

# There's No Place Like NBCUniversal For the Holidays





# NBCU Holiday

Timing: Q4 2025

**Overview:**

There's no place like NBCUniversal for the Holiday season! From touchdowns to the Tree Lighting – there's something for EVERYONE to enjoy, no matter how you holiday!

#1

Primetime Network during the holiday season

720M

Social Engagements

+46%

Search engagement for advertised brands vs. competitors



Integrations



Custom Content



Contextual Alignment



Commerce



Peacock Ad Innovations



Talent As Influencers & Experiential



Data Targeting



Social

Subject to availability and may require legal, standards and sales approval.





**Insights & Strategic  
Recommendations to Win this Season**

# Retailers Don't Have a Strong Sense of What Holiday Sales Will Look like This Year

① **-5% to +4%**

The **wide range of sales projections** from retail analysts for the 2025 Winter Holidays

(In 2024, retail holiday sales hit almost \$1T)

# But Consumers Know Their Priorities

 **45%**

Of consumers consider **gifts for family a non-negotiable** for the holidays

# Keeping Holiday Traditions Alive Is a Key Focus for Consumers This Year



"I'm willing to spend more at Christmas if I have to because as I mentioned, it's my favorite holiday. It's that special – and **if I have to spend more to make it turn out how I want, I will.**"

*M, 53-60  
White/Caucasian,  
\$50-59.9k*

"The whole point of these holidays is the kids and the nostalgia and just **not letting go of those traditions.** So, we're going to make it work, even if I have to squeeze it out of something else."

*F, 29-36  
Hispanic/Latinx,  
\$75-99.9k*

"Money can't buy you love, but **you can express your love by the gifts that you give.**"

*M 29-36  
Black/AA,  
\$60-74.9k*

"It's magical.... All the money, all the stress, all of that... you go through it just to see your kid open those gifts, to see that smile and appreciation – that's priceless. **The memories, the moments, the time – that's everything to me.** All of it combined. You get people thinking about you, your family comes together, even people who moved away come back for a while.

**You get to feel whole."**

*M 37-44  
Black/AA,  
\$75-99.9k*



# Making Holiday Memories Happen Is Not Always a Smooth Journey for Consumers

## Pre-shopping

## Shopping

## Purchase

### (Poor) Time- Management Can Create Anxiety

“I get nervous that it's just months away and I don't want to be one of those people that either settles on a crappy gift or runs out of time... **If I don't feel over-prepared or way overboard, then I get anxiety.**”

*F, 29-36, Hispanic/Latinx,  
\$125k+*

### Preparing Includes Financial Logistics

**82%** say they may try to save on groceries or essential **to cover other holiday expenses**

### New Tools Are Influencing the Research Process

**54%** of shoppers plan to use AI for **price comparison, product searches, review summaries, and tailored recommendations**

### Shopping Is More Multi-Channel and Fragmented

**>70%** of consumers will shop **online** and **65%** will visit stores **in person**



# Brands Can Help Consumers Navigate the Journey, but They Must Use the Right Platforms to Reach Them

## Breaking Through the Ad Clutter Is More Difficult

**65K brands** advertise in Q4 that don't advertise the rest of the year

## Consumers Lean Into TV & Emotional Advertising

"Christmas is the time when I think **TV ads are done really well**. The ads that do well, for me, are the ones that are thoughtful and have some type of sentiment behind it or are strategic."

*F, 18-22,  
White/Caucasian,  
\$50-59.9k*

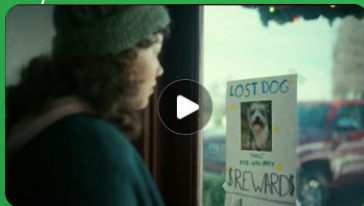
## Streaming Platforms Are a Whitespace

While Q4 accounts for 30% of Search and Social ad spend for the year, **only 26% of Streaming** spend occurs in Q4

NBCU Has Helped Brands  
Across Categories

# Connect with Holiday Shoppers, Movie Goers, Diners,

and More Across Its  
Diverse Portfolio of Content



## Bringing Holiday Warmth to Audiences with Social Causes

For 7 consecutive years and going strong, Toyota returned to NBC's Christmas in Rockefeller Center to spread festive cheer this holiday season while spotlighting Toyota's commitment to social causes. This past year focused on Toyota's support of the Best Friends Animal Society



## Aligning with Relevant Talent to Extend Brand Messaging

TJ Maxx and fashion-forward talent showed audiences across video and social that they don't need to compromise on amazing brands, quality items, and amazing prices to Maxx Your Style across any event, whether it's attending a work party, hosting a holiday gathering, or more



## Building Momentum for a Movie Release

Disney's Timon and Pumbaa made surprise appearances throughout NBCU's Thanksgiving weekend, narrating family tentpole events (National Dog Show, B1G) and integrating with beloved IP (The Voice, WWE Smackdown) to build up anticipation for Mufasa: The Lion King



## Partnering with Beloved Talent to Inform Viewers on Offerings

Starbucks used custom content featuring Seth and his writer, Lutz, to evangelize the coffee brand's vast holiday menu beverage, while underscoring the Starbucks pillars of community and connection



## Fandom Collaboration to Drive Holiday Traffic & Sales

Fallon and Crumbl developed a limited-edition cookie available for only the first week of December called the *Jimmy Fallon Holiday Seasoning Candy Cane Brownie*. The seasonal flavor was designed to bring family and friends together



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