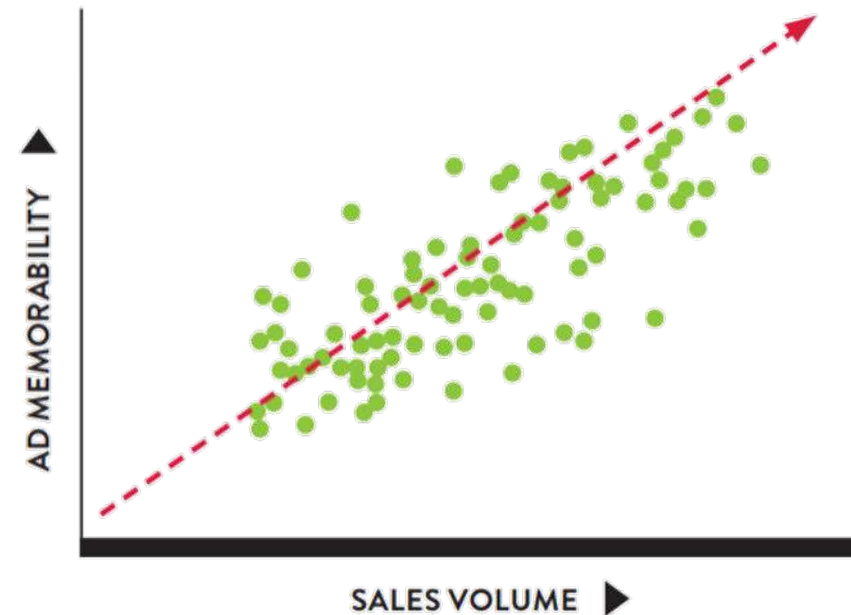


Products are often relatively **homogenous**



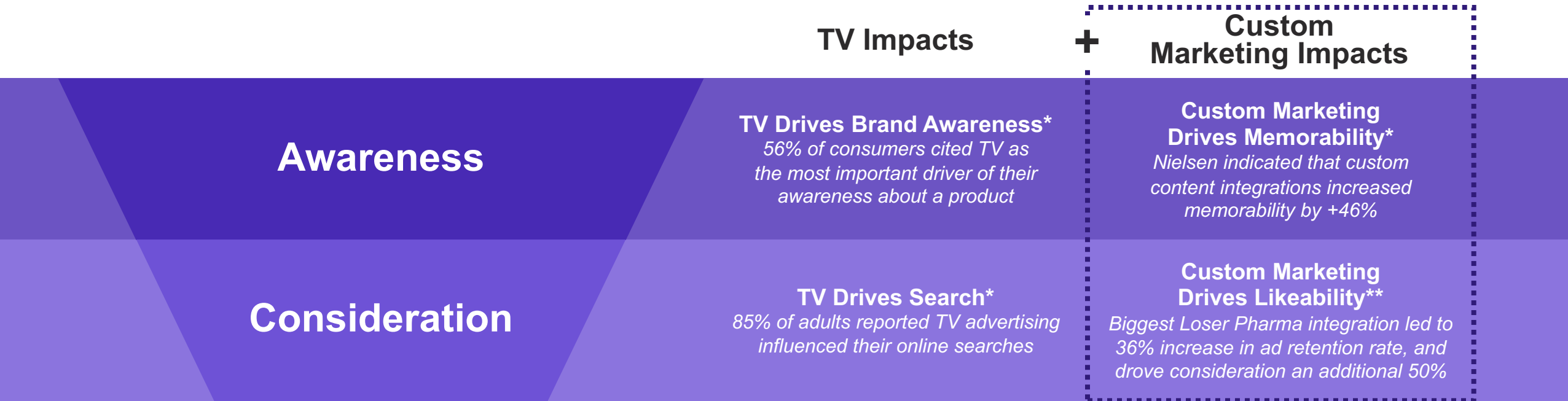
Rapidly increasing number of **pharma products** being used

## Memorable Ads Drive Sales



**Ad memorability** is the percentage of an ad's natural in-home viewers who are able to remember its content the next day

# TV Marketing is a Proven Lever for Driving Memorability and Brand Differentiation



## Custom Content Marketing

provides pharma marketers with a uniquely impactful vehicle for driving memorability for consumers

# NBCU Can Make Pharma Messaging More Memorable

## CHALLENGE

Make a non-descript product something consumers ask about in a Doctor's office

## SOLUTION

A surround sound custom content approach that reaches audiences at scale across screens



# Content Enables Brands to Establish an Emotional Connection and Drive Memorability...

Creating and Leveraging Custom Content, Integrations, and/or Commercial Innovation

## Content



### Meaningful IP

High profile programs that drive impact



### Content Partnerships

Impactful co-marketing to stand out and drive memorability & association

Compared to Pharma category norms, a recent campaign featuring custom content and integrations led to:

**+124%**

Recall

**+500%**

Audience  
Consideration

A Bravo Pharma integration led to a

**27K**

increase in immediate searches  
with just one airing



# ...& Distribution Enables Targeted Reach at Scale Amongst Specific and Broad Audiences

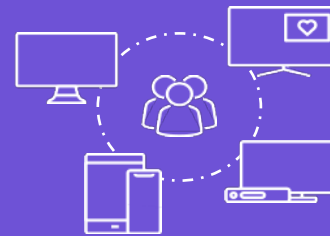
Targeted Reach at Scale

## Distribution



### Scale on Key Audiences

Leveraging mass reach video to engage the right audiences



### Multi-Screen Engagement

An audience first approach to reach diverse targets across screen

On average, Pharma brands see a

**+18% lift**

in Brand or Ad Awareness

with data targeting



**NBCUniversal**

THANK YOU!