

SUMMER 2025

# Back to School Handbook

Insights & Solutions



# How to Use this Deck

In this deck, you will find **proprietary NBCU insights** on Back to School, as well as **BTS-customized product & marketing slides**.

Please ***pull slides based on the needs of your clients*** and the products you want them to focus on.

We've linked the full GTM product decks on the right as an additional resource.

## Table of Contents & GTM Links



### NBCU Proprietary BTS Insights



### BTS Peacock Packages

[Click here for Peacock GTM](#)



### Relevant Commerce Opportunities

[Click here for Commerce GTM](#)



### Targeting Capabilities

[Click here for Audience GTM](#)

[Click here for Contextual Targeting GTM](#)



### Marketing Thought Starters



# Back to School Insights



# Back-to-school shoppers are facing a complex macro environment



**Inflation** is the top concern:  
75% of college students & 62% of K-12 parents  
express concern over inflation<sup>1</sup>



Worries over **product quality and availability**:  
56% of K-12 parents express concern over availability  
& 55% of college parents are concerned about quality<sup>1</sup>

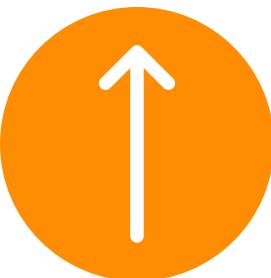


Increased caution over **tariffs**:  
80% of college students/parents & 75% of K-12 parents  
are increasingly concerned about tariffs vs. last year<sup>1</sup>



**Global economic uncertainty**:  
77% of college students, 73% of K-12 parents, & 72% of  
college parents express increased concern over the  
global economy compared to last year<sup>1</sup>

## Sales are still expected to **increase** this season

3% 

**expected back-to-school sales growth in 2025<sup>2</sup>**

K-12 parents show the strongest inclination to increase spend this season, followed by college parents, and college students<sup>1</sup>

# Shoppers continue to **shop early** and think about back to school throughout the year

**31%**



of K-12 parents expect to shop **2 months before school starts**  
(vs. 24% last year)<sup>1</sup>

**55%**



of college parents & 48% of college students expect to shop **1 month before school starts**<sup>1</sup>

**37%**



of overall shoppers plan to **shop earlier than last year to save** on BTS shopping<sup>2</sup>

"I'm keeping my eyes open for back-to-school sales **all year round** instead of just one part of the year so I can have backup and **be more prepared** and not have to buy as much when school comes around. A lot of times they'll be out of things then, so it's nice to be prepared."

*NBCU Viewer, F, Gen Z, K-12 Parent of Two<sup>3</sup>*

"I usually try to do it **at least a month in advance**. I don't like waiting too late because I tried that one year, and a lot of things were **already sold out**... Ideally, I try to get everything about a month and a half out. I focus on getting the supplies early because I've noticed those sell out the quickest."

*NBCU Viewer, F, Millennial, K-12 Parent of Three<sup>3</sup>*

## Shoppers are finding new ways to cut costs

### Comparing Prices

65% of college student parents & 59% of K-12 parents **compare prices across stores** to prepare for BTS shopping

### Reusing & Borrowing Items

75% of college parents **reuse** as many items as possible **from previous years** & 59% of college students **borrow items** from siblings or other family

### Assessing Shopping Priorities

Across segments, the top two shopping factors are "**low prices without needing promotions**" & "**discounts/deals**"

*but they continue to see back-to-school shopping as an important investment in education*



77%

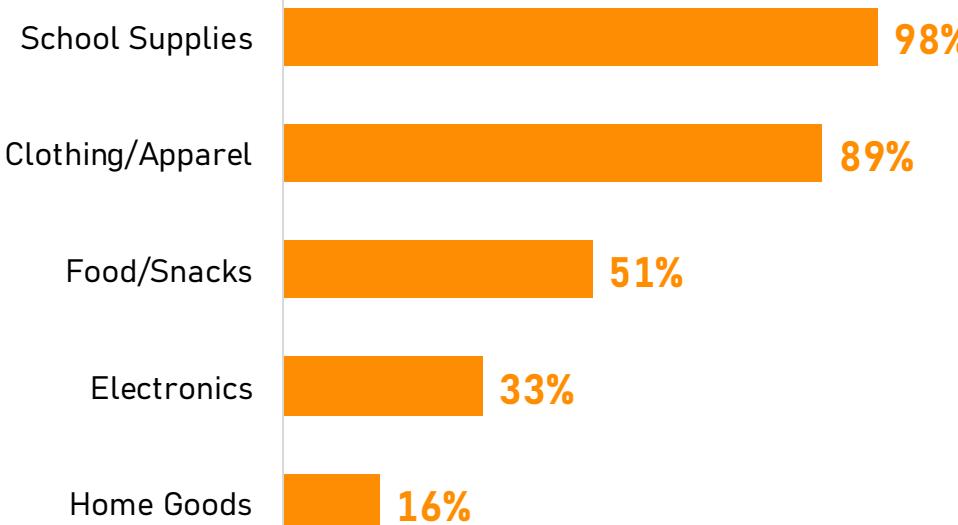


of college parents and 75% of K-12 parents view BTS purchases as **an important investment for their children's education**

# Back to school drives purchases across categories, with shoppers buying traditional supplies and unrelated items or experiences

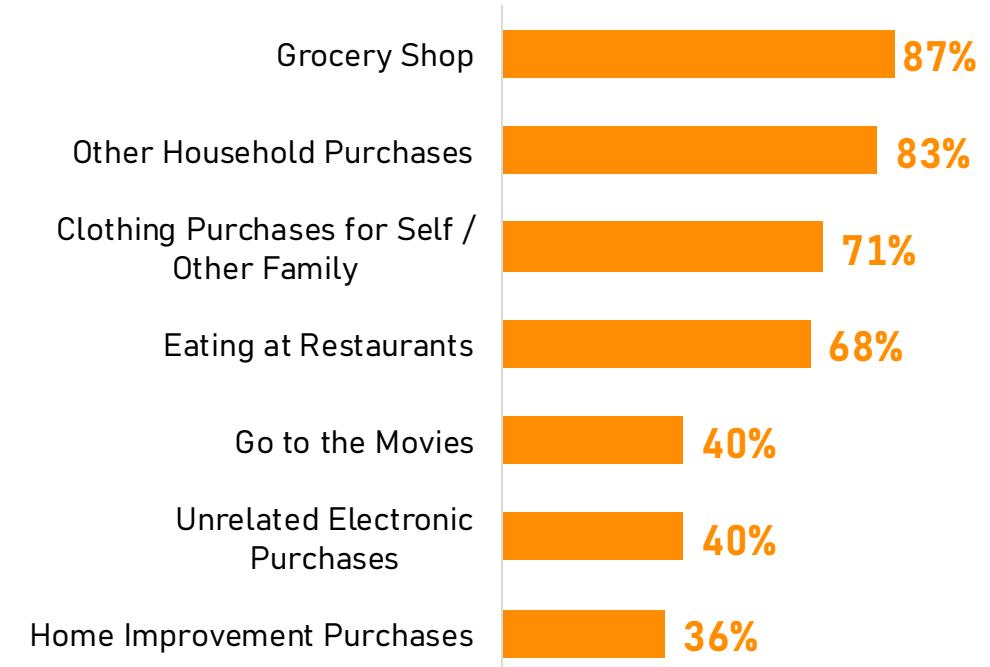
## Percentage of BTS Shoppers by Category

K-12 Parents



## Percentage of BTS Shoppers Likely to Participate in the Following Activities while BTS Shopping

K-12 Parents



# Media and advertising play a significant role in product inspiration and shopping behavior



**20%**

of K-12 parents watch a specific movie or TV show with their kids to get “excited” for the new school year

&

Back-to-school advertisements have a strong influence across shopping segments

**60%**

of college parents say BTS ads influence them to learn about sales and deals

**43%**

of K-12 parents say BTS ads influence them to shop earlier than planned



# Peacock Sponsorships



# Content results in **brand discovery** and informs product choice during back to school

**34%**

of K-12 parents discover new products through back-to-school advertisements

**21%**

of K-12 parents report consuming TV/movies **drives inspiration** for back to school



**20%**

of K-12 parent households have **a tradition to watch a specific movie/TV** show to get "excited" for the new school year



**26%**

of K-12 parents find back-to-school **ads** on TV/movies **useful**



# Back to School

Coming to Peacock Q3 2025

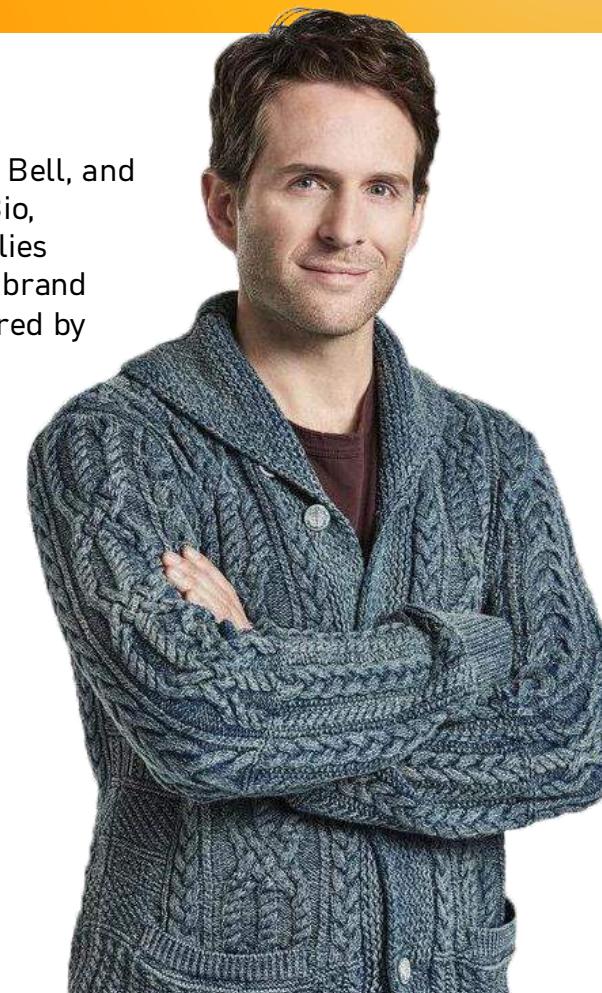
## Sponsorship Package

With Peacock Originals like Saved by the Bell, and hysterical classroom comedies like AP Bio, there's no place like Peacock to get families excited for back-to-school season. Your brand can create thematic ad innovations inspired by our best content.

**Family-friendly audience:**  
Nearly

**40%** of adult Peacock viewers live with their kids (18 years or younger)

**Air Dates:**  
Q3 2025



**Commitment Date:**  
Ad Innovations:  
5-7 Days

**Investment: \$500,000 Net**



## Package Elements Include

- Peacock Premier Contextual Category Targeting relevant to back to school
- 1x Peacock Premier Shoppable Spotlight Ad (1x day) (pending availability)
- 1x ROS Peacock Premier Shoppable Pause Ad P2+
- Peacock Premier Strategic Targeting [Audience + Indexing]

# Back to School

Coming to Peacock Q3 2025

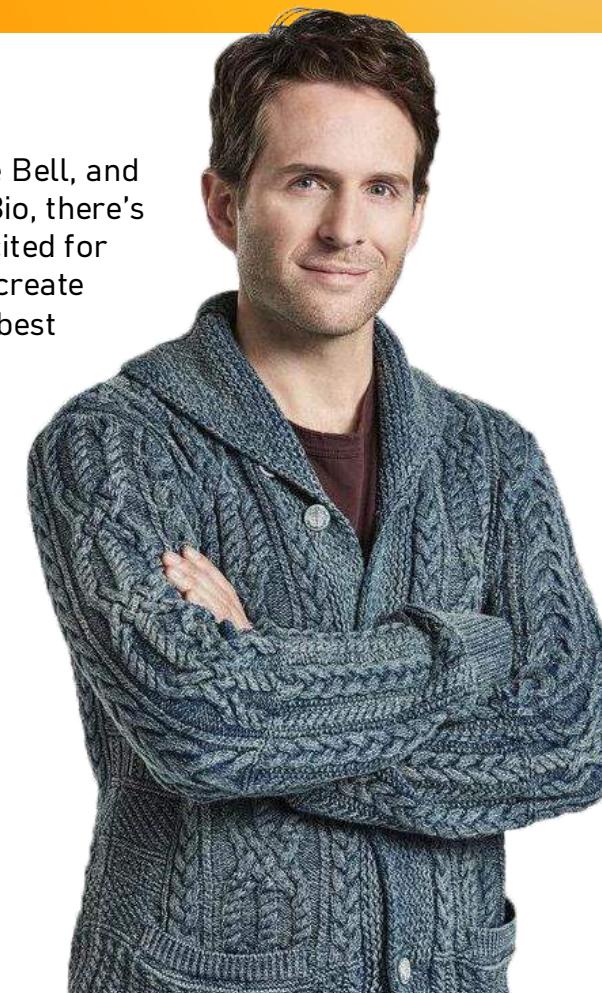
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Family-friendly audience:  
Nearly

**40%** of adult Peacock viewers live with their kids (18 years or younger)

Air Dates:  
Q3 2025



**Commitment Date:**  
Ad Innovations:  
5-7 Days

**Investment: \$300,000 Net**



# Back to School

Coming to Peacock Q3 2025

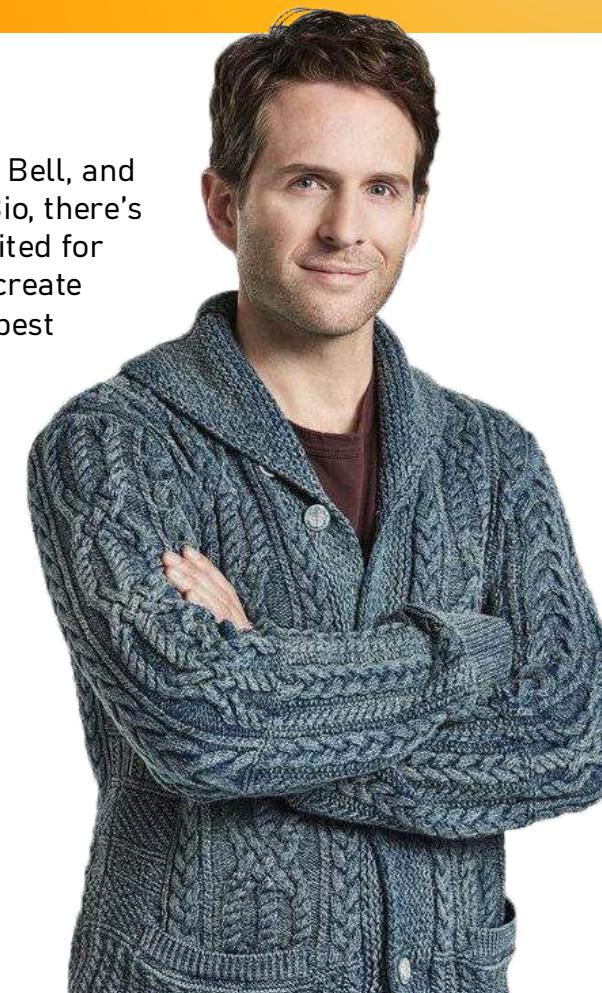
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Family-friendly audience:  
Nearly

**40%** of adult Peacock viewers live with their kids (18 years or younger)

Air Dates:  
Q3 2025



**Commitment Date:**  
Ad Innovations:  
5-7 Days

**Investment: \$150,000 Net**



# Back to School

Coming to Peacock Q3 2025

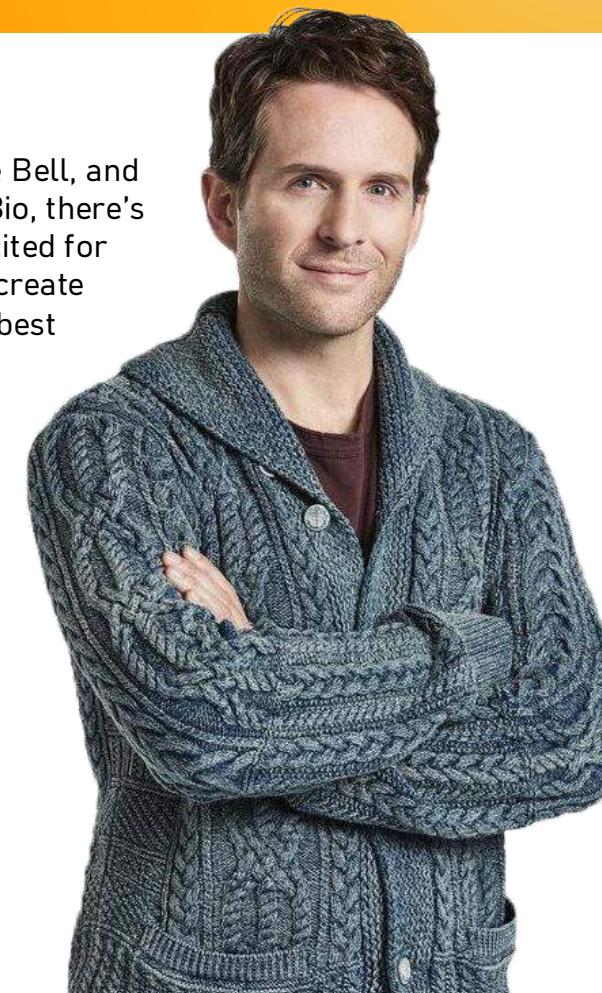
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**Family-friendly audience:**  
Nearly

**40%** of adult Peacock viewers live with their kids (18 years or younger)

**Air Dates:**  
Q3 2025



**Commitment Date:**  
4 Weeks Leadtime

**Investment: \$1,000,000 Net**



# Bravo Streaming

## Bravo Streaming:

Connect with fans as they flock to sip the latest tea from their favorite Bravolebs and Hollywood Stars!

Bravo is the home of OMG unscripted moments that fuel pop culture. From celebrity news, lifestyle tips, to the latest scoop on the lives of Bravolebs, tap into this carefully curated fandom to reach desired consumers - complemented by E! the global powerhouse that covers it all.

# 47%

of Bravo Originals Viewership Occurs on Streaming



**Commitment Date:**  
Ad Innovations: 2-4 weeks

**Investment: \$250K**  
Talent + IP fees may apply, pending final creative.



## Package Elements Include:

- Peacock AX Contextual Category
- Targeting to Bravo and E! content
- 1x ROS Peacock AX Shoppable Pause Ad
- Peacock AX Strategic Targeting [Audience + Indexing]

# Next Gen NYC

Streaming 2Q'25-3Q'25

## Join The Excitement of First Time City Living

Next Gen NYC Streaming Package

Next Gen NYC follows a tight-knit group of friends navigating the trials and triumphs of young adulthood. While some hail from the spotlight of well-known families, others have created a legacy of their own, but they all are looking to thrive in the city that never sleeps. Together they will challenge societal norms, redefine success, juggle personal and romantic relationships, and lean on each other for support in order to turn their skyline-high aspirations into reality.

Notable talent includes: Gia Giudice, Ariana Biermann and Brooks Marks

**47%**

of Bravo Originals Viewership Occurs on Streaming



## Package Elements Include:

- First View within 1x TBD episode of Next Gen NYC across Peacock AX – 1x week
- High Presence in Next Gen NYC across Peacock AX – 2x weeks
- 1x Bravo Branded Slate
- Peacock AX Contextual Category Targeting relevant to Bravo & E!
- Peacock AX Strategic Targeting [Audience + Indexing]
- 1x ROS Peacock Premier Shoppable Pause Ad P2+

**Commitment Date:**  
Ad Innovations:  
2-4 Weeks

**Investment: \$300K**  
Talent + IP fees may apply,  
pending final creative.

# Back to School Curator Ad

**Reinforce your brand's personality and values**

When viewers browse Peacock, they see curated collections of movies and shows in stacked rails. With the Curator Ad, your brand sponsors a rail selected from a pre-curated list of evergreen themes featuring popular content or seasonal celebrations. Your brand appears at the top of the collection's landing page and runs as the first ad for the first four titles a viewer selects to watch.

**Best used for:**

- ✓ Brand identity reinforcement
- ✓ Showcasing brand personality through content alignments

**+72%**

favorable shift in  
opinion of brand

**+16%**

brand memorability



# Consumers Love Fun, Engaging, and Interactive Advertising

According to NBCUniversal Viewers....

“Just this past week, I saw an ad on [TV] about back-to-school sales. It was one of those **interactive** ads where you can actually **engage with it**. That was something a little different, and it **definitely caught my attention**.

*F, Millennial, Parent of K-12*

“I would feel more drawn to TV advertisements if they were **featuring the fun stuff**. **[If]** it's something really cool and it gets your attention, maybe you'll jot it down on your phone or **search it up and think about it**.

*M, Gen Z, College Student*

“Advertisements on streaming platforms, don't feel like they're for me. They're not really speaking to me. If I don't get the vibe that the advertisement **relates to me, my life, and my experiences**, I'm not going to **pay attention to it**.

*F, Gen Z, College Student*

# Engagement Ad: Trivia

**Supercharge your ad with interactive trivia**

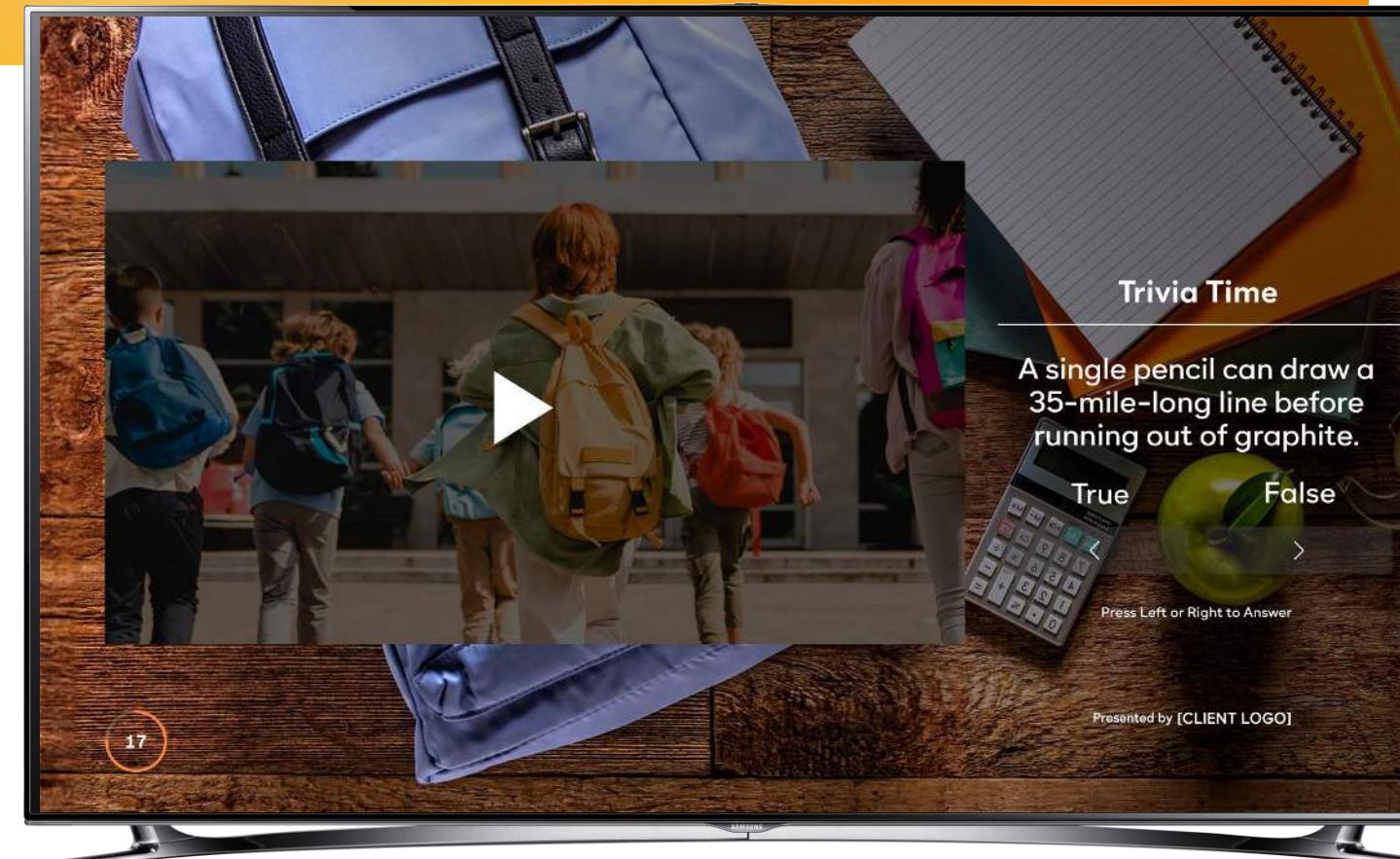
Trivia Ads are served during standard ad breaks in Peacock content, layering on an interactive trivia feature to your creative!

## Best used for:

- ✓ Creating engagement with your brand
- ✓ Connecting with audiences at their point of interest

**+66%**  
total interaction rate

POWERED BY BRIGHTLINE



 **Targetable**

# Engagement Ad: Quiz Show

**Trivia experience taken to the next level**

Engagement Ads are served during standard ad breaks and integrate interactive features into your creative. Our Quiz Show format enables multi-question, multi-answer trivia games that reinforce your brand messaging in a fun and dynamic way.

## Requirements

- ✓ 4-6 weeks lead time
- ✓ Up to 3 trivia questions, with 2-4 answers per question
- ✓ Subject to higher impression minimums vs. standard Brightline units

**2X higher**  
interaction rate norms

Production Lead Time: 4 weeks

POWERED BY BRIGHTLINE  
**NEW!**

**BACK TO SCHOOL QUIZ SHOW**

In what year did yellow become the official color of American school buses?

1932

1937

1939

SCORE 0 | TIME 30

60

Use your remote to answer all 3 questions before time runs out!

Targetable

# Shoppable Pause Ad

**Break through with a beyond-the-pod ad experience**

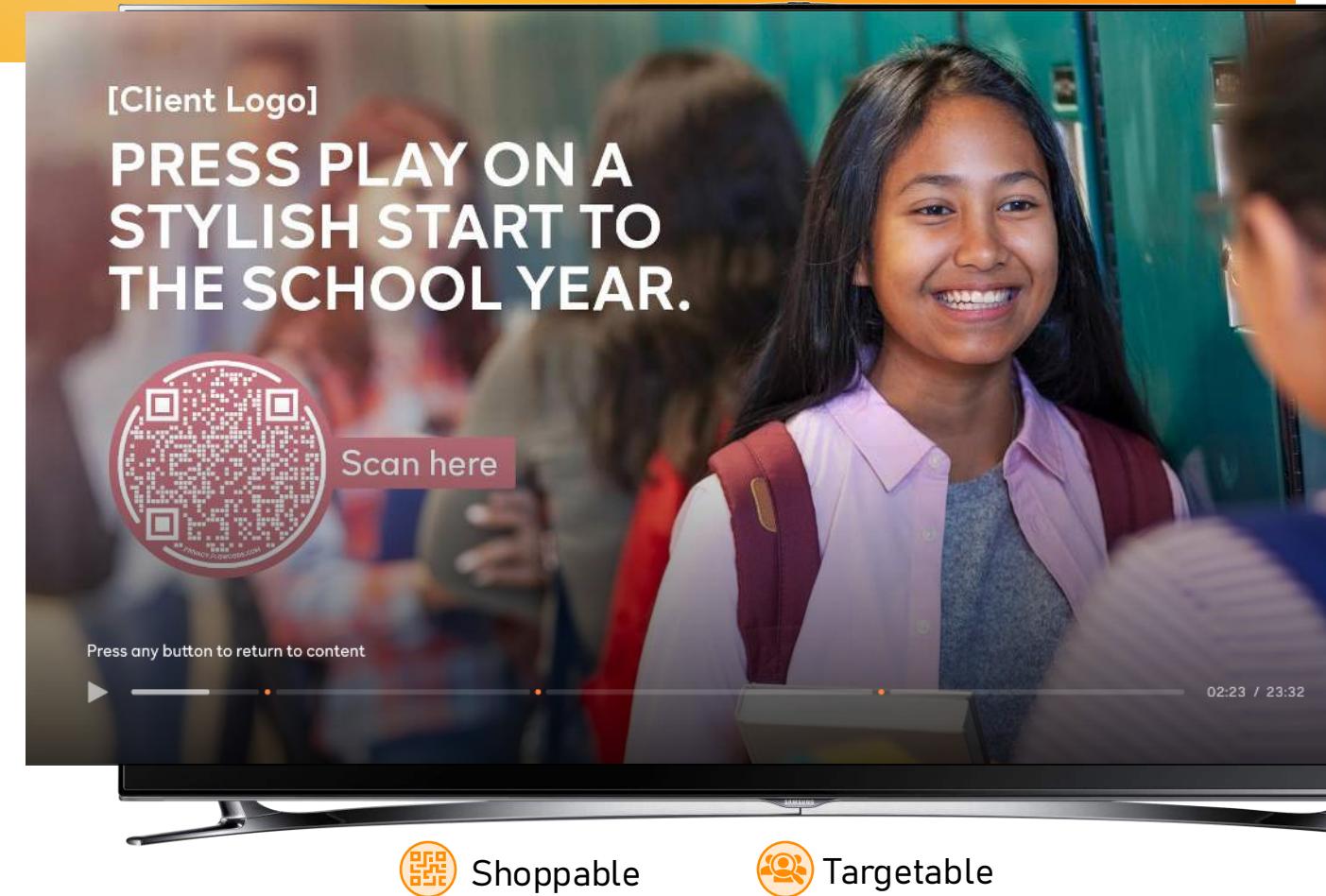
The Shoppable Pause Ad takes over the screen after video has been paused for more than five seconds, typically with messaging that is contextually relevant and calls attention to the pause.

## Best used for:

- ✓ Creating a shoppable or actionable moment
- ✓ Brand messaging & awareness
- ✓ Speaking to an audience at peak attention

**+65%**  
ad memorability

**+25%**  
likeability





# Commerce Opportunities

# Commerce Opportunities

Create commerce experiences at scale and get closer to fans with our iconic IP, talent, and storytelling

Pair contextual audience targeting with an engaged community of parents and students to drive full-funnel results

## Shoppable Canvas Carousel



Featuring an auto-scrolling carousel, fans can browse product collections while viewing a 30 sec brand spot. The unit includes CTA messaging that asks users to engage by scanning the QR Code.

## Shoppable Spotlight L Bar



For a 24-hour span, intercept almost all users across all devices. When a user watches content on a given day and gets to their first standard ad break, they'll see a brand's video creative with a shoppable QR code and CTA.

**71%** Of CTV users are always **holding their phones** while watching TV

**81%** Are **influenced by TV ads** in their shopping decisions

## Shoppable Pause Ad



As viewers pause their viewing experience, a full bleed static brand ad will appear with a CTA and QR Code that inspires viewers to shop while taking a break from what they are watching.

**63%** Often **discover new brands** & enough products through TV ads



# Audience Targeting



# NBCU Reaches key Back-to-School Audiences

Back To School  
Shopping Households



66M

NBCU Cross-platform  
HH Reach

What they're watching by  
reach



What they're watching by  
index



Sources: NBCU Reach and Content Watched based on NBCU in-house audience insights utilizing 1P/3P data, analysis pulled as of 4.25.2025, Crossplatform. Base: HH, Target Audiences: People who purchase or have expressed an interest in back to school products for middle school, high school, or college sourced from transaction data, self-reported surveys, and online behavioral data. 3Q24. 'What they will be watching - new shows coming soon' based on internal approximations since new show data N/A \*See notes section for full segment definitions & sourcing details. What Are They Watching? Based on index (precision) or scale (reach); top 10 titles viewed in 3Q'24. Limited to programs with 1%+ Reach Only.

# NBCU Reaches key Back-to-School Audiences

**Young Families**  
Households



**40M**

NBCU Cross-platform  
HH Reach

What they're watching by  
reach



What they're watching by  
index



Sources: NBCU Reach and Content Watched based on NBCU in-house audience insights utilizing 1P/3P data, analysis pulled as of 6.25.25, Crossplatform. Base: HH, Target Audiences: The audience comprises of families with children aged between 0-15 years old. These families can be first-time parents, second-time parents or parents with children ranging from 0-15 years. The audience data was sourced from Adstra, using proprietary models based on analyses of various data points such as census data, consumer surveys, and behavioral data.. 3Q24. What they will be watching - new shows coming soon\* based on internal approximations since new show data N/A

\*See notes section for full segment definitions & sourcing details. What Are They Watching? Based on index (precision) or scale (reach); top 10 titles viewed in 3Q'24. Limited to programs with 1%+ Reach Only.

# NBCU Reaches key Back-to-School Audiences

**“Discounts/Deals” & “Low Prices”**  
top 2 priorities for K-12 parents when BTS shopping<sup>1</sup>

**57%**

of K-12 parents get influenced by BTS ads to learn more about deals/sales and promos<sup>1</sup>

**Value Seekers**  
Shopping Households



**70M**  
NBCU Cross-platform HH Reach<sup>2</sup>

What they're watching by reach



**LAW & ORDER**  
SPECIAL VICTIMS UNIT



What they're watching by index



**HOMICIDE**  
LIFE ON THE STREET



**el SEÑOR CIELOS**



Sources: 1. NBCU Consumer Pulse Research. 2. NBCU Reach and Content Watched based on NBCU in-house audience insights utilizing 1P/3P data, analysis pulled as of 6.25.25, Crossplatform. Base: HH, Target Audiences: This audience consists of Value-Based consumers. Shoppers Who Seek Value And Lower Priced Items. 3Q24. What they will be watching - new shows coming soon' based on internal approximations since new show data N/A

\*See notes section for full segment definitions & sourcing details. What Are They Watching? Based on index (precision) or scale (reach); top 10 titles viewed in 3Q'24. Limited to programs with 1%+ Reach Only.

You can  
leverage  
our scale...



& activate via  
streaming, DDL,  
One Platform  
Total Audience

# Our premium programmatic experience for advertisers

Unlock real-time decisioning across one of the largest ad-supported footprints in the market

## Premium supply



Premium content & environments



Addressable omnichannel delivery



Huge reach of in-demand audiences

&

## Premium technology



Future-proofed identity solutions



Flexible & easy activation



In-depth & real-time reporting



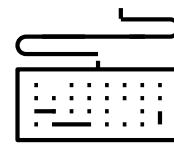
# NBCU streaming programmatic activations

	 Premier	 AX
<b>Activation strategy</b>	Private marketplace (PMP) & programmatic guaranteed (PG)	Private marketplace (PMP) & programmatic guaranteed (PG)
<b>Inventory</b>	<b>Peacock only</b>	<b>Peacock plus core digital video</b> (NBCU's TVE apps, NBCU streaming on MVPDs/vMVPDs)
<b>Peacock content</b>	All (Peacock live channels, live events, and on-demand content**)	All (Peacock live channels, live events, and on-demand content*)
<b>Ad load</b>	<b>Avg. 5:00/hour</b> (up to :60s pods with limited exceptions, e.g., live sports)	<b>From 5:00/hour up to 10:30/hour</b> (:60s pods up to 2:15s pods)
<b>Devices</b>	CTV, desktop, mobile	CTV, desktop, mobile

# Flexible options to activate programmatically

Biddable or guaranteed—it's up to you!

PG & PMP  
deal activation  
via leading DSPs



amazon ads nexxen BEESWAX

▶ Display & Video 360 OneView

⌚ theTradeDesk ⚖ xandr yahoo!

Always-on deals



Curated packages  
(e.g., live sports, seasonal)



Shoppable ad units  
PG deals only



# Brands that tap into high-value 1P audiences drive premium results

NBCUniversal x Instacart Case Studies

Peanut butter company ***seeing impact*** thanks to Instacart x NBCU

**15X** return on ad spend

with **+30% increase in buyers who were new to the brand** vs. standard demo

Carpet Cleaner is ***driving sales*** thanks to Instacart x NBCU

**8X** return on ad spend

with **52% of buyers new to the brand** and **half** of all sales from **new buyers**

Bourbon brand is ***driving sales*** thanks to Instacart x NBCU

**+68%** return per dollar spent on campaign

with **+32% of buyers new to the brand** and **+17% increase in share** of whiskey market YOY

# Contextual Targeting @ NBCU during Back to School

On average **77% of viewers become more open to advertising & more aware of brands**, when commercials match the content of a series, show, or film



## Genre

Deliver ads within **genres of editor-curated VOD content** from across NBCU's premium streaming portfolio—allowing your brand to serve relevant messaging that resonates with viewers and enhancing both viewer experience and advertising effectiveness.



## Industry

We analyze the visual and audio elements of each episode to **identify industry-specific themes**. We then pair your brand to the most relevant VOD content from across NBCU's premium streaming portfolio for increased viewer engagement.



## Custom

**Align your brand's creative signals with thematically relevant moments** across NBCU's premium content portfolio to drive meaningful engagement and inspire action.



## Emotion

Build deep, meaningful connections with your customers and drive authentic engagement by **aligning your ad creative's emotional values, themes, and tones with relevant moments** across NBCU's premium VOD content.

# Contextual targeting **by genre**

Deliver ads within **genres of editor-curated VOD content** from across NBCU's premium streaming portfolio—allowing your brand to serve relevant messaging that resonates with viewers and enhancing both viewer experience and advertising effectiveness.

- ✓ Action & Adventure
- ✓ Business & Finance
- ✓ Comedy
- ✓ Crime
- ✓ Documentary
- ✓ Drama
- ✓ Entertainment & Lifestyle
- ✓ Fantasy
- ✓ Food & Travel
- ✓ **Holiday**
- ✓ Horror
- ✓ Kids
- ✓ Music
- ✓ Mystery
- ✓ News
- ✓ Reality
- ✓ Sci-Fi
- ✓ Spanish Language
- ✓ Sports
- ✓ Talk
- ✓ Thriller



# Contextual targeting **by industry category**

We analyze the *visual* and *audio* elements of **each episode** to identify industry-specific themes. We then pair your brand to the most relevant VOD content from across NBCU's premium streaming portfolio for **increased viewer engagement**.

- ✓ Attractions
- ✓ Automotive
- ✓ **Books & Literature**
- ✓ Business & Finance
- ✓ Crime
- ✓ **Education**
- ✓ Entertainment
- ✓ **Family & Relationships**
- ✓ Fine Art
- ✓ Food & Drink

- ✓ Healthy Living
- ✓ **Hobbies & Interests**
- ✓ Home & Garden
- ✓ Law
- ✓ Medical Health
- ✓ News & Policies
- ✓ **Personal Celebrations & Life Events**
- ✓ Pets
- ✓ **Pop Culture**

- ✓ Real Estate
- ✓ Religion & Spirituality
- ✓ Science
- ✓ **Shopping**
- ✓ Sports
- ✓ **Style & Fashion**
- ✓ **Technology & Computing**
- ✓ Travel
- ✓ Video Gaming



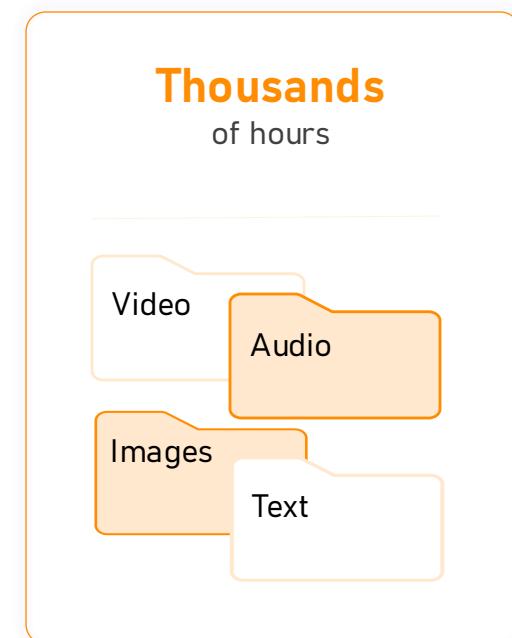
# How Custom Contextual Works

AI-powered technology scans for *bespoke client inputs* (video, audio, and images) at a frame-level, placing your message *when and where it will resonate the most*

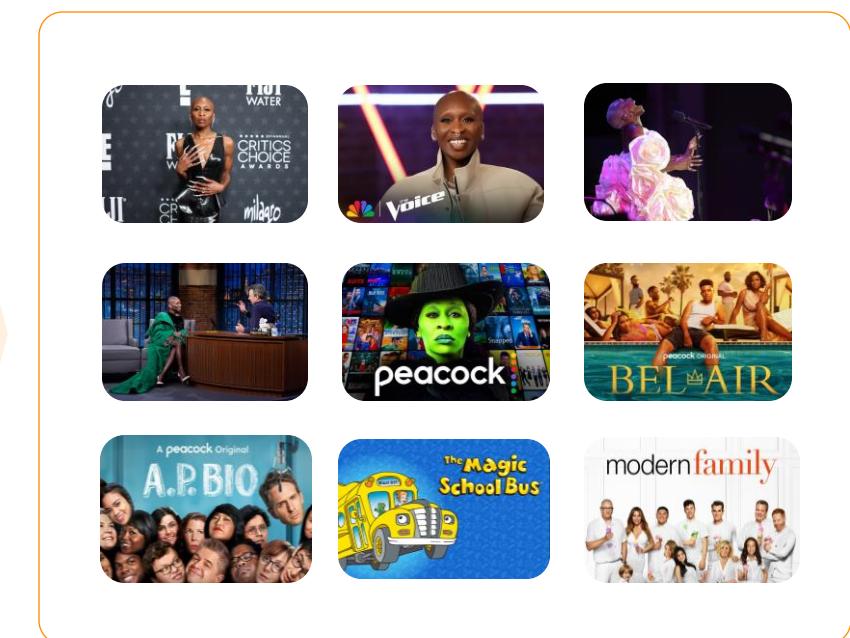
1 Client inputs are uploaded to the contextual AI platform



2 AI-powered tech scans Peacock Premier VOD content



3 and finds the *perfect fit* for your brand's messaging



# How Emotionally aligned contextual works

NBCU's AI-powered technology scans and precisely matches ad creative and metadata to identify the most *emotionally relevant* content across NBCU's premium video portfolio

1 Client shares creative with NBCU to ingest into AI engine



Metadata

- Themes
- Tones
- Values

2 AI analyzes creative, identifying ***emotional cues*** to match with relevant NBCU content

80,000+  
hours across NBCU's portfolio



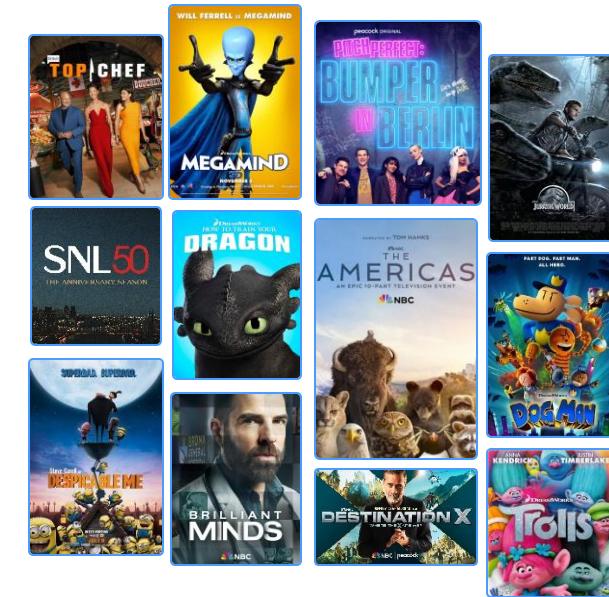
Discovery

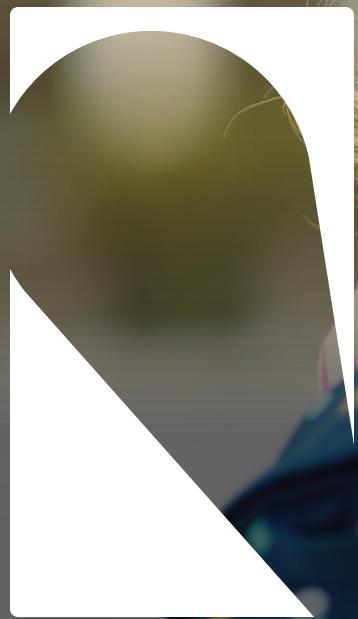
Freedom

Adventure

Fun

3 And finds the perfect fit for their brand's creative across our NBCU portfolio





# Marketing Thought Starters



# Supporting Parents and Teachers

## 89%

of K-12 parents **feel a strong responsibility to provide their children with everything they need** for back to school

## 77%

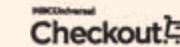
of K-12 parents **feel excited about a new school year** for their children

Your brand can join NBCU to power meaningful BTS coverage and reward parents, teachers and students working hard in their communities who make learning exciting and inspire others

### Cheering On Our Hard-working Parents And Teachers



### Supporting Our Students At Every Milestone



### Empowering In-show Moments

Celebrating teachers and parents and support students with the resources they need



### Purpose-driven Custom Content

Sharing educational advice for students re-entering the classroom setting

# Supporting Parents and Teachers

89% of K-12 parents feel a strong responsibility to provide their children with everything they need for back to school & 77% feel excited about a new school year for their children



## Learning with WWE superstars

The world of WWE is filled with learning opportunities. Your brand can thematically align to the concept of learning and back-to-school as we focus on an in-show, docu-style integration where WWE Superstars share their most treasured learning and mentorship moments for students.

## Modern Parenting

Modern Parenting, an NBC News Daily segment streaming on News NOW, tackles the biggest issues for moms and dads, with a team of parenting experts providing ideas and solutions to help parents and kids alike. Your brand can sponsor this digital segment with a branded snipe and billboard.

## Back-To-School Bash With WWHL

This back-To-School season, Watch What Happens Live will showcase our teachers and celebrate our parents. Your brand can enter the clubhouse and join the back-to-school bash with a branded bar showcasing a beloved teacher, and a branded game because our Bravo moms will need to unwind after all that school prep!

## Celebrating Our Educators

Celebrating our hardworking parents, The Kelly Clarkson Show will feature a "Rad Human" or "Good Neighbor" who is going above and beyond helping kids get back into the swing of things after summer ends! Your brand has the opportunity gift products with our audience giveaways and share brand messaging details from a celebrity spokesperson with digital amplification of segment.

## Leaning into all shopping categories

87%

of K-12 parents are likely to also **grocery shop** during back-to-school shopping

46%

of K-12 parents expect to **spend more on food and snacks** during back-to-school shopping this year

Source: NBCU Consumer Pulse Research

\*All concepts subject to change and editorial, network, legal, and standards review & approval  
Production fees may apply.



## Back-To-School Recipes

From kitchen tours to custom recipes for parents and kids, your brand can leverage the most beloved and diverse names in Top Chef history to help create engaging content parents will love, while driving reach and awareness for your brand during the back-to-school season.

# Supporting students and parents navigating the **realities of today's macroeconomic climate**

**77%**

of college students and 73% of K-12 parents **express increased concern over the global economy** compared to last year



## CNBC College Tour And Resources

This back-to-school season, students and recent grads will turn to CNBC for resources and advice. CNBC's Jim Cramer will travel to colleges and universities and share financial wellness and investment tips with **Cramer's College Tour**. Brands will receive robust onsite and in-show exposure as well as thought leadership and gifting opportunities.

## Inspiring Kids

NBC's **Nightly News Kids Edition** is a digest of the top headlines, broken down for kids to best understand the world today. Your brand can sponsor our Inspiring Kids segment that profiles young people helping their communities in unique and special ways with a branded billboard and nearest adjacent commercial unit.

# Tapping into the role of media in shopping inspiration

60% of college parents say BTS ads influence them to learn about sales and deals & 43% of K-12 parents say BTS ads influence them to shop earlier than planned

Together we will support evolving classroom needs and empower both teachers and students to feel confident about their learning experiences. From gift guides that highlight must-have products to meaningful back-to-school tips and tricks, your brand will help teachers, parents, and students alike to thrive in the upcoming school year.

## Supporting Evolving Needs Inside And Outside The Classroom



### Relevant Lifestyle Tips & Tricks

Custom content that spotlights lifestyle hacks and tips & tricks for parents, teachers, and students



### Surprise BTS Giveaways

Surprise giveaways to support teachers and students, brightening their learning experience



### BTS Gift Guides

Back-To-School gift guides for all ages with product integration, catered for the best learning experience



### Shoppable Content

Innovative cross-platform content that leverages NBCU Checkout shoppable capabilities to drive purchase for your brand

# Tapping into the role of media in shopping inspiration

60% of college parents say BTS ads influence them to learn about sales and deals & 43% of K-12 parents say BTS ads influence them to shop earlier than planned



## Today's Parent Guide

When navigating back to school and healthy routines, parents will turn to TODAY for the best advice on everything they'll need to know before heading out the door. Plaza giveaways will surprise and delight our audience as they gear up for back to school, and custom integrated segments can range from workout plans and healthy meals, to back-to-school shopping and a fresh style reset.



## Preparing Parents

Access Hollywood will create custom integrated back-to-school segments from must-have gift guides, to organization tips, to back to routine advice and more. These segments will be created in partnership with your brand and will have the opportunity for shoppable content.



## Ringing in the new school year with Peacock

Class is officially back in session and Peacock is ringing in the new school year with some of our best content! With our unmatched selection of all-time favorites, Peacock is the perfect environment to reach families and students through custom ad innovations including trivia ads, pause ads and more.



## Celebrating the most iconic school spirited films

Rotten Tomatoes recommends the best and most iconic Coming of Age / School Spirit films of our time. From Ferris Bueller's Day Off, to Friday Night Lights, to Bring it On, we'll highlight our favorite, must-watch films to help get you ready for back to school, presented by your brand.

SUMMER 2025

# Back to School Handbook

Insights & Solutions

