



NBCUniversal



NBCU Studio Playbook

Studio Category Trends

What We're Seeing & Hearing in the Industry



COVID-19 is Accelerating Changes to Distribution

Widespread theater closures caused by COVID-19 necessitated experimentation with distribution and windowing. Now, theatrical openings with fast-follow PVD releases are quickly becoming the new norm

Streamers Generate Increased Competition

Studios face increased competition for consumer mindshare, as audiences enjoy an unprecedented level of choice when it comes to the what, where, when & how to consume premium content

Franchise Films Dominate the Box Office

The highest-grossing films are reliably tied to established franchises. With box office success as the ultimate north star, many studios' slates depend on existing IP and beloved characters

A Resolute Commitment to the Big Screen

Although they are experimenting with new distribution windows and rollout, Studios remain committed to the theatrical moviegoing experience and business, despite the challenges presented by COVID and shifts to in-home viewing.

Studio Category Trends

How Studios Are Evolving Their Marketing Approach



Big Reach in a Tight Timeframe

Studios must achieve big reach in a tight timeframe in order to ignite social chatter for their film. A singular moment – or several moments in close proximity – that garner huge audiences are essential



Marriage of Show IP + Movie IP

Integrated marketing remains key in generating excitement for a film. Custom, authentic marketing activations that blend film IP with show IP create the perfect marriage to inspire audiences to want to see the film



Data-Informed Targeting

With more moviegoer data available than ever, studios are in a unique position to eliminate waste and speak directly to key persuadable audiences and drive ticket purchase



Cobranded Marketing

Studios are piggybacking off their subscription services to provide exclusive access to new titles, and in turn bringing the movie going experience to living rooms while driving subscription growth as well

Despite these evolutions, there has been a consistent media strategy Studio marketers have deployed in terms of planning, flighting and allocating budgets for title releases

The Historic Studio GTM Strategy

Theatrical Releases

LONG LEAD

Trailer Launch

(Awareness)

- Long lead
- 4-6 months out
- Big-reach media event with large audience in tight timeframe

MOMENTUM

Campaign Continuity

(Awareness + Consideration)

- Pre-release momentum building up to week of open
- 4-6 weeks out
- Targeted media and marketing to drive awareness of and intent to see the film once it is available in theaters

PUSH TO OPEN

Week of Release

(Conversion)

- Push to open
- 7-10 days out
- Integrated marketing stunts & digital targeting to drive ticket sales

POST-RELEASE

Post-Open

(Conversion)

- “Chase weeks” sustain conversion 1-2 weeks post-opening wknd
- Media across linear & digital

% of Ad Spend

10%

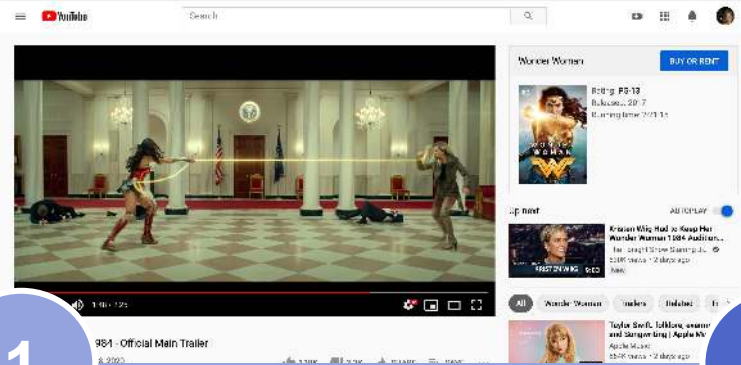
10%

70%

10%



The Modern Purchase Journey of Moviegoers (Pre-COVID)



1

DISCOVERY

Moviegoers tend to learn about new films by seeing trailers on TV and online and by word of mouth from friends

- 58% discover new films online
- 44% hear about new films through in-person conversations



2

EVALUATION

Several factors play into a guest's decision to see a particular film in theaters, especially the genre

- 68% of moviegoers decide to see a film before the day of viewing
- 67% say genre is influential, with action and comedy being the most popular to see in theaters



3

PURCHASE

Despite in mobile and digital purchase pathways, the majority of moviegoers buy tickets in person at the box office

- 78% purchase tickets at the theater
- 23% buy tickets online
- 21% buy tickets on mobile

NBCU's Theatrical Release Playbook

How Brands Can Partner with NBCU Across One Platform

STUDIOS OBJECTIVE

NBCU SOLUTIONS

Launch trailer and generate buzz
around forthcoming film

AWARENESS

Tentpoles,
Sponsorships,
and Big Moments

Spark interest in the film and
excitement for its release

CONSIDERATION

Creative Partnerships &
Commercial Innovation

Drive ticket sales on opening
weekend and beyond

**PURCHASE
DECISION**

Advanced Targeting &
Digital Partnerships



Tentpoles, Sponsorships, & BIG Moments

CHALLENGE

In a noisy category where marquee films tend to release around the same time, film advertisers compete fiercely for media attention and seek a big-reach moment to break through the clutter and achieve mass awareness in a tight timeframe.

SOLUTION

NBCU's platform is home to countless tentpoles and culturally relevant moments that drum up excitement around your trailer and make your film memorable.



Studios Lean into Splashy, Memorable Moments for Trailer Premieres



Disney
Mulan



Universal
Hobbs &
Shaw



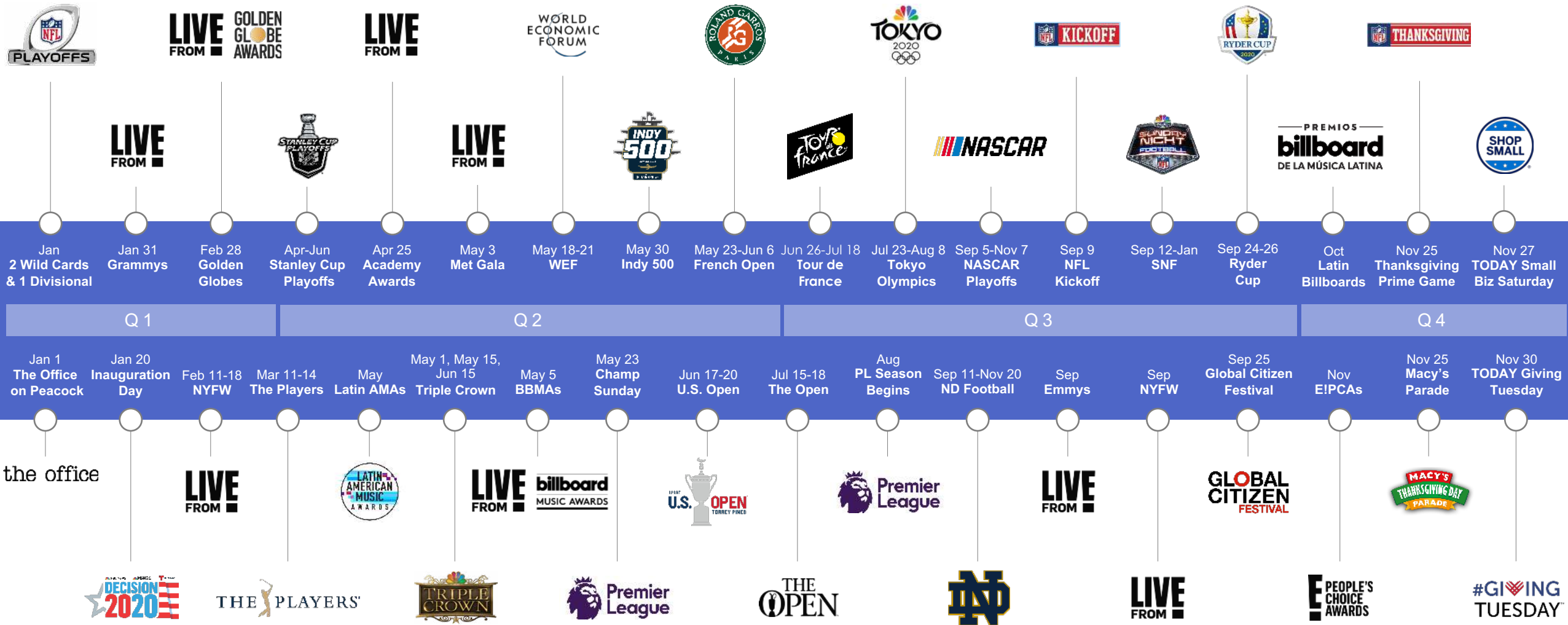
Warner
Brothers
Tenet



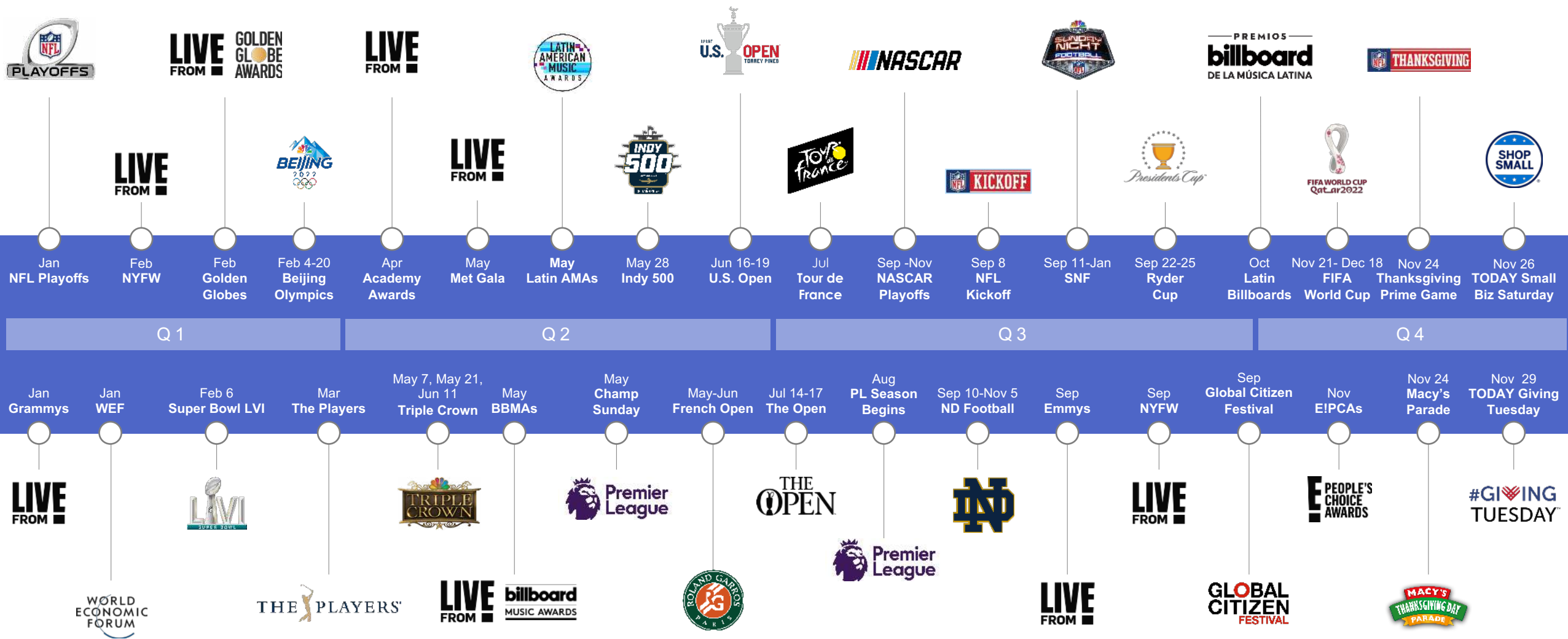
Disney
Aladdin



NBCU owns the biggest moments of 2021



And those big moments extend into 2022



A Trailer Launch Showcased In *SNF* + *The Voice*
Drove Impact for Wonder Woman
Throughout the Purchase Funnel



The trailer launch creative was showcased in *Sunday Night Football*, *The Voice*, and other NBCU programs the week of 12/8/19.

AWARENESS

Reached
32.7M
Viewers P2+

35%
Title Memorability Lift
vs. Action Movie Norms

CONSIDERATION

Drove
392K Searches
after trailer launch across NBCU properties

DECISION

21.5X
Increase in Fandango Site Page Views
w/o trailer launch vs. prior week



Creative Partnerships & Commercial Innovation



CHALLENGE

While trailers are a huge piece of the film marketing puzzle, they aren't everything. Studios are seeking creative ways to build excitement around their films without giving too much away.

SOLUTION

NBCU's full suite of marketing and integration capabilities leverage contextual relevance and creative storytelling to elevate your film and help viewers think of it through the lens of the stories and characters they love.



A Project Runway Integration Drove Impact for Rocketman

Throughout the Purchase Funnel

ROCKETMAN



Paramount and NBCU partnered on a custom branded *Rocketman* challenge, highlighting Elton John as a musical prodigy and a glam rock idol. The episode also featured a “special look” at the upcoming theatrical release.

AWARENESS

+2.5X

Title Memorability Lift
vs. Movie Norms

CONSIDERATION

+44% **More Likely to Search
for Rocketman**

after seeing the *Project Runway* integration than
ads airing elsewhere across cable properties

DECISION

+358%

Intent to View Lift
vs. Movie Norms



Advanced Targeting & Digital Partnerships



CHALLENGE

Not all films are intended for every audience. To maximize ticket sales, studios are looking to minimize waste by targeting a precise swath of high potential viewers.

SOLUTION

NBCU's in-dept understanding of the moviegoer consumer journey combined with its advanced targeting capabilities and digital partnerships has proven success in driving ticket sales.



NBCU's Unique Pulse on the Movie Industry

Introducing Fandango 360



Fandango 360 is a self-service platform which allows marketing teams to create & distribute custom audience leveraging Fandango's data network.

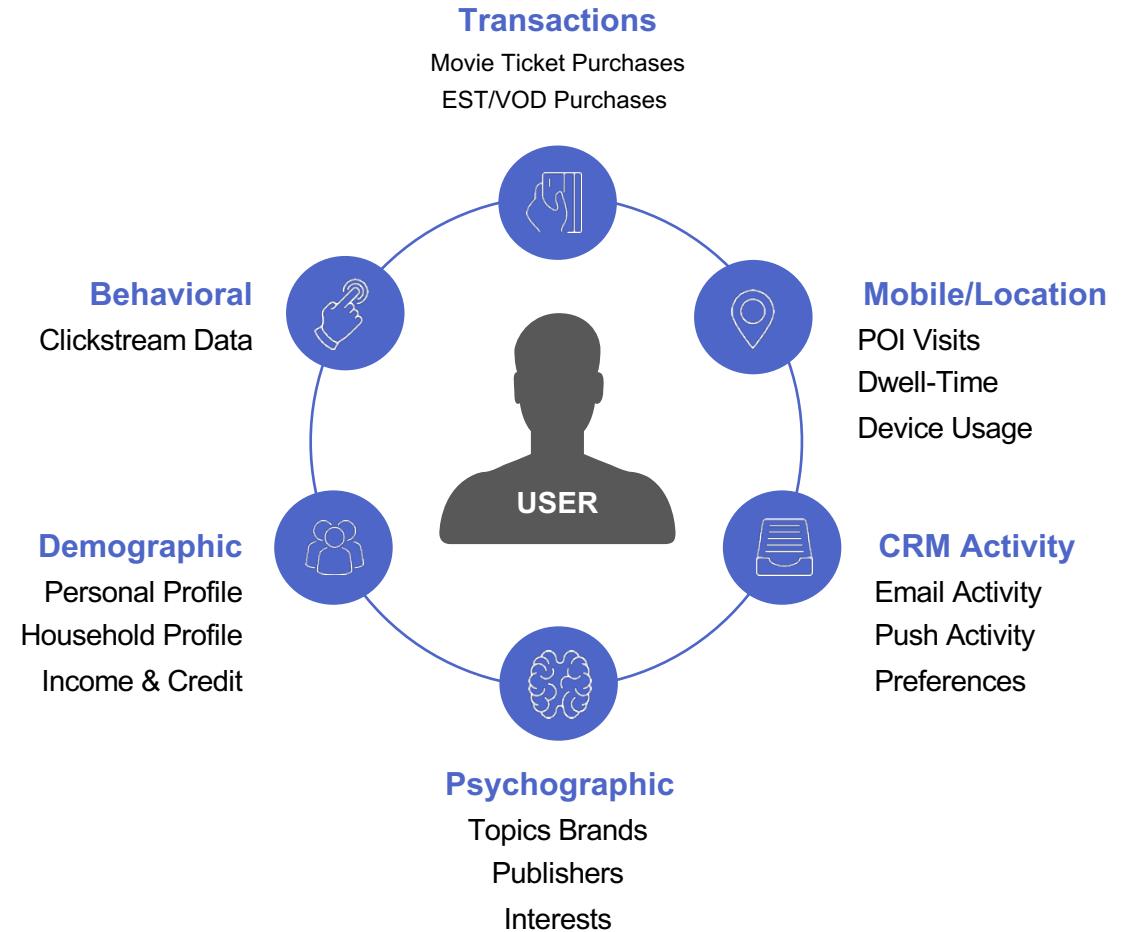
72% of all US moviegoers visit Fandango properties

35-50% of ALL US box office reaches Fandango's Ticket Quantity Page (TQP)

15-25% of all US ticket purchases happen on Fandango

The Fandango 360 Foundation

EXCLUSIVE first-party insights & targeting data, built from **140MM+ users** who browse & buy across Fandango network, providing a complete 360 view of the movie user



Combining the Power of Fandango's Data with NBCU's Scale to Drive Box Office Success



FANDANGO 360 DATA CUSTOM SEGMENT

Tap into the Fandango network's rich database of 140MM customers + millions of consumer touchpoints across to create targetable custom segments for your film.



NBCU ONE PLATFORM PREMIUM VIDEO SUPPLY AT SCALE

Activate your custom Fandango 360 segment across NBCU's O&O and digital partnership (i.e. Apple News, Youtube, etc.) supply channels.



ATTRIBUTION & REPORTING DELIVERING RESULTS

As a brand-new capability, NBCU has onboarded iSpot.tv to provide turn-key attribution results for studio campaigns.

Results by Genre

Theatrical

FANDANGO 360 Scored Segments Compared to Facebook Demo & Interest Targeting

	Lift in TQP Browsing CVR	Lift in Ticket Purchase CVR
Action/Adventure	+129%	+178%
Animated	+210%	+264%
Comedy	+469%	+638%
Drama	+286%	+273%
Horror	+413%	+594%
Superhero	+368%	+425%
Total	+356%	+421%

122%
More Tickets Sold



Want to learn more or review a case study? Contact Your NBCU Studio team



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Thank You!