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 are **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

Source: Nielsen TV brand effect: branding best practices
TV Marketing is a Proven Lever for Driving Memorability and Brand Differentiation

**TV Impacts**

- **TV Drives Brand Awareness***
  56% of consumers cited TV as the most important driver of their awareness about a product

- **TV Drives Search***
  85% of adults reported TV advertising influenced their online searches

**Custom Marketing Impacts**

- **Custom Marketing Drives Memorability***
  Nielsen indicated that custom content integrations increased memorability by +46%

- **Custom Marketing Drives Likeability**
  Biggest Loser Pharma integration led to 36% increase in ad retention rate, and drove consideration an additional 50%

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**Custom Content Marketing**

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

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*non-Pharma specific studies

**Source: Business Wire; Media Post; Nielsen Brand Effect Data 7.23.17 – 7.22.18; A18+; YouGov Brand Tracking, P18+ (demo expanded in order to provide data that meets reporting minimums) Brand X during USA’s Biggest Loser season (1/28/20 –3/31/20), USA Network Viewers - network regularly watched vs. Non-USA Viewers (did not regularly watch network).
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

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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.

Source: NBCU Internal information on Pharma campaigns
…& Distribution Enables Targeted Reach at Scale Amongst Specific and Broad Audiences

Targeted Reach at Scale

On average, Pharma brands see a
+18% lift
in Brand or Ad Awareness
with data targeting

Source: NBCU Internal information on Pharma campaigns
THANK YOU!

NBCUniversal