

The background of the slide is a close-up, slightly blurred photograph of a car's instrument cluster. It features two circular gauges with black faces and orange-colored markings and needles. The gauge on the right is a speedometer with markings from 160 to 260. The gauge on the left is partially visible, showing markings for 0 and 1/2. A green rounded rectangle is overlaid on the left side of the image, containing the text.

NBCUniversal

Auto Playbook

2024

Auto Playbook Overview

Explore NBCUniversal's latest perspectives & insights into the Auto industry.

Our Approach:

At NBCUniversal, we have a legacy of working with a diverse range of Auto partners to build their brands & businesses.



Auto
Manufacturers



Motorcycle
Manufacturers



Dealerships /
Associations



Robotaxis
Autonomous



3rd Party &
New Form Online
Retailers



Aftermarket /
Parts & Services



EV Charging
(Residential and Public)

This playbook has been created based on NBCU's:

- Ongoing industry evaluation
- Conversations with Auto advertisers & agencies
- Proprietary category intelligence
- Continual marketplace analysis
- Examination of consumer attitudes towards the Auto industry

Auto Playbook Contents

An overview of NBCUniversal's latest Auto perspectives, insights, and strategic considerations.

Marketplace Dynamics



Media Trends & Observations



Brand & Business Imperatives



NBCUniversal Playbook





'24 Auto Industry Dynamics

The Auto category continues to charge ahead amid broader economic influence and wavering consumer behavior

Headwinds

- **Sluggish housing market continues to influence car ownership**
as homeownership trends are deeply tied to car culture¹
- **High interest rates are impacting affordability,**
leading to consumers keeping cars longer, despite declines in prices, more incentives and inventory choice²
- **Slowing EV growth continues to have ripple effects on the industry³**
impacting regulations, supply, and delays and shifts in production
- **While Gen Zers are less likely to be car owners,**
this should increase with age, as more than half are interested in purchasing a car in the next year⁴

Tailwinds

- **Improving economic outlook,**
with one interest rate cut already underway and subsequent cuts expected in '25
- **Hybrid interest rebounding⁵**
as consumers hesitate to fully convert to EVs amid concerns with price, battery, and range
- **Interest in CPO and used vehicles is rising⁶**
particularly among younger and multicultural consumers
- **Hispanic buyers continue as a growth audience**
with faster growth in new and used vehicle registrations than gen pop⁷
- **Satisfaction with the buyer journey enhancing**
with digital tools making the process more efficient⁸

Brands across various facets of Auto are adapting to evolving consumer expectations and behaviors

Luxury Auto



With more luxury models emerging and projected revenue growth,¹ luxury brands look to create **consumer-first experiences** to connect with growing audiences:

- Luxury car sales from **Hispanic** consumers grew +9% YoY*²
- **Younger demos** associate vehicles with status, presenting future opps³

59%

of 2025 auto launches will be luxury models⁴

Dealerships



Buyer **satisfaction with the dealership experience is improving⁵** as dealers work to be more customer-focused and foster deeper connections. Dealers are addressing trust and transparency concerns,⁶ particularly with multicultural consumers and women.

74%

of vehicle buyers reported elevated satisfaction with dealerships in 2023 (+2pp from 2022)⁵

Parts & Services



As vehicle ages rise, **DIY maintenance is increasing**, leading owners to take on simple projects themselves. This shift poses an opportunity for parts & services to expand their audience, focus on complex maintenance, and enhance their multichannel reach.⁷

12.6 years

average age of vehicles (14 for cars; 11.9 for light trucks)⁸

Online 3rd Party



Multiple audience segments—young consumers, multiculturals, urbanites, parents—are **turning to online third-party retailers** vs. dealerships for **AI-powered customer service**, competitive financing options, and transparency with price and quality.

52%

of consumers planning to purchase a vehicle use both in-person and online research⁶

Mobility



Sustainability concerns are driving consumers, led by Gen Z & Millennials, to embrace **eco-friendly and shared mobility options**. As infrastructure and technology evolve, **autonomous vehicles** will increasingly shape public transportation into 2030,⁹ meeting demands for convenience.

1/3

of personal miles traveled will likely be attributed to micro- and shared-mobility solutions by 2030¹⁰

*2H'23-1H'24 vs. SYAG

Sources: 1. Statista; 2. S&P Global Mobility; 3. GWI, Q3'23-Q2'24; 4. JD Power RADAR Report as of Q3'24, All New/New Entry only; 5. Cox Auto; 6. Mintel, Car Purchasing; 7. Mintel, DIY Maintenance; 8. S&P Global; 9. McKinsey; 10. McKinsey

Auto media trends to watch

Often a category at the forefront of media and marketing, the Auto playbook is being rewritten as brands look to balance reach and precision amid shifting economic, consumer, and industry trends.

The continued rise of audience-led strategies¹

+62%

increase in programmatic streaming*

+15%

increase in short-form*

Increases in lower-funnel media to engage consumers with relevant messaging across the buying journey

Sports wins dollars²

+8%

increase in live sports TV ad spend in 2H'23-1H'24 vs. SYAG, driven by manufacturers, as brands look to reach audiences at scale and align with cultural moments

Alt-fuel spend shifts with industry dynamics³

+58%

increase in hybrid spend, gaining share of total alt-fuel spend, while EV ad spend declined -22%*

Alt-fuel sales are following a similar trend, with hybrids seeing faster growth in registrations than EVs.⁴

Reaching Hispanic consumers²

~5%

of total auto TV dollars are invested in SLTV, with spend from dealerships growing 2.9x YoY*

However, many Hispanic consumers feel autos are not reaching them with authentic, engaging messaging.⁵

*as of 2H'23-1H'24 vs. SYAG

Sources: 1. SMI Core 2.0, Automotive; 2. SMI, AccuTV, Automotive; 3. MediaRadar, Electric Car & Low Emission/Hybrid Vehicle; 4. S&P Global Mobility;

5. Mintel, Black & Hispanic Car Consumers

As a result of these dynamics, we are seeing auto brands prioritize a few key objectives

Boost & Create
Awareness



Capture
Qualified Leads



Convert
The Hand Raisers



Play
The Long Game



An aerial photograph of a large parking lot filled with numerous cars of various colors and models. The cars are parked in neat rows, with some spaces appearing empty. The image is used as a background for the text overlay.

NBCUniversal '24 Auto Playbook

COMCAST NBCUNIVERSAL

Global solutions for the full customer journey, from awareness to acquisition

Content

Streaming  **NOW** **WOW**

Broadcast & Cable



Local & Syndication



Film



Social & Digital Partners



Custom Content



Digital Owned & Operated



Experiences

Parks



Events



Ad Tech

One Platform
NBCUniversal

One Platform
Total Audience

One Platform
Total Measurement

NBC **SPOT ON**

effectv
A Comcast Company

adsmart
from sky

FREEWHEEL
A COMCAST COMPANY

Business Solutions & Connectivity

Business Solutions

COMCAST BUSINESS  **connect**

Tech

 **glass** **BLU VECTOR**

XCLASS TV COMCAST TECHNOLOGY SOLUTIONS

 **NBCUniversal Digital Enterprises**

Commerce

NBCUniversal **Checkout!** **ShoppableTV**

 **GOLF NOW** **FANDANGO REWARDS**

sportsengine

Connectivity

xfinity xFi xfinity home

 **broadband**  **wifi**

Each month,
NBCUniversal
content reaches

273M

P2+



that includes the
audiences that
matter to you

46M

New Car Intenders
in the next 12 months



23M

Hybrid Intenders
in the next 12 months



19M

Luxury Auto
Owners



2M

Pure EV
Decision Makers



Source: Linear - Nielsen L7 Total Day P2+ Avg Monthly Reach, Digital - Comscore VMX/MMX, Comscore CTV Intelligence Custom Reporting, Nielsen Streaming Platform Ratings, Anzu Analytics, P2+ Avg Monthly Reach, Jan'23-Dec'23. Audience segments derived from MRI audience comps from August 2024 Cord Evolution (SP24 USA) study applied to P18+ NBCU Crossplatform Reach.

Each month,
NBCUniversal
content reaches

273M

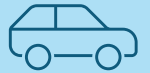
P2+



that includes the
multicultural
audiences that
matter to you

23M

Multicultural
New Car Intenders
in the next 12 months



11M

Multicultural
Hybrid Intenders
in the next 12 months



7M

Multicultural Luxury
Auto Owners



941K

Multicultural Pure EV
Decision Makers



Leverage the power of
NBCUniversal's content & audiences
to drive brand and business impact.

Boost & Create
Awareness

Obtain
Qualified Leads

Convert The
Hand Raisers

Play The
Long Game

NBCUniversal's Auto Playbook

01.
Shift gears in
the video
ecosystem

02.
Let culture &
premium
content take
the wheel

03.
Get growth
audiences in the
driver's seat

04.
Turbocharge
your audience
and data-led
strategies

05.
Stay connected
through
immersive
experiences

Cross-Platform

Peacock &
Experiential

Shift gears in the video ecosystem

Why?

Understanding which levers to pull when messaging key auto priorities throughout the year—from sales events to new brand, product, or model messaging—helps maximize reach against your audiences. Different video channels are better suited for different objectives, but they all should maximize your message.

How?

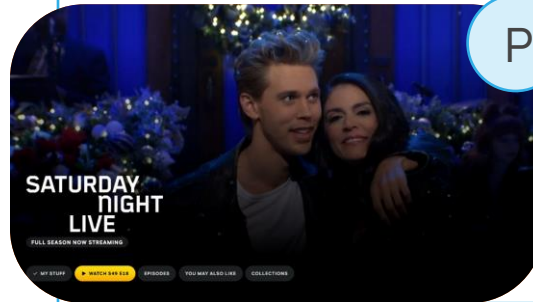
Leverage NBCU's cross-platform scale to drive results, tapping into our entire video ecosystem to reach your audience at scale in both English and Spanish languages.

Source: Internal NBCU data, campaign brand KPIs by platform(s) vs. control, linear, digital & social



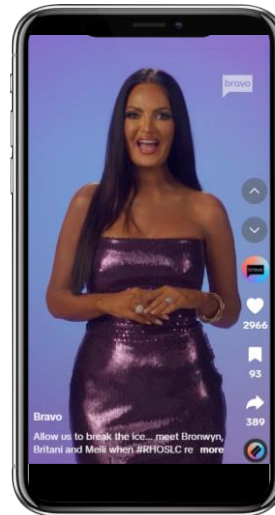
Drive mass reach through linear with live sports, big events & everyday moments

Late night talk shows (e.g., Seth Meyers), sports (e.g., NFL, NBA/WNBA), holiday (e.g., Thanksgiving Parade), live events (e.g., Miss Universe)



Add incremental reach via always-on streaming premium content on Peacock

Sports (e.g., soccer), original programming (e.g., *The Office* spinoff), Pay-One (e.g., *Bridget Jones: Mad About The Boy*)



Boost effectiveness with social by leveraging key partnerships (e.g., TikTok Pulse Premiere)

Turn-key ads, show & event integrations, custom content, franchise sponsorships, content amplification

NBCU Cross-Platform Impact

+59%
Awareness -
Aided Ad Recall

+23%
Consideration

+23%
Sales -
Purchase Intent

Plays in Practice

The power of premium content across the video ecosystem

Linear, Peacock, & Social

Linear holiday activation



Toyota X Rock Center Christmas

In-show host toss, brand mention & spotlight on charitable initiative

Mass Reach

Peacock originals partnership

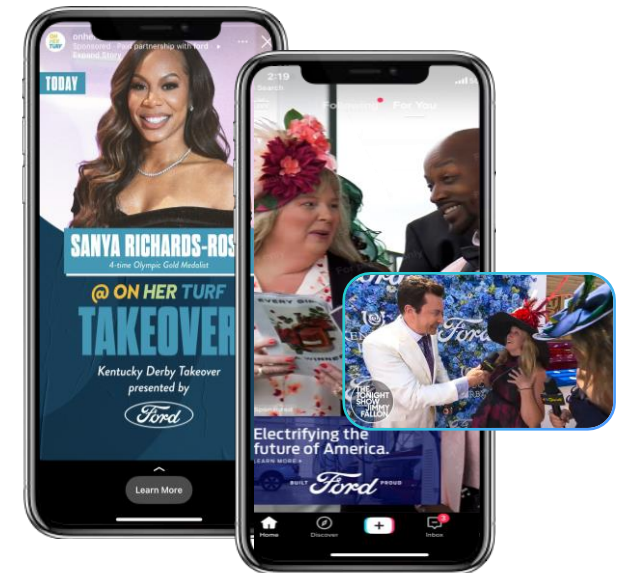


BMW X Fight Night

Contextual pause ad, lead up to premiere

Incremental Reach

Social sports sponsorship



Ford X Kentucky Derby

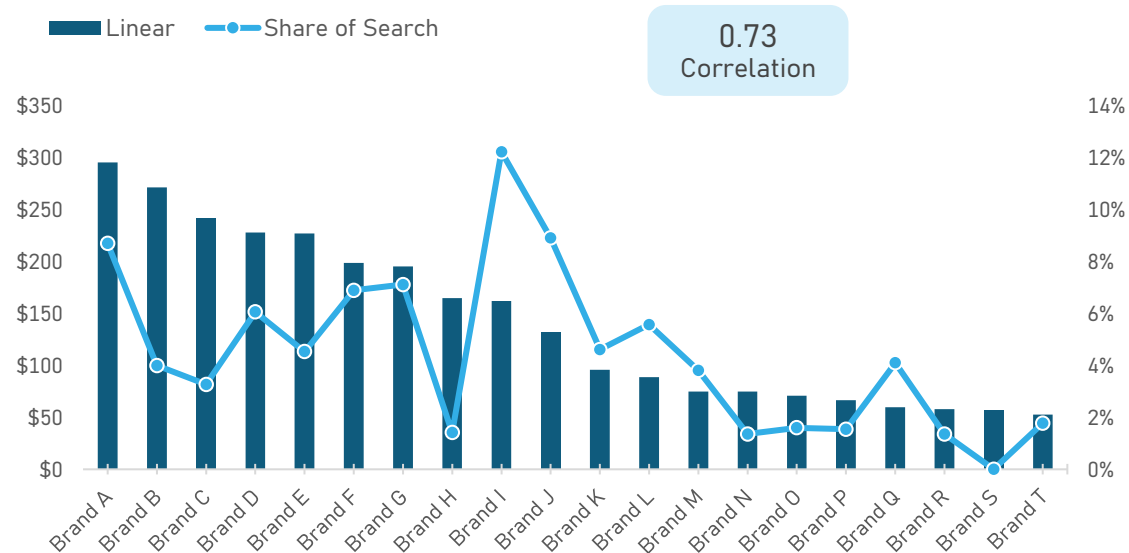
Coverage of event, continued collaboration with Jimmy Fallon + influencer takeover

Effectiveness

The Importance of Advertising Across Video Platforms for Auto

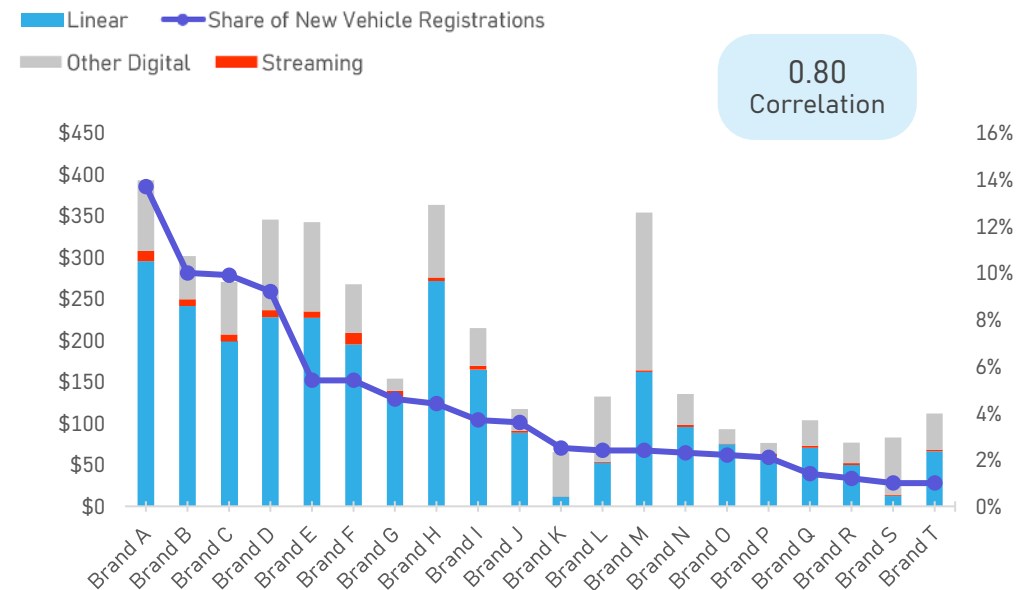
Positive correlations exist between ad spend + brand metrics and sales

Linear Ad Spend (\$Millions) & Share of Search
July 2023 – June 2024 | Brands shown in descending order based on linear ad spend



Sources: Linear Ad Spend – Media Radar, Auto Brands, July '23 – June '24, Broadcast and Cable; Search Data – EDO, Luxury and Non-Luxury Brands, July '23 – June '24.

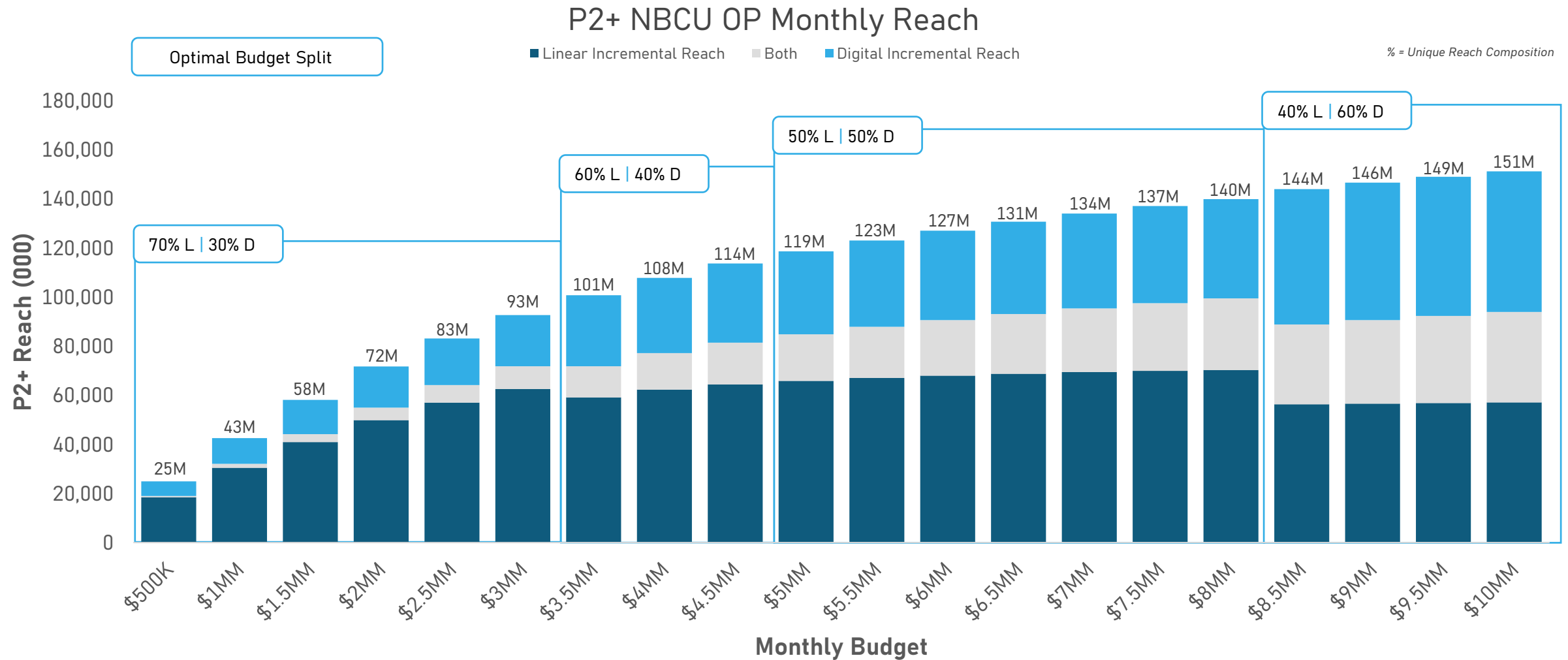
Ad Spend (\$Millions) vs. Share of New Auto Registrations
July 2023 – June 2024 | Brands shown in descending order based on share of new auto registrations



Sources: Ad Spend – MediaRadar, Auto Brands, July '23 – June '24. Linear – Broadcast, Cable / Streaming – OTT / Other Digital – Display, Video (YouTube), Facebook, Native, Instagram, Mobile, Email, Twitter, Snapchat. Brands that spent <\$10M in paid media during the time period were removed from the chart; Registrations – S&P Mobility / Polk, New Registrations, Retail only.

The Optimal Investment Split Between Linear and Digital for Maximum Reach

For Cross-platform campaigns, incremental scale grows as investment grows



Let culture & premium content take the wheel

Why?

Premium content and live events that align to people's interests and are rooted in culture build lasting associations and drive brand loyalty among current and future in-market buyers.

Ads in premium content deliver a +17% emotional impact score vs. UGC.¹

How?

Build emotional connections with audiences through NBCU Originals/IP on streaming and linear across various genres and passions (e.g., sports, reality, music, comedy), live events, and influencers.

Live

Live Events & Programming

e.g., Miss Universe, The Voice

Preferred NBCU genres for new car intenders: live events & specials (137i), music (131i)⁷

+30%
content recall
vs. competitive live events³



Big live events add some excitement to our evening; the joy of not knowing what's coming."

-Female, 50²

Sports

e.g., English Premier League

Preferred NBCU genres for new hybrid car intenders: general sports(142i), soccer (133i)⁷

+13%
engage with ads tailored to them on Peacock vs. other sports streamers⁴

Talent as Influencers

e.g., Savannah Guthrie, Sheinelle Jones

Preferred NBCU genres for new car intenders: interview (144i), talk show (133i)⁷

Multiculturals are
2x more likely
than NHW to buy an item used by a celebrity⁵

Cinematic/Pay-One

e.g., Didi

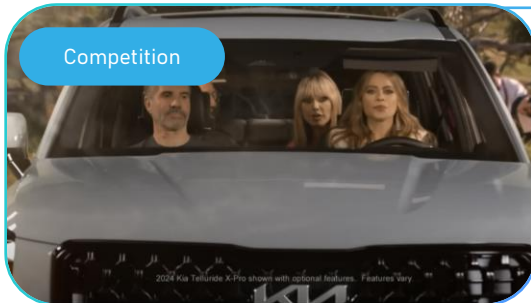
Preferred NBCU genres for new hybrid car intenders: comedy (140i), drama (138i)⁷

67%
of Peacock users are more likely to pay attention to ads in movies they have never seen before⁶

Sources: 1. NBCU Proprietary Research with Mediaprobe Biometrics (EIS) & survey data. NBCU Entertainment Content on YouTube vs. UGC/IC on YouTube. Sep'23. A18+.; 2. NBCU Global Qualitative Research, April 2022; 3. MarketCast Content Engagement Awards/Pageants/Parades & Variety General (excludes SNL), 1/2/23 - 12/31/23. NBCU Coherency LoveQuotient Study, 2022-2023, Top Two Box; 4. YouGov x NBCU, Custom Research, Sports Streamers, December 2023-January 2024; 5. Spring 2024 MRI Simmons; 6. YouGov Profiles with Safe USA, Base: Gen Pop P18+, Peacock User defined as: Viewership SVOD platform level: Peacock; 7. NBCU in-house audience insights utilizing 1P/3P data, analysis pulled as of 9.17.24, Base: P18+, Target Audience: New Auto Intenders. *See notes section for full segment definitions & sourcing details.

Plays in Practice

This is what it looks like when culture *and* content take the wheel



Live Programming

Kia X AGT

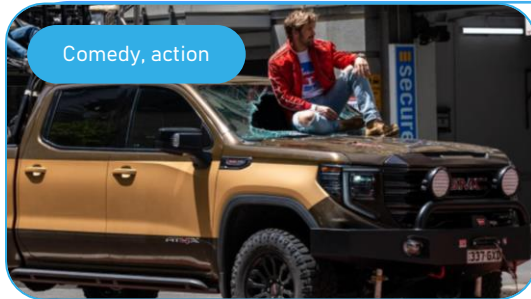
Brand-produced live-streamed event + edited broadcast version



Live Sports

Genesis X Big Ten

B1G College Countdown & College Countdown Pre-game Presenting Sponsorship



Peacock Pay-One

GMC X The Fall Guy

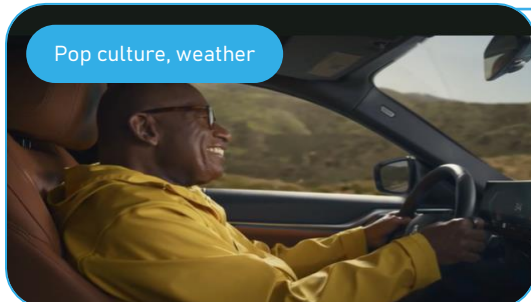
Cinematic Bumper, seamless movie integration



Cultural Experience (local-national)

Nissan X Conciertos De Verano

Lead-up to event, in-show integration, social posts, promotional spots



Talent Influence (OEM)

BMW X Al Roker*

TODAY Show talent featured in ad spot



Talent Influence (3rd Party)

Autotrader X Kenan Thompson*

SNL talent featured in campaign

Get growth audiences in the driver's seat

Why?

The purchasing power of growth audiences is on the rise with:

- The upcoming "great wealth transfer" benefiting **women** the most¹
- 58% of **A18-34** expressing interest in buying a car²
- Many **Black/Hispanic consumers**, who are frequent car buyers, open to alt-fuel³

How?

Build emotional connections with growth audiences through culturally-relevant storytelling aligned to content they love. Leverage consumer insights on representation to inform choices.

Opportunities to reach growth audiences



Connect with women in untapped ways through sports

e.g., NBA/WNBA, Big 10 Basketball, USWNT

Women are more interested in behind-the-scenes content, athlete interviews, and social media from teams vs. men.⁴

+10%

2023 NBCU sports reach of women vs. competitive sports nets⁵



Engage Gen Z through interests in reality, creators, and social

Peacock Originals (e.g., *Love Island*, *Creator Accelerator*); social-first packages

Authenticity is key to engaging Gen Z. Social media is their preferred tool for connection and discovery.⁶

#1 streaming original with Gen Z

45%

of *Love Island*'s audience are P18-34⁷



Reach **multiculturals** through authentic representation

primetime series (e.g., *Sed de Venganza*), live events (e.g., Latin BBMs)

63% of Hispanics are more likely to buy from brands that represent people like them in their ads.⁸

Telemundo content fosters

+30%

higher emotional engagement vs. the competitive TV norm⁹

Sources: 1. CNBC covering the UBS Wealth Report; 2. Mintel Car Purchase Process – US 2024; 3. MRI-Simmons Fall 2023, Mintel Black & Hispanic Car Consumers – US 2024; 4. Deloitte sports fan insights June 2023; 5. Nielsen Program Live+SD, Sports Events based on Most Recent Season 2023-2024; 6. eMarketer Gen Z Tech & Media Preferences; 7. Nielsen SCR, Live, 6/11/24-7/7/24, AVOD streaming time spent applies estimated ad-supported percentages based on Antenna, eMarketer, and Peacock Internal Data; 8. Nielsen's Hispanic Audiences in Focus: Trust in Media – The Key Factor Driving Shift to Streaming, September 2023; 9. MediaProbe Biometrics Data. Hispanics 18+

Interest in
women's sports
is on the rise
and NBCU's
vast portfolio
drives results

**BIG
BASKETBALL**
peacock

+93%

Lift in brand opinion vs.
competitive broadcast CBB¹

With women's sports expected to
grow, NBCU expands portfolio
WNBA to be added for the 25/26 season

50+

Regular & Early
Post-Season Games

3

Finals Series
Over 11 Years

7

Conference
Final Series
Over 11 Years



+65%

Greater likelihood to search for
ads in women's soccer matches
on Telemundo/Universo²



84%

of Olympics viewers
intentionally tuned
into women's sports³



Plays in Practice

How we capture the attention of growth audiences

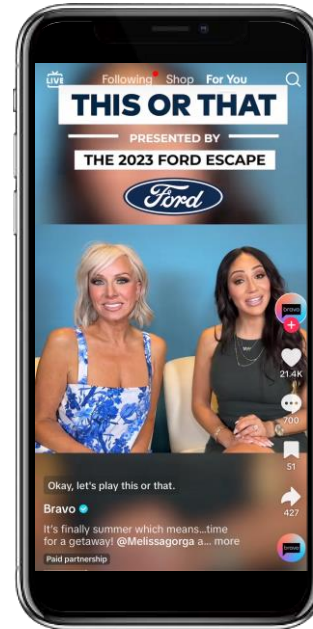
Reaching fans via
women's sports



VW X Women's World Cup

Seeing the importance and impact of women's sports through a championship sponsorship

Engaging **young people**
on social



Ford X Bravo

Embracing authentic social formats and reality TV stars (RHONJ) to build an emotional connection with consumers

Connecting with **multiculturals**
via authentic representation



Lexus X Bel-Air

Playing the long game via a multi-year partnership with in-show integration, ad innovations, and talent alignment
#1 streaming original among Black/AA viewers

Turbocharge your audience & data-led strategies

Why?

With the rise in programmatic spending and interest-based audience segment investments, performance media is becoming increasingly important to Auto.

As consumer choice expands (e.g., model, mobility, fuel types) and mindsets evolve, brands are looking to learn more about their audiences to find and engage them.

Auto programmatic spend increased +8% in 2H'23-1H'24 vs. SYAG with NBCU

How?

Complement Auto's mass reach approach by reaching and engaging core prospects and new audiences through **NBCU audience solutions**. Leverage data-led strategies to fuel insights for media and creative approach.

NBCU's One Platform Delivers the TV of today **for auto advertising**



Reach key audiences at scale

Strategic audiences at scale fueled by high-fidelity data & identity



1P Audience
Solutions



Enhanced Demo
& Lifestyle



Contextual
Targeting



Audience
Partnerships



Flexible & efficient activation solutions

Data-driven, automated activation on every screen



Data-Driven
Linear (DDL)



Peacock
Streaming



Cross-Platform
(XP)



Ad
Innovations



Track media performance

Holistic full-funnel measurement from reach to conversion



End-to-End
Measurement



Post-Campaign
Outcomes



Measurement
Partnerships



Case
Studies

Reaching your audience at scale

Deeper dive into the strategic audience solutions for Auto fueled by high-fidelity data & identity

Enhanced Demo & Lifestyle

Unique segments sourced and aggregated from user data across digital endpoints to reach consumers at scale across NBCU.

Enhanced demos

Age & gender

Children in household

Lifestyle & interests*

Health & Fitness

Video Gamers

Savvy Researchers

Frequent Travelers

NBCU Contextual Targeting

NBCU streaming media based on auto category, comprised of content across NBCU's O&O streaming portfolio.

Examples include*:

Automotive

Travel

Home & Garden

Relationships & Family

Example Genres*

Sport

Comedy

NBCU Audience Solutions

1:1 Audience Targeting

1:1 dynamic delivery to the target audience across NBCU's O&O addressable footprint, excluding devices with 3P opt-outs



Contextual Indexing

Index-based delivery on all devices through the target audience's most-viewed programming across NBCU's full streaming footprint, including NBCU on YouTube

Peacock AX SL targeting

Connect with SL audiences across NBCU streaming with content alignment + 1P audience targeting

Strategic Partnerships

Auto-specific partnerships for targeting and measurement.

Polk

S&P Global
Mobility

experian.
Automotive

Real-Time CDP
FOURSQUARE

Opportunities for Consideration

- **Targeting:** With the rise of alt-fuel, loyalty goes beyond understanding brand loyalty. Consider targeting strategies which take into account fuel type loyalty.
(e.g., conquering audiences who hold EV or hybrid loyalty above brand loyalty)
- **Measurement:** With connection across the path-to-purchase a key goal, tap into NBCU's partnership with Foursquare to understand how your activity on NBCU drives audiences to dealerships.

Data Led: your data, our data and 3rd party data



OPTA Case Study

At NBCU, we're seeing auto lean into flexible and efficient buying solutions

With increases in advanced advertising, streaming, & linear

We **drove site traffic** for a major auto manufacturer

- Linear Performance

+3.3%

lift in **website conversion** vs. standard NBCU linear campaign

+76%

lift in **website conversion** vs. iSpot auto benchmark

+88%

lift in **website conversion** among target vs. non-target

- Streaming Performance

+35%

lift in **website conversion** vs. NBCU streaming benchmark

Stay connected through immersive experiences

Why?

Interactive experiences, both on and offline, lead to boosts in memorability and favorability, allowing your brand to connect with in-market buyers in moments they are most receptive and convince them your model or product is right for them.

How?

Activate unique ad innovation opportunities that drive action in a non-interruptive environment and align with experiential opportunities that create real connections with consumers.

Peacock Ad Innovations ⓘ

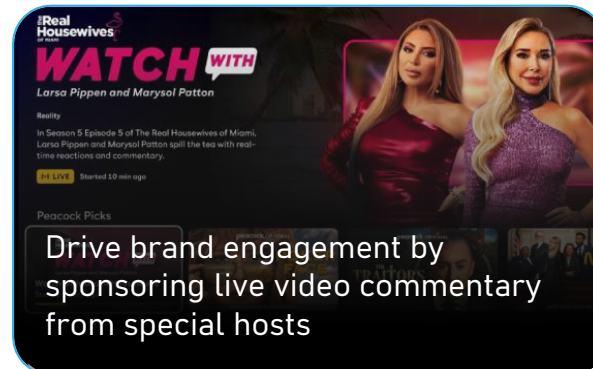
88% of viewers are more likely to remember the brand in an ad innovation¹

Auto was the #1 category for ad innovations in '23²

- The **Engagement Ad** & **Pause Ad** are popular across OEMs, 3rd Party, and Aftermarket
- OEMs have the most distribution across ad innovations, with **Solo Ads** topping the list

Upcoming Opportunity

e.g., Watch With



Experiential

91% of consumers have more positive feelings about brands after events and experiences³

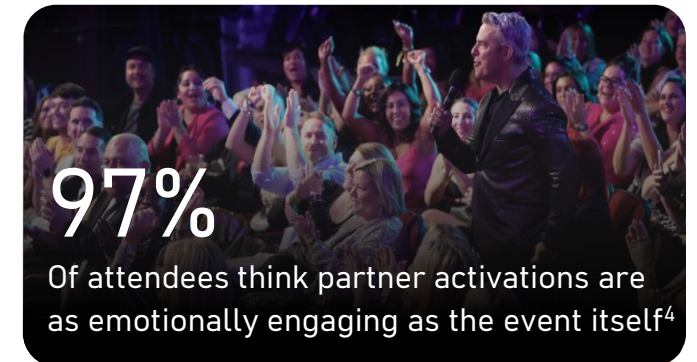
Play in Practice

e.g., CNBC Changemakers x Acura, including on-site activations, thought leadership, and social posts



Upcoming Opportunity

e.g., BravoCon, Watch Parties, Fan Fest



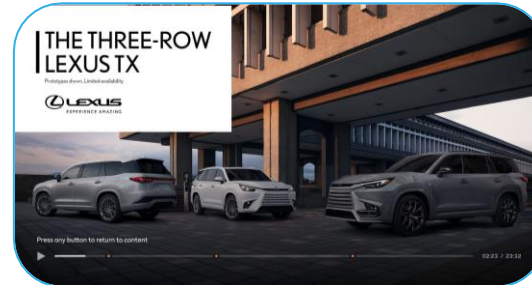
Source: 1. NBCU/ Latitude Custom Ad Innovation Study, 2018–2021. 2. Ad Product Spend Internal NBCU Analysis May 2024; 3. Event Marketer; 4. Meshh Spatial Analytics captured on-site during 11/3/23–11/5/23 (n=16.8k) MediaProbe Biometrics On-site BravoCon data captured 11/3/23–11/5/23. (n=320+); Emotional Engagement (EE)= MP Impact metric.



The power of ad innovations

Drive effective results through strategic application and category best practice

Pause Ad



Pushing a new car release or holiday promotion? Offer immediate off-platform browsing for consumers during their content break

+30% Ad Likeability vs. Midroll for Category¹

Engagement Ad



Create interactive experiences and highlight key vehicle features or bring users to the nearest dealership

+50% Message Memorability vs. Midroll for Category¹

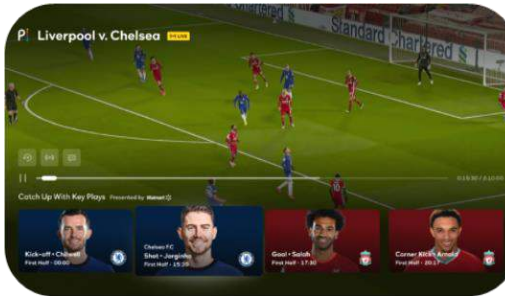
Solo Ad



Fight ad fatigue alongside category competitors by owning the only ad within an episode of a show

+90% Message Memorability vs. Midroll for Category¹

Highlight Ad



Align with key in-content moments in a non-interruptive, engaging format

65% Trust Peacock as a platform for shopping²

Binge Ad



Offer consumers an ad-free episode while they binge their favorite shows

+33% Ad Memorability vs. Midroll for Category¹

**Lifts are not guaranteed and are dependent on creative*

Sources: 1. Marketcast Brand Effect – digital measurement of tagged campaigns on Peacock, October 2022 – June 2024. Reported metrics above minimum sample threshold. Lifts compare against Midroll performance for that category. Pause: A18+, N=12,807. Engagement: A18+, N=2,494. Solo: A18+, N=152. Binge: A18+, N=871; 2. Peacock E-Commerce Study (n=816; 2021).

A photograph of a two-lane road stretching into the distance, flanked by dry grass and hills, with a blue gradient overlay on the left side. The road has a double yellow line in the center and white lines on the edges. The landscape is arid with sparse vegetation and distant mountains under a hazy sky. A series of utility poles runs along the left side of the road.

Auto Impact at NBCU

Auto

Proven impact across client KPIs

NBCU Auto Campaigns – Test vs. Control

Upper

Unaided Ad Recall
+81%

Unaided Brand Recall
+32%

Ad Recall
+28%

Brand Familiarity
+3%

Middle

Brand Favorability
+10%

Message Association
+124%

Sponsorship Favorability
+15%

Sponsorship Association
+61%

Lower

Search Engagement
+69%

Purchase Intent
+35%

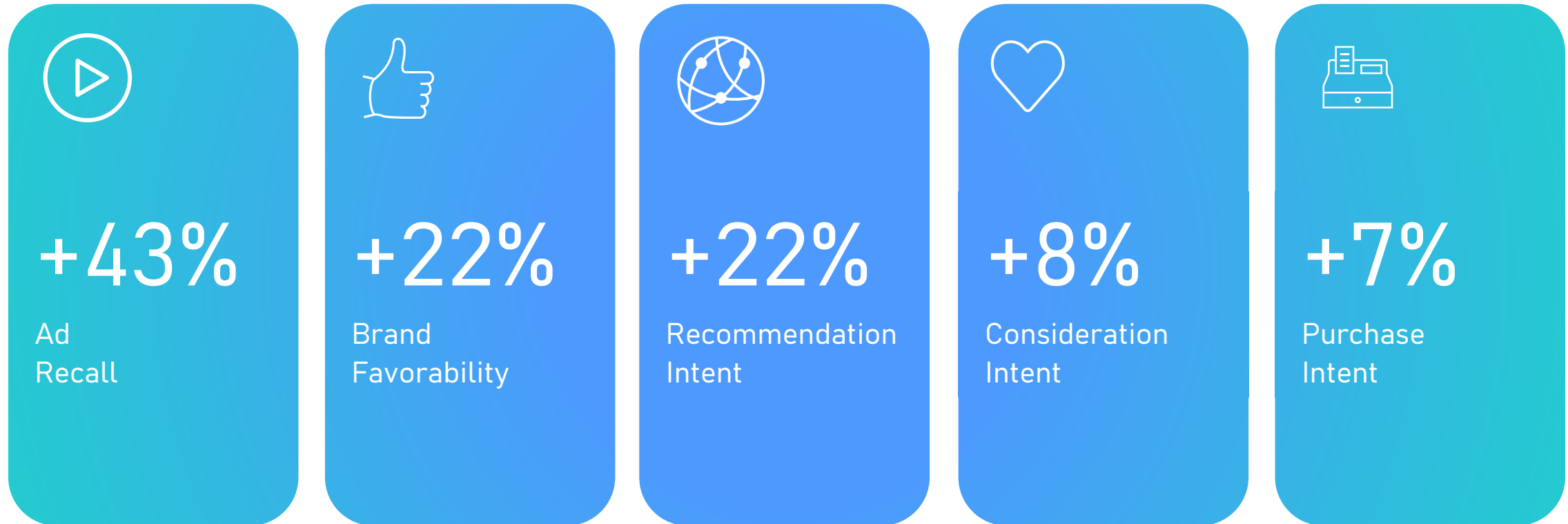
Recommendation Intent
+14%

Consideration Intent
+28%

Any Web Visit
+7%

Campaigns across more than one platform are more effective

Auto Category NBCU Campaigns:
Multi-Platform vs. Single Platform
% Lift



Auto (Peacock)

Proven impact across client KPIs

NBCU Auto Campaigns – Test vs. Control

+27%

Message
Association

+5%

Ad
Recall

+7%

Recommendation
Intent

+9%

Consideration
Intent

+8%

Sponsorship
Favorability

We have data
& measurement
partnerships
across every
category, including
**auto-specific
partnerships**



Strategic audience targeting partnerships

Unique to NBCU



Category-specific



Other



Full-funnel measurement partnerships

Category-specific



Other



Auto Playbook

The background of the slide is a close-up, slightly blurred photograph of a car's instrument cluster. It features a large speedometer with orange markings and numbers ranging from 0 to 260. To the right, a portion of a tachometer is visible, also with orange markings. The overall color palette is dark with warm orange highlights from the gauge lights.

NBCU Auto
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