



# Pharma Playbook

Pharma Rx

# Pharma Playbook Overview

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

## Our Approach

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



Pharma  
Rx

This playbook has been created based on NBCU's:

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

# Pharma Playbook Contents

## An Overview

of NBCUniversal's latest pharma perspectives, insights, and strategic considerations.

Marketplace Dynamics



Media Trends & Observations



Brand & Business Imperatives



NBCUniversal Playbook







# '25/'26 Pharma Industry Dynamics

# Current Pharma Category Dynamics

While continuing to face uncertainty due to regulatory pressures, the industry is seeing drug approvals and ad impact remain resilient



## Headwinds

- Continued **uncertainty due to regulatory changes** (e.g., push to lower Rx costs, scrutiny on pharma DTC advertising, uncertainty around Medicaid/health insurance)
- **Potential tariffs** are pushing pharma co.'s to invest in U.S. manufacturing, potentially increasing costs, disrupting supply chains, and reducing R&D spend
- **Vaccine mistrust** continues with reduced research and potential changes to vaccine schedules
- Growing data privacy restrictions are creating **challenges for targeting strategies**

## Tailwinds

- Drug approvals are on pace with last year (**27 approvals** as of 9/16/25 vs. 30 STLY)<sup>1</sup>
- **Direct-to-consumer platforms** are making healthcare more accessible and affordable for patients
- **U.S. adults find pharma ads informative**<sup>2</sup>  
88% say the ads inform them about new health services, medicines, or treatments they wouldn't know otherwise
- Pharma ads continue to **drive consumer behavior**<sup>3</sup>

# Marketplace Pharma Media Trends to Watch

Pharma brands are leveraging cultural moments and audience-led strategies to engage the patient-care ecosystem, while considering evolving regulations that have creative and targeting implications

## The Rise Of Live<sup>1</sup>



As brands look to align with cultural moments, spend in live linear programming is on the rise

**+59%**

increase\* in sports (NFL, NBA, & college)

**+6%**

increase\* in news, driven by broadcast & cable

## Streaming Forges Ahead<sup>2</sup>



**+30%**

expected increase in streaming spend in 2030, with 72% bought programmatically

Streaming will make up 48% of premium video spend by 2030, +7pp vs. marketplace

## Evolving Unit Mixes<sup>3</sup>



**+48%**

increase in >60s on TV\*

**+59%**

increase in >60s on OTT\*

Pharma brands are **increasing the use of >60s ads** across linear and streaming following the FDA rule on DTC ads in November 2024

## A Focus On Disease States<sup>4</sup>



**Weight Loss, Psoriasis, and Diabetes** were the top disease states in 1H'25, accounting for 20% of category spend

Fastest growing disease states include **Weight Loss, Diabetes, and Cancer**

\*1H'25 vs. 1H'24

Sources: 1. Internal analysis using internal and external reporting sources; Prescription Drugs; 2. Internal analysis leveraging SMI, MediaRadar and internal spend reports; 3. MediaRadar, ad counts, Medical/Pharmaceutical; >60s includes unit lengths between 61s and 120s; 4. MediaRadar, Pharmaceutical/Prescription Medications

As a result of these industry dynamics, **we are seeing pharma partners prioritize a few key objectives**

Maximize  
Scale & Precision



Boost  
Perceptions & Trust



Encourage  
Action







# '25/'26 Pharma Playbook



Each month,  
NBCUniversal  
content  
reaches

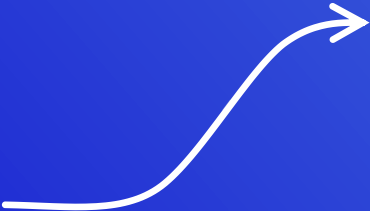
286M



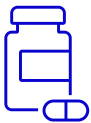

P2+ Proj. 2026



Across  
80M  
Households

*the audiences  
that matter to you*



62M	Caregivers	
59M	Proactive Health Planners	
23M	Rx Fillers	
14M	Healthcare Professionals	

Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: May 2025; base: HH; Audience segments derived from MRI audience comps from May 2025 Cord Evolution (SP25 USA) study applied to P18+ NBCU Crossplatform Reach.

Based on household reach

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

Maximize  
Scale & Precision



Boost  
Perceptions & Trust



Encourage  
Action



## NBCUniversal's **Pharma** Playbook

01.  
**Build Connections**  
Through Culture

02.  
**Stand Out** Across  
Platforms in  
Premium Content

03.  
**Inform & Engage**  
Patients, Caregivers,  
& HCPs Through  
Streaming

04.  
**Future-Proof** Your  
Media Strategies via  
Audience, Insights, &  
Activation Solutions

POWER OF

Sports, News, & Live

Linear + Streaming

Peacock

Strategic Audiences

Premium Content

OPTA

Innovation & Tech

Contextual Advertising

Insights & Measurement

Programmatic



# Build Connections Through Culture

Embrace an audience-first approach by tapping into the cultural zeitgeist across IP and live programming to help foster connections.

## Pharma Brands *in Cultural Moments*



Sports spend **more than doubled** since '21<sup>1</sup> and pharma is the **fastest-growing category** in women's sports<sup>2</sup>



Pharma & Healthcare was the **top category in the Oscars** in '25 with 24% SoS, +7pp YoY<sup>3</sup>

Live events at NBCU  
**bring people together**<sup>4</sup>

**86%**

*of NBCU viewers watch live because they want to feel connected to others*

**145i**

*NBCU viewers say live connects them to the cultural zeitgeist*

And our IP fosters **emotional engagement** for pharma brands<sup>5</sup>

Official Sponsors

**+25%**

*more likeable vs. regular advertisers*

Integrations

**+176%**

*more likeable vs. standard ads*

## Measure What Matters

- Brand awareness/familiarity
- Brand impact & biometric engagement
- Message association
- Search engagement

# The biggest live events and iconic everyday moments for pharma to connect with key audiences

## '25/'26 Culture-Driven Content & Events For Pharma

Sports



Big Moments



News



Talk



Reality



Among HHs reached by NBCU...

**47%** have Caregivers who are **sports fans**

**19%** have Health & Wellness Enthusiasts who are **comedy lovers**

HHs reached by NBCU are...

**+46% more likely** to have Rx Fillers who are **news viewers**

**+42% more likely** to have HCPs who are **reality buffs**

Source: Based on NBCU's in-house audience insights using 1P and 3P data; date range: July 2025; base: HH  
Note: please reach out to your NBCU sales or marketing lead for more information or to check status of category availability for the opportunities



# Connect with the patient-care ecosystem during key awareness months via NBCU's curated lineup of can't-miss moments in 2026

## Key Pharma & Healthcare Awareness Dates

Access full list [here](#)



American Heart Month



National Nurses Week



Mental Health Awareness Month



National Immunization Awareness Month



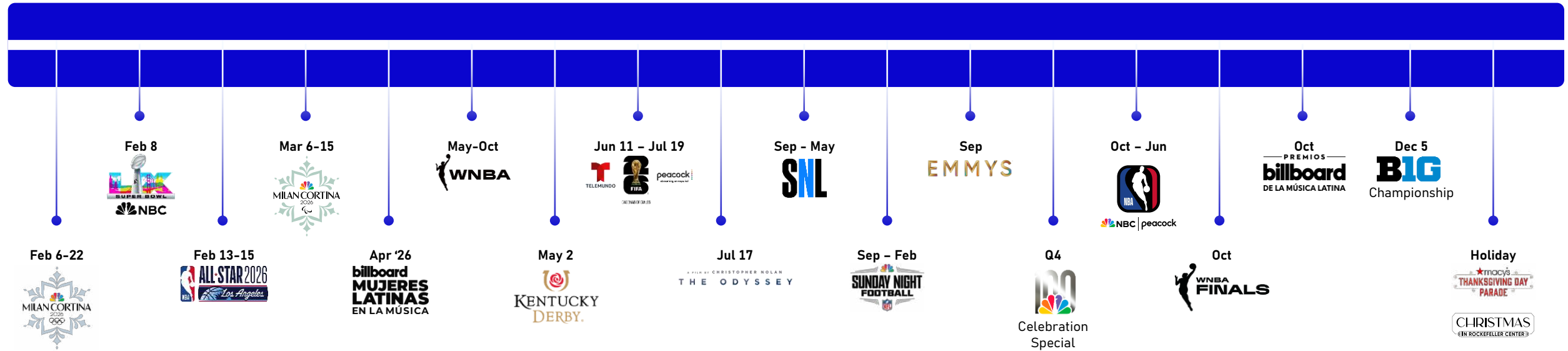
National Breast Cancer Awareness Month



National Diabetes Month



National Family Caregivers Month



NBCU News Pharma Suite

Leverage the #1 news portfolio in the country to build trust with patients and drive engagement

Turnkey Custom



- Linear Media
- NBC News + TODAY
  - MSNBC, CNBC
- Streaming/Digital + Social
- NBC News NOW, News on Peacock AX: 300+ endpoints
  - TikTok Pulse Premiere: News, TODAY, Biz News

High-Impact Media

+40% more search engagement



- Healthy Returns
- Your Health, Your Money (digital/social)
- Make It: Health & Wellness (digital/social)
- CNBC Cures (rare diseases, content extensions)

Sponsorship Alignment\*

+32% more search engagement



- Morning Joe: Health Policy & Wellness segment
- Ana Cabrera Reports: What's Up Doc? Segment

+11% more search engagement



- TODAY's Checklist: Health topics with medical expert
- Start TODAY: Nutrition, fitness, self-care
- STAGES by Shop TODAY: Empowering women in all ages and stages of life (experiential)

Sponsorship\* + Spox/TPs

+4.25x more search engagement



- Infographics
- Articles
- Custom vertical videos
- Custom live action videos
- Brand-supplied content

Custom Branded Content

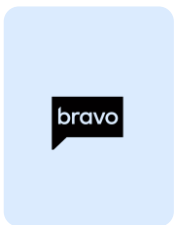
59% higher brand recall vs. other digital ads

Pharma ads on NBCU News properties are more effective than pharma ads on competitive programming

\*Parent company only, logo and tagline included; TODAY segments can become "integrated" with involvement of a brand spokesperson and/or verified fact-based tip or talking point provided by sponsor

Creative Showcase:

How pharma brands have aligned with NBCU culture-driven premium content through unrivaled storytelling



Building Trust with Influencers

Sponsored social video featuring host Donald Adler in a "Get Ready With Me" style video for Bravo Fan Fest



Sharing Stories of Hope

"Catching Up With..." segment in TODAY Third Hour with Lilly's spokesperson Clea Shearer



Getting in the Game

Sponsored commercial pod takeover in Women's College Basketball, featuring editorial content and sponsored game break



Aligning with Big Moments

Live in-show billboard with commercial adjacency



Giving a Dose of Reality

Custom reality series, "Rare, Well Done," via NBCU's Care Collective initiative

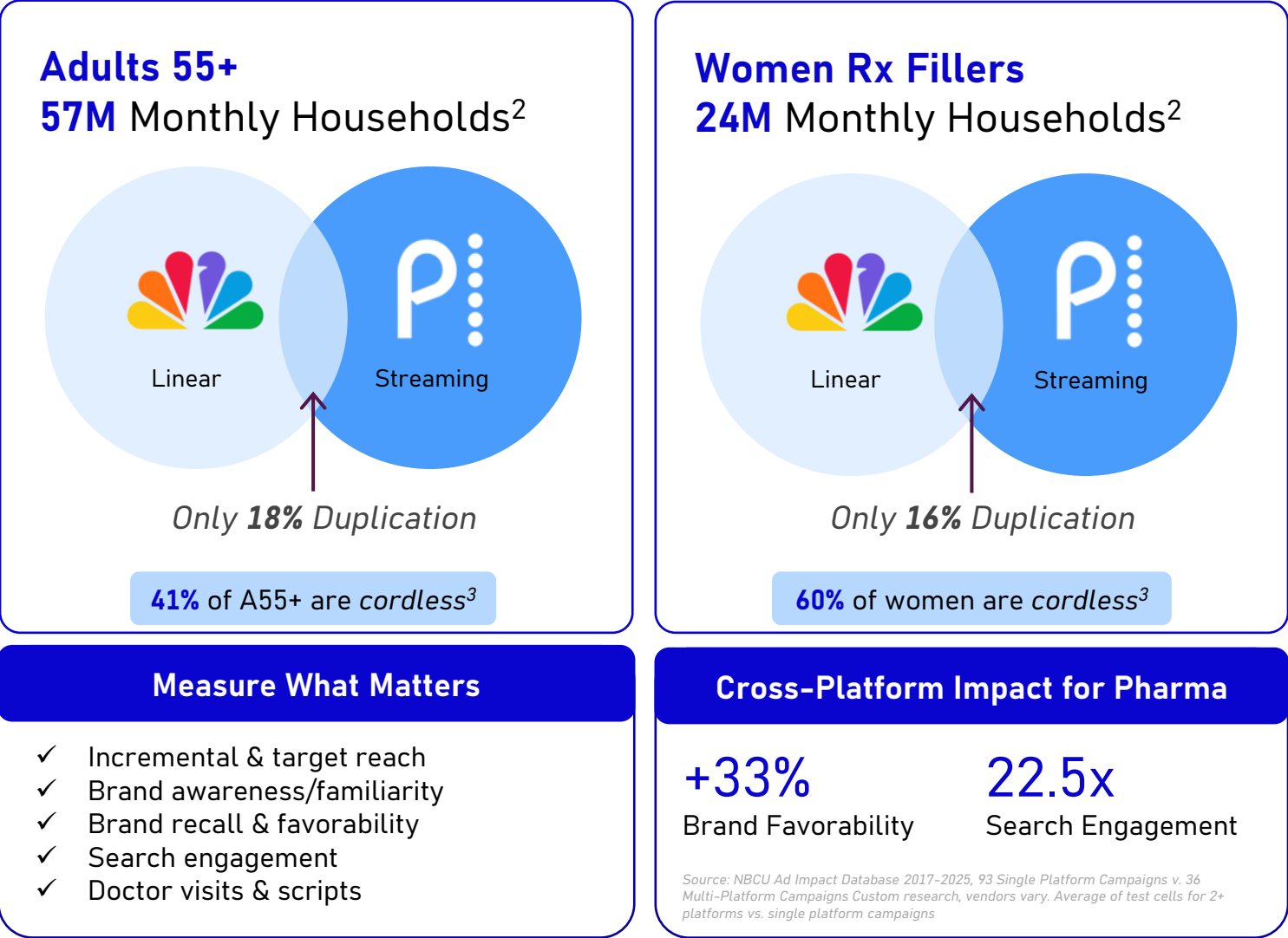
# Stand Out Across Platforms in Premium Content

*It's not an "or"—it's an "and."*  
A holistic view of TV across linear and streaming allows pharma brands to achieve scale and drive action needed in a crowded category and evolving viewing landscape.

*Pharma brands continue to compete for attention, as the number of medications advertised in premium video grew +5% in 1H'25 vs. STLY.<sup>1</sup>*

Source: 1. MediaRadar, Prescription Medications; 2. Based on NBCU's in-house audience insights using 1P and 3P data; date range: July 2025; base: HH; 3. MRI-Simmons Cord Evolution Study, August 2025

## Leveraging our cross-platform scale is essential to **maximize your full-funnel results**





Let your audience guide your cross-platform approach with One Platform Total Audience (OPTA)

# OPTA delivers optimized buys across our linear and streaming footprint for unduplicated reach against strategic audiences at scale

## Follow your audience

across NBCU's linear and streaming portfolio



Ensure **the right people** see your ads



Deliver **more efficient reach @ scale**



Create **cross-platform video efficiency**, with linear granularity to the program level

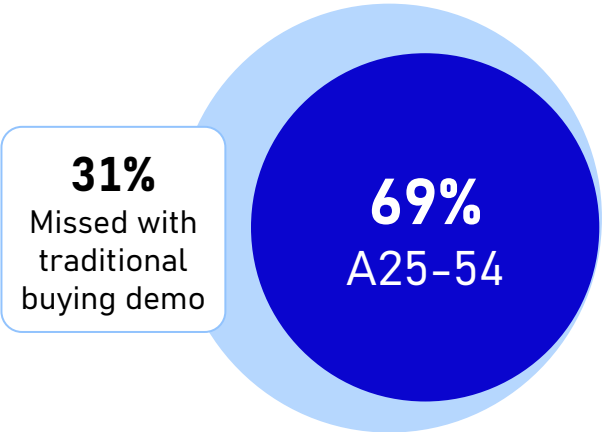


Make the most of **your own data assets**

## Maximize reach with Audience Targeting

Need to **move to targeted audiences** vs. transacting on demos

13M Healthcare Professionals



## Drive Results



+7%

increase in **new patient prescriptions** for a pharma partner

*vs. standard demo buy*

# Inform & Engage Patients, Caregivers, & HCPs Through Streaming

Peacock offers a platform for pharma brands to stand out and build awareness in premium, trusted content as well as prompt immediate action (e.g., drive to resources, find a provider) via ad innovations to support full-funnel outcomes.

Source: 1. Peacock Ad Experience Tracker, Q424. Removes neutral from base; 2. Cadent Pharma Advertising Trends Report

Boost  
Perceptions & Trust

Encourage  
Action

Peacock offers a **premium experience** for viewers

# 67%

feel the Peacock experience is better than other streamers<sup>1</sup>

Audiences are engaging with **interactive ads**<sup>2</sup>

**Interactive ads** (e.g., quizzes) rank highest among engagement-driven ad formats for pharma brands

Multicultural audiences are more likely to **scan a QR code** for more information on a medicine

Ad innovations can help patients **throughout their healthcare journey**



Create awareness to **spark interest**



Provide resources to **fuel discovery and action**



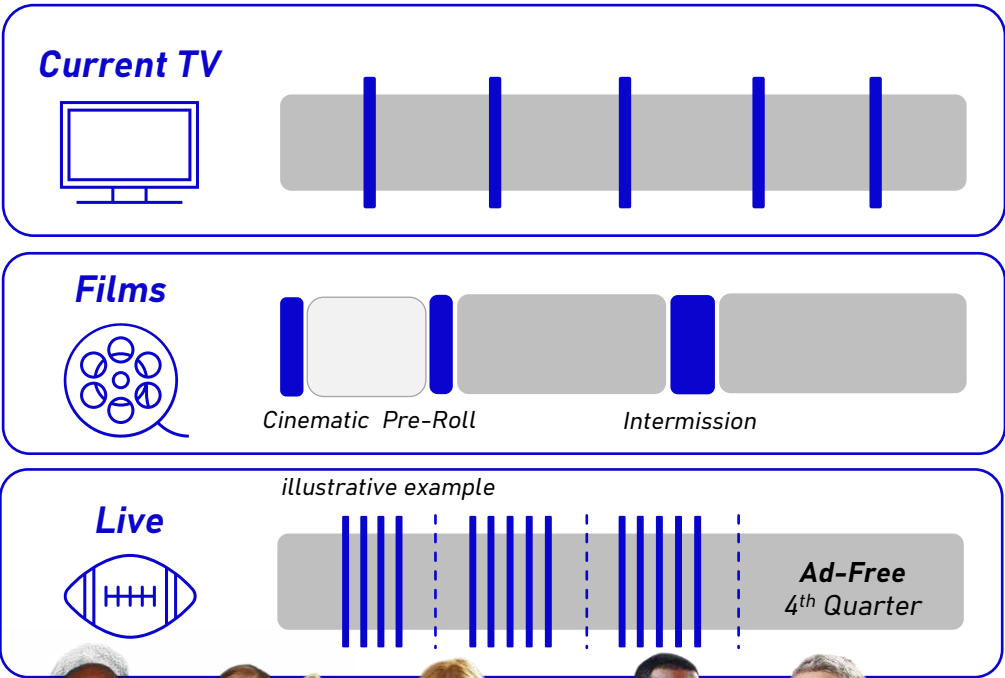
Sample Thought Starter: **New Drug Launch**

Create awareness for the new treatment during a key awareness month via the **Spotlight Ad**

Provide information with interactive trivia on the relevant disease state via the **Engagement Ad**

In a crowded pharma category,  
**Peacock offers opportunities to stand out for pharma  
advertisers without sacrificing viewer experience**

A Premium Experience  
**For Consumers**



That Drives Results  
**For Pharma Brands**


Capacity for **up to 90s** creatives across **all** content on


**peacock** Premier **peacock** AX

>60s creatives allow advertisers to **own the pod**

- Can run across all VOD
- Available across all pods (except 2nd pod)
- Movies and Live Sports/Events can run >60s creatives, but will not own the pod

**Impact for Pharma Brands**

  
**+18%**  
Aided Ad Recall / Awareness

  
**+7%**  
Consideration Intent

Source: NBCU Ad Impact Database 2020-2025, 20 Campaigns across 14 Brands Peacock measured Pharma campaigns Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box

Suite 1: Upper Funnel with Ad Innovations

Educating & engaging the patient-care ecosystem through **Peacock ad innovations for pharma**

Ad Innovations @ NBCU [Click here](#)

Product Names [link](#) to One Pages

Awareness

Spark interest

by establishing a connection to the Masterbrand, product, or symptoms

Spotlight Ad

+10%

Brand Memorability vs. Midroll For Category

up to :60

Stand out as the first impression that day during key awareness months /seasonal timeframes

Solo Ad

+12%

Brand Memorability vs. Midroll For Product Overall

up to :60

Get patient attention when pharma brands own the only ad within an episode

Additional Innovations:

- Curator Ad

- Cinematic

up to :90

- Pod Bounce

up to :60

- Binge Ad

No video

Research

Fuel discovery

by educating and informing potential patients, caregivers, and/or HCPs

Engagement Ad

+17%

Brand Memorability vs. Midroll For Category

up to :90

Explore interactive experiences that educate on disease states (e.g., **Trivia**), drive to providers (e.g., **Geolocator**)

Pause Ad

+43%

Ad Memorability vs. Midroll For Category

No Video

Offer immediate off-platform browsing during content breaks (e.g., learn more about medication or condition)

Key:

CTV

Mobile

Web

Targeting

Buying Path: Direct IO only

Black Box Friendly

Black Box Caveats

No Black Box

Creative Length

Lifts are not guaranteed and are dependent on creative , Source in notes \*Pharma Restriction: Solo Ads 8s bumper creative cannot be executed for black box drugs, but mid-roll can feature one; Spotlight Ads max creative length is :60s; Engagement Ads require legal approval on the specific drug/final creative to execute for a black box drug; Curator Ads editorial branding cannot be for a black box dug, but the 1A can be black box video creative; Help-seeking and Reminder Ad creative recommended for Bumper products and Pause Ads. Creative length subject to planning approval.

20



Suite 2: Full Funnel with Commerce Innovations

Commerce Innovation  
@ NBCU [Click here](#)

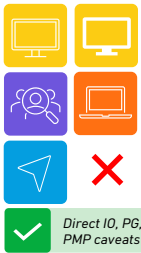
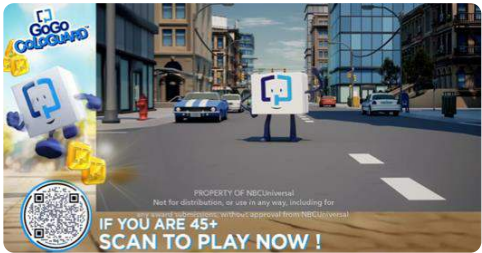
# Connecting to patients along the healthcare journey through **full-funnel commerce ad innovations for pharma**

Awareness & Research

### Spark interest, fuel discovery & action

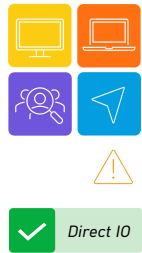
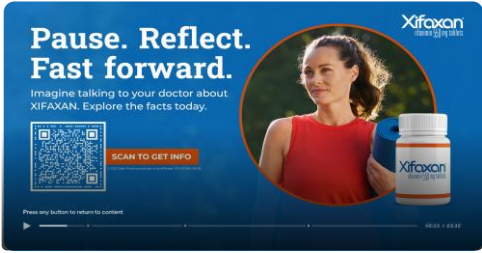
after acquiring information, uncovering treatment options, understanding implications all while building connections with the brand / products

35% of consumers purchased prescription medications online in the past 12 months<sup>1</sup>



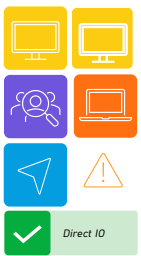
Drive pharma brand awareness and product education via  
**Spotlight L Bar**  
(brand video wrap)

Min :30



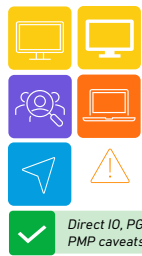
Manage prescriptions or get more info on products via  
**Shoppable Pause Ad**  
(full-bleed static ad during content pause)

No video



Visit pharma brand / product website for more information  
**Shoppable Burned-In Unit**  
(custom static brand ad)

Min :30



Engage with pharma brands and products via QR code and CTA  
**Shoppable Canvas Ad**  
(interactive turnkey ad with personalized feel)

Min :30

+8%

Lift in **search engagement** for pharma brands<sup>2</sup>

+18%

Lift in **consideration intent** for pharma brands<sup>2</sup>

Key: CTV Linear Mobile Web Targeting Direct To\* Buying Path

Black Box Friendly Black Box Caveats No Black Box Creative Length

Source: 1. eMarketer; 2. NBCU Ad Impact Database 2017-2023; PMP caveats: PMP only with Upfront buy and noncancellable terms

\*(e.g., brand /product site)

# Best-In-Class Examples of Black Box-Friendly Ad Innovations

Opportunities for pharma brands to capture attention and enhance the viewer experience

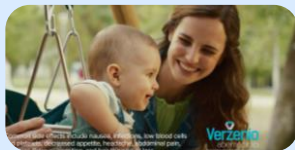
## Spotlight Ad

### Verzenio



60s Verzenio spot for the treatment of early-stage breast cancer

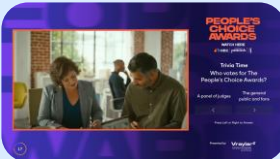
### Verzenio



60s Verzenio spot for the treatment of metastatic breast cancer

## Engagement Ad

### Vraylar x PCA



Trivia ad in sponsorship of the 2024 People's Choice Awards

### Rinvoq x Below Deck



Trivia ad in sponsorship of Bravo's *Below Deck Down Under*

### Vraylar x Oscars



Trivia ad in sponsorship of the 2025 Live from E! Oscars Red Carpet

## Canvas Ad (Shoppable)

### Botox x Bravocon



60s spot during *Real Housewives* with a QR code that drives to Botox information

## Pause Ad (Shoppable)

### Verzenio



Static ad to reduce risk of breast cancer recurrence, driving to manage prescriptions with pharmacy retail partner

# Future-Proof Your Media Strategies via Audience, Insights, & Activation Opportunities

Rising consumer demand for privacy and increasing SPI restrictions are at odds with the category's desire for a data-driven approach.

## As the future of pharma evolves, **your media needs to evolve too**

### Audience Targeting

- Privacy is shrinking reach
- Opt-outs are accelerating
- Identity is disappearing
- CTV leaves blind spots
- Fragmentation reduces consistency

### Content Alignment

- Relevance is at risk
- Brand safety matters
- Lost impact in non-addressable supply

### Insights & Performance

- Limited visibility into patient audience
- Outcomes are under pressure
- Future performance is at risk

#### Strategic Targeting

#### Contextual Suite

#### Insights & Measurement Suite

### Measure What Matters

- ✓ Incremental & target reach
- ✓ Brand recall & favorability
- ✓ Search engagement
- ✓ Consideration/ purchase intent

### Advanced Audiences Impact for Pharma

<b>+262%</b>	<b>+14%</b>	<b>+20%</b>
Unaided Brand Recall / Awareness	Brand Favorability	Purchase Intent

Source: NBCU Ad Impact Database 4Q23-2025, 50 Campaigns across 24 Brands Advanced Audience measured Pharma campaigns. Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box

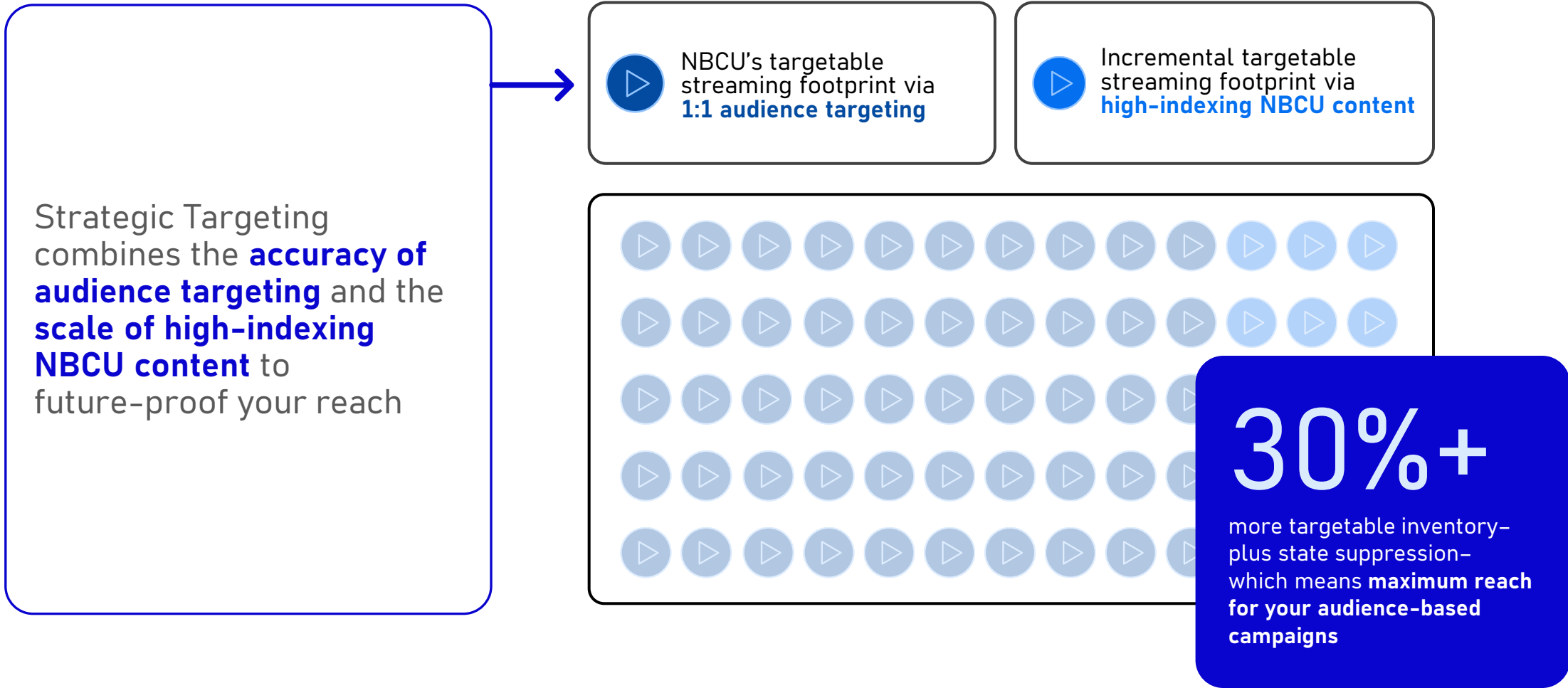


**FUTURE-PROOFING PHARMA MEDIA**  
Amplifying the power of audience & premium content to maximize impact

**For full capabilities,**  
please reach out to your sales lead

# Maximize reach across *all platforms* where patients engage

Connecting with the full patient-care ecosystem





# Contextual alignment matters more than ever for pharma

Without contextual alignment, campaigns risk wasted impressions and misplaced messages

## Genre

Deliver ads within genres of editor-curated VOD content from across NBCU's premium streaming portfolio

✓ Direct IO   ✓ PG   ✓ PMP

### Relevant Genres (examples):

#### Reality

- *Below Deck*   - *Love Island USA*

#### Sports

- *WWE*   - *Open Championship*

#### News

- *Dateline*   - *Morning News Now*

## Industry Categories

Align your brand with industry-relevant themes in curated VOD content from NBCU's premium streaming portfolio to drive deeper viewer connection

✓ Direct IO   ✓ PG

### Relevant Categories (examples):

#### Food & Drink

- Healthy diet   - Soup purchasers

#### Medical Health

- Digestive health   - Oral care

#### Family & Relationships

- Family-oriented   - Young families

72%

of consumers say the surrounding content impacts their perception of ads



SNL50



EMMYS



New!

## Custom Inputs

Powered by AI

Align your brand's creative cues with key moments in premium NBCU content to boost relevance and drive action

✓ Direct IO   ✓ PG

### Thought Starters

Pain relief, celebrity partners, healing moments, Relationship moments

New!

## Emotional Alignment

Powered by AI

Build connections by aligning your brand's emotional tone with key moments in premium content

✓ Direct IO   ✓ PG

### Thought Starters

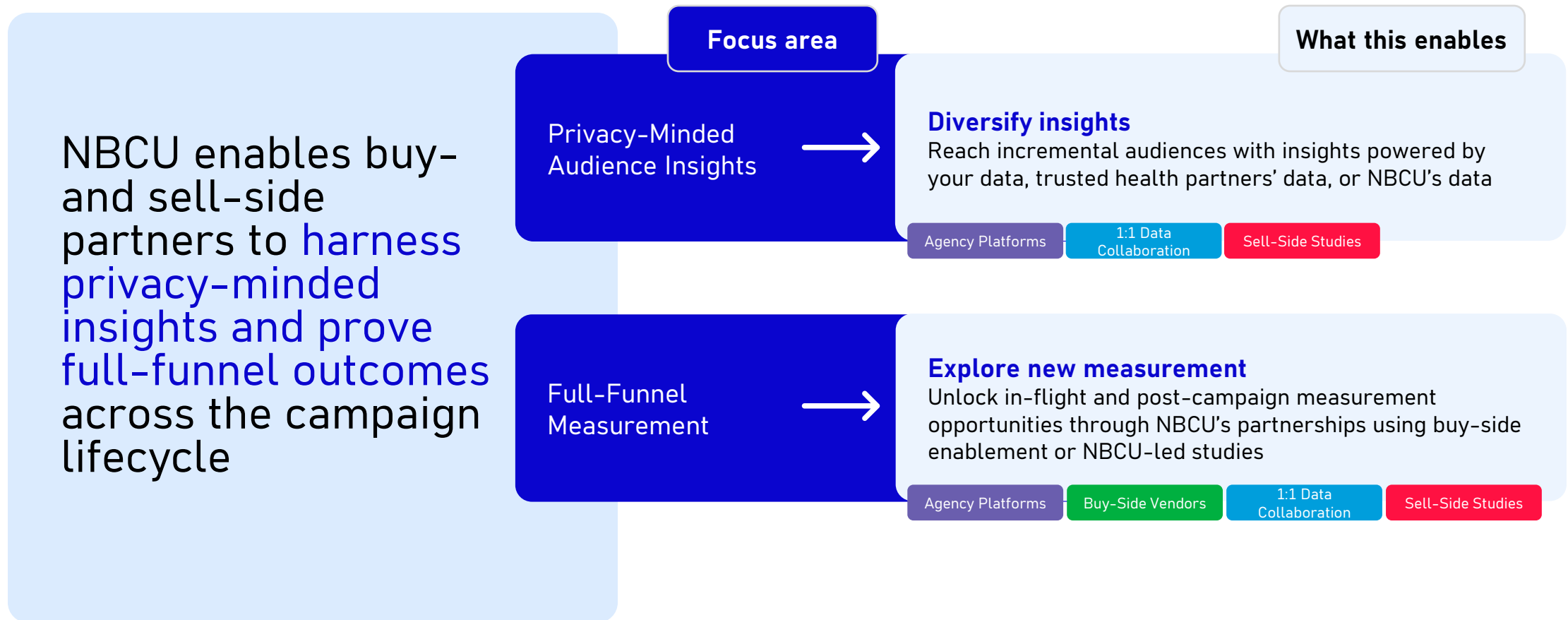
Moments aligned to Masterbrand, Corporate, or Help-seeking messaging (e.g., relief, care, inspiration)

69%

of consumers are more likely to recommend a brand they feel connected to

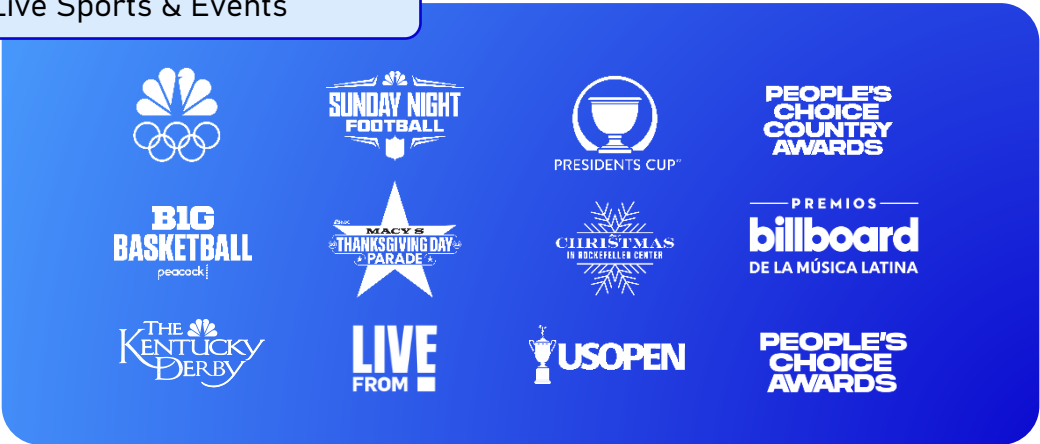
*Pharma targeting & measurement go hand in hand*

## The targeting you choose impacts the measurement results you will see



# Ways pharma brands can activate programmatically with NBCU on streaming

## Live Sports & Events



## Curated Content Packages

Popular on Peacock

ex. the office loveisland USA YELLOWSTONE

Peacock Shows

ex. POKER FACE

Peacock Films

ex. LOVE HURTS WICKED

NBCU Shows/Networks

ex.

Peacock Top 10 Rail

ex. Top 10 Shows or Movies Today

Premium Live Events

ex.

## Programmatic-Enabled Ad Innovations

PMP with upfront investments

- Burned-In Ad
- Immersive Ad
- Canvas Ad
- Canvas Carousel Ad

PG deals

L Bar Ad

## Contextual Targeting

Drive authentic connections and actions by aligning your brand messaging with positive, brand-suitable moments with new contextual solutions powered by AI

**Industry, Custom, Emotional Alignment**  
via direct IO and PG

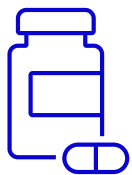
**Genre Contextual**  
via direct IO, PG & PMP





# Pharma Impact at NBCU





# Pharma Proven impact across client KPIs

NBCU Pharma Campaigns – Test vs. Control

## Upper Funnel

Unaided Ad Recall  
**+53%**

Unaided Brand Recall  
**+17%**

Ad Recall  
**+18%**

Brand Familiarity  
**+24%**

## Mid Funnel

Search Engagement Index  
**109**

Message Association  
**+5%**

Brand Favorability  
**+8%**

## Lower Funnel

Conversion to Category  
**+6%**

Consideration Intent  
**+16%**

Purchase Intent  
**+13%**

Brand Recommendation  
**+15%**

Conversion to Sales  
**+39%**

New Customers  
**+98%**

Doctor Visits  
**+4%**

# NBCU enables measurement solutions across leading **pharma** partners to tailor to your key KPIs across objectives

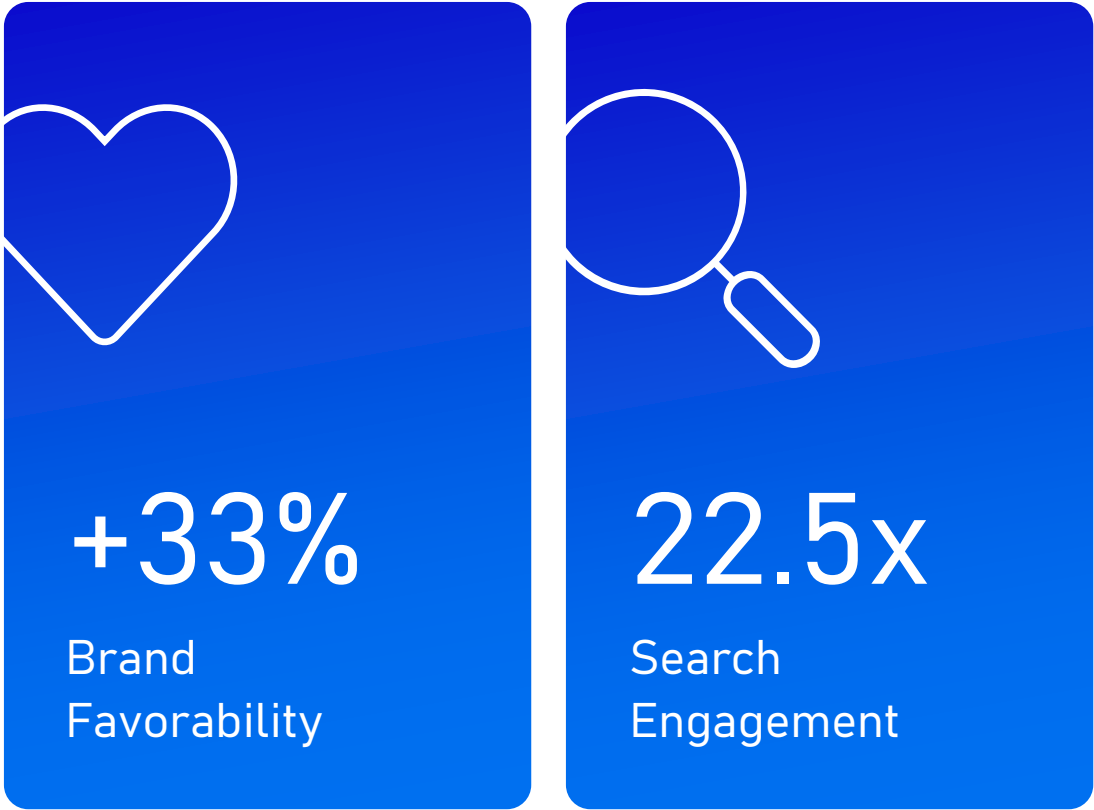
	Agency Platforms	Buy-Side Vendors	1:1 Data Collaboration	NBCU Measurement Opportunities	
Awareness		✓		<div>Sell-Side Studies</div> <div>Brand Lift Study^ Brand Familiarity Ad Awareness Intent to Treat</div>	<div>Dedicated NBCU Insights Team provides:</div> <ul style="list-style-type: none"><li>Pharma category consultation and recommendations</li><li>Sponsorship and audience impact analysis</li></ul>
Consideration	✓	✓	✓	<div>Search Engagement^</div> <div>Real-Time Outcomes Measurement (Attribution)**^</div> <div>Site / App Visitation (Incrementality)**^</div>	
Conversion	✓	✓	✓	<div>Real-Time Outcomes Measurement (Attribution)**^</div> <div>Site / App Visitation (Incrementality)**^</div> <div>Rx / Dx Lift</div> <div>Sales Lift (1P)*</div>	

^In-flight measurement available for strategic targeted campaigns

\*Requires client to permission data

**Pharma**  
campaigns across  
more than one platform  
are more effective

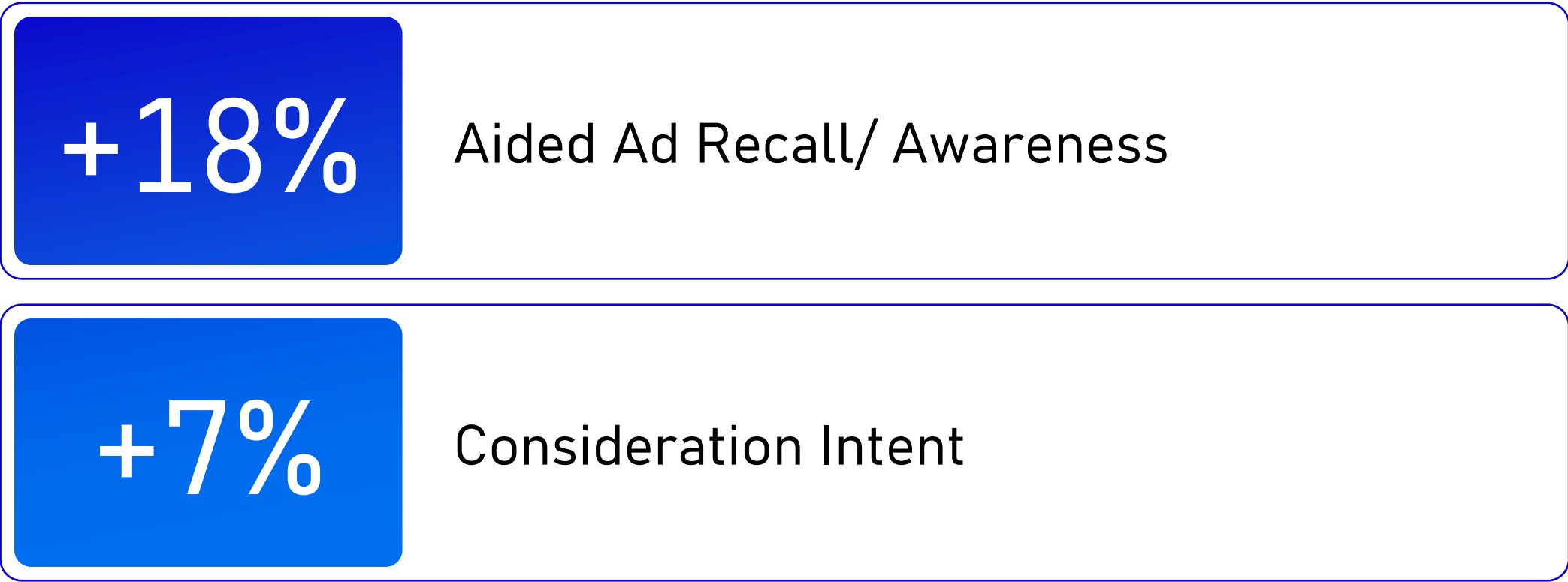
Pharma Category NBCU Campaigns:  
Multi-Platform vs. Single Platform  
% Lift



Pharma

Proven **Peacock** impact across client KPIs

NBCU Pharma Campaigns – *Test vs. Control*



Source: Source: NBCU Ad Impact Database 2020-2025, 20 Campaigns across 14 Brands Peacock measured Pharma campaigns  
Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box






# Pharma Case Studies

## Data-Driven Linear

Leading pharmaceutical company saw a **lift in search engagement** thanks to their NBCU DDL campaign



# 20x

lift in **search engagement** driven by Universo

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# 5.2x

lift in **search engagement** driven by Telemundo

## Cross-Platform

National pharma company is **increasing prescriptions** thanks to their NBCU One Platform Total Audience campaign

**+7%**

increase in **new patient prescriptions**

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**+38%**

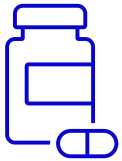
greater **reach**

**+14%**

incremental **search volume**

*vs. standard demo buy*

# Pharmaceutical company sees **significant lift** in **search engagement** from data-driven linear activation



## The challenge:

A leading pharmaceutical company wanted to drive **search engagement for their prescription type 2 diabetes treatment**.

## The solution:

We partnered with the client to run a **data-driven linear (DDL)** campaign optimized to reach **adults 18-64 who have type 2 diabetes or know someone who has type 2 diabetes**, followed by an **EDO study to measure campaign impact**.

## Results

**+5%**

**search  
engagement**

vs. non-NBCU  
exposure

**+233K**

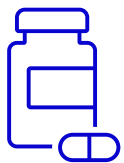
**more  
searches**

vs. category norms



# Pharmaceutical company sees significant lift in **treatment intent & conversion**

from data-driven linear activation



## The challenge:

A leading pharmaceutical company wanted to drive **treatment intent and conversion** for their **prescription plaque psoriasis treatment**.

## The solution:

We partnered with the client to run a **data-driven linear (DDL) campaign** optimized to reach a **custom Veeva Crossix consumer segment**, followed by a **Veeva Crossix study** to measure campaign impact.

## Results

### Treatment intent

**+2%**

**primary care  
physician visits**

exposed vs.  
unexposed

**+6%**

**dermatologist  
visits**

exposed vs.  
unexposed

### Treatment conversion

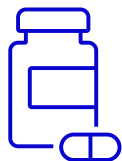
**+60%**

**conversion to  
advertised treatment**

exposed vs. unexposed



# Pharmaceutical company sees significant lift in **new-to-brand prescriptions** from data-driven linear activation



## The challenge:

A leading pharmaceutical company wanted to drive **new-to-brand prescriptions (NBRx)** for their **bipolar depression medication**.

## The solution:

We partnered with the client to run a **data-driven linear (DDL) campaign** optimized to reach a **custom IQVIA consumer segment**, followed by an **IQVIA study to measure campaign impact**.

## Results

**+2%**

**incremental  
NBRx lift**  
from DDL exposure

**+24%**

**higher  
incremental  
NBRx lift**  
DDL exposure vs.  
non-NBCU

**31%**

**of incremental  
NBRx**  
from DDL exposure,  
which represented **12%**  
of total campaign  
impressions

**1.4x**

**shorter time  
to convert**  
DDL exposure vs.  
non-NBCU



# Pharma Category Resources

# Pharma Category Resources

## Category Landscape



Regularly Updated  
Category Updates



Hot Topics for 2025



Annual Pharma x  
NBCU Playbook

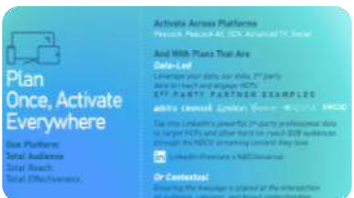


The Shifting Video  
Landscape

## Strategic Media Insights & Opportunities



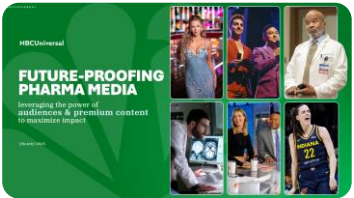
Older Audiences & TV



Reaching Healthcare  
Professionals with NBCU



Ad Innovations  
for Pharma & Healthcare



Pharma Advanced  
Opportunities &  
Measurement

## Thought-Leadership



The Future of Advertising:  
Entertainment Ads



Social Determinants of  
Health & The Brand Role

## Health is Universal Content Series



Mental Health



Relationship w/ Healthcare



Social Determinants  
of Health



Accessibility



# Pharma Playbook

NBCU Pharma Category  
Strategy Team:

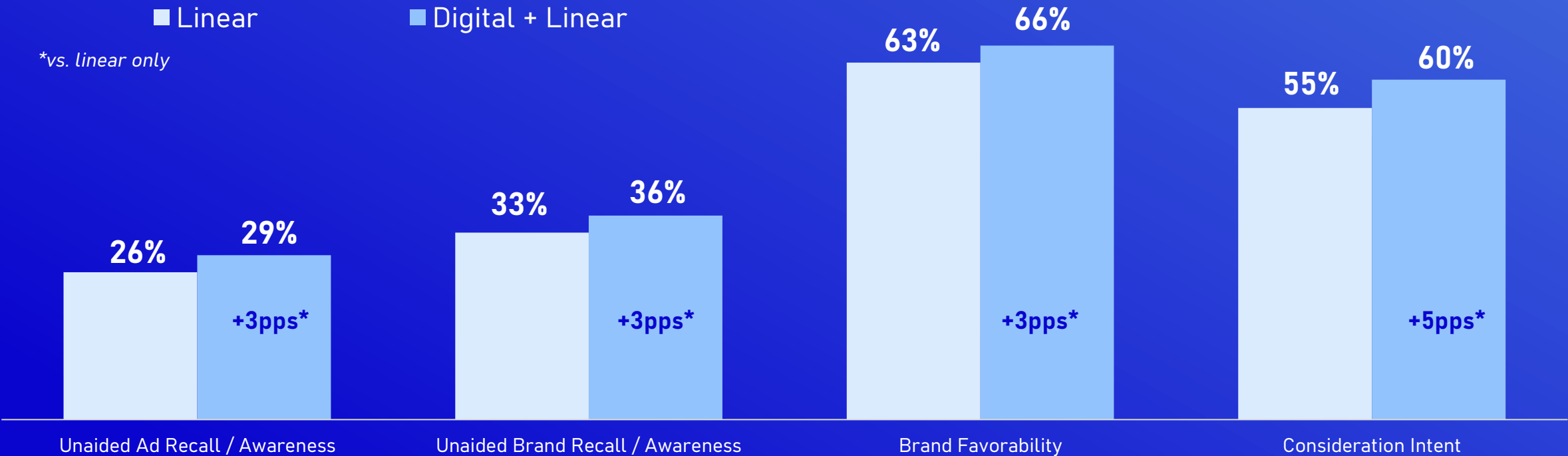
Megan Ryan  
Nikita Tolani  
Melissa Perron



NBCU campaigns work harder with the presence of linear and digital components

# Stronger Full-Funnel Impact for Brands with Cross-Platform Elements

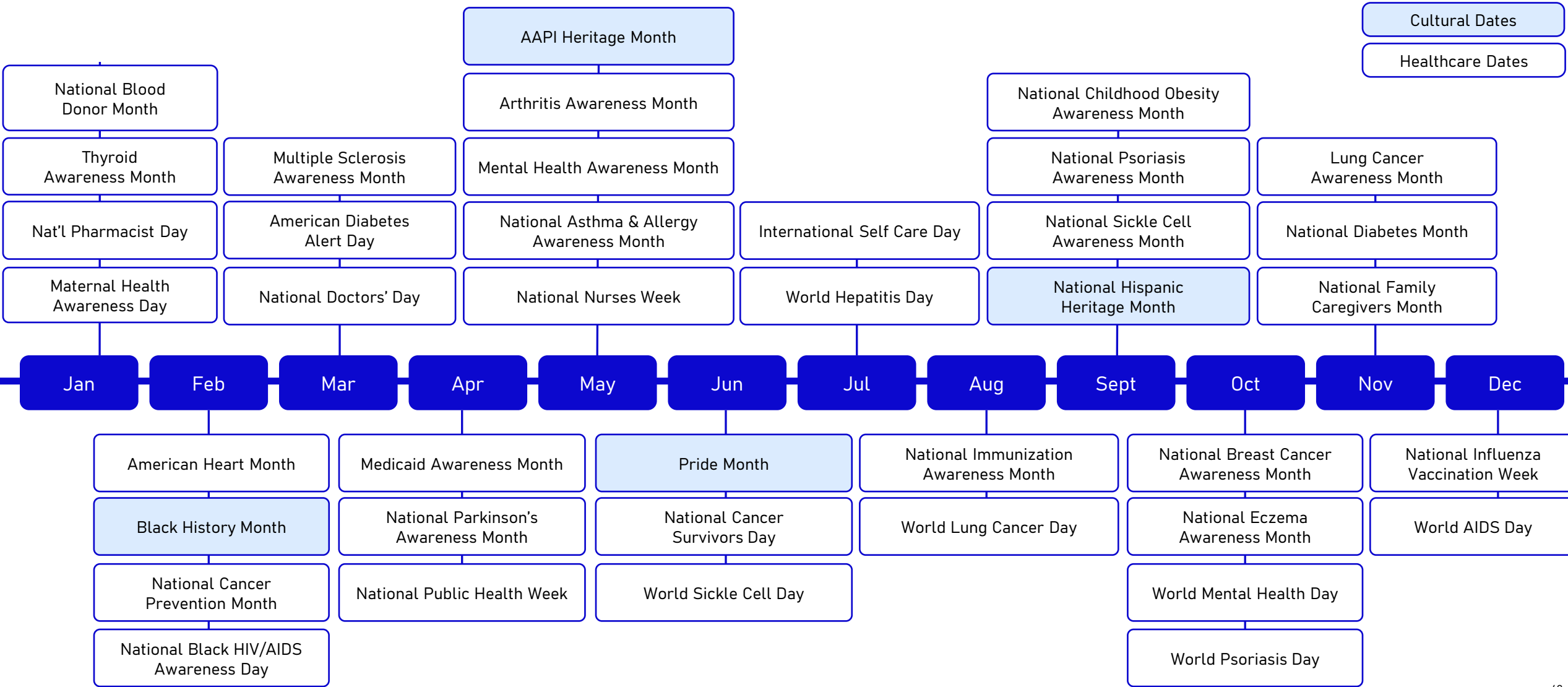
Among exposed viewers; lifts benchmarked to digital linear campaigns



Source: Internal DM&I Ad Impact Dashboard (Ad Hoc Vendors).




# Pharma & Healthcare Awareness Dates in 2026



# Contextual targeting BY GENRE


Deliver your ads in editor-curated genres across NBCU's premium streaming portfolio, serving relevant messaging that resonates with viewers and boosts campaign impact.

Relevant genres:



**Reality**

- Below Deck
- Love Island USA



**Crime/Drama**

- Law & Order SVU
- Long Bright River



**Entertainment**

- America's Got Talent
- Watch What Happens Live



**Sports**

- WWE
- Open Championship



**News**

- Dateline
- Morning News Now




**Comedy**

- Poker Face
- The Office

# Contextual targeting BY INDUSTRY


Align your brand with industry-relevant themes in curated VOD content from NBCU's premium streaming portfolio to drive deeper viewer connection.

Relevant categories:




**Food & Drink**

- Healthy diet
- Soup purchasers




**Hobbies & Interests**

- Music enthusiasts
- Video gamers




**Healthy living**

- Running/Jogging
- Probiotic shoppers




**Medical Health**

- Digestive health
- Oral care



**Technology**

- Fitness & Health Tech Users
- Wearable devices



**Family & Relationships**

- Family-oriented
- Young families



AI-powered

# Contextual targeting by...

## Emotional alignment

Build authentic connections by matching your pharma brand's emotional tones / themes to resonant key moments across NBCU's premium streaming content that inspire engagement and action.

### Overview using Moments of Relief:

0 1 .

Using AI, NBCU ingests your brand's creative to identify emotional cues to match across NBCU content

- AI-powered technology analyzes ad creative and metadata (themes, tones, values) to find aligned NBCU content

0 2 .

Deliver specific creative with **program-level targeting** thematically aligned to your ad creative

- **Shows include:**  
*Top Chef, Below Deck, The Office, Parks & Recreation*

### Example Creative Types

Masterbrand

Corporate

Help-Seeking

## Custom

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

### Overview using Pain Relief & Healing Moments:

0 1 .

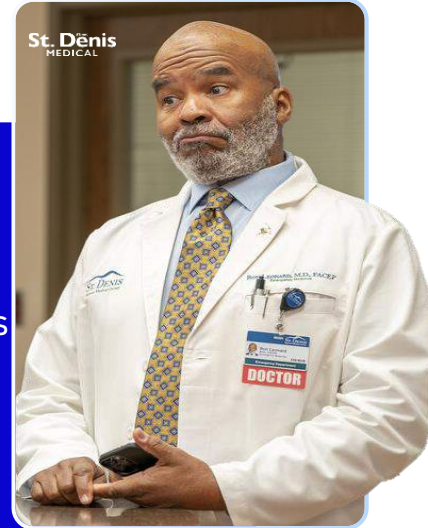
Using AI, scan Peacock content for thematically relevant moments

- AI-powered technology scans for *bespoke inputs* (video, audio, and images) at a frame-level to identify episodes

0 2 .

Deliver specific creative with **episode-level targeting** of thematically relevant moments

- **Shows include:**  
*St. Denis Medical, Scrubs, Brilliant Minds, Superstore*



### Additional Examples:

Celebrity Partners

Relationship Moments

Asthma Trigger Moments

Alzheimer Caring Moments

## AI-powered Contextual targeting by...

### Custom

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

Overview using Pain Relief & Healing Moments:

01.

Using AI, scan Peacock content for thematically relevant moments

- AI-powered technology scans for *bespoke inputs* (video, audio, and images) at a frame-level to identify episodes

02.

Deliver specific creative with **episode-level targeting** of thematically relevant moments

- **Shows include:** *St. Denis Medical, Scrubs, Brilliant Minds, Superstore*
- **Genres include:** Comedy, Reality, Drama

Additional Thought-Starters: Celebrity partners, Healing moments, Relationship moments



**Superstore** Sn 2, Ep 4

### Emotional alignment

Build authentic connections by matching your pharma brand's emotional tones / themes to resonant key moments across NBCU's premium streaming content that inspire engagement and action.

Overview using Moments of Relief:

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Using AI, NBCU ingests your brand's creative to identify emotional cues to match across NBCU content

- AI-powered technology analyzes ad creative and metadata (themes, tones, values) to find aligned NBCU content

02.

Deliver specific creative with **program-level targeting** thematically aligned to your ad creative

- **Shows include:** *Top Chef, Below Deck, The Office, Parks & Recreation*
- **Genres include:** Comedy, Reality, Docuseries

Additional Thought-Starters: Masterbrand, Corporate, or Help-seeking messaging

