NBCUniversal + Sky

One Platform for Purpose
A global demand for purpose

2020 has been 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.

ONE PLATFORM FOR PURPOSE
In 2020, Big Tech brands fully embraced social responsibility.
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

Our 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% of NBCU viewers are more likely to pay attention to ads that recognize current events in the world.

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

- **Loyalty**: 76% of NBCU viewers are more loyal to companies who prioritize the community’s wellbeing over business.

Source: NBCU Media Consumption & Current Events Exploration: Wave 3 (May 2020)
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
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.
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>Custom marketing solutions, rooted in purpose, share your brand’s purpose locally &amp; globally with NBCUniversal + Sky audiences.</th>
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<td><strong>Leverage Talent</strong></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.

Click to play videos
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 Shoppable TV 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

• Socially conscious
• Charity donors
• Activists

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

• Data-driven linear
• Addressable
• Targeted online video

Activate globally

Leverage NBCU content/IP to target key audiences across the entire social media ecosystem

Facebook
Snapchat
Twitter
Instagram
YouTube

US
UK
Italy
Germany
Ireland

US, UK*

*Capability to be finalized pending further targeting exploration/discussion
Share a targeted, purposeful brand message across NBCU platforms & content

Creating a social-first Pride celebration

Powerful NBCU storytelling connects with purpose-minded audiences across every social platform

**Instagram Live Happy Hour**

Cross-network talent from E! News, Bravo, and Telemundo will toast to pride while interviewing LGBTQ+ music icons in an Instagram Live Happy Hour.

**Facebook Pride Party**

In a social-first content series hosted by NBCU LGBTQ+ and ally talent, fans will get expert inspiration on the best ways to celebration Pride. And every episode will culminate in a dance party! The party will continue on Sky with a live Pride cam during the UK celebrations. Hosted on Sky Facebook, the live cam will allow viewers to experience Pride – even if they can’t be there IRL.

**LGBTQ&A and Talent Takeovers**

In a cross-social blitz, NBCU takes over select social accounts to shine a light on all things Pride. Members for the LGBTQ+ will welcome fan questions – giving audiences a chance to hear their story and engage directly with their favorite celebrities.

Plus, NBCU LGBTQ+ talent and allies will share their messages of support for the broader community.
More purpose-driven partnerships
Explore past NBCU activations

- State Farm & The Tonight Show
  View case study
- Subaru & NBC
  View case study
- T-Mobile & The Tonight Show
  View case study
- Citi & TODAY
  View case study
- Ulta & NBCUniversal
  View case study
- Amex & NBCU + Sky
  View case study
Shining a light on purpose all-year long

Q1
MLK Jr Day
Jan 18th

Black History Month
February

American Heart Month
Feb

Q2
International Women’s Day / Women’s History Month / #SEEHER
March

World Health Day
Apr 7th

Earth Day / Green is Universal
Apr 22nd

Q3
Teacher Appreciation Week
May 3rd – May 7th

Red Nose Day
May 27th

Pride Week + Month
June

Juneteenth
June 19th

Q4
Supporting education aligned to Back to School
July - Aug

Global Citizen Festival
Sept

Hispanic Heritage Month
Sept 15th – Oct 15th

Pink Power (Breast Cancer Awareness)
October

STEM Day
Nov 8th

Veterans Day
Nov 11th

Giving Tuesday
Nov 30th

Always On
NextGen News
Women in Sports

Bring Your Own
Partner with NBCU + Sky to bring specific brand-backed initiatives to the forefront

NBCUniversal + Sky
Thank You!

NBCUniversal + Sky

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