The way business is conducted is rapidly changing. In the past two years alone, companies have seen a revolution in their methods and practices.
Despite rapid changes to the business sector, marketing tactics and approaches have not evolved at the same pace of change.
#1 IN GLOBAL CONTENT SPEND

Source: Ampere Analysis – Q1 – Q4 2021, $Bn;
Includes investment by NBCU ($14.4B), Sky ($6.6B) & 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
C-Suites Reached Globally
Every month; #1 across all business & financial news platforms

Sources: NBCU Global Deduplicated Reach Model, 2021. Average Reach by Month. GWI 3Q21 – 2Q22, Audience comp % applied
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

- **Avid Sports Fan**: 48% of Business Leaders watch Sports on TV
- **Female**: 41% of Business Leaders are Female
- **Millennial**: 71% of Business Leaders are under the age of 44
- **Reality TV Fan**: 52% of Business Leaders watch Reality TV
- **Diverse**: +50% increase in multicultural business owners (over last 10 years)
- **Gamer**: 36% of Business Leaders enjoy gaming

Source: Global Web Index 2021 - 10/22
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%

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.

Source: *NBCU Proprietary Global BDM Research; **Hubspot
And Changing 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

Source: Merkle
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
A Variety of Audience Need States Influence Content Decisions

### Personal Utility

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

### Cultural Utility

Source: Thinkbox / MTM
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
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.
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

Sources: NBCU custom research (Q1'22)
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

Sources: NBCU custom research (Q1'22)
Marketers Should Rethink the Advertising Experience for the Individual and the Environment

Investing and introducing 60+ new commercial innovations

Numerous Interactions

Sequential Storytelling

79% less likely to change the channel

Longer Evaluation Periods

Shop Drop

93% greater audience appreciation

More Stakeholders

Attention Lab

88% better brand memorability

Sources: NBCU custom research (Q1’22)
The Critical Role of Storytelling in B2B

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

The Connecting Thread Underpinning Each New B2B Evolution

Environments for B2B Connection

Effective B2B Messaging Tactics

The Complex B2B Decision Making Journey
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

Global B2B Client Strategy Team

Lindsay Orosco
Vice President, Global Client Strategy

Logan Knisely
Director, B2B Lead, Client Strategy

David Curley
Manager, Client Strategy