2020 was a year hallmarked by global disruption. But amid ongoing uncertainty, we’ve seen how both private citizens and global institutions can come together to be a force for good.

Brands are being called upon more than ever to be leaders and help shepherd consumers through these turbulent times.

Without purpose, brands risk not just losing customers but also alienating them.
This call for "purpose" is being recognized by brands across industries.
Brand relationships with consumers have changed

This year, a variety of forces have collided and changed the way brands interact with their consumers.

Shoppers are now demanding actionable change spearheaded by the brands they shop. They’re buying not just based on the quality of goods, but by the values the brand represents.

More importantly, consumers across demographics want to form relationships with brands and patronize businesses that uphold their social beliefs.

90% of Gen Z believe companies must act to help social and environmental issues.

77% of U.S. adults believe companies must make decisions that are in the interest of the broader community.

90% of global consumers feel brands have a duty to respond to current events with meaningful action.

Audiences are consciously shopping from brands that take a stand

This pivotal shift in purchasing behavior creates an opportunity for brands to drive:

**Connection**
- 71% are more likely to **pay attention** to ads that recognize current events in the world

**Intention**
- 77% are likely to **buy/use products** from brands who use their power to help others when it’s needed most

**Loyalty**
- 76% are **more loyal** to companies who prioritize the community’s wellbeing over business

The role of corporate responsibility has changed

While many brands have existing CSR initiatives, the role of cause-based marketing has evolved from being siloed comms to a cornerstone of brand strategy.

Today the actions of brands need to be louder and clearer than ever before as the communities they serve are calling for responsibility, accountability, and progress.

When purpose is executed with care, brands can demonstrate their commitment to driving action and be part of a larger cultural conversation.
NBCUniversal + sky
Our Content Reflects and Impacts Culture
Starting conversations around important issues is in NBCUniversal’s DNA…

As the **First TV network** to launch its own PSA campaign in 1989, **30 years later The More You Know** continues to bring the nation’s most pressing issues to the forefront.

The campaign has educated, encouraged, and inspired people of all ages to take an active role in improving the world we live in.
NBCUniversal Launches Celebrity-Filled Coronavirus PSA with AD Council and the White House

...and we continue to look for ways to push the conversation forward
Harness the cultural currency of NBCUniversal + Sky to rally around a message that matters, fueling global movements that can connect with consumers authentically at the local level.

Together, we’ll unite in a shared purpose to spark conversations, celebrate progress, or launch a moment that ignites a movement, all while showcasing your brand’s commitment to change.
Connect to consumers through influential topics that are defining today’s cultural conversations

Champion an issue that aligns with your brand purpose and resonates with the narratives shaping our collective dialogue.

Diversity & Inclusion
Health & Wellness
Education
Environment & Sustainability
Community Service
Shining a light on purpose all-year long

**Q1**
- MLK Jr Day: Jan 18th
- Black History Month: Feb
- American Heart Month: Feb
- International Women’s Day / HERstory Month / #SEEHER: March

**Q2**
- World Health Day: Apr 7th
- Earth Day / Green is Universal: Apr 22nd
- AAPI Heritage Month: May
- Earth Day / Green is Universal: Apr 22nd
- Teacher Appreciation Week: May 3rd – May 7th
- Earth Day / Green is Universal: Apr 22nd
- Red Nose Day: May 27th
- Pride is Universal: June
- Juneteenth: June 19th
- AAPI Heritage Month: May
- Teacher Appreciation Week: May 3rd – May 7th
- Supporting education aligned to Back to School: July - Aug

**Q3**
- Global Citizen Festival: Sept
- Veterans Day: Nov 11th
- Earth Day / Green is Universal: Apr 22nd
- Teacher Appreciation Week: May 3rd – May 7th
- Supporting education aligned to Back to School: July - Aug
- MLK Jr Day: Jan 18th
- Black History Month: Feb
- American Heart Month: Feb
- International Women’s Day / HERstory Month / #SEEHER: March
- US Olympic Sports Team: Summer
- World Cup: June

**Q4**
- STEM Day: Nov 8th
- Veterans Day: Nov 11th
- Giving Tuesday: Nov 30th
- Earth Day / Green is Universal: Apr 22nd
- Earth Day / Green is Universal: Apr 22nd
- Teacher Appreciation Week: May 3rd – May 7th
- Supporting education aligned to Back to School: July - Aug
- MLK Jr Day: Jan 18th
- Black History Month: Feb
- American Heart Month: Feb
- International Women’s Day / HERstory Month / #SEEHER: March
- US Olympic Sports Team: Summer
- World Cup: June

**Always On**
- NextGen News
- Women in Sports
- sky ocean rescue
- Health Awareness Days/Months
- Ocean Rescue
- Pink Power (Breast Cancer Awareness)
- October
- Global Citizen Festival: Sept
- Veterans Day: Nov 11th
- Giving Tuesday: Nov 30th

**Bring Your Own**
- Partner with NBCU + Sky to bring specific brand-backed initiatives to the forefront
### Recommended approaches for leading with purpose

**Custom marketing solutions, rooted in purpose, share your brand’s purpose locally & globally with NBCUniversal + Sky audiences.**

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<th>Culture-Led</th>
<th>Tap into NBCU + Sky brand equity to fuel a cultural movement</th>
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<td>Utilize NBCU + Sky advanced global targeting capabilities</td>
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Fuel a cultural movement with NBCU + Sky IP

International Women’s Day

Join NBCUniversal + Sky for an international celebration of fearless female leadership, empowerment and inspiration. In partnership with your brand, we’ll champion female-focused initiatives worldwide, shining a light on equality and advancement for women.

Inspire
Editorial stories of inspirational women & girls from around the world

Educate
 THEMATICALLY-ALIGNED PSAS FEATURING NBCU + SKY TALENT

Honor
Dedicated programming and takeover stunts honoring the holiday

Spotlight
Custom content creation featuring female changemakers
Create Ambassadors for Purpose
With NBCU + Sky Talent

NBCU + Sky Talent are trusted friends for their audience of loyal fans, and many have philanthropic causes they champion. By matching your brand purpose to the charitable passions of our top talent, we’ll create authentic and impactful talent partnership that resonates with fans.

Through *The Talent Room at NBCUniversal*, it’s easy to explore our roster of influencers and discover what passions they support.

Via this unified destination, browse and filter NBCU talent to learn more about each star, view past partnership videos, and tap talent for purpose-driven campaigns.
Leverage innovative storytelling formats
Pods with a purpose

Dive deeper into stories of brand purpose using Pods with a Purpose, a strategic commercial format created specially for cause-driven narratives.

Across the NBCU and Sky portfolio, we will authentically highlight a brand’s purpose for our audiences by creating best-in-class content and placing it in relevant context at scale.

Sample Sustainability Execution

NBCU / Sky Show  Sponsorship  NBCU / Sky Show

Intro with brand inclusion

Custom content explores brand purpose in-depth with potential to leverage NBCU IP

Commercial Time

Back to NBCU / Sky Show
Inspire audiences to act
Code for a cause

Give consumers the opportunity to donate to brand-supported charities or CSR initiatives while bringing attention to your brand’s purpose using NBCU ShoppableTV technology.

Further engage audiences with your brand purpose by layering the NBCU Code into:

- Select shows/programming
- Custom Content / Pods with a Purpose
- Alongside brand creative
Tap into fan sentiment
AdSmart Contextual Placement

Align purpose-themed creative with relevant NBCU programming to create memorable consumer experiences.

AdSmart Contextual, our proprietary AI-powered platform, identifies all the contextual moments that match your brand’s message, ensuring not just that your brand’s advertising is aligned with the right show but that it runs adjacent to highly relevant scenes.

AdSmart Contextual Placement Example

- Brand: Nike
- Brand Keywords: Black Community, Inclusion, Diversity, Inspirational
- Alignment: Positive character/story alignment supporting and celebrating Black individuals and communities

Contextually align to the scene in Top Chef where Chef Sbraga becomes the first African American to win the competition series

Contextually relevant Nike ad placed in “A” position
Drive impact with key audiences
Advanced NBCU + Sky targeting capabilities

Define your audience
Leverage 1st-party & 3rd-party consumer data, including your own

Select your channels/platforms
Align with premium NBCU + Sky content across all screens & devices

Activate globally

• Socially conscious
• Charity donors
• Activists

One Platform Digital
Younger, digitally-native audiences

• Data-driven linear
• Addressable
• Targeted online video

US
UK
Ireland

US, UK*

US, Italy
Germany

One Platform Digital

Apple News
Buzzfeed
Snapchat
YouTube

ON E  P L A T F O R M  F O R  P U R P O S E

*NBCUniversal + Sky

*Capability to be finalized pending further targeting exploration/discussion