Brands, People...Culture

Harnessing Culture To Unleash The Hidden Power Storytelling

NBCUniversal
Why interrupt the thing people love when you can be the thing people love.
CULTURE
SMALL CULTURE
visible “fast” culture, the latest fast-moving fashions and fads

BIG CULTURE
invisible “slow” moving and, long-standing values and traditions
LUXURY X CULTURE
Brands are trapped in the present
Share of Attention Has Evolved

FROM
Luxury To Luxury

TO
Luxury Vs...
Culture + Storytelling = Momentum
Storytelling is no longer held hostage to one channel, one platform or one screen. It becomes **transmedia**.
BRAND

CONSUMER
Culture

BRAND

CONSUMER
“We don't see things as they are, we see them as we are.”

- ANAIS NIN
Consumer Understanding
Leveraging Data To Understand Consumers

AS PEOPLE

Financial Means

Luxury Attitudes & Behaviors
CONSUMER UNDERSTANDING EXAMPLE: WHY THEY WATCH

Motivations To Stream

CONTENT

Originals & New Releases

41% of luxury audiences are driven to use a new streaming service for an exclusive original series

CONTROL

Remote Control & Endless Choice

40% of luxury audiences like streaming because it's easier to catch up on shows or watch on their own schedule

Binge-Worthy with Limited Interruption

Luxury audiences are 14% more likely to watch continuously because they're hooked

Source: MRI-Simmons Cord Evolution Study, November 2022
CONSUMER UNDERSTANDING EXAMPLE: WHAT THEY WATCH
Connecting With Them In Their Interests & Passions

Bing-Worthy
Indulgence

Endless Choice,
Endless Cheering

Reality
Comedy
Entertainment
Food

Sports
Sports Talk
Track/Field

Reality
Specials
Crime

News
Finance

Originals
& New
Releases,
First in Que

Remote
Control,
Staying
Informed

Source: NBCUnified, September 2023
FANDOM
It’s a relationship
Emotional Connection
Premium Environments
Immersive Experiences
Why interrupt the thing people love when you can be the thing people love.

Harnessing Culture

Understand consumers as people
Create content that lives across platforms & experiences
Attach yourself to the content & energy
Thank You

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