Understanding Meal Moments Today
Note
This deck can be used in its entirety but is best used as a modular catalogue of slides to pull from based on the needs of your clients and the products you want them to focus on.
Overview
How meal moments are evolving
Over the last several years, the nature of the pandemic and the adaptation of hybrid work have created and normalized a new set of behaviors, including how we eat.

As a result, we are witnessing an evolution of meal moments.
The pandemic accelerated changes in dining behavior, creating a renewed focus on socialization, convenience, and health

We identified four core forces of change

**Hybrid Lifestyles & Socialization**

The return of socialization has resulted in excitement and the "eventization" of group dining moments. At the same time, individuals hold different eating habits throughout the day depending on if they’re WFH or in the office.

**Increased Demand for Convenience**

The availability and range of meals beyond standard mealtimes have increased as restaurants launch new technology, services, and products that focus on allowing consumers to get the food they want, when, and how they want.

**Renewed Focus on Health**

Staying at home during the pandemic placed a new attention on physical health, nourishment, sustainability, and intuitive eating. This has changed what, when, and how people eat throughout the day.

**Expanding Range of Dining Behaviors**

Different consumer segments (ie. Gen Z, MC, Families) exhibit unique dining behaviors (ie. more takeout, more group dining, more sustainable). As some grow their purchasing power, restaurants are balancing where they invest.
These forces are resulting in more diverse eating habits & lifestyles, as well as an expansion of what we consider ‘meal moments’

**Traditional**

Conventional Meal Moments: Breakfast, Lunch, and Dinner

- 41% Of U.S. adult diners eat three separate meals a day.\(^1\)
- 52% of consumers follow a specific diet or eating pattern.\(^4\)

**Evolved**

Less traditional about meal-times, meal-sizes, and meal content to cater to their individual lifestyles

- 55% Of consumers report a higher likelihood to eat a snack across all three standard mealtimes.\(^2\)
- 62% American workers claim that they eat lunch at their desks even when working in person.\(^5\)
- 12% Of remote workers skip lunch to work longer.\(^3\)
- 17% Of Americans have subscribed to a meal kit delivery service.\(^6\)

What do these behaviors actually look like?

Eating only when hungry rather than the three standard mealtimes

Eating less during standard mealtimes and snacking more throughout the day

Relying on meal kits, takeout, delivery, drive-thrus, etc. in order to eat in the most convenient way

Using the excuse of big cultural and sporting events to get together and eat together

Gen Z diners prioritizing local, low-calorie, organic, sustainable, and plant-based options, as they often chose the food they want before the restaurant

Eating when work schedules allow and eating differently (different foods, different when working from home, hybrid, or in person

Sources: 1. CS News
Strategic Solutions

Ways to capitalize on the change
In an effort to cover this widening definition of meal moment, brands have been increasing investments to maintain top-of-mind awareness with customers.

Restaurant Category Ad Spend (Billions)
2019–2022

Source: SMI
To supplement a top-of-mind awareness strategy, brands can tap into a range of meal moment-specific strategies.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contextually Relevant</td>
<td>Place ads in the moments that are relevant to the content or to the mindset of your audience.</td>
</tr>
<tr>
<td>Interactive &amp; Engagement</td>
<td>Leverage interactive ads that drive engagement and orders when consumers are seeking food.</td>
</tr>
<tr>
<td>Incentive &amp; Event-Based</td>
<td>Use rewards and incentives to elevate value to your consumers when they’re planning their next order.</td>
</tr>
<tr>
<td>Targeted</td>
<td>Target diners by dining behavior, consumption behavior, meal moments, location, apps, and more.</td>
</tr>
<tr>
<td>Timed</td>
<td>Reach consumers at specific times when they’re most likely to be thinking about their next meal.</td>
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</tbody>
</table>

It is no longer enough to solely target customers by specific times of day. We now need to create solutions by need state and audience, as well as target by time, mindset, activities, etc.
<table>
<thead>
<tr>
<th>解决方案</th>
<th>描述</th>
</tr>
</thead>
<tbody>
<tr>
<td>情境智能</td>
<td>使用NBCU的广告技术，以达到优质内容在适当时刻到达优质观众的目标。</td>
</tr>
<tr>
<td>商业创新，Apple News，Anzu</td>
<td>利用互动广告、Peacock暂停广告、Apple News的Tap-to能力、可购买等。</td>
</tr>
<tr>
<td>Fandango，现场活动</td>
<td>接触现场/体验式时刻（电影之夜，体育观看派对）和一系列奖励以吸引消费者。</td>
</tr>
<tr>
<td>AdSmart</td>
<td>使用NBCUnified受众洞察力，识别关键受众并利用AdSmart接触他们。</td>
</tr>
<tr>
<td>日间</td>
<td>利用NBCU平台的新方式，以关键时间实现大规模覆盖。</td>
</tr>
</tbody>
</table>
How to bring it all together

“Eventizing” & Creating a Tentpole Meal Moment Event
Example: Big 10 Championship Test & Learn

Supplement Throughout (High Impact Frequency):
• Events, Tentpoles, and Other Live Events
• Prime
• Anzu
• Social Synch

Peacock Audience Extension (Efficient Reach)

AdSmart (Frequent Diners, Current Customers, etc.)

Day Of:
• Peacock Pause Ad to order
• Curator Ad with related content
• Shoppable TV (QR code to order)

Week Of:
• Fandango Rewards
• Apple News tap-to app or tap-to map
• Apple News event takeover
• Peacock Pause Ad for app download
• Shoppable TV (QR Code to Order)

Post campaign

Measurement & Attribution
Aligning to Audience Mindset & Need States

Understanding content need states affords insight into other aspects of a consumer’s mindset. Consumers’ looking to unwind (i.e. binging The Office) are likely alone while consumers’ engaging in comfort or experience programming are likely in a group setting, which also has indirect impacts on their food preferences in these moments.

Aligning to Contextually Relevant Content

Go beyond aligning with the right programming by matching brand messaging with dining, snacking, and other meal moments within content.

AI-powered proprietary technology scans episode-level video metadata, scripts, and closed captioning and can categorizes content accordingly based on General Genre, IAB taxonomy, or News Theme. Intra-content level categorization opens a new level of alignment where brands can place their ads near the same foods, dining moments, and/or meals that are happening on screen.
Commercial Innovation, Apple News, & Anzu to Interact and Engage
88% of viewers are more likely to remember the brand when engaged with innovative ads

Peacock Ad Innovation
Drive awareness and create seamless food ordering opportunities with Peacock’s unique ad offering including Binge Ads, Trivia Engagement Ads, Pause Ads, Contextual Alignment, Interactive Clock Countdown, etc.

Apple News
Drive conversion with Apple News’ actionable solutions including tap-to capabilities that can take users to map, app download, restaurant menu, site, etc. to seamlessly drive diners to order and meaningfully engage with restaurants.

Anzu
Activate in the most popular metaverse experiences and leverage location and daypart targeting capabilities to boost awareness and drive gamers to engage with restaurants at the times of day when it matters the most.

NBCU Social Studio
Partner with Social Studio to create multi-platform custom content to drive brand affinity and create meal moments out of the most viral occasions on social media.

Attention Lab
Leverage NBCU’s in-house creative and insights specialists to maximize viewer attention, brand affinity, and emotional connection in order to stay top of mind when consumers are more likely to think about their next meal.

Source: NBCU Data
Peacock Gives Marketers the Opportunity to Reach More of the Consumers They Want without Unnecessary Frequency

QSR EXAMPLE

79M People Per Month
73M Restaurant Goers
32M Heavy Fast Food Consumers

The average QSR campaign reaches less than 8% of Peacock monthly viewers

**Our Partnership w/ Kochava can help Measure & Drive Business Impact**

Always-on self-service attribution for NBCU streaming media with a May 2023 soft launch and general availability in Q4 2023

Self-service real-time performance reporting and monitoring

In-flight optimization based on campaign performance

Inclusive of both direct IO and programmatic campaigns

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**Value Proposition**

| 01. | Quantifies impact of NBCU digital within holistic measurement of media performance |
| 02. | Monitor performance across a wide selection of KPIs through always-on self-service UI |
| 03. | Get started with minimal lift – whether you are an existing MMP client or not |

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**KPI Measurement Examples**

- App Install
- Content View
- Product View
- Add to Cart / Completed Purchase
- Product Search
- Website Visit / Activity
Commercial Innovation, Apple News, & Anzu to Interact and Engage: Peacock Ad Innovation

Solo Ad
76% View through rate per visit with Solo vs. w/o Solo

Engagement Ad
50% off ALL PIZZAS
+59% Total Interaction Rate

Pause Ad
+43% Ad Memorability

Curator Ad
95% Agree “I appreciate that the brand curated the collection of Peacock shows.”

Spotlight Ad
+11% Message Memorability vs. Standard midroll

Binge Ad
Just one more episode... or season
This next episode is ad free
Little Caesars
+16% Message Memorability Vs. Midroll

Pod Bounce
Surprisingly few commercials.
Let’s skip this break
29% Brand memorability
Commercial Innovation, Apple News, & Anzu to Interact and Engage: Apple News

40.7M / 65.7%
Apple News users visited a fast-food restaurant six or more times in the last 30 days.
Commercial Innovation, Apple News, & Anzu to Interact and Engage: Anzu

**Strategic Target**
80% of gamers eat and drink while gaming

**Restaurant**
Access to the restaurant diner through precise targeting

**Contextual**
Entertainment, Sustainability, Nature, Health, Exercise, Lifestyle Food, Food Delivery, Placement, Publisher

**Behavioral**
Lifestyle, Health, Entertainment, Nature, Conquest Competitive Food Groups

**Demos**
HHI
Millennials
Gen Z
Families

**Device**
Dayparting
Mealtimes
Hyperlocation
Connection

**Platform**
Roblox
Console
Mobile
PC

Sources: MRI 2022 March Cord Evolution – Base: All; Gamers defined as those who personally played video games in last 30 day; Campaign US, 2021; Forbes, 2021
Fandango Network & Rewards to Incentivize Action & Lean into Event-based Dining

As changes in dining habits continue to evolve, the relationship of meal moments and entertainment is also evolving. Restaurants can capitalize on this relationship by activating with Fandango solutions.

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Store Locator

Drive users to visit restaurant locations with Store Locator units on Fandango's theater showtime pages and Enhanced Ticket in the Fandango app.

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Fandango Network users are more likely to spend money on activities before and after seeing a movie in theaters.

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KPI's: acquisition, foot traffic, digital traffic

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Fandango Rewards

Leverage Fandango Rewards to build restaurant brand loyalty and incentivize consumers to engage with your brand through customizable, scalable physical or digital rewards.

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Entertainment rewards influence behavior 2-3X more than coupons or discounts.

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KPI's: acquisition, foot traffic, digital traffic, awareness, loyalty

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Leverage our premier sports offering to capitalize on the meal moments created by major sporting events

90% of Americans watch big sporting events at family-friendly gatherings, potluck parties, and parties with die-hard sports fans that all involve group dining moments.¹

81% of frequent NBCU viewers consume sports content because it gives them something to watch with friends/family.²

Sources: 1. Wegryn Enterprises 2. NBCU Data

#1 Show in Primetime, 12 Consecutive Years
23 Games
20 Primetime Games + 3 Playoff Games (TBD time)

30-Year Partnership, 2 Iconic Brands
7 Games
2 Primetime Games + 5 Afternoon Games

Big Ten Football Kicks Off in 2023
24 Games
12 Primetime Games + 12 Afternoon Games

54 Premier Football Games
AdSmart / NBCUnified: Leverage Data to Strengthen Relationships with Key Consumers

Leverage NBCUnified to mine for audience insights... and target through AdSmart

Leverage a data first approach to learn more about diners’ meal moments / dining behaviors and maximize your chance of conversion

<table>
<thead>
<tr>
<th>Segment</th>
<th>Total Audience</th>
<th>Overlap with NBCU IDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Spenders</td>
<td>88M</td>
<td>72M</td>
</tr>
<tr>
<td>Health-Conscious</td>
<td>127M</td>
<td>100M</td>
</tr>
<tr>
<td>Young Diners</td>
<td>29M</td>
<td>22M</td>
</tr>
</tbody>
</table>

- **82%**
- **79%**
- **75%**

Source: NBCUnified Data
Day Parts: Rethinking Traditional Meal Moment Targeting

Leverage NBCU’s capabilities and offering to reach audiences across programs, dayparts, and channels at key times of the day when diners are planning or considering their future meals.

<table>
<thead>
<tr>
<th>Traditional Linear Dayparts</th>
<th>ie. Early Morning for Breakfast / Lunch Early Fringe &amp; Prime for Dinner / Late Night Late Night for Breakfast next morning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross-Platform</td>
<td>Expand traditional dayparting to digital, mobile, and streaming</td>
</tr>
<tr>
<td>Sub-category Customization</td>
<td>Take into consideration when and how consumers plan for their day/weeks using audience, dining, or 1P insights ie. Week(s) ahead for a meal-kit Night before for on-the-go breakfast</td>
</tr>
</tbody>
</table>
Case Studies
Why we know these solutions work
1. Case Studies: Apple News

Apple News is a trusted space for food content.

Experience
The right meal has the power to transport you to a tropical paradise or back to your grandmother’s kitchen; inspire readers and spark their imagination.

Entertain
We’re all looking for a little inspiration now and then. Be the resource readers are looking for whether they are planning the perfect date night or dinner party.

Eat
The mouthwatering image stopped us dead in our tracks... now what? Teach readers something new with a delicious recipe guide.
2. Case Studies: The Fandango Network

Applebee’s x Fandango Rewards Store Locator Unit

Objective
- Applebee’s came to NBCU to align their brand with the much-anticipated Top Gun sequel, Top Gun Maverick, and to increase spend in their restaurants by offering a ticket offer with Fandango when consumers spent over a certain threshold.

Solution
- NBCU utilized Fandango’s custom store locator unit to drive foot traffic to Applebee’s restaurants. This creative was featured on Fandango’s theater showtimes pages and urged users to enjoy a meal before the movie.
- Consumers who reached the qualifying spend were eligible to upload their receipts to a custom promo site for purchase verification. Once verified, Fandango emailed consumers their promo code.

The Locator Unit CTR Performed 2X Over Benchmark

Campaign Delivered 109% To Goal

To Goal
3. Case Studies: Foot Traffic

The challenge

Drive foot traffic
A major quick service restaurant wanted to leverage advanced targeting on linear TV to drive foot traffic to their restaurant locations during a limited-time promotion.

The insight

Mobile app users are looking for deals
Everyone wants a great deal, and this is especially true for consumers who order through mobile apps, and who are looking for the best deals on the go. To reach this deal-seeking audience, what better place to start than the client’s own mobile app users?

The solution

Target mobile app users via national TV
We partnered with the client to run an AdSmart national TV campaign optimized across our portfolio to reach a custom LiveRamp lookalike target modeled from the client’s 1st-party database of mobile app users.
3. Case Studies: The Approach

Advanced TV targeting to reach the right consumers across NBCU’s linear portfolio.

Mobile app users lookalike

NBCU commissioned a custom Data Plus Math study to measure the incremental impact of the AdSmart campaign on driving foot traffic to the client’s restaurant locations.

The results

AdSmart campaign drove lift in foot traffic among all linear exposure groups

- Overall lift in restaurant visitation (total HHs exposed to AdSmart campaign vs. total HHs exposed to non-AdSmart campaign): +4.5%
- In-target lift in restaurant visitation (target HHs exposed to AdSmart campaign vs. target HHs exposed to non-AdSmart campaign): +5%
- Non-target lift in restaurant visitation (target HHs exposed to AdSmart campaign vs. target HHs exposed to non-AdSmart campaign), indicating a strong halo effect: +4.5%

AdSmart exposure among target HHs drove higher restaurant visitation, validating target

- Higher in-target restaurant visitation vs. overall: +18%
- Higher in-target restaurant visitation vs. non-target: +22%
THE CHALLENGE
Drive App Downloads at Scale
As consumers’ adoption of digital ordering accelerated during pandemic, a leading QSR chain needed to drive app downloads to maintain existing and attract new customers.

THE INSIGHT
Simplify the Path to Conversion to Maximize Impact
Through engaging consumers on a premium, mobile content platform, like Apple News, and leveraging “tap-to-app” technology, a brand can efficiently and effectively reach its target audience at scale and simplify the app download process.

THE SOLUTION
Reach the Right Audience on the Right Platform
Through targeting 3rd party delivery app (Grubhub, Uber Eats, etc.) and competing QSR app users who don’t have the brand’s app in contextually relevant content, the QSR would efficiently drive app downloads at scale.

RESULTS
Over a two-week period, the Apple News campaign drove significant app downloads at an efficient cost per install.

Cost Per Install
$5.87

Total App Installs
25,566

Case Studies: QSR App Download
The challenge

Drive foot traffic
A restaurant chain wanted to leverage advanced targeting on linear TV to drive customers to their locations.

The insight

Advanced TV targeting drives restaurant visitation
Using a cross-network approach, we focused on reaching the advertiser’s target audience through our linear capabilities. By leveraging multiple networks, we have the possibility to significantly increase visitation from their target households.

The solution

Target custom diner audience via national TV
We partnered with the client to run an AdSmart national TV campaign optimized across our portfolio to reach a custom “Modern Day Core Customer” audience instead of a traditional Nielsen demo.
The results

We commissioned a Data Plus Math custom study to measure the impact of the AdSmart campaign on the client’s restaurant visitation rates.

Overall lift in foot traffic

+8% overall lift in restaurant visitation rates vs. unexposed

+20% overall lift in restaurant visits driven by AdSmart vs. non-NBCU

Target lift in foot traffic

+6% in-target lift in restaurant visitation vs. unexposed

+21% in-target lift in restaurant visits driven by AdSmart vs. non-NBCU

1.5x higher conversion impressions driven by AdSmart vs. non-NBCU

Non-target lift in foot traffic

+6% non-target lift in restaurant visitation rates vs. unexposed

+18% non-target lift in restaurant visits driven by AdSmart vs. non-NBCU
Thank You!
Additional Case Studies
Not Category Specific
To promote their new Spring 2022 Members Always campaign and create a unique experience, American Eagle launched a virtual club within one of Roblox’s most popular experiences.

American Eagle partnered with Anzu and Livetopia to create a unique in-game experience where players can participate in several activities including swimming, playing tennis, dressing their avatar up in American Eagle outfits, and unlocking Ellie the Eagle as a playable pet.

**OBJECTIVE**
To promote their new Spring 2022 Members Always campaign and create a unique experience, American Eagle launched a virtual club within one of Roblox’s most popular experiences.

**SOLUTION**
American Eagle partnered with Anzu and Livetopia to create a unique in-game experience where players can participate in several activities including swimming, playing tennis, dressing their avatar up in American Eagle outfits, and unlocking Ellie the Eagle as a playable pet.

**FEATURES**
- A PLAYGROUND full of interactive elements and surprises
- A POOL with water slides, sun loungers, and water-guns
- A TENNIS COURT where players compete against a member of the American Eagle avatar cast
- SECRET ROOMS that are ready to be discovered and explored
- ELLIE THE EAGLE, a playable pet wearing the American Eagle hoodie
- SHOP the latest American Eagle ‘fits and dress up their avatars

**RESULTS**
- 1.5B+ LIFETIME VISITS
- 40 MILLION MAU GLOBALLY
ShoppableTV is turning viewers into shoppers

- **Awareness**
  - Reached: 15MM P2+ Total to Date*

- **Consideration**
  - Drove fan acquisition
  - Brands’ social media recorded a +9% Fan Growth VS YTD avg

- **Purchase**
  - Average conversion rate: 2.6%
  - Industry BM is 2% with first time visitors at 1.5%

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*Cumulative reach across ShoppableTV integrations to date

Our average conversion rate is 30% higher than the industry benchmark for ecommerce conversion
The challenge

Drive awareness & consideration
Brown-Forman wants to make Woodford Reserve everyone’s go-to premium small batch bourbon and looked to leverage their Presenting Sponsorship of Kentucky’s traditional event, the Kentucky Derby, to raise awareness and consideration for their traditional Kentucky brand.

The insight

Traditions matter
Traditions evoke a sense of comfort and belonging and ultimately bring people together. From extravagant derby hats to the garland of roses to mint juleps, you’d be hard pressed to find an event more synonymous with tradition than the Kentucky Derby. By tapping into this legacy, brands can become embedded in this tradition.

The solution

Natural brand & product integration
Through a combination of custom features, Toast the Derby & $1,000 Mint Julep, and standard sponsorship elements, NBC Sports organically intertwined Woodford Reserve throughout the Kentucky Derby broadcast, seamlessly combining the spirit of Woodford Reserve with the legacy of the Derby.
The approach

Custom content

The results

Integration drove brand impact among Kentucky Derby viewers

**4X more likely to recall** seeing a Woodford Reserve ad in the last 30 days

59% of viewers had a *favorable opinion of Woodford Reserve* after seeing it advertised within the Kentucky Derby

30% of viewers would *consider Woodford Reserve* the next time they’re buying whiskey

30% of viewers would *recommend Woodford Reserve*

Integration drove significant search impact

**+130K additional people searched** for Woodford Reserve immediately following the Kentucky Derby, *equivalent to the search engagement generated by 3 Woodford Reserve ads* airing in competitive cable spots

**+328% more likely to search for Woodford Reserve** after seeing the Kentucky Derby integration than ads airing in competitive primetime cable programming
Digital ad innovation
core opportunities

**Ad extender**
Enhancing brand commercials with extended content

**Ad engager**
Engaging customers with fun, interactive content

**Ad intender**
Providing consumers with meaningful, personalized information

**Ad converter**
Driving direct interaction with the brand
**Digital ad innovation core opportunities**

<table>
<thead>
<tr>
<th>Ad extender</th>
<th>Enhancing brand commercials with extended content</th>
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<tbody>
<tr>
<td><strong>3.5X industry CTR benchmark</strong></td>
<td>CTR 0.9%</td>
</tr>
<tr>
<td><strong>3.9X industry time spent benchmark</strong></td>
<td>Time Spent 47s</td>
</tr>
<tr>
<td>Video Gallery</td>
<td>Image Gallery</td>
</tr>
<tr>
<td>Questionnaire</td>
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<table>
<thead>
<tr>
<th>Ad engager</th>
<th>Engaging customers with fun, interactive content</th>
</tr>
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<tbody>
<tr>
<td><strong>5.4X industry CTR Benchmark</strong></td>
<td>Interaction Rate 1.4%</td>
</tr>
<tr>
<td>Unlock Content</td>
<td>Trivia</td>
</tr>
<tr>
<td>One-click interactions</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad intender</th>
<th>Providing consumers with meaningful, personalized information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4.2X industry CTR Benchmark</strong></td>
<td>Interaction Rate 1.1%</td>
</tr>
<tr>
<td>Store Locator</td>
<td>Addressable Overlays</td>
</tr>
<tr>
<td>Weather</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Ad converter</th>
<th>Driving direct interaction with the brand</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Conversion Rate</strong></td>
<td>0.07%</td>
</tr>
<tr>
<td>ShoppableTV</td>
<td>App Download</td>
</tr>
<tr>
<td>Coupon</td>
<td>RFI</td>
</tr>
</tbody>
</table>

The challenge

Drive consideration & purchase intent for CPG
A leading CPG company wanted to increase consideration and purchase intent for their popular household mop brand.

The insight

Context matters
Consumers tend to pay more attention to advertisements that are relevant to the content they’re watching. The strategic combination of audience targeting, compelling creative, and contextual alignment within the right show drives measurable impact for brands.

The solution

Contextual alignment via adsmart contextual
We leveraged our AdSmart Contextual platform to identify programming that was contextually aligned with the CPG brand’s ad. NBCU’s proprietary solution uses AI to identify the contextual moments that match a brand’s message, ensuring not just that a brand’s advertising is aligned with the right show but that it runs adjacent to highly relevant scenes across our national TV programming.
The approach

Contextual alignment with The Profit

The results

We commissioned a custom Ipsos study to measure the impact of the contextual ad placement on driving brand KPIs for the advertised mop.

Contextual ad exposure drove lift across brand metrics

+9% lift in relevance between the show and the ad vs. standard ad placement

+18% lift in consumers looking in-store for advertised mop vs. standard ad placement

+24% lift in consumers keeping an eye out for deals for the advertised mop vs. standard ad placement

+7% lift in purchase consideration vs. standard ad placement

“Ads that complement what I am watching make me think about the content more and I’m more likely to want to purchase one of said products.”

– Survey respondent
The challenge

Drive recommendation & ticket sales for movie release
A major studio wanted to increase word-of-mouth recommendations and drive ticket sales for the latest release in a popular action movie franchise.

The insight

Context matters
Consumers tend to pay more attention to advertisements that are relevant to the content they're watching. The strategic combination of audience targeting, compelling creative, and contextual alignment within the right show drives measurable impact for brands.

The solution

Contextual alignment via AdSmart Contextual
We leveraged our AdSmart Contextual platform to identify programming that was contextually aligned with the film’s ad. NBCU’s proprietary solution uses AI to identify the contextual moments that match a brand’s message, ensuring not just that a brand’s advertising is aligned with the right show but that it runs adjacent to highly relevant scenes across our national TV programming.
The approach

Contextual alignment with Chicago P.D.

The results

We commissioned a custom Ipsos study to measure the impact of the contextual ad placement on driving brand KPIs for the advertised luggage.

Contextual ad exposure drove brand & sales lift

- **+12%** lift in favorability vs. standard ad placement
- **+30%** lift in consumers talking about the film with friends, family, or colleagues vs. standard ad placement
- **+28%** lift in ticket purchases vs. standard ad placement

“If you're watching an action show, then that means you like action and you're more likely to want to watch an ad that has action in it.”

– Survey respondent