

NBCUniversal

**NBCUNIVERSAL'S
GLOBAL
EVOLUTIONS
IN B2B**



DECEMBER 2022





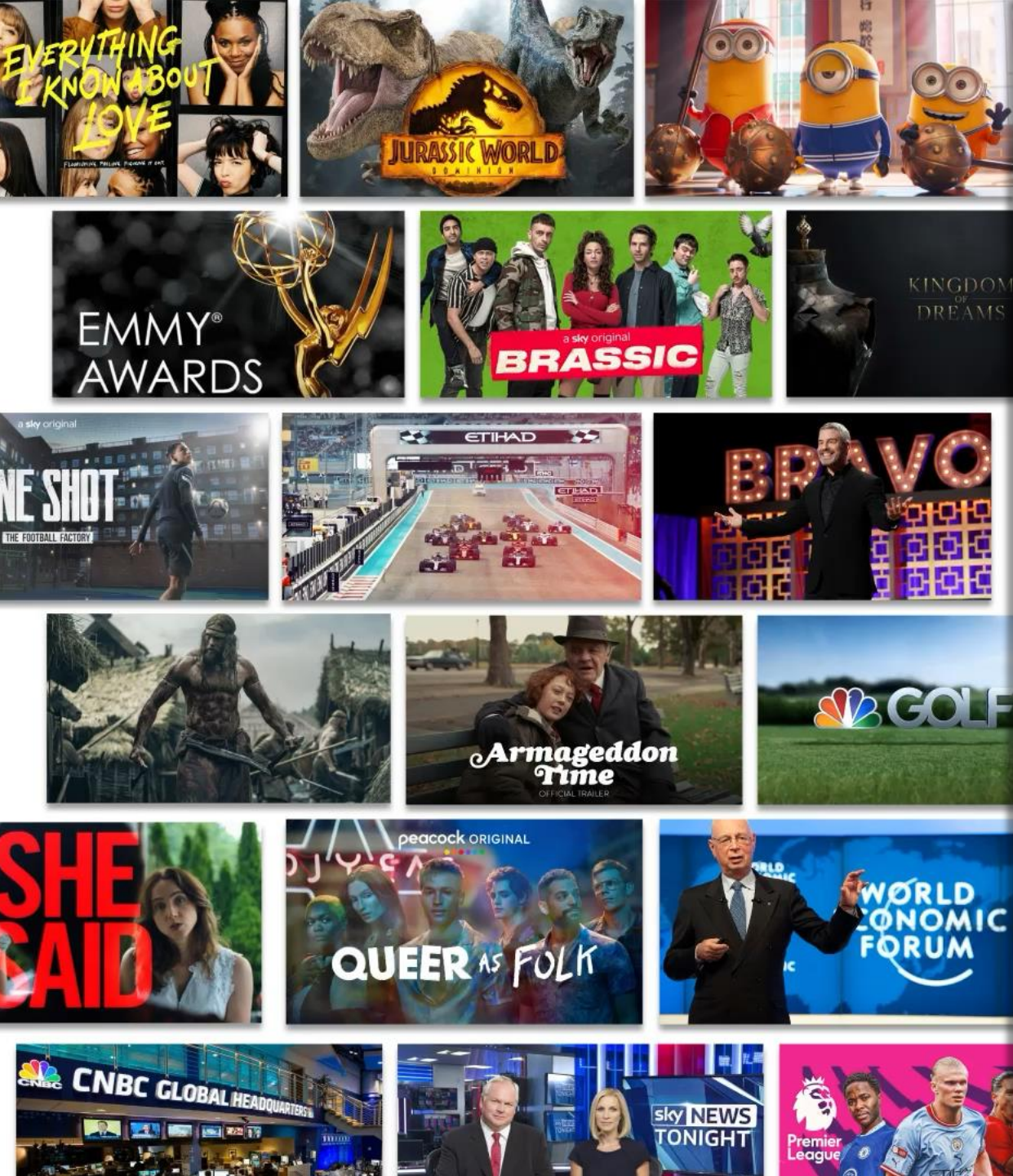
THE BUSINESS WORLD IS CHANGING

The way business is conducted is rapidly changing. In the past two years alone, companies have seen a revolution in their methods and practices

YET B2B MARKETING TACTICS HAVE NOT EVOLVED

Despite rapid changes to the business sector, marketing tactics and approaches have not evolved at the same pace of change





NBCUniversal
GLOBAL

#1 IN
GLOBAL
CONTENT
SPEND

Source: Ampere Analysis – Q1 – Q4 2021, \$Bs.; Includes investment by NBCU (\$14.4B), Sky (\$8.8B) & RTL (\$3.1B)



NBCU Has a Legacy in Creating Culture Through Our Content



Red Carpet



Films



Comedy



Parks & Resorts



Drama



Late Night



And Shifting Executive Mindsets Through Our International Coverage



Trusted News



Premiere Sports



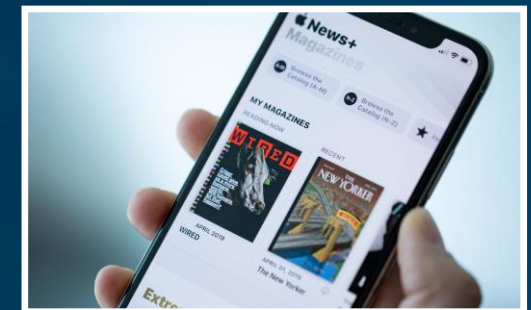
CNBC International



Events Coverage



Content Production



Digital & Streaming





64M

C-Suites Reached Globally

Every month; #1 across all business & financial news platforms



Which Gives NBCU Global a Deep Understanding in How Enterprises Are Evolving

Being on the front lines of breaking news and shifting markets, NBCU has a first look at the ways in which B2B tactics are shifting and evolving

Many of these signals are informing our own company practices



Across The Media Landscape, B2B Perceptions Are Changing

Three Key Areas Of Evolution



Environments For B2B Connection

Rethinking Content



Effective B2B Messaging Tactics

Rethinking Messaging



The B2B Decision- Making Journey

Rethinking Engagement



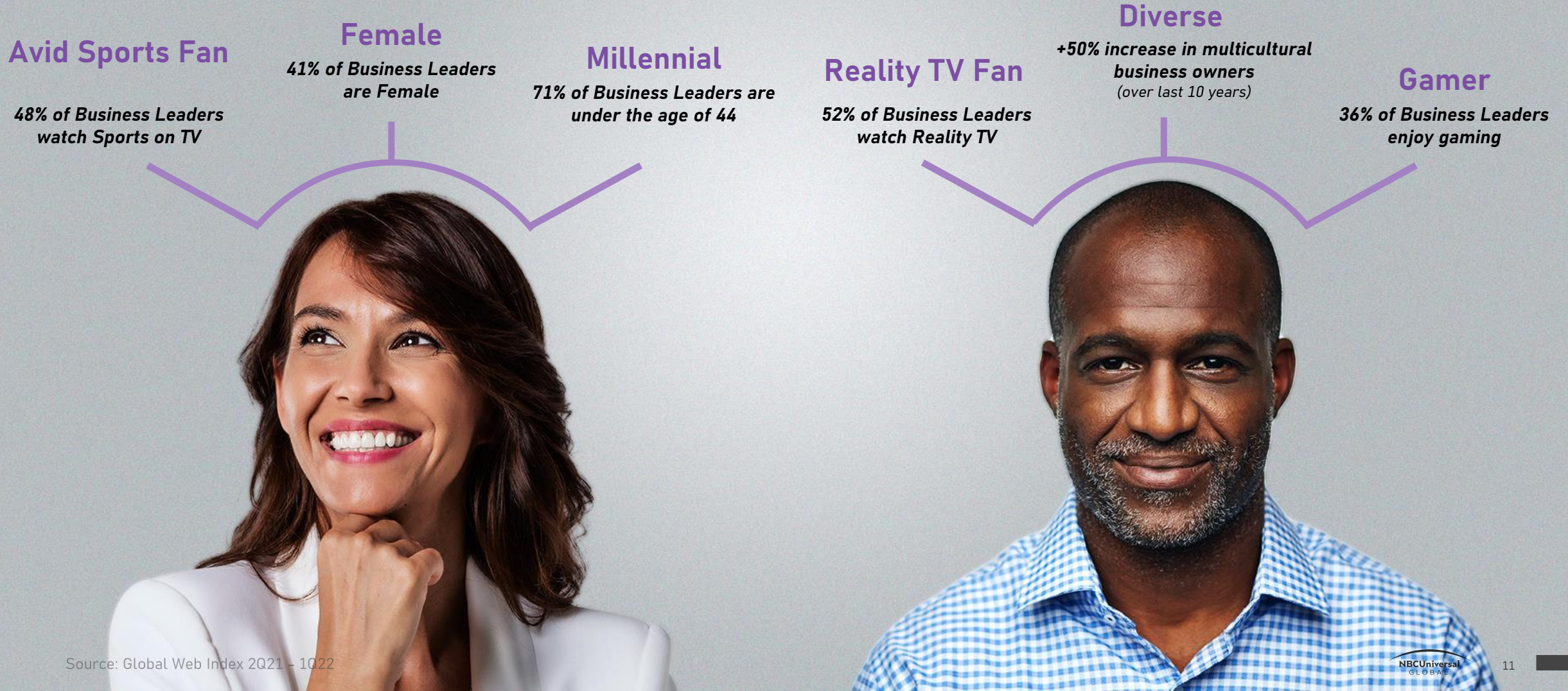
Environments For B2B Connection

The B2B marketplace is rife with competition, often targeting the same consumer in the same environments.

NBCU believes in reaching your audience where they already are.



Today's Business Leaders Are Younger and More Diverse Creating an Opportunity To Redefine the Typical B2B Approach



What Content We Think Today's Business Leaders Are Consuming Most



The Content Business Leaders Are Actually Watching



Drama 71%



Reality 60%



Comedy 68%



Live Sports 69%



Talent 60%



Award Shows 55%



NBCU Is Leading the Charge in Rethinking How To Engage With Global Business Leaders



Sports



News



Scripted



Movies



Unscripted



Documentary

90%

of business leaders say a good B2B ad captures their attention if they're relevant; **it does not matter if they run in business content**

And Changing Our Our Approach to Business Leaders Across Our Organization

Prioritizing Diverse Perspectives Across Our Leadership



- **Rashida Jones**, President MSNBC
- **Cesar Conde**, Chairman NBC News Group

Developing New Content



- Short-form episodic series featuring curated group of business leaders

Engaging Key Audiences in New Ways



- Engage C-Suite and executives in intimate events



Effective B2B Messaging Tactics

B2B messaging puts a priority on one-dimensional functionality, devoid of emotion and sentiment

In reality...

56%

of the business decision-maker choice comes down to **emotional factors**

Connecting with Business Audiences
in New Environments

Requires Evolved Messaging

88%

of business leaders are more likely
to be interested in & notice
advertising from **B2B brands that
speak to their passions and
personal interests***

Source: *NBCU Proprietary Global BDM Research; **Hubspot, AdAge



Rational

Fandom



A Variety of Audience Need States Influence Content Decisions

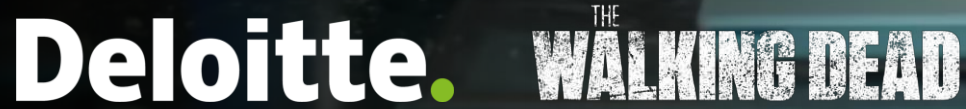
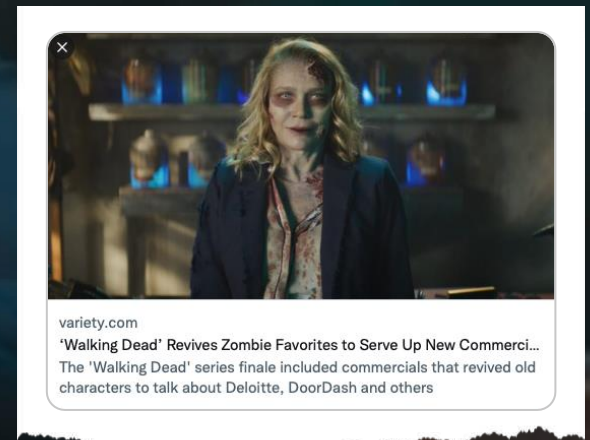
Personal Utility

Cultural Utility

Indulge	Distract	Unwind	In Touch	Comfort	Escape	Experience
The need to pursue personal interests, hobbies	The need for instant gratification to fill time/divert	The need to relax and de-stress from the pressures of the day	The need to feel aware of what is happening in the world	The need for shared bonding time	The need to lose yourself in another world through engaging content	The need to feel part of a shared viewing experience

Brands Are Starting To Lean Into Cultural Conversations

Deloitte offered up a unique recruiting ad during the long-awaited Walking Dead series finale



However, Imbuing Your Brand With Emotion Is All About Balance and Storytelling

Global



TALENT ROOM ^{at} NBCU

Regional



Pan European



The Complex B2B Decision-Making Journey

The business decision-making journey of today is far more complex than ever before and brands must begin applying this complexity to communication strategies

Making Business Decisions Has Become a Complicated Process

Numerous Interactions

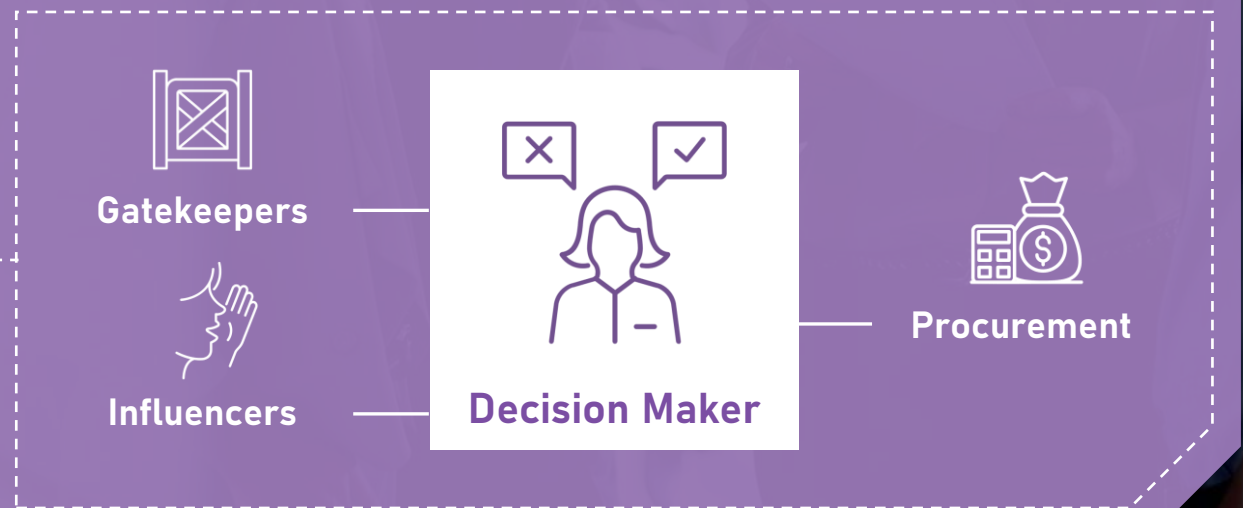
On average **17 interactions** required to complete a purchase

Longer Evaluation Periods

Average vendor selection process is **2.5 months**

Across More Stakeholders

5.8 internal employees have influence over the final decision



Marketers Should Rethink the Advertising Experience for the Individual and the Environment

Investing and introducing **60+** new commercial innovations

Numerous Interactions



Take advantage of all the channels and platforms your audience is consuming

Longer Evaluation Periods



Maximize brand presence in innovative formats that collapse the funnel

More Stakeholders



Invest in tailored/personalized approaches for different key audiences

Marketers Should Rethink the Advertising Experience for the Individual and the Environment

Investing and introducing **60+** new commercial innovations

Numerous Interactions



79% less likely to change the channel

Longer Evaluation Periods



93% greater audience appreciation

More Stakeholders



88% better brand memorability

The Connecting Thread Underpinning Each New B2B Evolution

Environments for B2B Connection

Effective B2B Messaging Tactics

The Complex B2B Decision Making Journey

The Critical Role of Storytelling in B2B

Storytelling is the most successful element in B2B marketing because it alleviates the typical challenges

NBCU Global

Your Consultative Partner to Tell Your Story

Use our tenants of
storytelling to connect
with the world's most
powerful audience in any
environment



Thank You

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