

# Working Together in Difficult Times

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How Our Industry Navigates  
Turbulent Times Together

**NBCUniversal**

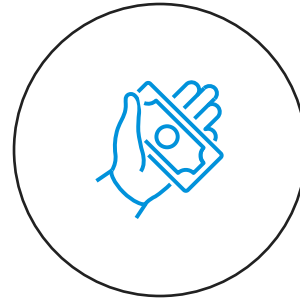
# Advertising in a Challenging Time

Based on historical information and insights gathering, we have focused on the following three dynamics that many brands may face in economically turbulent times:



## Maintain

Sustain engagement with the market by continuing to invest in advertising to drive sales in this uncertain time.



## Secure

Protect your existing customer base to sustain revenue and enable future growth.



## Thrive

Pivot messaging to inspire your audience around core values, community, and country.

# Secure Mode is Critical During Turbulent Times...

Loyalty is more  
important than ever ...

**Only 48%**

of highly loyal consumers in  
2007 **remained highly loyal**  
in 2008

**1/3**

of highly loyal consumers  
actually **left the brand**  
altogether, even though they  
continued to buy the category

...And it's prioritized  
for good reason

Chances of selling to a  
**new** customer are

**5-20%**

vs. 60-70% with **existing**

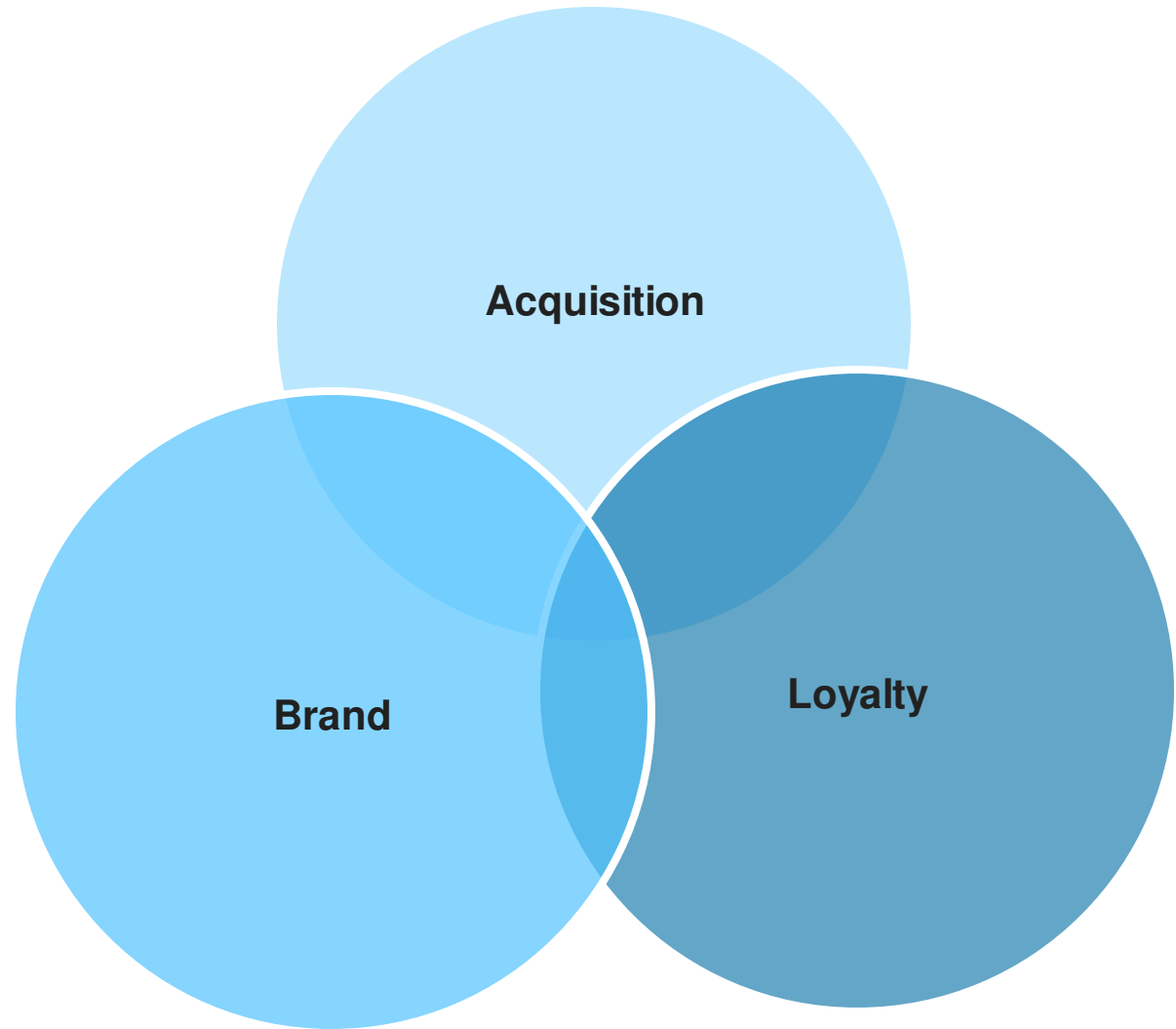
Bringing in **new customers**  
can cost up to

**16x more**

than retaining existing

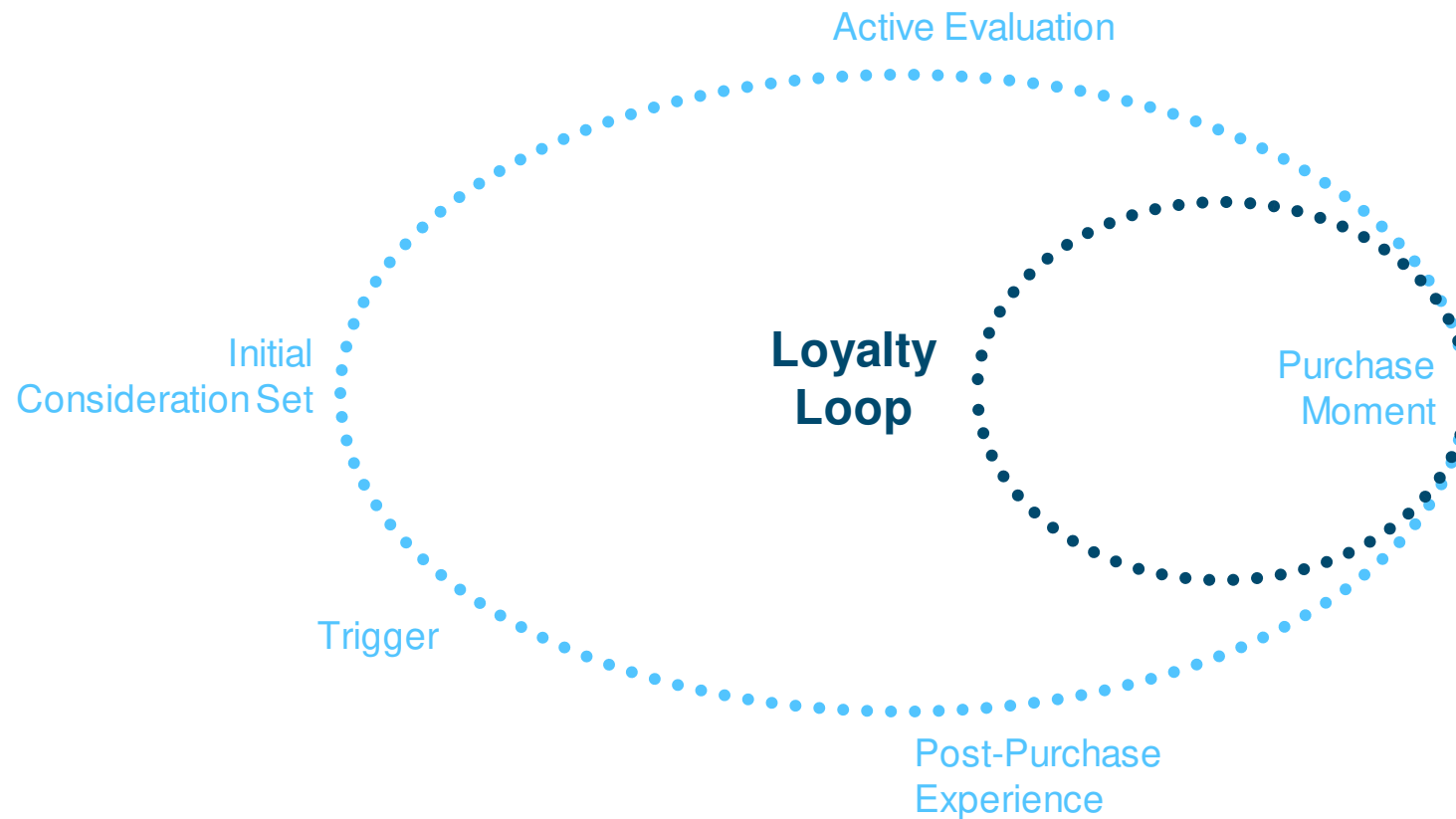
# A New Playbook is Needed to Engage Your *Entire* Customer Base

*Opportunity to better choreograph  
the worlds of Acquisition, Brand,  
and Loyalty together*



# Keeping the Existing Customers & Reengaging Lapsed/High Potential Users is Critical

A choreographed strategy will feed the loyalty loop



# Opportunity to Expand “Loyalty” Toolkit

## Traditional 1:1 Marketing Solutions

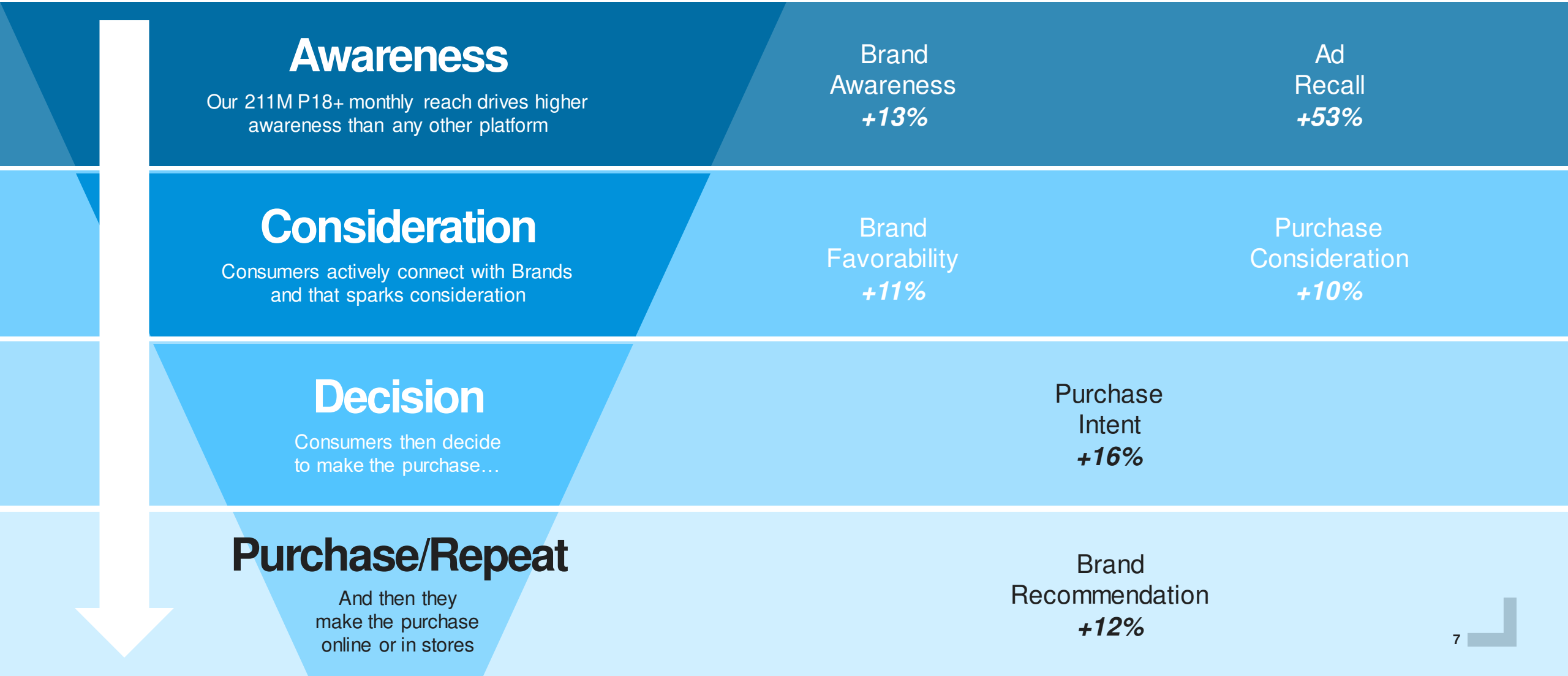
Reach current users via  
Addressable media, direct mail,  
email, social, and retargeting



## Premium Video Solutions @ Scale

Reach your customer base with  
storytelling in a relevant,  
engaging way @ scale

# NBCU One Platform Premium Video Delivers Full-Funnel Solutions



## Awareness

Our 211M P18+ monthly reach drives higher awareness than any other platform

Brand Awareness  
**+13%**

Ad Recall  
**+53%**

## Consideration

Consumers actively connect with Brands and that sparks consideration

Brand Favorability  
**+11%**

Purchase Consideration  
**+10%**

## Decision

Consumers then decide to make the purchase...

Purchase Intent  
**+16%**

## Purchase/Repeat

And then they make the purchase online or in stores

Brand Recommendation  
**+12%**

# Premium Video Enables You to Communicate with and Secure Your *Entire* Customer Base

Customer Base	Existing Customers	Lapsed/ High Potential
Secure Strategy	<p><b>Maintain Loyalty</b> Key Message: Cross-sell / Up-sell, Promotion</p>	<p><b>Increase Re/Consideration</b> Key Message: Brand / Product Differentiation</p>
NBCU One Platform Solutions	<p><b>Advanced Target Audiences</b> Addressable &amp; Targeted Digital Video</p> <p><b>Demo Target Audiences</b> Target key demos as well as behavioral / attitudinal segments</p>	<p><b>Sponsorships &amp; Live Events</b> Breakthrough messaging and cross-platform reach through tentpole events</p> <p><b>Broad Based Reach</b> Maximize reach by leveraging the scale of the Portfolio</p>



# The NBCU One Platform Content Can Deliver Any of Your Audiences at Scale

<b>Hispanics</b> 35M REACH	<b>Music Listeners</b> 78M REACH	<b>Active Investors</b> 45M REACH	<b>Home Remodelers</b> 44M REACH	<b>Health Enthusiasts</b> 120M REACH	<b>Business Decision Makers</b> 13M REACH
<b>Soda Drinkers</b> 90M REACH	<b>SUV Auto Intenders</b> 26M REACH	<b>Frequent Travelers</b> 55M REACH	<b>Online Streamers</b> 118M REACH	<b>Pre-approved Creditors</b> 21M REACH	<b>Gamers</b> 25M REACH
<b>Online Shoppers</b> 56M REACH	<b>Luxury Auto Intenders</b> 19M REACH	<b>Moviegoers</b> 137M REACH	<b>Tech Enthusiasts</b> 95M REACH	<b>Insurance Intenders</b> 64M REACH	<b>Beer Drinkers</b> 135M REACH
<b>Millennials</b> 79M REACH	<b>Auto Intenders</b> 69M REACH	<b>Moms</b> 48M REACH	<b>Affluent Consumers</b> 73M REACH	<b>In-store Shoppers</b> 89M REACH	<b>QSR Consumers</b> 130M REACH

# Path to Activating the New Playbook

**1** Prioritize **segments** of your customer base

**2** Find your **segment** across NBCU

**3** Build a media plan to **effectively engage** the prioritized segments across NBCU

**4** Choreograph this element with your **broader team and initiatives**

**5** Implement a holistic **measurement** approach

**6** Deploy campaign and gather **learnings**

# Thank You!

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For more on how to partner with NBCU or learn how to thrive in turbulent times, please reach out to the Client Strategy team [here](#)

**NBCUniversal**