

Working Together in Difficult Times

How Our Industry Navigates
Turbulent Times Together

NBCUniversal

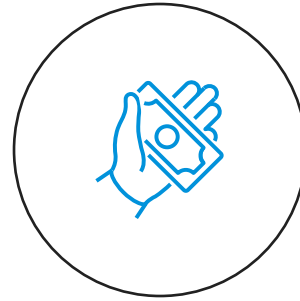
Advertising in a Challenging Time

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.

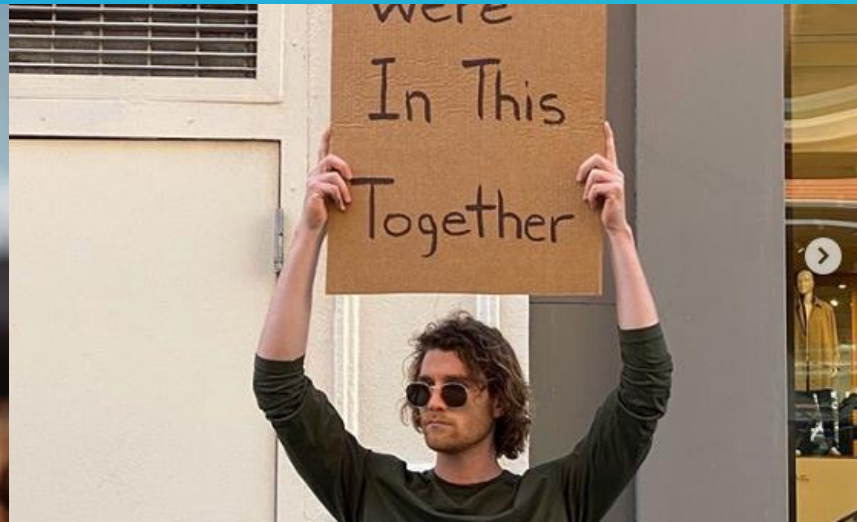


Thrive

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



In times like these, leading brands in
Thrive Mode
create meaningful messaging and make the world feel like a better place





Guinness's St. Patrick's Day Message Exemplifies Thriving

Outperforming the Competition

Outperforming category norms, the ad saw a 34% lift in likeability, relatability and information delivered

Best Beer Ad Since 2009

Beer drinkers rated it the best ad since 2009

“Wow, I am sitting here in tears. This is the ad that sells. I really do not like the taste of Guinness but I just may have to buy some when I can. This ad speaks so strongly to my heart. Sure, this was the oddest St Patrick's Day ever but we have to come together to defeat this monster in our midst and there will be other times. Thank you ad creators and Guinness!”

- FEMALE VIEWER, 36-49



IF YOU ARE IMPACTED BY COVID-19
AND YOU'RE LEASING OR FINANCING THROUGH FORD CREDIT,
WE'RE HERE TO HELP.

FORDCREDITSUPPORT.COM

Ford Aims to Thrive with their Credit Forgiveness Program

Viewers Liked What They Saw

58% of viewers had a more favorable impression of Ford after seeing the ads

Better Performance vs. the Ford Norm

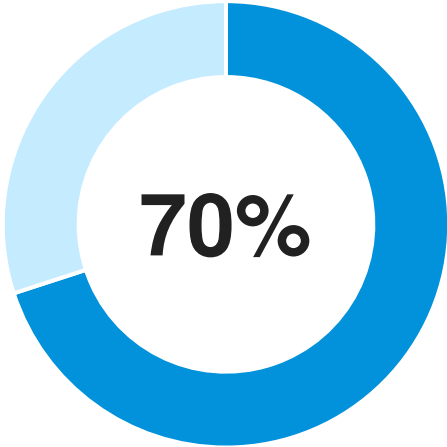
Viewers thought this ad was **80 points** more likeable than the average Ford ad

“This is the first ad in a long time that actually brought tears to my eyes. VERY moving, and it shows that Ford cares about those affected by the Covid-19 (coronavirus) virus and is going to help those who are having financial trouble or are affected by this disease that Ford is here to help.”

- **MALE VIEWER, 50+**

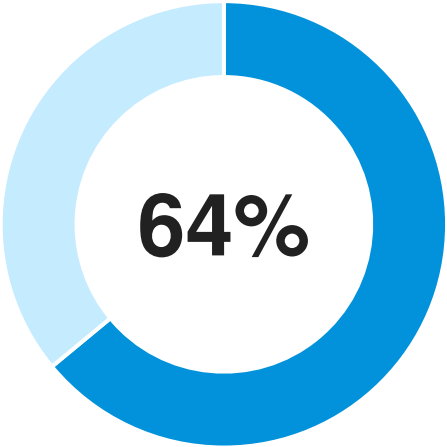
Consumers Want to Hear from Brands

They want Brands to acknowledge the current crisis and communicate what they stand for.



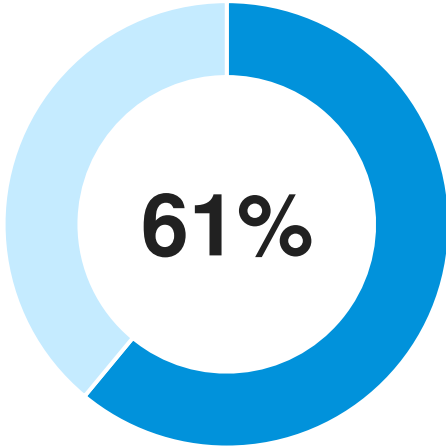
**COMPLETELY
AGREE**

I want to continue to hear from brands and companies on what they have to offer.



**COMPLETELY/
SOMEWHAT AGREE**

I expect companies to acknowledge today's crisis and situation in their advertising.



**COMPLETELY/
SOMEWHAT AGREE**

Now more than ever it is important to hear from brands to know what they stand for.

Source: Ipsos, *The Creative Challenge: Advertising Sentiment and Consumer Expectations during the COVID-19 Crisis, March 2020*
Base: 999 Adults 18-65 | Q. Please indicate your level of agreement with each statement.

Consumers Want to Know What Brands are Doing to Help Consumers, Employees, and the Community

Consumers Feel...

What would consumers like to see advertisers do with their advertising?

74%

Companies should NOT exploit the situation at hand

75%

Inform people what the company is doing

78%

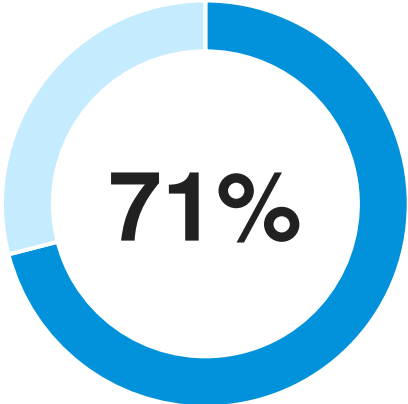
Brands should help them in daily lives

80%

Make employees a priority

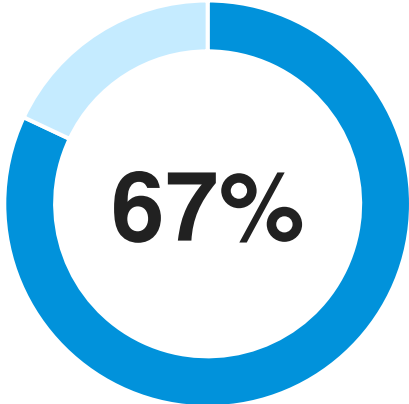
Brands that Get it Right See Increased Engagement & Loyalty

BREAK THROUGH



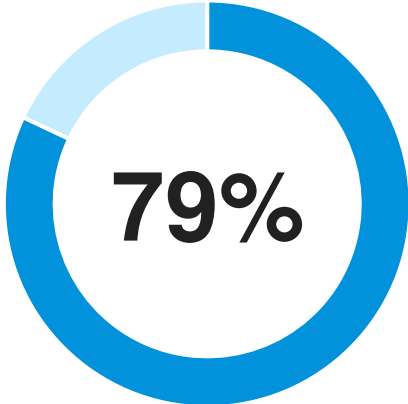
Are more likely to **pay attention** to ads that **recognize current events** in the world.

CONNECTION



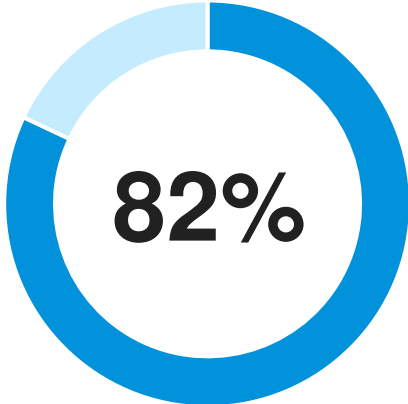
Relate more to **special advertisements/messaging** that **acknowledges** the public health **crisis** affecting my daily life.

INTENT



Are more likely to **buy/use** products from **brands** who use their power to **help others** when its needed most.

LOYALTY



Are **more loyal** to companies who **prioritize** their **community's wellbeing** over business as usual.

N=1536 (total sample)
Q22a. Please indicate how much you agree or disagree with the following statements using the scale below; "I am more likely to pay attention to ads that recognize current events in the world"; "I relate more to special advertisements/messaging that acknowledges the public health crisis affecting my daily life"; "I am more likely to buy/use products from brands who use their power to help others when its needed most"; "I am more loyal to companies who prioritize their community's wellbeing over business as usual"

Let Us Help Tell Your Story

One Platform Marketing & Creative Solutions



Connection

Custom Storytelling

As productions go dark, NBCU Creative Solutions group can light up brand stories to meet the changing needs of consumers through innovative storytelling capabilities.



Support

Commercial Innovation

Using our scale and impact platform, we can leverage graphic assets and ShoppableTV to help support consumers and businesses by placing offers, tips and discounts in high reach programming.



Community

Trusted PSAs

Align your “in-service” messaging with the PSA’s created in partnership with the Ad Council and CDC as well as the NBCU legacy CSR initiative *The More You Know*.

Together, Let's Entertain and Inspire People

One Platform Marketing & Creative Solutions



Humor & Heritage

New Program Initiatives

As we social distance, we are inventing new programs and ways to keep fans laughing and informed through formats that reflect the ways people are experiencing the world.



Connection & Community

Sponsorships

More than ever, bingeing has taken over the airwaves. We are making more original programs and fan favorites available on all platforms and bringing our fans up close and personal with our talent.

Thank You!

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](#)

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