



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)¹
- **Direct-to-consumer platforms** are making healthcare more accessible and affordable for patients
- **U.S. adults find pharma ads informative**²
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**³

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 Live¹



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

Evolving Unit Mixes³



+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

Streaming Forges Ahead²

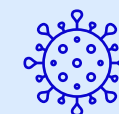


+30%

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

A Focus On Disease States⁴



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

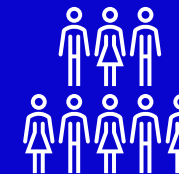
Fastest growing disease states include **Weight Loss, Diabetes, and Cancer**

*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

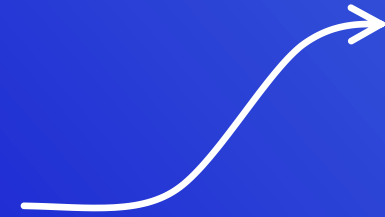
286M

P2+ Proj. 2026



Across
80M
Households

*the audiences
that matter to you*



62M

Caregivers



59M

Proactive
Health Planners



23M

Rx Fillers



14M

Healthcare
Professionals



Any other future look

Based on household reach

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.

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

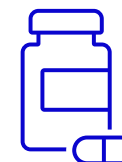
OPTA

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 '21¹ and pharma is the **fastest-growing category** in women's sports²



Pharma & Healthcare was the **top category in the Oscars** in '25 with 24% SoS, +7pp YoY³

Live events at NBCU **bring people together**⁴

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 brands⁵

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

Sources: 1. Pharma Rx category marketplace spend. NBCU Analytics; 2. SMI AccuTV; 3. iSpot; 4. The Power of NBCU: Shaping Culture, Driving Influence, 2025; 5. MediaProbe Biometrics Data. P18+. All measured NBCUniversal programming

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...

HHs reached by NBCU are...

47% have Caregivers who are sports fans	19% have Health & Wellness Enthusiasts who are comedy lovers	+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

Access full list [here](#)

Key Pharma & Healthcare Awareness Dates



American Heart Month



National Nurses Week



Mental Health Awareness Month



National Immunization Awareness Month



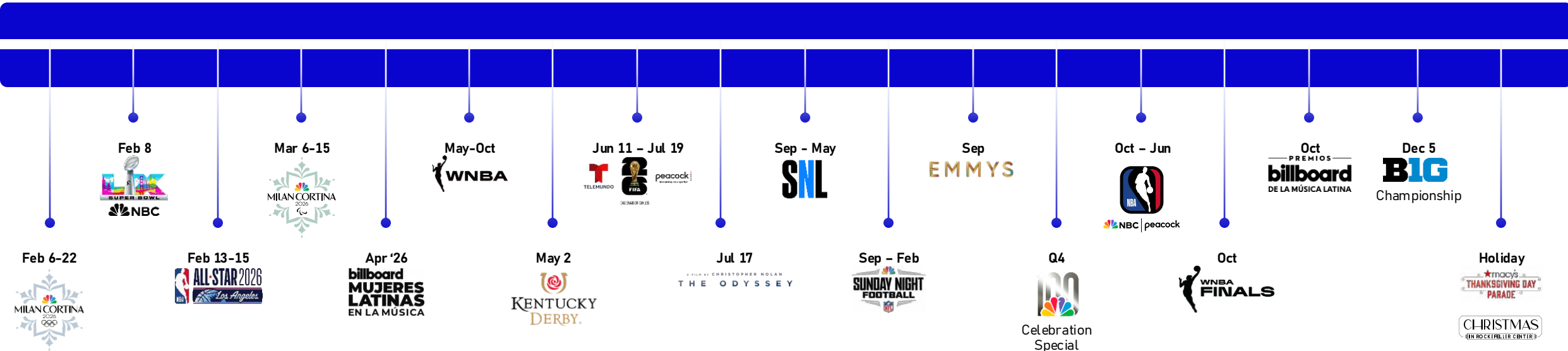
National Breast Cancer Awareness Month



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

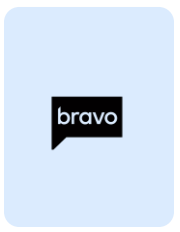
Custom Branded Content

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

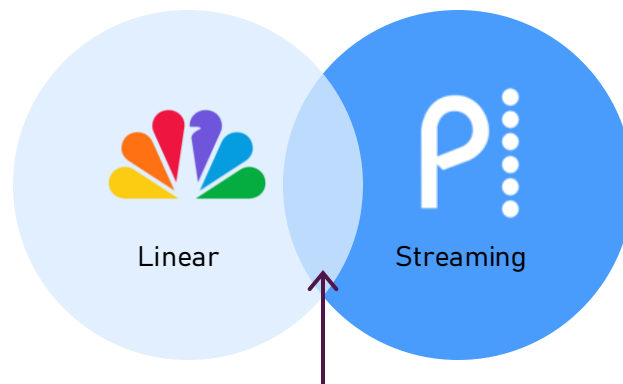
It's not an "or"—it's an "and."
A holistic view of TV across linear and streaming allows pharma brands to achieve scale and drive action needed in a crowded category and evolving viewing landscape.

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

Source: 1. Media Radar, 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**

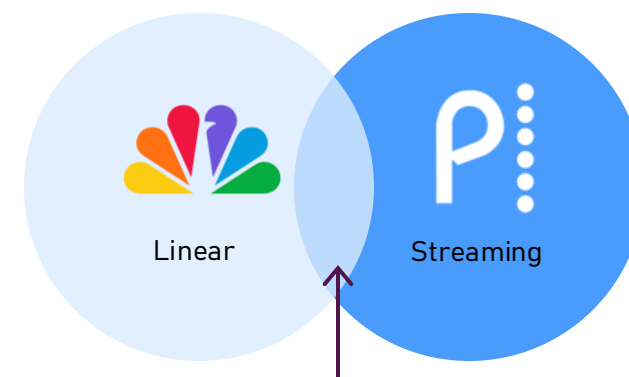
Adults 55+
57M Monthly Households²



Only **18%** Duplication

41% of A55+ are cordless³

Women Rx Fillers
24M Monthly Households²



Only **16%** Duplication

60% of women are cordless³

Measure What Matters

- ✓ Incremental & target reach
- ✓ Brand awareness/familiarity
- ✓ Brand recall & favorability
- ✓ Search engagement
- ✓ Doctor visits & scripts

Cross-Platform Impact for Pharma

+21%

Brand Favorability

87%

Search Engagement

Source: NBCU Ad Impact Database 2017-2025, 106 Single Platform Campaigns v. 57 Multi-Platform Campaigns Custom research, vendors vary. Average of test cells for 2+ platforms vs. single platform campaigns

Click [here](#) to read more in *Older Audiences & TV*

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

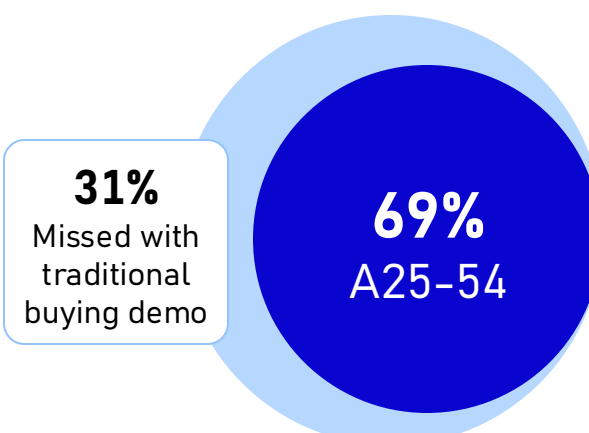


Make the most of **your own data assets**

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 streamers¹

Audiences are engaging with **interactive ads**²

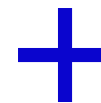
Interactive ads (e.g., quizzes) rank highest among engagement-driven ad formats for pharma brands

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**

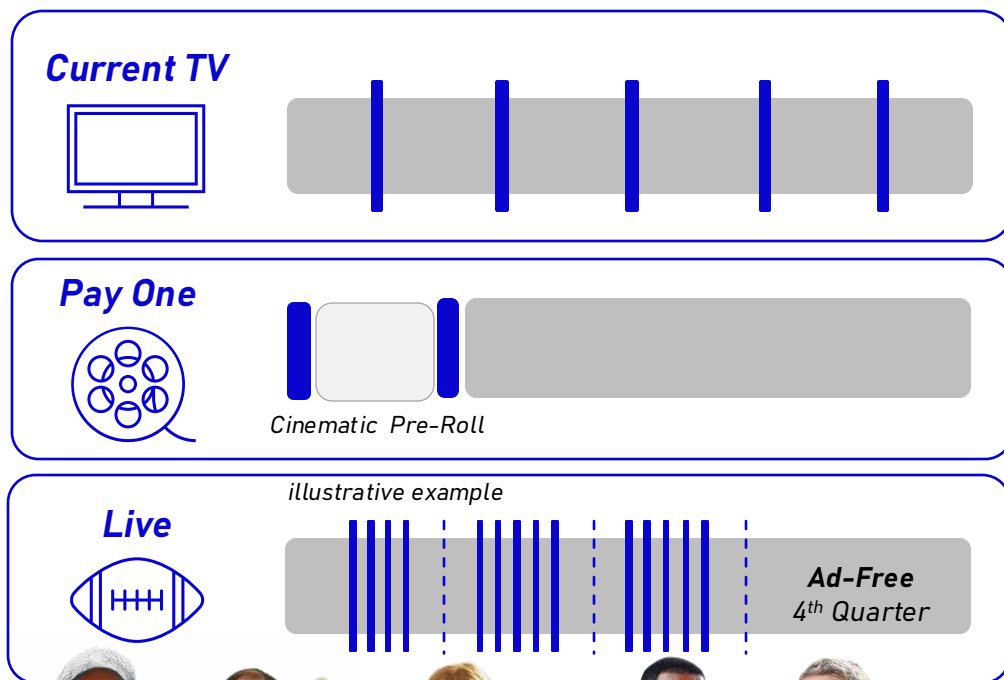


Create awareness for the new treatment during a key awareness month via the **Spotlight Ad**

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**



+15%

Aided Ad Recall /
 Awareness



+6%


Consideration
 Intent

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  
up to :60

 **+10%**
Brand Memorability vs. Midroll For Category



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


Additional Innovations:

- [Curator Ad](#)  up to :90 
- [Pod Bounce](#)  up to :60 
- [Custom Slate Branded, Mindful Moment](#) 


Research 


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

Engagement Ad  
up to :90

 **+17%**
Brand Memorability vs. Midroll For Category






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

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 drug, but the 1A can be black box video creative; Help-seeking and Reminder Ad creative recommended for Bumper products, Pause Ads & Custom Slate. Creative length subject to planning approval.

Suite 2: Full Funnel with Commerce Innovations

Commerce Innovation
@ NBCU [Click here](#)

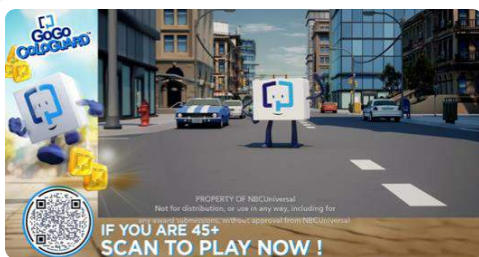
Connecting to patients along the healthcare journey through full-funnel commerce ad innovations for pharma

Awareness & Research

Spark interest, fuel discovery & action

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

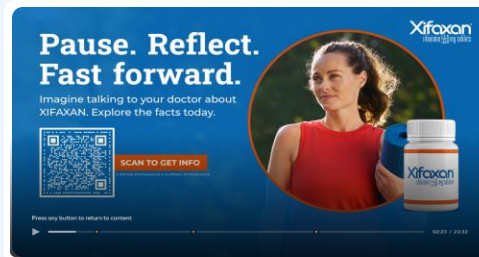
35% of consumers purchased prescription medications online in the past 12 months¹



Icons: TV, Linear, Mobile, Web, Targeting, Direct To*, Buying Path, Black Box Friendly, Black Box Caveats, No Black Box, Creative Length

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

Min :30



Icons: TV, Linear, Mobile, Web, Targeting, Direct To*, Buying Path, Black Box Friendly, Black Box Caveats, No Black Box, Creative Length

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

No video



Icons: TV, Linear, Mobile, Web, Targeting, Direct To*, Buying Path, Black Box Friendly, Black Box Caveats, No Black Box, Creative Length

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

Min :30



Icons: TV, Linear, Mobile, Web, Targeting, Direct To*, Buying Path, Black Box Friendly, Black Box Caveats, No Black Box, Creative Length

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

Min :30

+8% Lift in **search engagement** for pharma brands²

+18% Lift in **consideration intent** for pharma brands²

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

Black Box-Friendly Ad Innovations Opportunities for pharma brands to capture attention and enhance the viewer experience

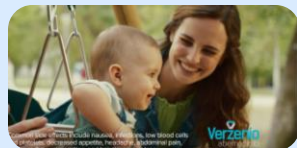
Spotlight Ad

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



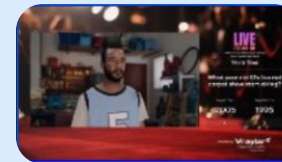
Trivia ad in sponsorship of the 2024 People's Choice Awards

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 (Actionable)

Botox x Bravocon



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

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

Strategic Targeting

Content Alignment

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

Contextual Suite

Insights & Performance

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

Insights & Measurement Suite

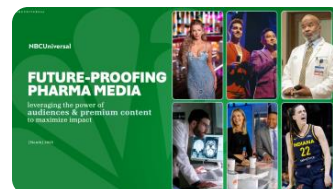
Measure What Matters

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

Advanced Audiences Impact for Pharma

+182%	+6%	+10%
Unaided Brand Recall / Awareness	Brand Favorability	Sponsorship Favorability

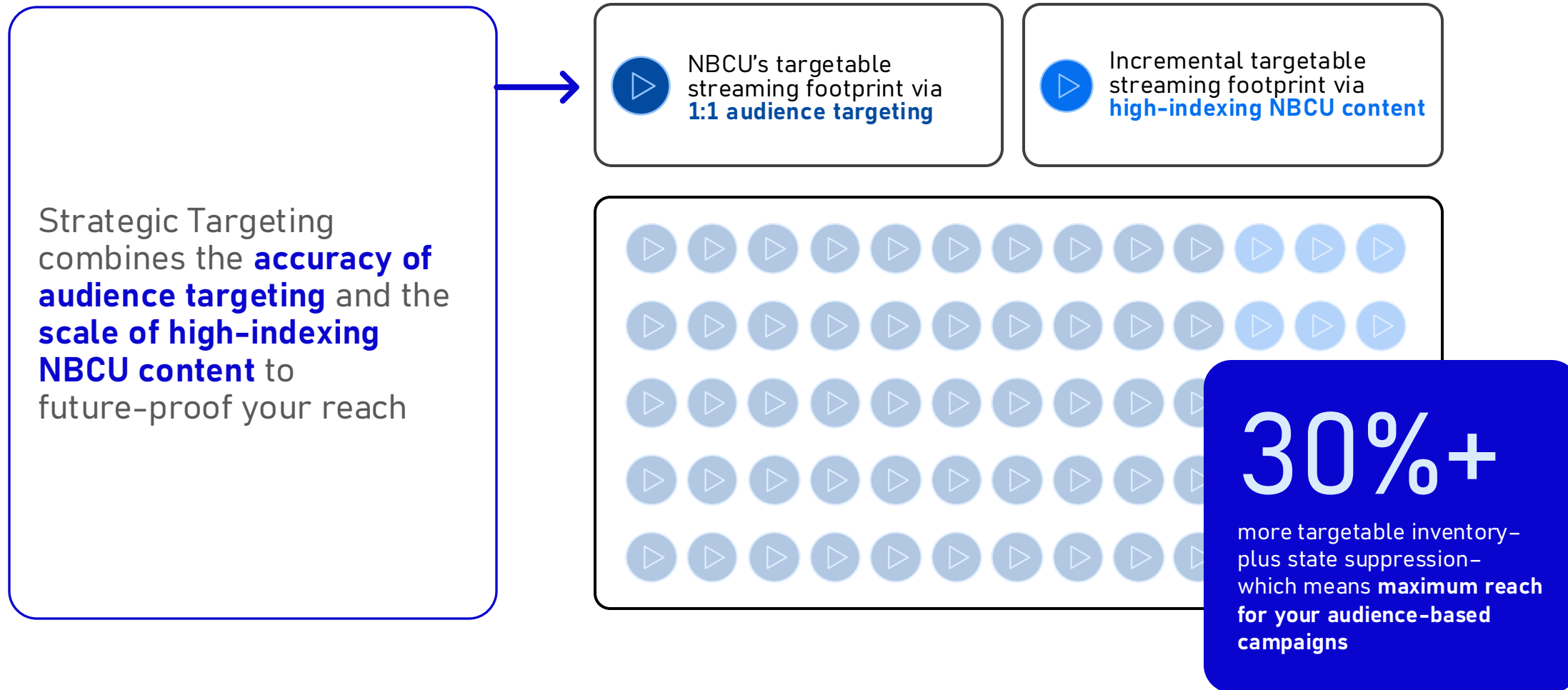
Source: NBCU Ad Impact Database 4Q23-2025, 78 Campaigns across 30 Brands Advanced Audience measured Pharma campaigns Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box



**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



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

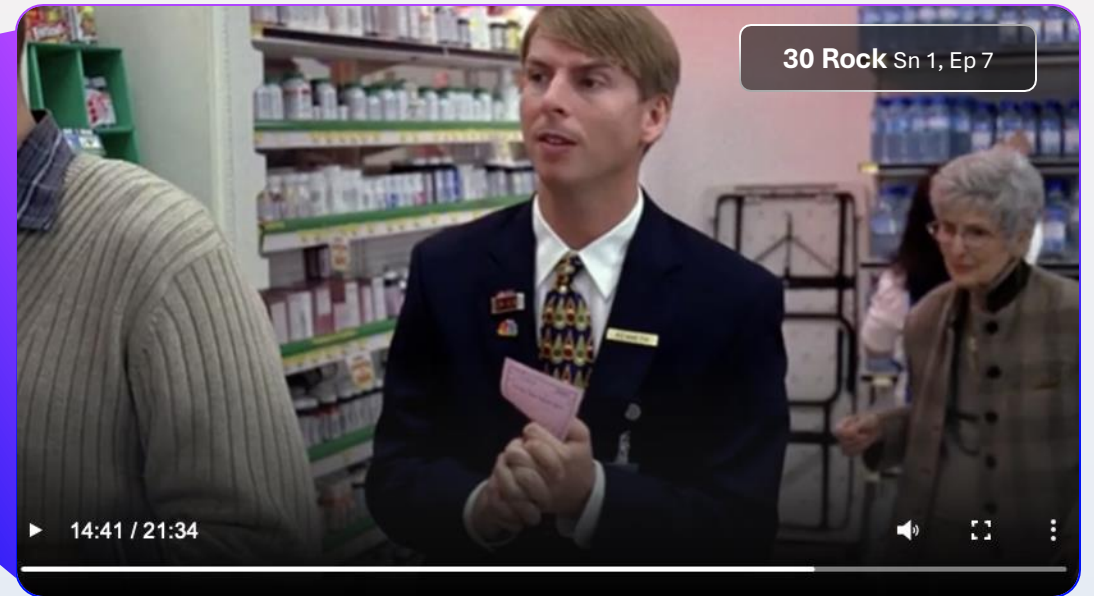
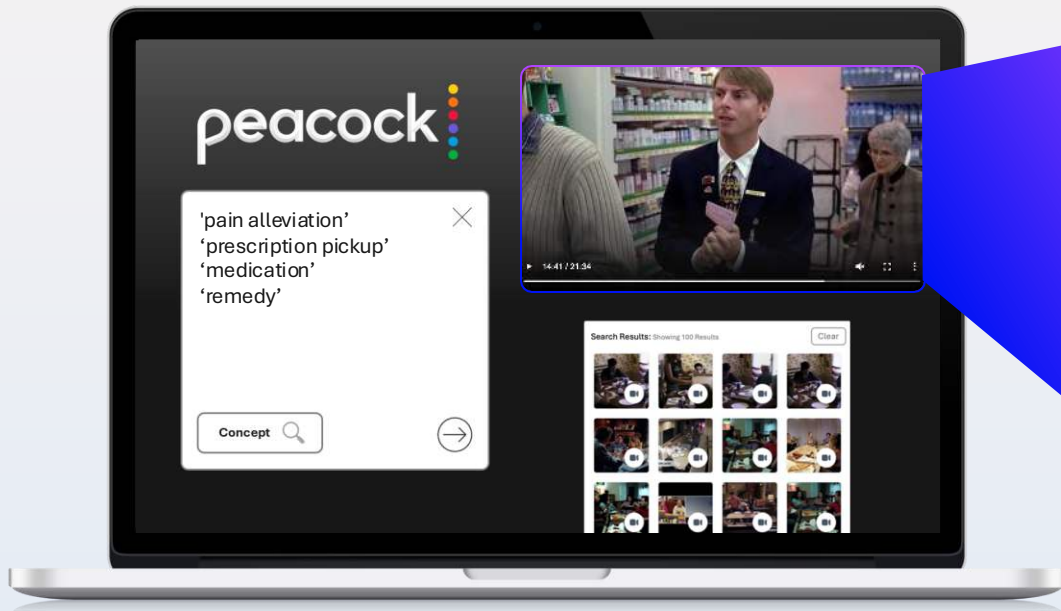
Thought Starters

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

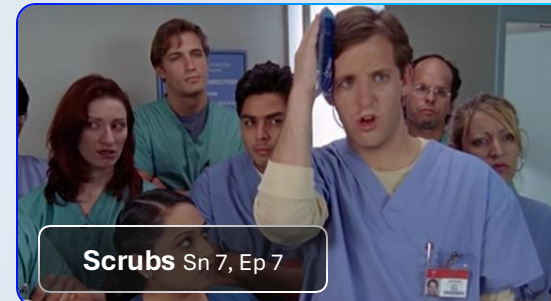
69%
of consumers are more likely to recommend a brand they feel connected to

Custom contextual for **PHARMA & HEALTHCARE**

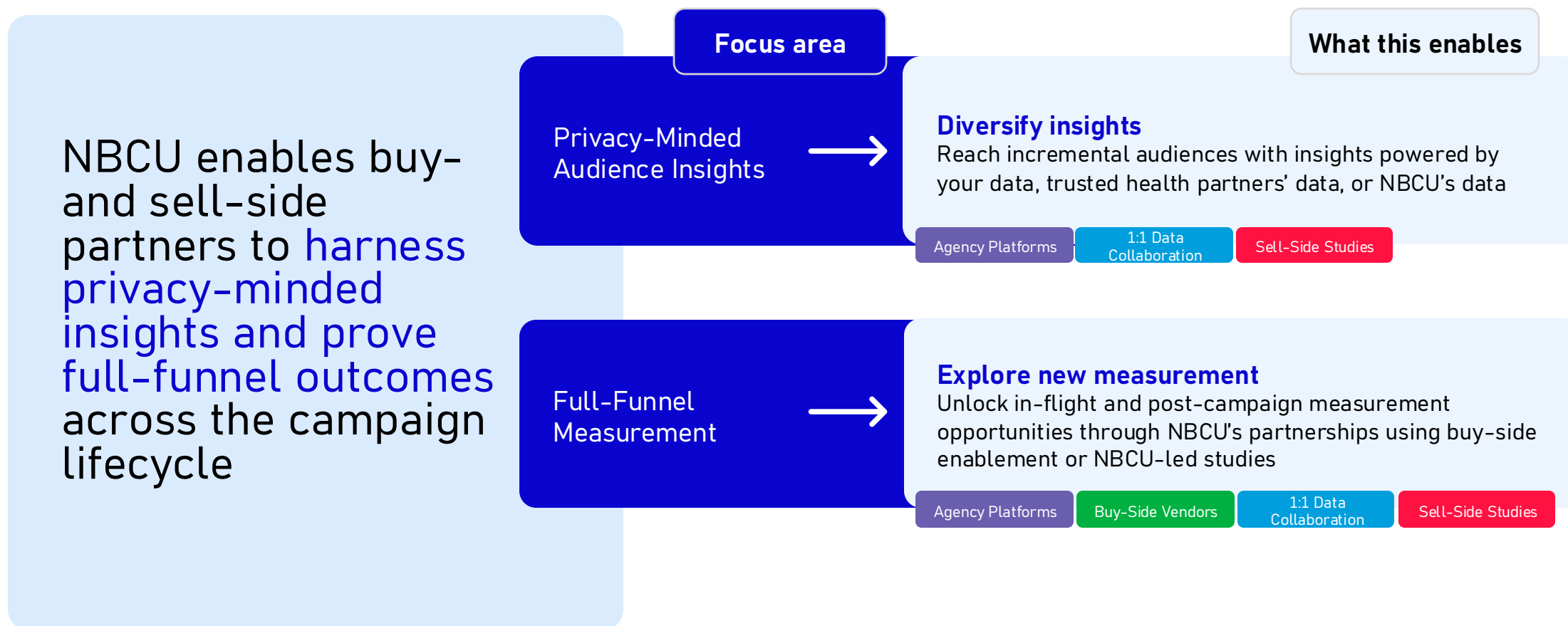
“Pain relief moments”



Other examples
of episodes
detected:



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, YELLOWSTONE
- Peacock Shows**
ex. voice, POKER FACE, Real Housewives
- Peacock Films**
ex. LOVE HURTS, WICKED
- NBCU Shows/Networks**
ex. NBC, bravo, E!
- Peacock Top 10 Rail**
ex. Top 10 Shows or Movies Today
- Premium Live Events**
ex. CHRISTMAS, PREMIOS, LIVE

Programmatic-Enabled Ad Innovations

PMP with upfront investments

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

PG deals

L Bar Ad

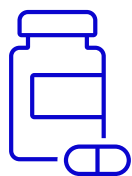
Contextual Targeting

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
+57%

Unaided Brand Recall
+23%

Ad Recall
+14%

Brand Familiarity
+16%

Mid Funnel

Search Engagement Index
109

Sponsorship Favorability
+34%

Brand Favorability
+8%

Lower Funnel

Conversion to Category
+6%

Conversion to Brand
+75%

Consideration Intent
+11%

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		✓		Sell-Side Studies Brand Lift Study [^] <i>Brand Familiarity</i> <i>Ad Awareness</i> <i>Intent to Treat</i>
Consideration	✓	✓	✓	Search Engagement [^] Real-Time Outcomes Measurement (Attribution) ^{^^} Site / App Visitation (Incrementality) ^{^^}
Conversion	✓	✓	✓	Real-Time Outcomes Measurement (Attribution) ^{^^} Site / App Visitation (Incrementality) ^{^^} Rx / Dx Lift Sales Lift (1P) [*]

Dedicated NBCU Insights Team provides:

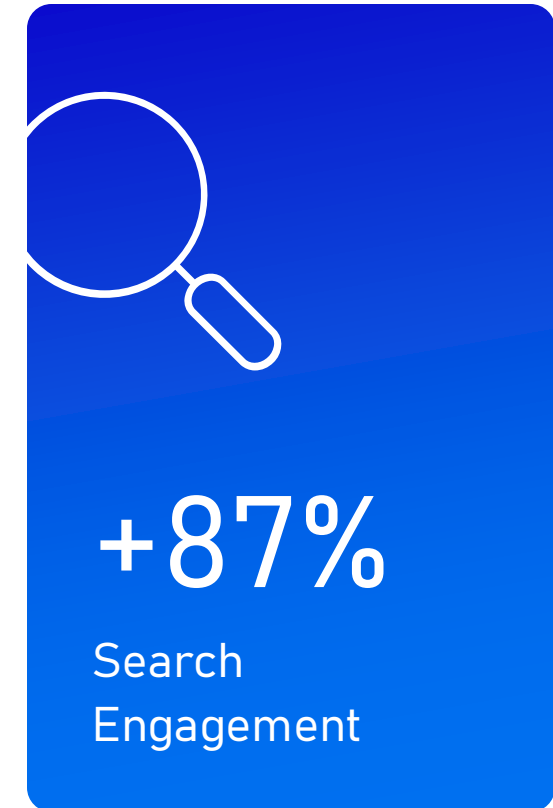
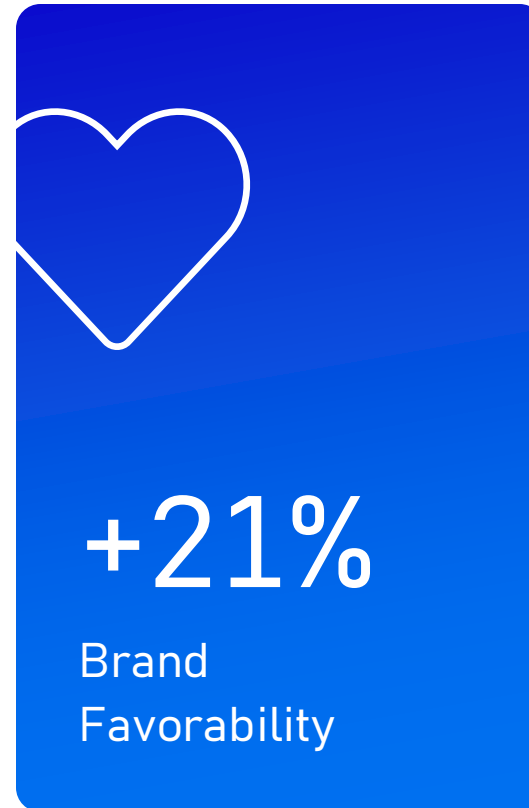
- Pharma category consultation and recommendations
- Sponsorship and audience impact analysis

[^]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*

+15%

Aided Ad Recall/ Awareness

+6%


Consideration Intent



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

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%

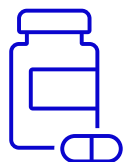
increase in **new patient prescriptions**

+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

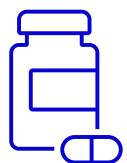
+233K

**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

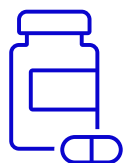
+60%

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:

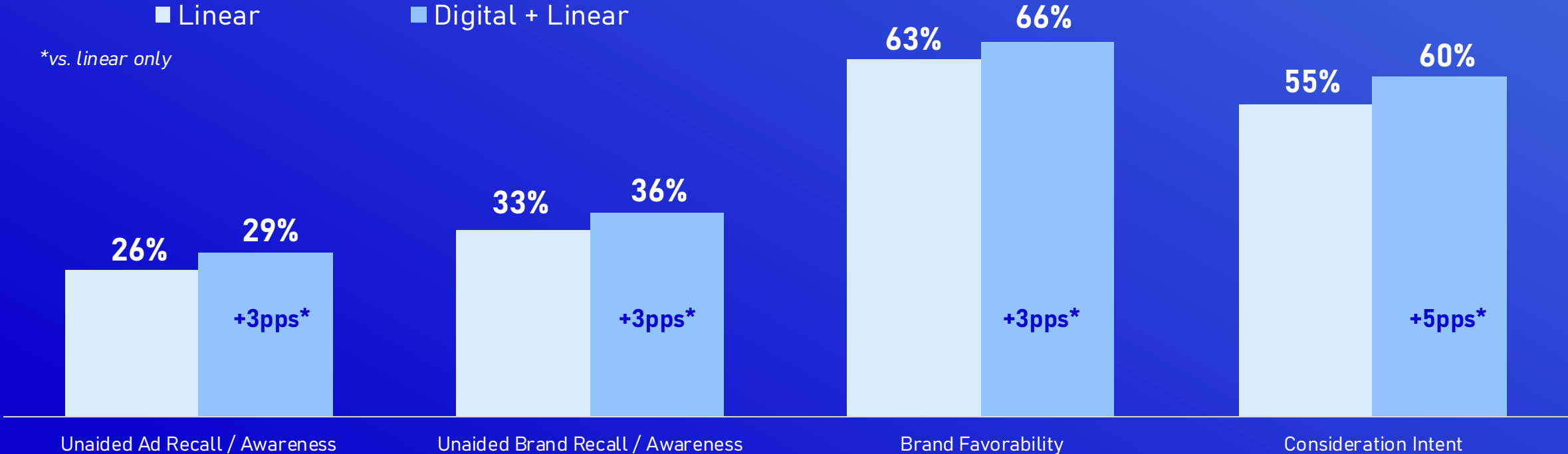
Megan Ryan
Nikita Tolani
Melissa Perron



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

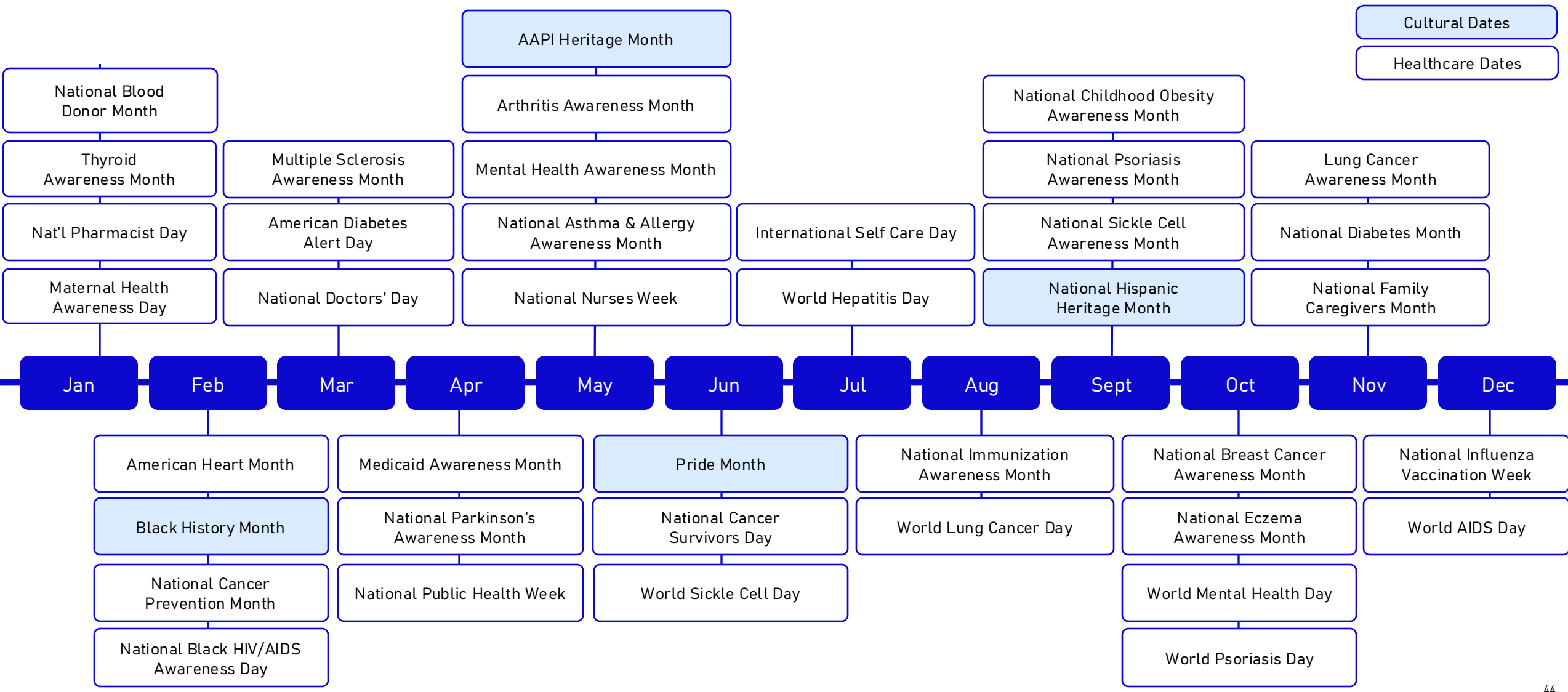
Stronger Full-Funnel Impact for Brands with Cross-Platform Elements

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



SNL50



EMMYS



LIVE FROM



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 .

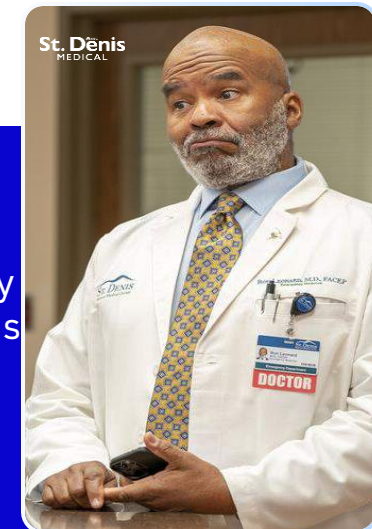
Using AI, scan Peacock content for thematically relevant moments

- 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:

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*
- **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:

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*
- **Genres include:** Comedy, Reality, Docuseries

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

