



# NBCUniversal



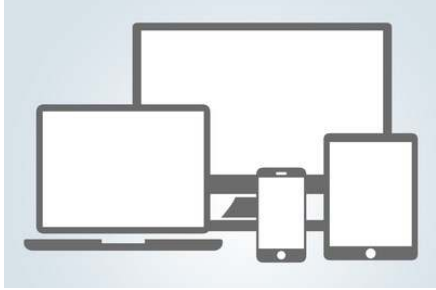
Insurance Commerce Strategy

2021

# What We Will Cover Today

- 1 The Rising Digital Opportunity for Insurance
- 2 One Platform Commerce as a Solution
- 3 Advantages of NBCU Commerce

# As insurers continue to digitize their business model, they are also evolving their media approach



## Following Viewer Consumption

Brands are looking to capitalize on evolved consumption patterns and **modernize their video approach** to include all screens and devices.



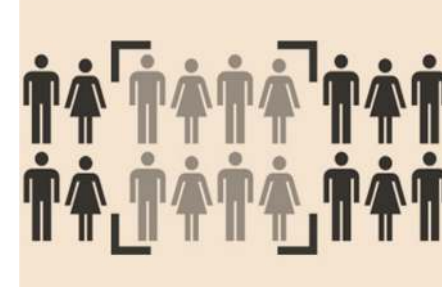
## New Brand Experiences

As insurers angle to distinguish themselves from the pack, they are increasingly **experimenting with experiential brand experiences and commercial innovations** to engage consumers and drive consideration



## Data-First

Insurers are expanding their personalization efforts by **leveraging data to create relevant experiences for audiences.**



## Engaging High Value Audiences

Insurers are increasingly looking for ways to **engage high value audiences across the funnel**, heavying up on bundlers and aiming to lock in young consumers.



## Commercial Innovations

As the industry shifts to mobile and virtual business, **ad strategies that push people through and down the funnel** are becoming key, as are learnings and data or tactical shoppable content.

Acceleration due to 2020:

# Embracing digital transformation

## Pre-Covid-19

Digital adoption of insurance products is growing, but more slowly for core older audience

## Impact of Covid-19

**With older consumers especially vulnerable to Covid, in-person interactions with agents are increasingly going virtual**

Legacy insurance brands are losing consumers to niche, insurtech brands

**Consumers are engaged with brands they know and trust, and who provide a sense of comfort and security**

Insurance brands have begun introducing mobile apps, though adoption rates are relatively low

**Virtual claims requests are becoming the norm, which will expedite the use of mobile and tech into business models**

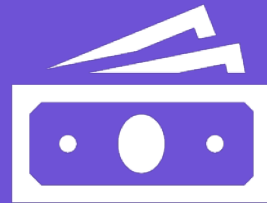


For this reason, there is an **urgent opportunity** for insurance brands to push consumers to their digital products and catch this wave



### Catch Core Consumers Moving to Digital

With older consumers who are traditionally slow adopters moving to digital products, there is an opportunity to guide these consumers and keep them in the fold



### Bundle Consumers Looking for Savings

There is an opportunity to drive bundling in financially stressed consumer looking for savings

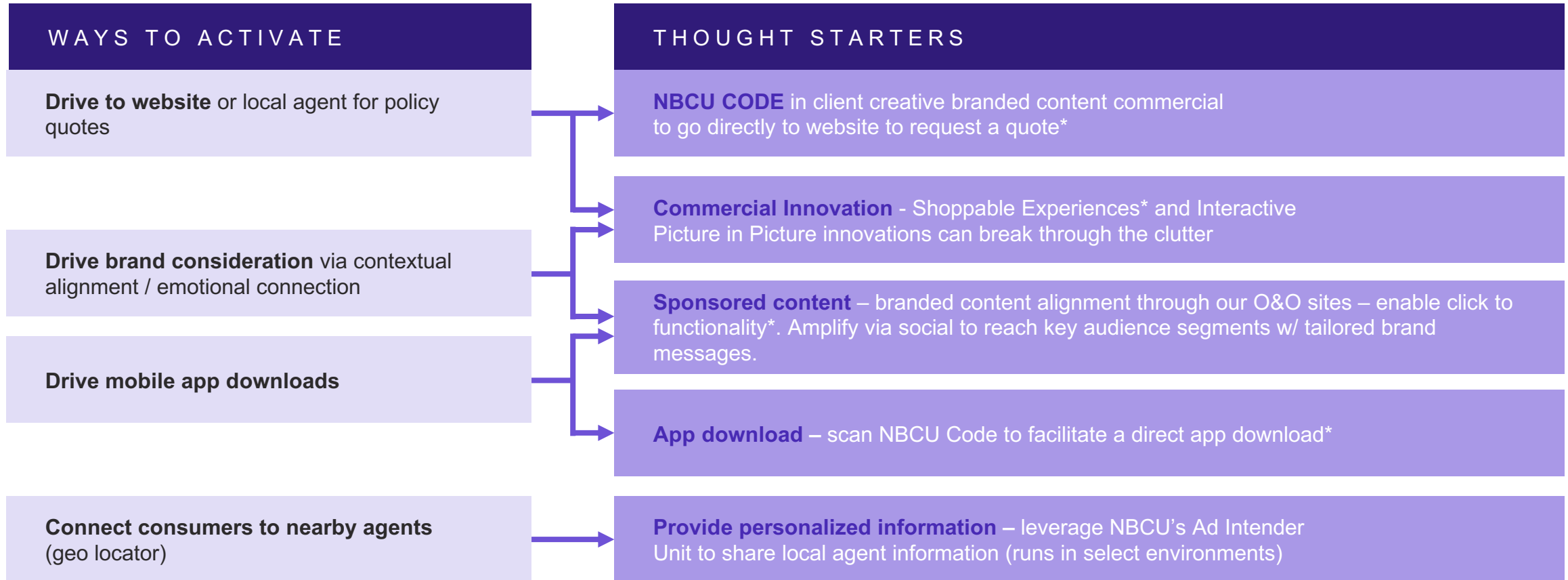


### Prevent Attrition from Insurtech

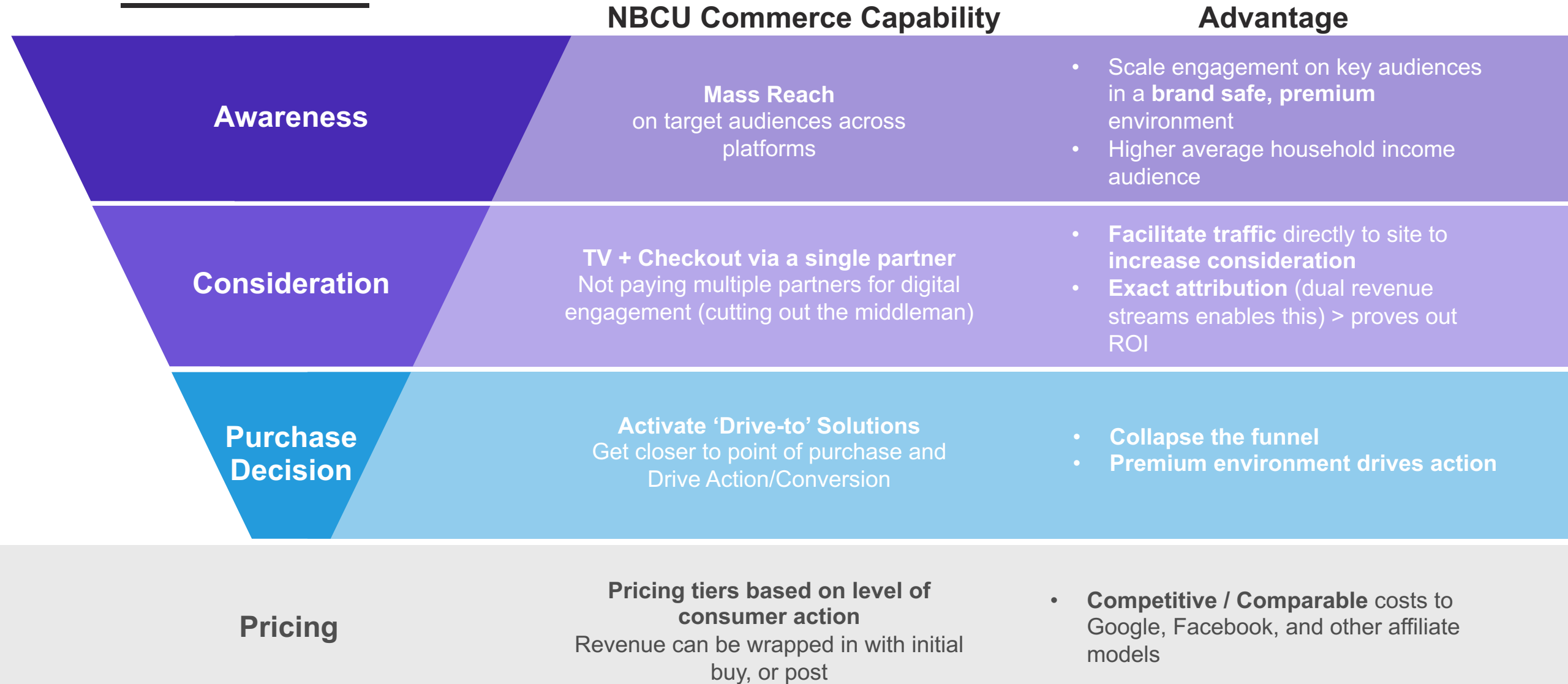
As digital and virtual insurance activities become the norm, pushing digital products can prevent attrition to more digital forward insurtechs



# Commercial innovation opportunities to drive engagement with audiences, and business results



# The advantages of commerce with NBCU: a full-funnel solution



# One Platform Commerce Partnerships @ NBCU

Ways to Activate



## Shoppable Branded Content

- ✓ Digital videos and articles
- ✓ Click to shop directly in content
- ✓ Contextually aligned



## Shoppable Editorial Content

- ✓ Digital videos and articles
- ✓ Click to shop directly in content
- ✓ Contextually aligned



- ✓ Linear-led with multi-platform touchpoints
- ✓ Scan NBCU code to shop
- ✓ Contextually aligned





# Digital Ad Innovation

## Core Opportunities



### Ad Extender

Enhancing brand commercials with extended content



### Ad Intender

Providing consumers with meaningful, personalized information



### Interactive PiP

Sustaining commercial momentum into content



### Apple News

Leverage iOS functionality to engage mobile users





# The Challenge

## Create New Commerce Opportunities

Re-imagine the viewing experience to create an engaging, interactive commerce opportunity for the consumer that delivers measurable, full-funnel results for the marketer.

# The Insight

## Leverage the Power of Technology

Consumers are seldom without their phones – we lean into technology to make our lives easier. We use our phones to communicate, to organize, to learn and to purchase. Viewers often use their phones to connect with fellow fans while watching their favorite shows.

# The Solution

## ShoppableTV

Create a seamless way to shop, giving viewers what they want, when they want it, with ease. Introducing, ShoppableTV first to market linear shopping experience that links content to e-commerce with the help of the mobile phone that instantly collapses the purchase funnel for our clients. ShoppableTV gives our partners access to our premium programming environments at scale. NBCU creates curated commerce moments that give passionate fans the opportunity to purchase exclusive items directly from their favorite programming/talent in real time by simply scanning the code on the screen. Through technology, we open-up the possibilities to better connect viewers and brands in the context of the content that they love.

NBCUniversal

# The Approach

Working with our marketing and programming partners, we identified key moments/shows/networks across the portfolio and used our storytelling expertise to seamlessly weave ShoppableTV authentically into the story/environment for our brands.

Lacoste + The French Open



Roli + Songland



Overstock Out of Show



Innogames Out of Show



# The Results

## ShoppableTV Executions Drove Impact at Each Layer of the Purchase Funnel

- Reached **54MM P2+** Viewers and counting
- Drove **Double Digit Social Responses**
- **+30% Higher Average Conversion Rate** than the industry benchmark

## Yielded Stronger Impact Compared To Brand Norms:

- **+20% lift** in Message Memorability
- **+27% lift** in Likeability



**Thank you!**

