



Retail Playbook

Apparel & Accessories + Core Retail + Home +
Office Supplies & Equipment + Toys

Retail Playbook Overview

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

Our Approach

At NBCUniversal, we have a legacy of working with a diverse range of Retail partners to build their brands & businesses. In 2024, NBCU worked with 400+ Retail advertisers across the below sub-categories.



Apparel &
Accessories



Big
Box



Home
Furnishings
& Imprvmt.



Dept.
Stores



Grocery



Pharmacy

This playbook has been created based on NBCU's:

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

Retail Playbook Contents

An overview

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

Marketplace Dynamics



Media Trends & Observations



Brand & Business Imperatives



NBCUniversal Playbook





'25 Retail Industry Dynamics



Current Retail Category Dynamics

Despite a challenging macro environment, Retail sales are still expected to grow in 2025






Headwinds

- Retail sales are still positive, but continue to slow month to month as consumer uncertainty around govt. policies on the economy persist¹
- Retailers' ability to plan ahead is challenged by unknown future costs, supply chain management, and pricing¹
- Layoffs are hitting the category hard w/ 80.5K jobs cut during the first 7 months of 2025, +249% YoY²
- Consumers continue support brands based on their purpose-driven stances; 31% of Americans have boycotted a business while 23% have supported a business that was the target of a boycott³

Tailwinds

- Total 2025 retail sales are still expected to grow +1.5% in the scenario of moderate tariffs⁴
 - E-comm sales will grow +5% and account for 17% of total retail sales; m-commerce will account for more than 50% of e-comm by 2028
- Advertisers are expected to spend \$62B (+10B YoY) on retail media in 2025, creating new opportunities for data & measurement partnerships and helping grow retailers' media budgets⁵
 - Retail media CTV ad spend will grow 3x faster than retail media search⁶

As macro-economic dynamics & consumer spending patterns shift,
brands across Retail sub-categories are attracting shoppers through value and seamless experiences

Big-Box & Grocery 	Apparel & Accessories 	Home Improvement & Furnishings 	E-Commerce 	Pharmacy 
<p>Large retailers are seeing consumers pull-back on discretionary spend, yet benefit from being viewed as a destination for saving money & time, while still accessing variety.</p> <p>RMN data is both a B2C and B2B growth opportunity.</p>	<p>Tariffs are challenging Apparel & Accessories the most, causing shifts in inventory orders, supply chain management, pricing, and customer relationships.</p>	<p>Home Furnishings is seeing significant growth in 2025 due to a rebound in housing market, demand for sustainable furniture, continued adoption of outdoor furniture, and tech integrations.</p>	<p>E-commerce growth is slowing, but still expected to reach 20% of total retail sales by 2030.</p> <p>Apparel & Accessories are the #1 e-commerce retail sub-category, despite being the #4 sub-category of total retail.</p>	<p>Pharmacies are expected to experience steady growth as the rising number of chronic illnesses and surging use of prescription drugs contribute to the development of retail pharmacies in the U.S.</p>
<p>The Top 4 Retailers based on 2024 U.S. sales are Walmart, Amazon, Costco, and Kroger¹</p>	<p>-3.9% Decline in consumer spending at Apparel & Accessories establishments in Q1'25 compared to STLY²</p>	<p>+2.1% & 7.0% Expected 2025 sales growth of Home Improvement and Home Furnishings, respectively³</p>	<p>+5% Expected 2025 U.S. e-commerce sales⁴</p>	<p>+4.3% Expected 2025-2032 CAGR of the U.S. Retail Pharmacy Market⁵</p>

Retail Media Trends To Watch

Retail brands are combining mass media moments (i.e., live events) with data-driven distribution to balance brand and performance

Continued Streaming Growth



+17%

Increase in **streaming** spend in 1H'25 as platform growth results in more available inventory and smaller advertisers shift towards more premium content

Sports Wins Dollars



+25%

Increase in sports media across **national linear** (+24%) and sports **streaming** (+47%) to reach a highly engaged audience at scale

Continued Use of Performance Channels



+59%

Increase in **Search**, and +24% increase in **Shortform** and **Retail Media** in 1H'25 vs. 1H'24 as retailers look to balance brand buys with conversion-driving channels

Programmatic Availability Drives Adoption



+18%

buys via **Programmatic** as publishers continued to make more inventory, (especially premium) available and accessible

As a result of these industry dynamics, **we are seeing Retail brands & portfolios prioritize a few key objectives**

BALANCE

Brand Building &
Performance Efforts



REMAIN

Top of Mind During
Key Shopping Seasons



CREATE

Seamless
Shopping Experiences



INCREASE

Loyalty Engagement





'25/26 Retail Playbook

Each month,
NBCUniversal
content
reaches

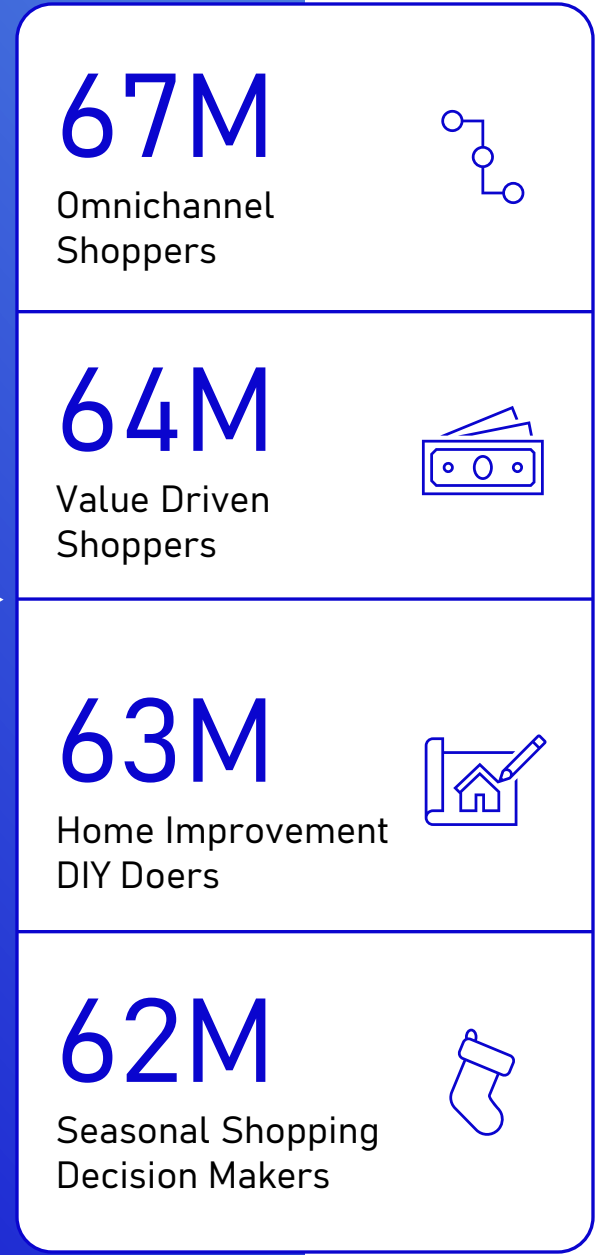
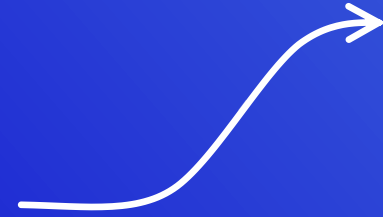
286M

P2+ Proj. 2026



Across
80M
Households

*the audiences
that matter to you*



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.

Balance Brand Building and Performance



Remain Top of Mind During Key Shopping Seasons



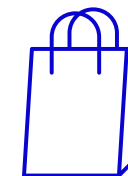
Create Seamless Shopping Experiences



Increase Loyalty Engagement



NBCUniversal's Retail Playbook



01. Capitalize on Key Retail Seasons to Stay **Culturally Relevant**

02. Drive **Brand** and **Performance** Simultaneously

03. Boost **Relevance** and **Inspire Purchases**

04. **Win Customers** and **Boost Engagement**

05. Maximize **Brand Impact** with Streaming Ad Innovations

POWER OF

Premium Content

Content Commerce

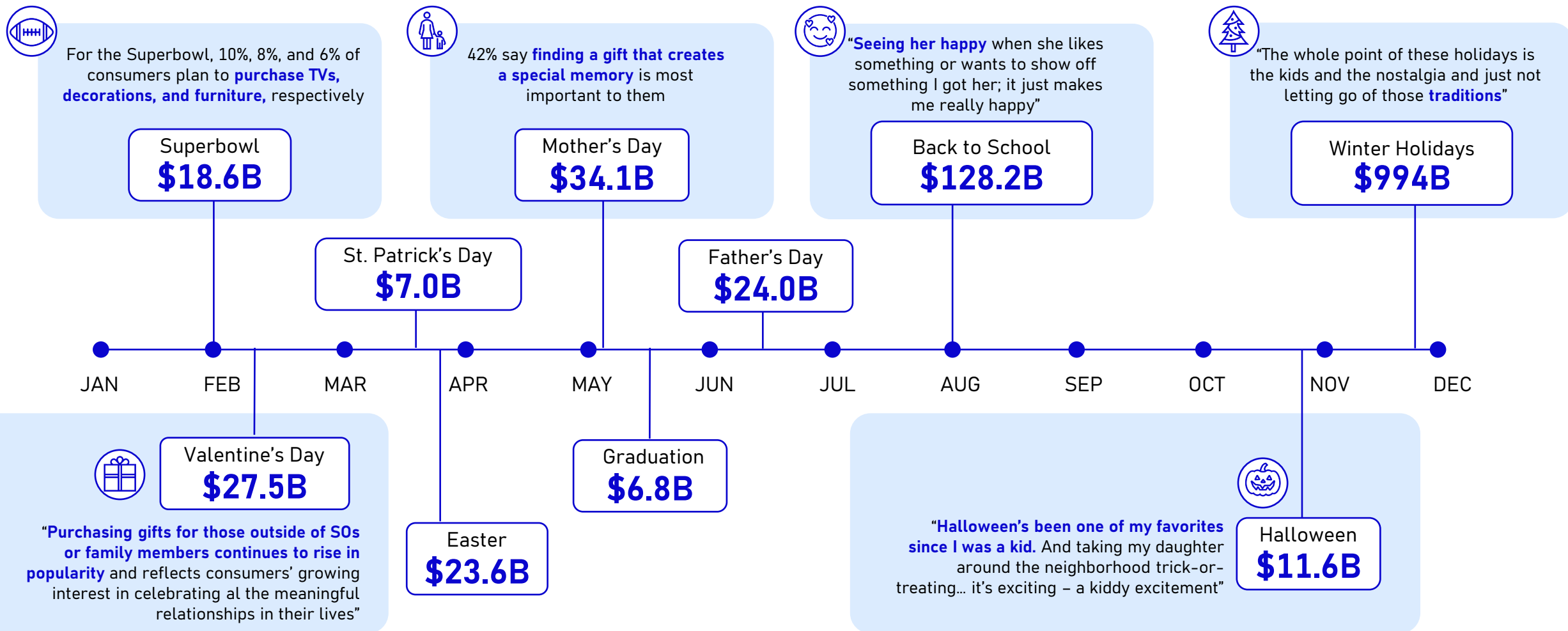
Contextual Targeting

Advanced Audiences

Streaming Ad Innovations

Holiday Programming

Retail & Seasonal Holidays **drive over \$1T** of consumer spend & are important cultural events for consumers



Inspire your customers to create lasting memories by connecting with them through our curated lineup of can't-miss moments

Key Retail Holidays



Superbowl



Valentine's



St. Patrick's



Easter



Mother's Day



Graduation



Father's Day



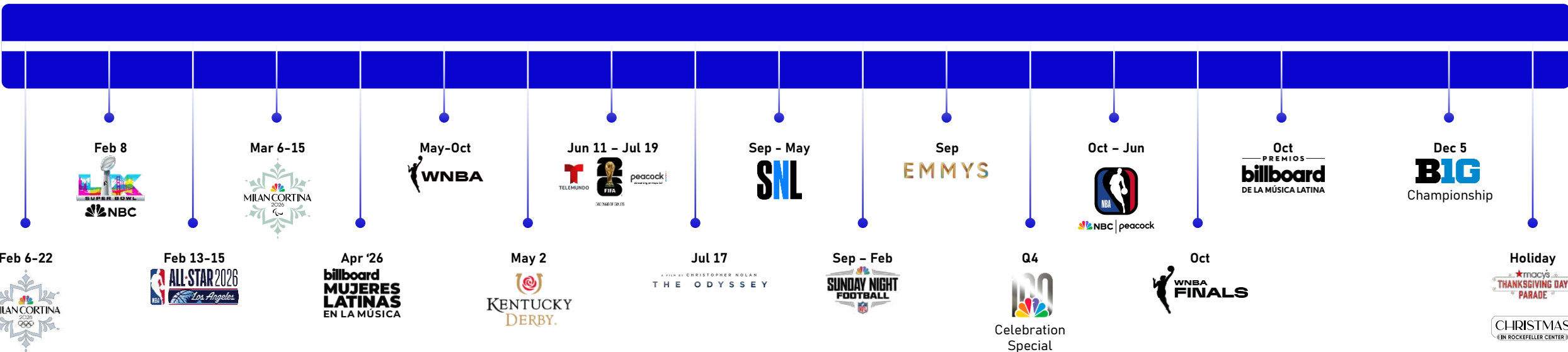
Back to School



Halloween



Winter Holidays



+ Year-Long Everyday Moments



Leverage
Commerce solutions
**to create
seamless
shopping
moments &
drive everyday
purchases**

Shoppable

Up to

60%

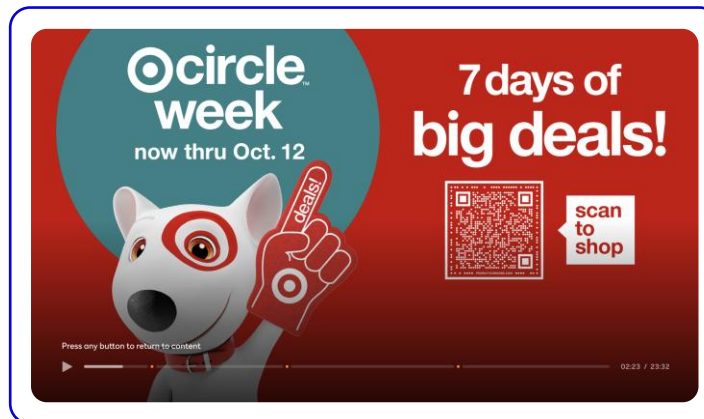
Growth in **conversion** YOY &
378% growth in **engagement**

Editorial

+30%

Lift in **brand recall** among consumers
for ads delivered in high-quality content

Shoppable Pause Ad



When viewers pause their viewing experience, a static ad appears, encouraging them to scan to shop your retail brand during their break.

Must ShopTV



Must ShopTV enables viewers to seamlessly shop for products featured in or inspired by the content they're watching.

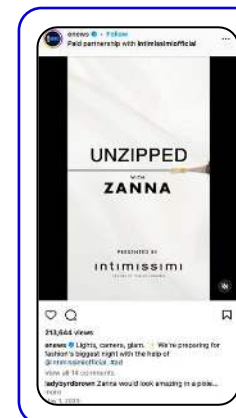
02. Drive Brand and Performance Simultaneously

Shop the Pod



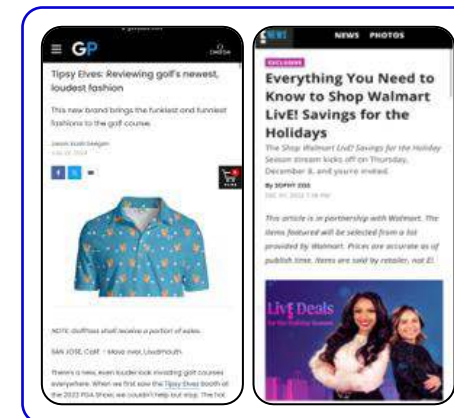
Highlight your brand in this hosted, full pod takeover where your brand can influence our highly engaged viewers to shop.

Social Commerce



Drive purchases across social, through our network handles.

Editorial



Shoppable content (articles, segments, and social) drives discovery and boosts retail brand awareness.

Retailers can drive consumer connection and action by leveraging contextually relevant ads

Context drives consumer connection

Engagement:

69%

more likely to watch an ad relevant to the content

Perception:

72%

say surrounding content impacts their perception of ads

Preference:

74%

see ads that match the content they are viewing

And connection drives action

Recommendation:

68%

more likely to recommend a brand they feel connected to

Preferred:

76%

more likely to buy a brand they feel connected to vs. comp

Loyalty:

64%

more likely to be loyal to a brand they feel connected to

NBCU offers a suite of contextual targeting solutions to deliver on retailer's needs

Genre

Align within genres of editor-curated VOD content across our premium streaming portfolio—allowing your brand to serve relevant messaging that resonates and enhances the viewer experience

Industry Category

We analyze the visual and audio elements of each episode to identify industry-specific themes and pair your brand to the most relevant ones for increased viewer engagement

Custom Inputs

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

powered by AI

Emotional Alignment

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

powered by AI

Thought Starters

Objective	Example genre	Objective	Example category	Objective	Example custom input	Objective	Example emotional theme
Align with pop culture moments	Ent. & Lifestyle	Tap into passion points	Hobbies & Interests	Inspire purchase during key shopping seasons	Seasonal	Embed creative and/or brand in emotionally relevant or desired content	Uplifting
Align with aspirational influencers	Reality TV	Drive buzz	Pop Culture	Embed in relevant (brand) content	Brand & Category		Nostalgic
Inspire holiday purchases	Holiday Content	Connect to the latest trends	Style & Fashion	Efficiently run creative next to brand ambassadors	Celebrity Name		Aspirational

Retailers are leaning into Advanced Audiences to combat brand disloyalty

+7%

increase in both customer relationship management and brand building budgets, with a bigger focus on acquisition efforts (acquisition budgets up to **20% higher** than retention budgets)

At NBCU, Advanced Audience investments have increased

+11%

in 1H'25 vs. STLY, driven by +37% increase in programmatic spend

by activating against key trends and subcategories for relevance and reach

2H'24-1H'25 Audience Segments Sorted by Key Trend and Subcategory

Season: Holiday

Holiday Shoppers

Holiday Home Entertainers

Black Friday Shoppers

Mindset: Value-Conscious

Value Seekers

Deals and Discounts Enthusiasts

Bargain Hunters

Category: Home

Home Improvement/DIY Interest

Home Décor Shoppers

Interior Design Interest

Category: Apparel & Accessories

Fashionistas

Women's Apparel Shoppers

Sneaker Shoppers

to drive key KPIs

+9%

Purchase intent

+6%

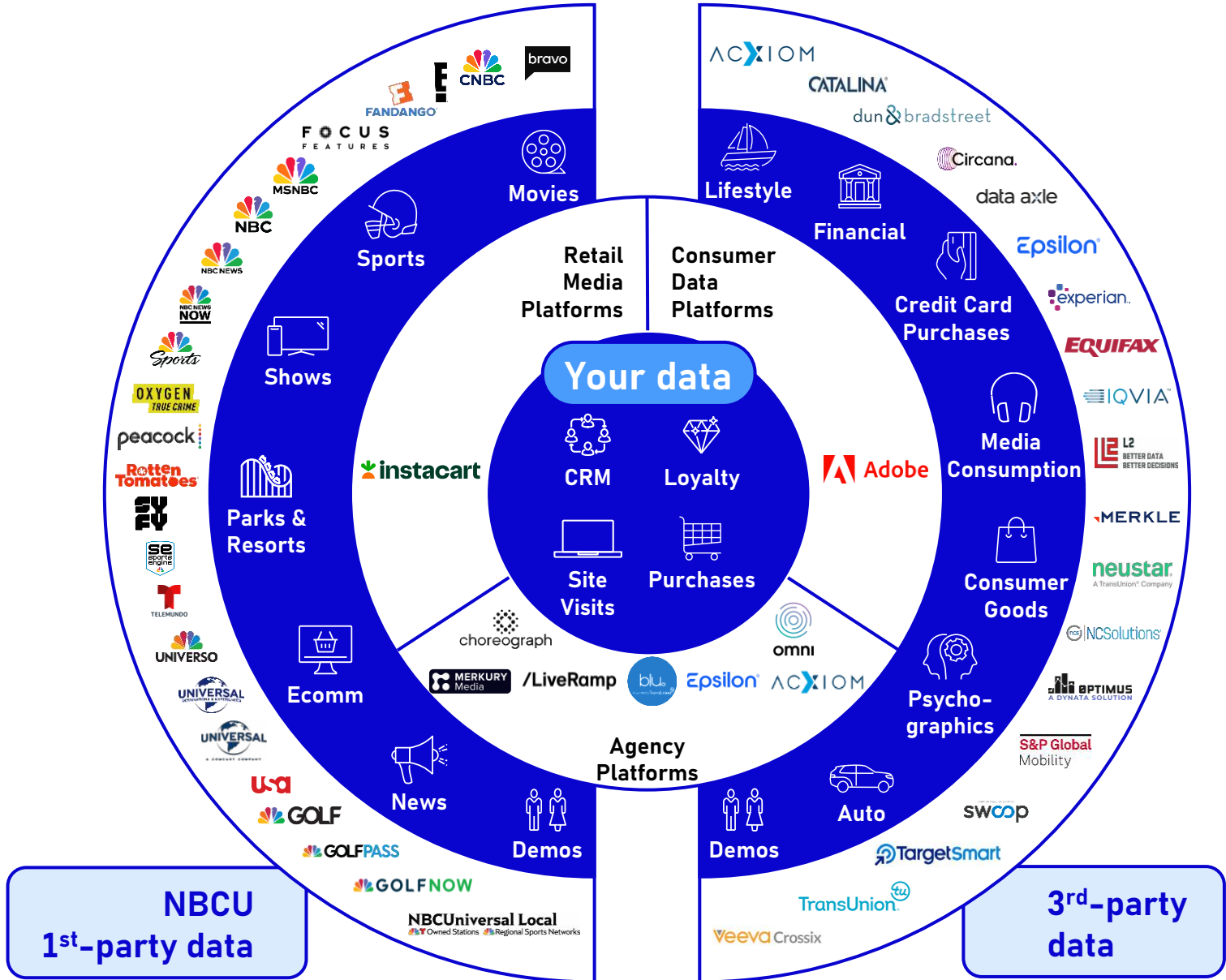
Brand recommendation

With the scale of NBCU,
we can help Retailers connect with the right audiences & maximize effectiveness by activating across every touchpoint

No matter how you activate, you'll see results:

+64%

store visits for retail brands that activate One Platform Total Audience vs. traditional demo buy



Sources: NBCU commerce data

Reach your key brand objectives with the power of Peacock Ad Innovations

Brand Discovery

Shopping Inspiration

Consideration & Engagement



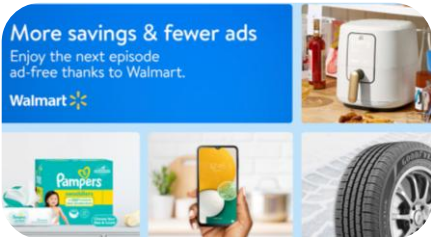
Curator Ad

Align your brand with content curated based on mood, genre, event or other themes to drive brand identity and love



Solo Ad

Maximize the likelihood that your brand messaging breaks through with consumers by owning the lone ad within a show



Binge Ad

Leverage a reward-style ad experience that mirrors the category's loyalty centric strategies



Pause Ad

Turn peak attention into action by driving digital ordering & engagement, highlighting new products or styles and more



Engagement Ad

Use interactive elements and scannable codes to create informational and shoppable experiences that convert viewers into new customers

+17% Unaided Brand Recall

+4% Consideration Intent

+3% Purchase Intent

+7% Brand Recommendation

Source: NBCU Ad Impact Database 4Q23-2025, 9 Campaigns across 5 Brands NBCU measured Retail campaigns. Custom research, vendors vary. Average of exposed vs. control cells for NBCU. Top 2 box Search Engagement (SER Index): EDO, Volume in five minutes following ads airing on NBCU vs. same brand competitive averages expressed as an index (144).

Creative Showcase:

How Retail brands have aligned with NBCU premium content and best-in-class storytelling



wayfair

THE KELLY CLARKSON SHOW

bravo

Tapping into a Range of Talent to Show Range of Product

Wayfair launched “Welcome to the Wayborhood” alongside longtime partner, Kelly Clarkson, and new partner Lisa Vanderpump. By connecting with a variety of talent and settings (e.g. Bravo Fan Fest), Wayfair showed it has style for everyone.



target

WICKED

Leveraging Fan-Favorite IP to Maximize Brand Relevance

Target tapped into the cultural phenomena of Wicked with more than 150 movie-inspired products on their shelves, an exclusive campaign with Cynthia Erivo, and a sponsorship of the Behind-the-Scenes broadcast special.



instacart

PARIS 2024

peacock

Creating New Shopping Experiences

Instacart let customers relax and enjoy the 2024 Paris Olympics by using ‘virtual concessions’, which allowed viewers to scan a QR code and easily order their favorite game day snacks.



Marshall's

LIVE FROM MET GALA

Embedding in Real-Time Culture

Trivia Engagement Ads allowed Marshall's to engage with shoppers in real-time as they were leaned into the Met Gala livestream. The retailer was able to amplify this on social through E! News presence on Instagram and TikTok



Walmart

PREMIOS DE LA MÚSICA LATINA

Engaging with Multicultural Audiences

NBCU and Walmart partnered to launch The Nuevolution Project at the Premios Billboard, through a fiery in-show performance, shoppable custom content and dynamic engagement ads, all championing the apparel designed by Hispanic creators sold at Walmart.



Retail Impact at NBCU

Retail Proven impact across client KPIs

NBCU Retail Campaigns – Test vs. Control

Upper Funnel

Unaided
Ad Recall
+7%

Unaided
Brand Recall
+12%

Aided
Ad Recall
+37%

Brand
Familiarity
+7%

Mid Funnel

Message Association
+21%

Brand Favorability
+11%

Avg. Search Engagement Index
144i

Lower Funnel

Brand Recommendation
+9%

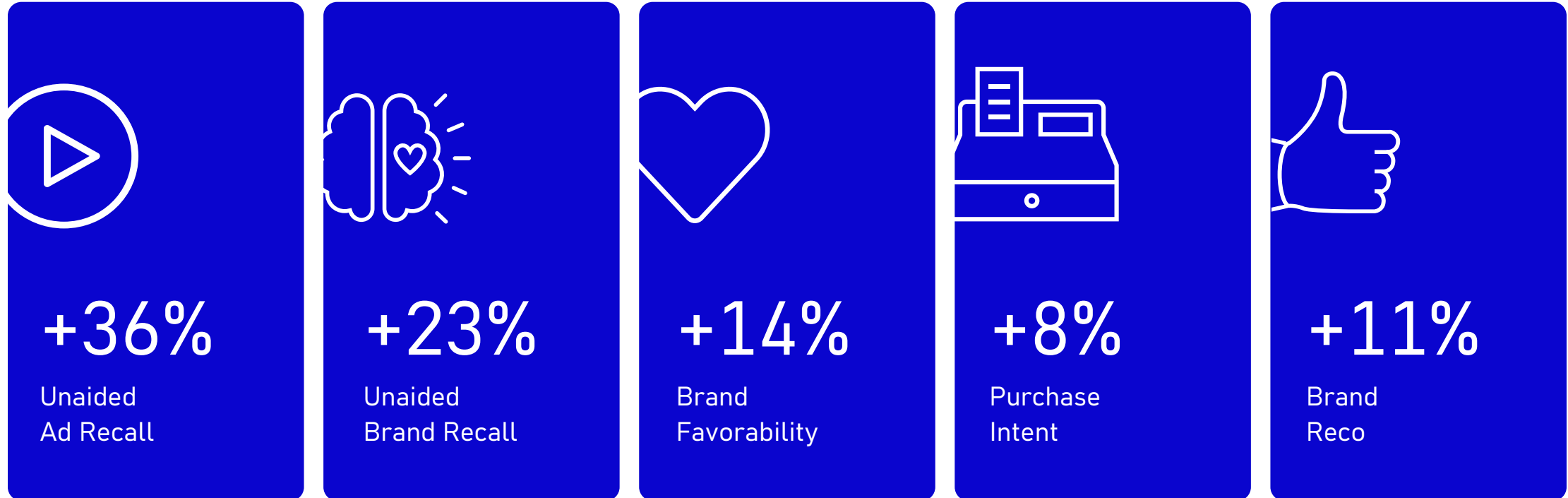
Foot Traffic Visit Rate
+15%

Retail

Campaigns across more than one platform are more effective

Retail Category NBCU Campaigns: Multi-Platform vs. Single Platform

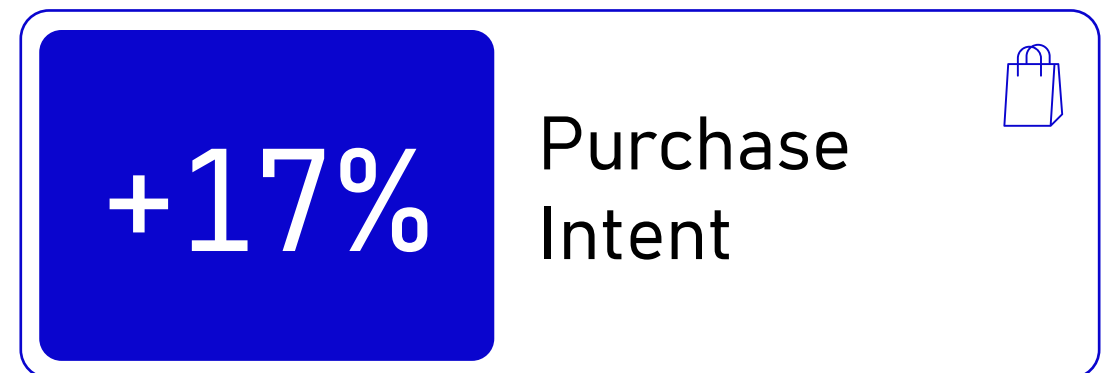
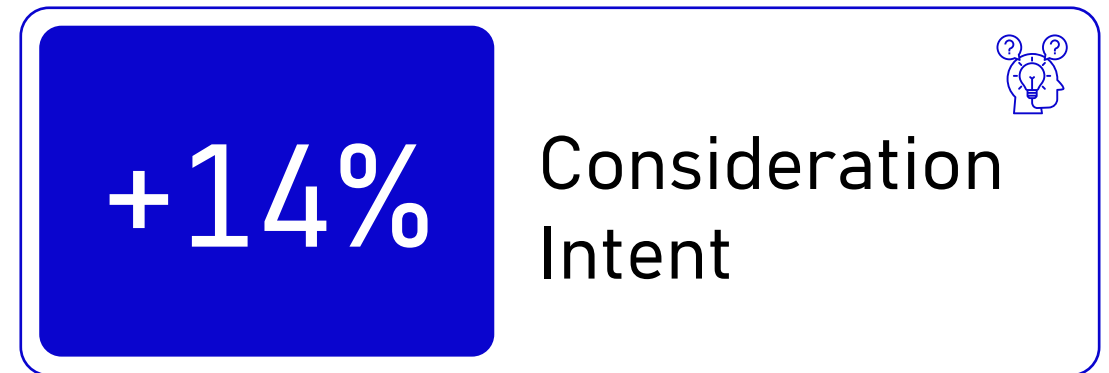
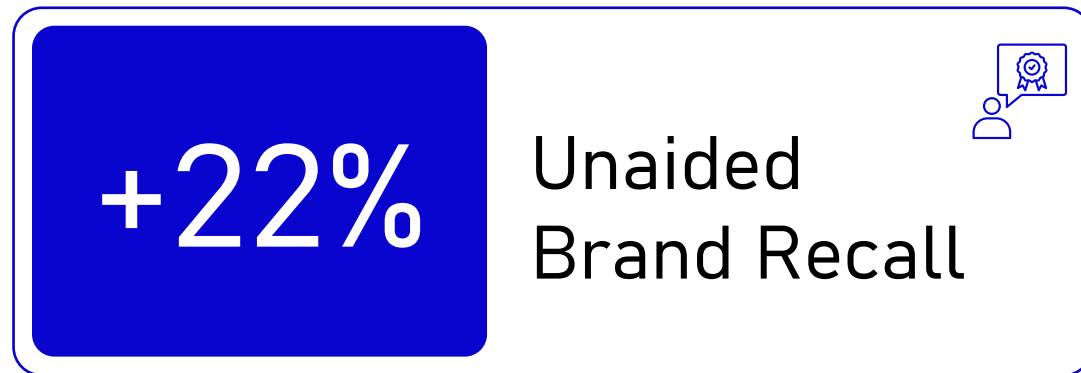
% Lift



Retail

Proven **Peacock** impact across client KPIs

NBCU Retail Campaigns – *Test vs. Control*



NBCU offers measurement opportunities providing full-funnel insights for Retail

	Buy Side Activation	Clean Rooms	NBCU Measurement Opportunities (Sell-Side Measurement)
Awareness	✓		Brand Lift Study <i>Brand Favorability</i> <i>Ad Awareness</i> <i>Recommendation Intent</i>
Consideration	✓	✓	Search Engagement Real-Time Outcomes Measurement (Attribution) Site Visitation (Incrementality)
Conversion	✓	✓	Real-Time Outcomes Measurement (Attribution) Site & Search (Incrementality) Foot Traffic Study Sales Lift (1P)*

Dedicated NBCU Insights Team provide:

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

*Requires client to permission data



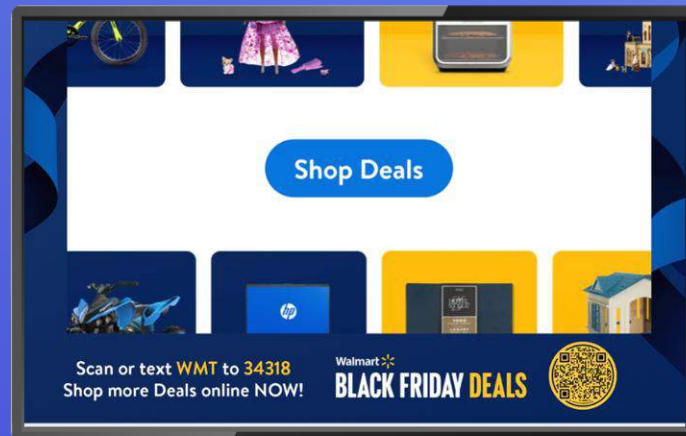
Retail Case Studies

CASE STUDY: WALMART

Walmart Leveled Up its Game for the Holidays

Walmart partnered with NBCUniversal to spotlight Walmart Black Friday Deals during the Thanksgiving NFL game, airing a 90-second pod takeover ad. A QR code directed viewers to send a text to WMT for a link driving to Walmart, where they could explore and shop the promoted Black Friday Deals.

For the first time, Walmart Connect and NBCUniversal's data collaboration enable Walmart to measure closed-loop outcomes across both linear and streaming media during the broadcast.



4x

Return on ad spend

5x

Scan Rate
Vs. Retail Benchmark

+863%

Search Engagement
Vs. Competitive Broadcast & Cable

Case Study: Boston Proper x Bravo



Boston Proper used at-home influencer social content to target consumers with interests in Bravo, women's clothing, and online shopping.

This method of leveraging social handles and celebrities from fan-favorite content made the context in which shoppers discovered Boston Proper feel more relevant.



58%
Engagement Rate

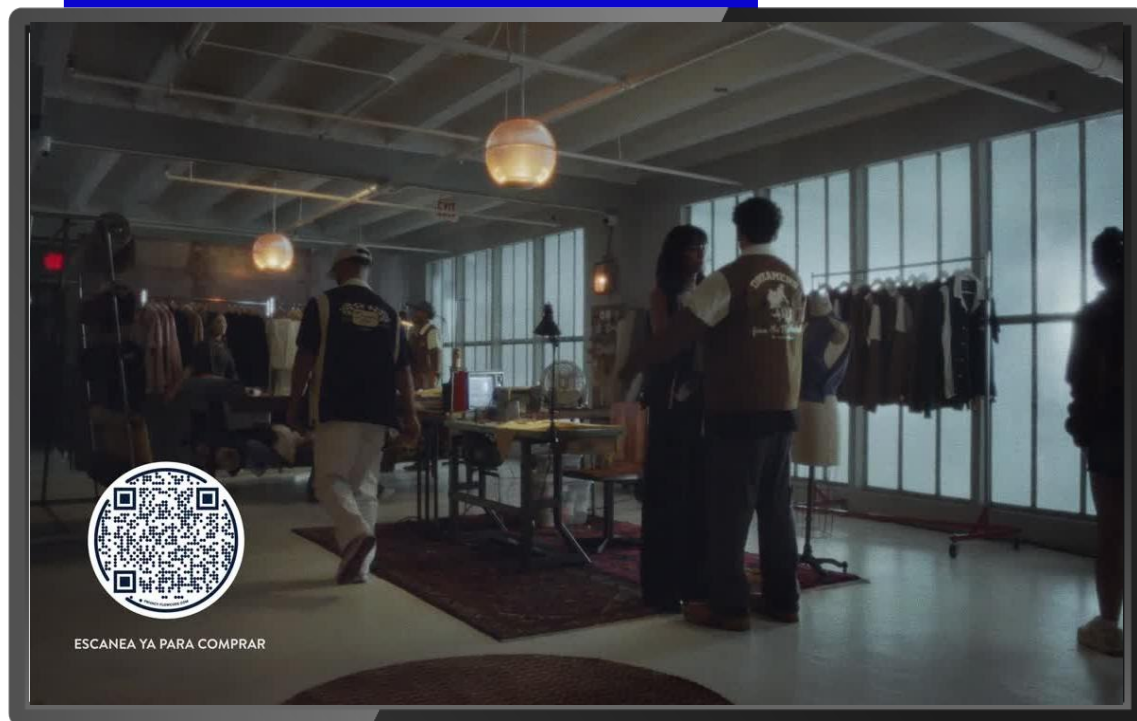
3x
ROAS

+117%
Revenue Growth
over 14-Day Flight

43%
Retargeting Audiences
Rev. Growth MoM

Sources: NBCU Meta Paid Social Benchmarks 2023 - (Entertainment & Lifestyle); Boston Proper Google Analytics 4: 10/23/23 - 11/6/23

Case Study



THE
NUEVOLUTION
PROJECT

Walmart

PREMIOS
billboard
DE LA MÚSICA LATINA

The Challenge

Engage Hispanic GenZennials, driving awareness to support the launch of Walmart's "The Nuevolution Project," a collection of apparel and home products designed by Hispanic creators who are shaping culture with a fresh perspective

The Thinking

To celebrate this one-of-a-kind collection, NBCU leaned into the powerful Latine passion point of music, and fused fashion, music and shoppability in one of Latin music's biggest nights... Premios Billboard!

The Execution

Following a performance from an up-and-coming Mexican singer featuring dancers wearing items from the Nuevolution line, and a verbal CTA from the Premios Billboard host to scan the QR code to shop the look, a bespoke, vignette featuring the dancers and the clothing line in an inspiring, cinematic style, drove fans online to shop the entire line and get to know the Latine designers behind it.

The Results

+30x
QR Scan Engagement
vs. Benchmarks

12.2M
Impression

+57%
Brand
Memorability



Retail Category Resources

Retail Category Resources

Category Trends & Strategic Recommendations



Regularly Updated Category Updates



25/26 UF Recap by Category



Retail Trend Forecasting



Resale Subcategory Update

Strategic Media Insights & Seasonal Opportunities



Older Audiences & TV



Back to School Handbook

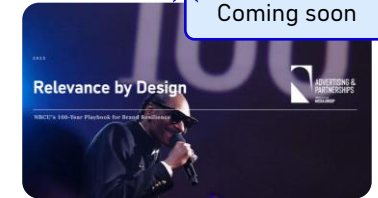


Holiday Handbook

Thought-Leadership & Insights



The Future of Advertising: Entertainment Ads



Relevance by Design

Coming soon



Ad Ethics Series

Retail Playbook

NBCU Retail Category
Strategy Team:

Adam Daniele
Cynthia Jung
Andrea Illan

