NBCUniversal’s Evolutions in B2B Storytelling
What we'll cover

The B2B Landscape

Key Areas of B2B Evolution & Storytelling Opportunities

- Increasingly Competitive Marketplace
- Diversified Media Consumption Habits
- Growing Opportunities in the Decision-Making Journey
The state of B2B is rapidly evolving. As enterprises and small businesses lean heavily into tools to guide their digital transformation,

- Enterprises will spend $195B on SaaS in 2023, +17% YoY
- 5M new businesses in 2022 (+14% YoY) creating increased demand for B2B SaaS

Source: Tech Radar, CNBC, Commerce Institute
And with today’s business leaders being younger and more diverse, B2B storytelling should evolve accordingly to authentically speak to these audiences.

- **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 - 1022
Top B2B advertisers are reaching these evolving BDMs at scale through NBCU properties.

Each month, Comcast and NBCU properties reach more than 85% of $10K+ BDMs in the US.

Source: 2021 GfK Custom Cable Study, Weighted to U.S. A18+ population. NBCU Cross-Platform or Visited Universal Theme Park or Comcast/Xfinity Cable/Internet subscriber - BDM Spend 10K+.
Storytelling is critical to effectively reach these business decision makers.

What are the three components of the B2B landscape that require evolved storytelling?

- Increasingly competitive landscape
- Diversified media consumption habits
- Extended decision-making journey

Evolved messaging
Evolved channel mix
Evolved storytelling lifecycle
AN INCREASINGLY COMPETITIVE LANDSCAPE

Requires evolved messaging
The B2B marketplace is rife with competition, often pushing similar products and services.

In order to break through to BDMs, B2B messaging needs to differentiate and break through the noise.
While showcasing functionality and value prop is important, advertisers must balance this with emotion-driven brand content to differentiate themselves in a crowded field.

56% of the business decision-maker choice comes down to emotional factors.

88% of business leaders are more likely to take note of advertising from B2B brands that speak to their passions and interests.

2x B2B video ads that incorporate emotional content see 2x the web visitation vs those that only incorporate rational content.

Source: *NBCU Proprietary Global BDM Research; **Hubspot, AdAge, Merkle
Takeaway: Balance brand and performance tactics to drive short-term sales and long-term brand health.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Leverage emotion via Cultural Moments, Sports &amp; Premier Live Events</th>
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<tbody>
<tr>
<td>Consideration</td>
<td>Differentiate offerings via Branded Content, IP Integrations, &amp; Talent Collaborations</td>
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<tr>
<td>Performance</td>
<td>Highlight value prop &amp; utility via Commercial Innovation, Advanced Targeting, &amp; Events</td>
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B2B campaigns that balance lower & upper funnel spend have a +65% boost in ROI vs. +20% ROI for lower funnel-only spend.
DIVERSIFIED MEDIA CONSUMPTION HABITS

Require an evolved channel mix
We know that today’s business decision maker is increasingly diverse in terms of demographics, cultural interests and content consumption.

**Evolved consumption habits are revealing more opportunities to reach BDMs where they really are.**
While today’s business leaders do consume endemic content...
...they also spend time with a range of other genres

Drama 71%

Reality 60%

Comedy 68%

Live Sports 69%

Talent 60%

Award Shows 55%

Source: Proprietary NBCU Global 92% Survey, 2022
Takeaway:
Meet BDMs where they are – not just in endemic content.

Diversified, multichannel strategy via endemic & non endemic content.

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
AN EXTENDED DECISION-MAKING JOURNEY

Requires an evolved storytelling lifecycle
Making business decisions has become increasingly complicated, requiring new ways to lure in BDMs

Follow the active decision-making journey...

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

Average vendor selection process is **2.5 months**

But also stay relevant for future decision-making

Only **5%** of decision-makers are projected to be in-market to buy at a given point in time

Over **80%** of decision-makers already have a set of vendors in mind before conducting any research and **90%** ultimately choose a vendor from that first set

Source: NBCU Custom Research (Q1’22), *Harvard Business Review*, Merkle, Hubspot
Takeaway: Reach and engage BDMs throughout the entire decision-making journey

**Sequential Storytelling**

Reach BDMs across those 17 interactions with engagement tactics and optimized frequency

**Always-On Approach**

Stay always-on and top-of-mind for in-market BDMs and the 95% of BDMs that will be in-market in the future

Source: *NBCU Proprietary Global BDM Research; **Hubspot*
Today's multidimensional BDMs requires evolved storytelling with tailored marketing solutions.

**B2B Trends**

- **Increasingly competitive landscape**
- **Diversified media consumption habits**
- **Extended decision-making journey**

**Takeaways**

- Balance brand and performance messaging to drive short-term sales and long-term brand health.
- Diversified, multichannel strategy to reach BDMs where they are.
- Always-on approach with engagement tactics e.g., sequential storytelling.
Today's multidimensional BDMs requires evolved storytelling with tailored marketing solutions

**Trends**
- Increasingly competitive landscape
- Diversified media consumption habits
- Extended decision-making journey

**Takeaways**
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- Diversified, multichannel strategy to reach BDMs where they are
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**Solutions**
- Premier Live Events & Cultural Moments
- Branded Content/Integrations
- Peacock, Sports
- Commercial Innovation Solutions
- Advanced Targeting with NBCUnified + AdSmart
- Non-endemic content
- Peacock, Sports
- Apple News
- Contextual Alignment
- Recurring Sponsorships
- Commercial Innovation Solutions
Thank You

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