

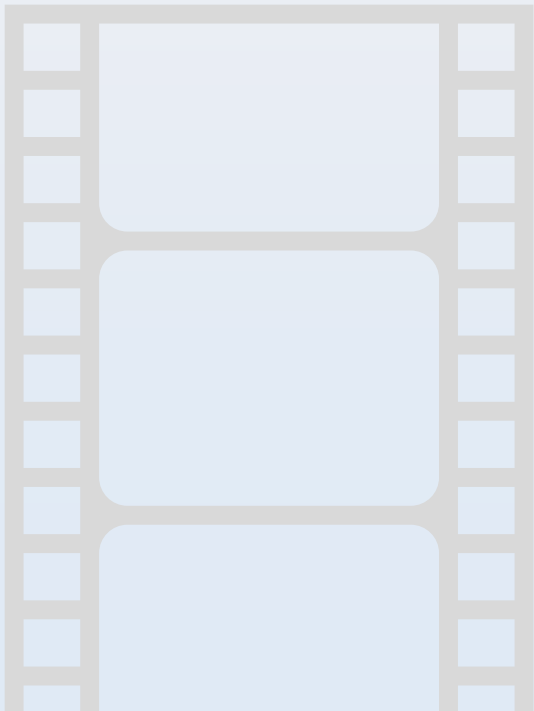
STUDIOS TRAILER LAUNCHES

NBCUniversal

Best Practices

Trailer Launch Best Practices

WHAT'S INCLUDED

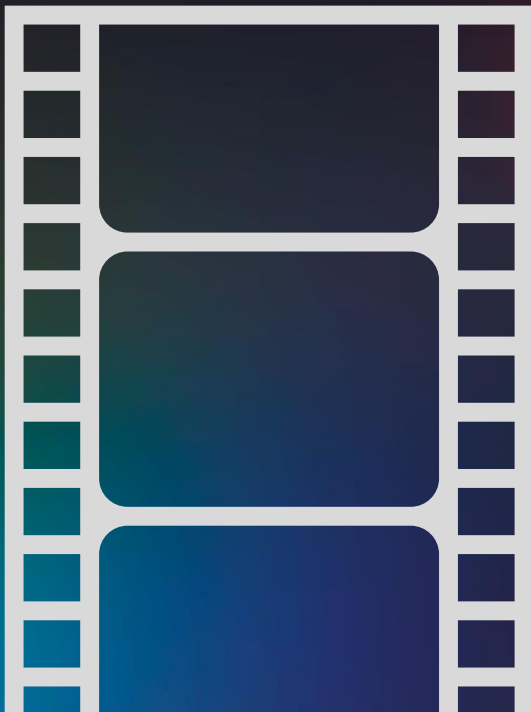


This guide compiles NBCUniversal's media and marketing best practices for Studios **launching trailers** and **driving mass awareness bursts** for new films

These recommended tactics were developed based on years of collaborating with our **Studio partners and measurement vendors, strategic data analysis,** and **best-in-class executions**

Each tactic has accompanying details, benchmarks, case studies, measurement, & product guides to assist Studios in **selecting the best combination of solutions** for their needs and **maximizing the value** of media investments

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Best media practices based on KPIs + proof points

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Recommended strategies

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Trailer Launches

KEY OBJECTIVES + KPIs



Mass Reach

Reach the widest audience possible within a timebound moment



Title Awareness

Maximize film title familiarity & awareness



Initial Buzz

Start establishing cultural relevance & conversation



Intent to Watch

Begin guiding audiences through the funnel by sparking early interest

Trailer Launches

HOW WE DELIVER FOR STUDIOS



Mass Reach

79M

Moviegoers
NBCU Cross-Platform
HH Reach



Title Awareness

+24%

Title Familiarity



Initial Buzz

155

Average Search
Engagement Index



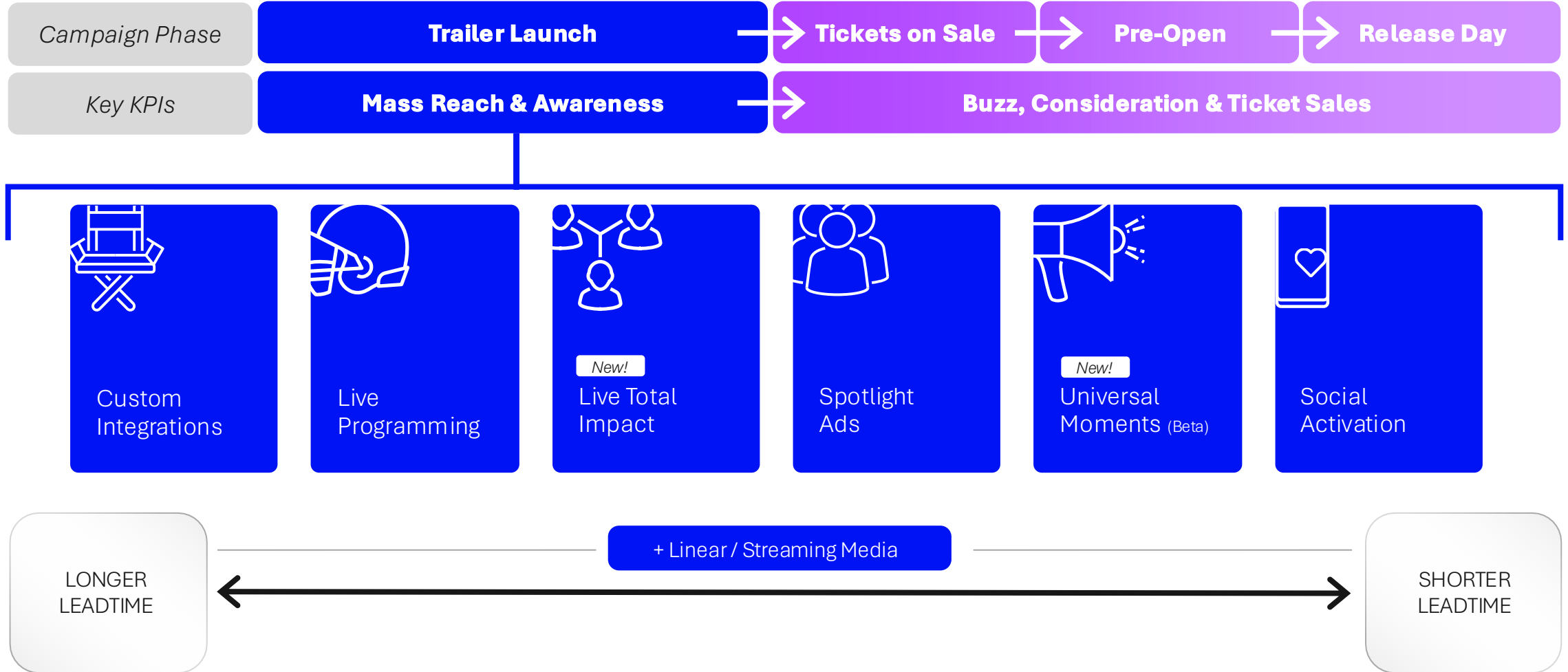
Intent to Watch

+31%

Watch Intent

Trailer Launches

MENU OF MOST EFFECTIVE TACTICS



TACTICS & MEASUREMENT

Click for:

Case Study #1

Case Study #2

Product Guide

For High Impact Cultural Reach + Association: **CUSTOM INTEGRATIONS**

The Approach:

Launch custom integrations with NBCU IP to lead up to a trailer launch placement within **mass reach, culturally resonant NBCU live programming & events** across linear and Peacock

The Tactic:

With longer lead times, align campaign timing with NBCU IP or tentpoles based on audience fit, genre, and the film's narrative arc. Develop custom content/integrations leveraging your film's and NBCU's IP for creative trailer launch campaigns within NBCU programming

The Key Drivers:

Mass Reach, Emotional Connection, Memorability

Results That Matter

+88%

Higher Daily Reach Avg. Big Event Days vs. 2024 Avg.

+68%

Studios Custom Marketing Elements' Likeability vs. Standard Ads

+51%

Studios Brand Familiarity in Live Sports & Events



Plus-Up Best Practices

- Partner with talent for custom content & additional promotion
- Add on-air talent trailer mention, toss, pod takeovers, etc.
- Extend cross-platform (ex. social, Peacock ad innovations)
- Leverage b-roll footage for additional promotion/media

Click for:

Case Study #1

Case Study #2

Product Guide

For Mass Reach + Cultural Buzz: **LIVE PROGRAMMING**

The Approach:

Traffic your trailer in premier pod placements within **mass reach, culturally resonant events** across linear and Peacock

The Tactic:

Align campaign timing with NBCU tentpoles based on audience fit, genre, and the film's narrative arc. Leverage these moments to drive reach, spark conversation, and build early cultural momentum

The Key Drivers:

Mass Reach, Emotional Connection, Memorability

NBCU Live Events

Q1 26



Q2 26



Q3 26



Q4 26



Results That Matter

+187%

Aided Ad Recall vs. Control

+88%

Higher Daily Reach Avg. Big Event Days vs. 2024 Avg.

+51%

Studios Brand Familiarity in Live Sports & Events

Plus-Up Best Practices

- Add on-air talent trailer mention, toss, pod takeovers, etc.
- Enhance with branded / IP integration
- Extend cross-platform (ex. tentpole social channels)

Source in notes. Live Programming inclusive of sports, live events/tentpoles, & live content (ex. late night). NBCU Live Programming calendar above non-exhaustive.

For Reach + Targeting at Scale: **LIVE TOTAL IMPACT**

The Approach:

Launch trailers in high-profile, live events and utilize NBCU/Comcast's tech stack to **target exposed trailer audiences** post-event across linear & streaming

The Tactic:

Leverage the scale of live tentpoles to drive awareness & initial consideration with **1+ linear unit & 2M+ streaming impressions** (or Sports Spotlight unit). Then target those viewers in everyday moments to **keep your film top-of-mind with a min of 10M impressions** per measurable cell

The Key Drivers:

Reach, Audience Targeting

REACH WITH LIVE EVENTS



TARGET IN EVERYDAY MOMENTS



Across
LINEAR & STREAMING

Results That Matter



Based on initial testing in Sunday Night Football

Brand aired in the 10/12 Sunday Night Football Game, **driving consideration**

Those exposed to the ad were re-targeted Cross Platform following the game **driving even stronger impact**

+1.8X

vs. Industry benchmark

+160%

vs. just Audience Targeted

Plus-Up Best Practices

- Layer on top of Live Programming tactics
- Deploy specific creative based on retargeted audience
- Leverage for later campaign phases for sequential storytelling

For High Impact Takeover: **SPOTLIGHT ADS**

The Approach:

On the day of your choosing, your ad is the first one delivered to all Peacock viewers across all content in the first standard ad break – maximizing reach in premium positioning for 24 hours*.

The Tactic:

Schedule a Spotlight Ad according to your trailer launch date to reach **~5M impressions** via Peacock Premier audiences. Launch your trailer (:30/:60) as a **first impression takeover** within a **24-hour window** across Peacock Premier

The Key Drivers

Premium Audience Reach, Memorability

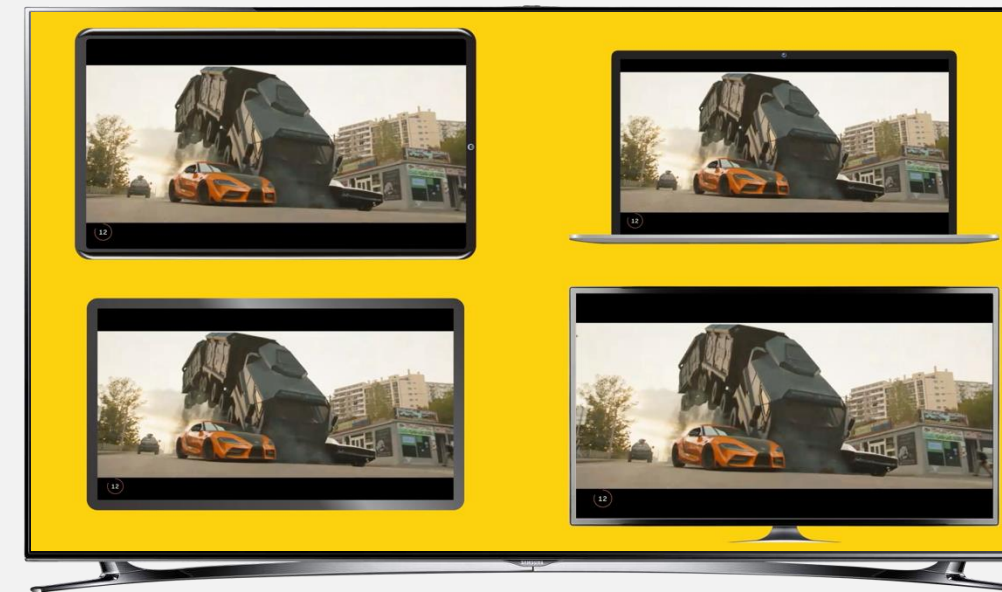
Results That Matter

90%

Reach of Peacock streamers
(cross-category)

+38%

Message Memorability vs Midroll
for Product Overall



Click to play demo

Plus-Up Best Practices

- Schedule Spotlight Ads to align with Movie Tracking
- Strategically schedule multiple Spotlight Ads in campaign
- Strategically schedule Spotlight Ad & Universal Moments
- Build a retargeting audience for future campaign phases

For Mass Reach Blitz:

UNIVERSAL MOMENTS (BETA)

The Approach:

Schedule according to your trailer launch date to reach **~15M impressions** at only 1x impression per user to maximize reach

The Tactic:

Launch your trailer (:15/:30) within a **72-hour window** across Peacock AX O&O (incl. Premier, excl. Hulu & YouTube)

The Key Drivers:

Maximum Reach, Memorability

Beta Case Study Results

2X Higher title memorability vs. competitive platforms

2X

Intent to view vs. competitive platforms

+13%

In "Interest in Movies" vs. total digital U.S. population



Plus-Up Best Practices

- Strategically schedule Spotlight Ad & Universal Moments
- Build a retargeting audience for future campaign phases

For Social Content Integration:

PAID SOCIAL FRANCHISE

The Tactic:

Amplify trailers & film IP across exclusive NBCU social channels, ex. tentpole coverage, announcements, sneak peaks, behind-the-scenes, content series, clips or highlight packages, editorial, & more. Film branding elements include paid partnership disclosures & sponsored by logo

The Approach:

Reformat trailer assets into social-first creative and amplify across selected platforms to reach core targets based on genre, audience, & timing (4-6 weeks lead time) to tap into the **6.9B monthly video views** across NBCU's social portfolio

The Key Drivers:

Reach, Awareness, Engagement, Social Buzz

Results That Matter

+39%

Lift in Ad Recall
(TikTok)

+25%

Lift in Ad Recall
(Meta)

+2X

Engagement Rate vs.
Advertiser Norm



Plus-Up Best Practices

Extend reach with custom amplification
& audience targeting

For Social Alignment + Reach: TIKTOK PULSE PREMIERE 🎵

The Approach:

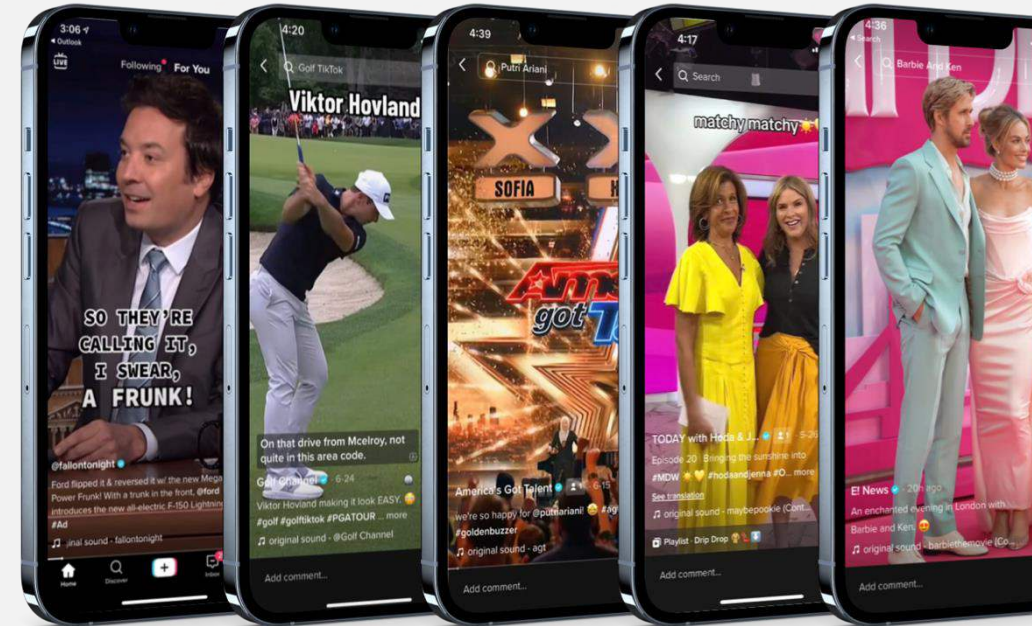
Align your trailer to adjacent to NBCU TikTok content across key genres (Entertainment, Sports, News, Late Night, more) to tap into the **32B video views** across NBCU's TikTok portfolio (recommend booking 2 weeks in advance)

The Tactic:

Run your trailer adjacent to **top NBCU TikTok videos** via Pulse Premiere

The Key Drivers:

Reach, Engagement



Results That Matter

+58%

Unique Audience Reach

+69%

Video View Rate vs.
Advertiser Norm

+31%

Engagement Rate vs.
Advertiser Norm

Plus-Up Practices

Extend reach with custom amplification
& audience targeting

Trailer Launches

PERFORMANCE MEASUREMENT

Trailer Launch KPIs



Mass Reach

Reach the widest audience possible within a timebound moment



Title Awareness

Maximize film title familiarity & awareness



Initial Buzz

Start establishing cultural relevance & conversation



Intent to Watch

Begin guiding audiences through the funnel by sparking early interest

Measured Metrics

AWARENESS

Measured KPIs:

Movie Title Memorability













CONSIDERATION

Measured KPIs:

*Online Search & Site Engagement,
Social Buzz, Intent to Watch*

Studios

CAMPAIGN KPIS BY PHASE

Trailer Launch	Tickets on Sale	Pre-Open
 <p>Mass Reach Reach the widest audience possible within a timebound moment</p>	 <p>Targeted Awareness Reach key audiences primed for upcoming film</p>	 <p>Awareness + Familiarity Reinforce KPIs for maximum effect & reach before film release</p>
 <p>Title Awareness Maximize film title familiarity & awareness</p>	 <p>Buzz Build on initial buzz by fostering excitement & cultural association</p>	 <p>Buzz + Anticipation Level-up excitement, word-of-mouth, & cultural conversation</p>
 <p>Initial Buzz Start establishing cultural relevance & conversation</p>	 <p>Intent to Watch Continue inspiring audiences to ticket purchase consideration</p>	 <p>Intent to Watch Continue inspiring newly aware audiences through the funnel</p>
 <p>Intent to Watch Begin guiding audiences through the funnel by sparking early interest</p>	 <p>Ticket Sales Start driving ticket sales</p>	 <p>Ticket Sales Drive ticket sales heading into opening weekend & beyond</p>



CASE STUDIES

An NBCU IP partnership and custom content campaign creatively launched an action/thriller film's final trailer

The Challenge:

A major studio wanted to creatively build **film awareness and momentum** leading into opening weekend with its final trailer creative

The Approach:

By activating a one-of-a-kind, cross-platform partnership uniting film talent with America's Got Talent, the **custom in- and out-of-show elements** were sequenced to build buzz and ultimately, launch the film's last trailer in the show's finale

The Measurement:

We partnered with Latitude and MarketCast to measure brand lift and performance

The Results

The custom elements significantly outperformed norms and drove toward trailer launch objectives

+54%

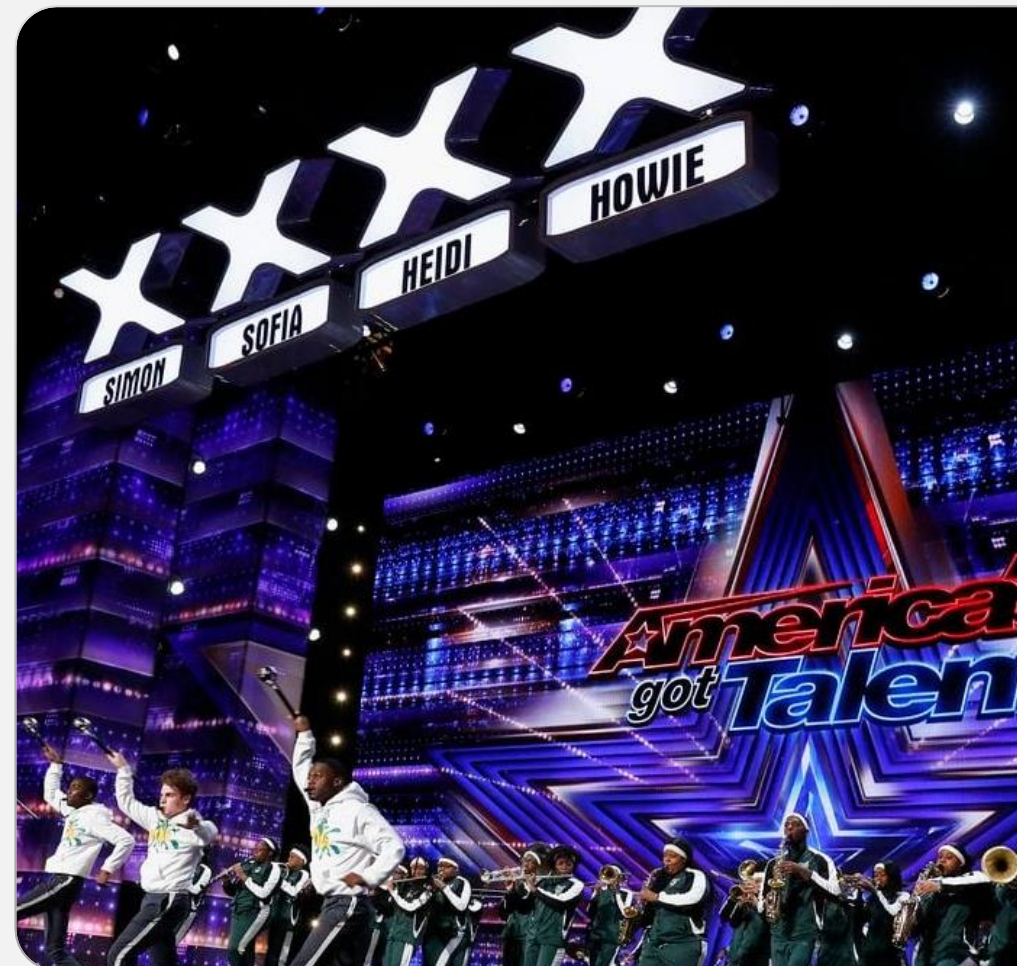
Title memorability vs.
brand integration norms

+214%

Intent to view vs.
brand integration norms

+108%

Movie opinion vs.
brand integration norms



Enhanced creative throughout a sequel's trailer campaign in the 2024 Paris Olympics drove incremental impact

The Challenge:

A major studio aimed to generate **mass awareness and re-ignite interest** for a franchise film

The Approach:

By deploying enhanced creative on top of trailers throughout the 2024 Paris Olympics, the studio leveraged the **cultural relevance** of the moment and **captured the attention of engaged viewers** with a unique and dynamic integrated campaign

The Measurement:

We partnered with EDO and MarketCast to measure performance

The Results

Enhanced ad creative drove even stronger lifts than standard trailer creative

+96%

Definite Intent to View after Seeing Enhanced Ad vs. +53% for Standard

+4.3M

Incremental Searches for Enhanced & Standard Ads vs. +2.9M for only Standard

+251%

Increased Likelihood to Search for Enhanced & Standard Ads vs. +196% for only Standard



The 2024 Paris Olympics boosted awareness, excitement, & consideration for 3 films

The Challenge:

A major Hollywood studio wanted to boost title awareness, positive interest, and intent to view for **multiple films across varying genres**

The Approach:

The studio launched cross-platform campaigns during the **2024 Paris Olympics** to maximize reach and **capitalize on the cultural association** with the iconic event

The Measurement:

We partnered with NRG, iSpot.tv, and MarketCast to measure performance



The Results

Unaided Awareness *Paris Olympic Viewers vs. Pre-Period*

+57%

Drama Film

+213%

Nostalgia IP Film

Attention Index *Paris Olympics Trailer Ads vs. Overall Ad Norm*

+32%

Drama Film

+11%

Nostalgia IP Film

+20%

Thriller Film

Definite Intent to View *Paris Olympics Trailer Ads vs. Norm*

+53%

Drama Film

+81%

Nostalgia IP Film

+24%

Thriller Film

Sunday Night Football drove incremental consideration & search for a major studio

The Challenge:

A Hollywood major studio wanted to boost **awareness, consideration, and engagement**

The Approach:

The studio launched a campaign across **NBC's Sunday Night Football** coverage to capitalize on the live sports' consistent mass reach and engaged fanbase of **20M+ viewers every Sunday**

The Measurement:

We partnered with EDO to measure performance

The Results

+97%

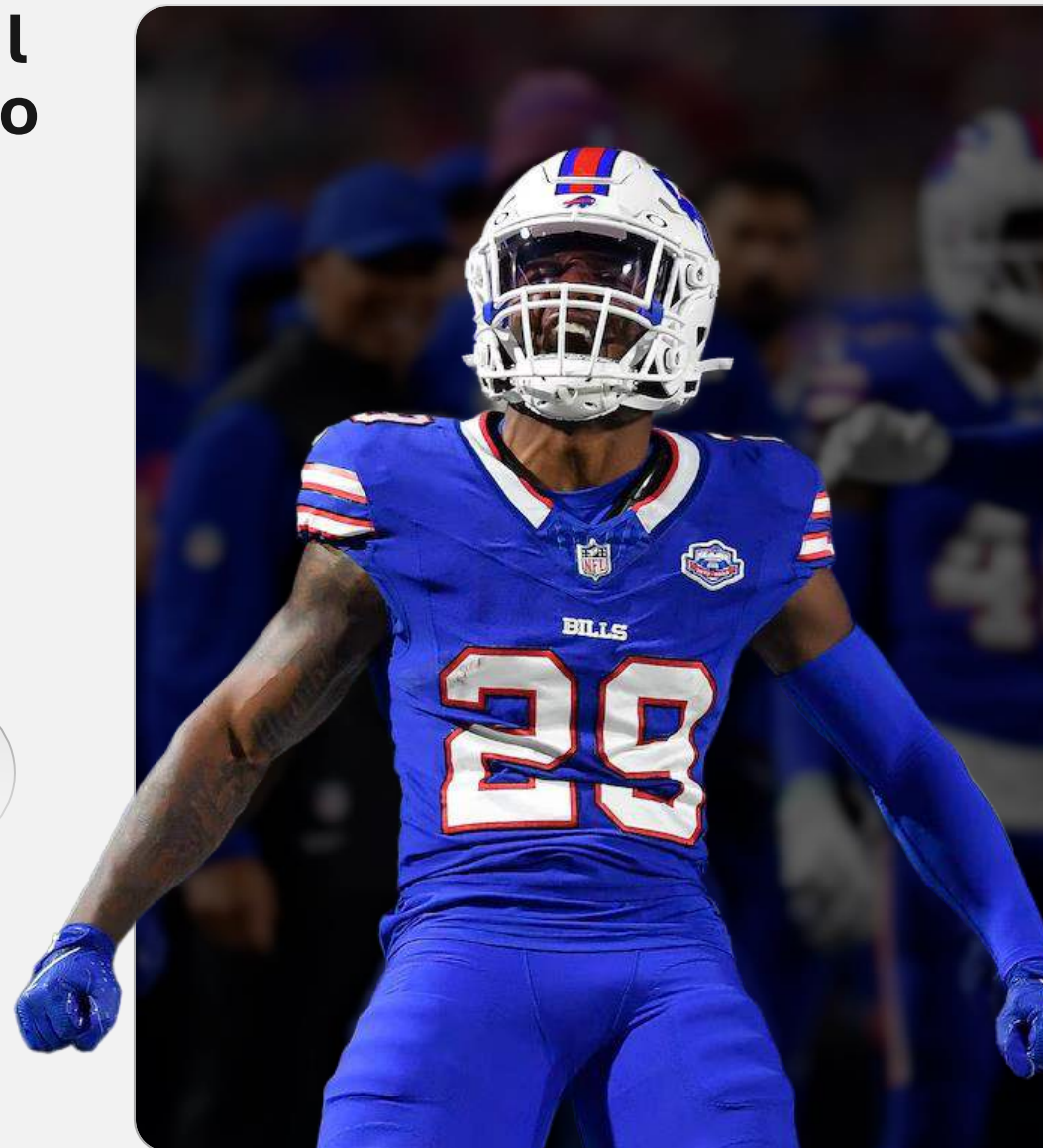
Likelihood to Search for Studio post-exposure vs. competitive networks

+980K

Additional Searches for Studio in 5 min immediately after a standard ad aired during Sunday Night Football on NBC

68 units

Number of Studio ads needed to air across competitive networks to generate as many searches as **one** of the Sunday Night Football campaign elements



A Spotlight Ad amplified the impact of a horror/thriller's campaign across Peacock

The Challenge:

To promote the sequel to a hit horror film, a major studio was aiming for **title memorability** and **re-igniting excitement** for the franchise

The Approach:

The campaign deployed multiple Peacock strategies spanning a **Spotlight Ad** and alignment with "Love Island," Premier League, Reality Genre, and Horror Genre to maximize reach via **first impression takeover**, relevant programming, and key audiences

The Measurement:

We partnered with MarketCast and Kochava to measure brand lift and performance



The Results

The trailer's Spotlight Ad drove an incremental **+54%** in measured impressions

Spotlight Ad & Peacock Campaign Results

9M

Total Impressions

+39%

Title Memorability
with significant difference at 90% confidence interval

+40%

Intent to View

A social & data-driven approach skyrocketed the reach & recall of a studio's multiple trailer launches

The Challenge:

A studio was looking to **drive awareness** for upcoming film & TV releases

The Approach:

By partnering with **NBCU social handles** and leveraging **paid social** capabilities, the studio launched engaging trailer creative that was data-targeted to audiences interested in both NBCU's and the studio's content

The Measurement:

We partnered with the social platforms on 1P brand lift measurement

The Results

NBCU's custom social content drives strong performance across view rates and engagement rates

Facebook & Instagram

+25%

Ad Recall Lift

Instagram Reels

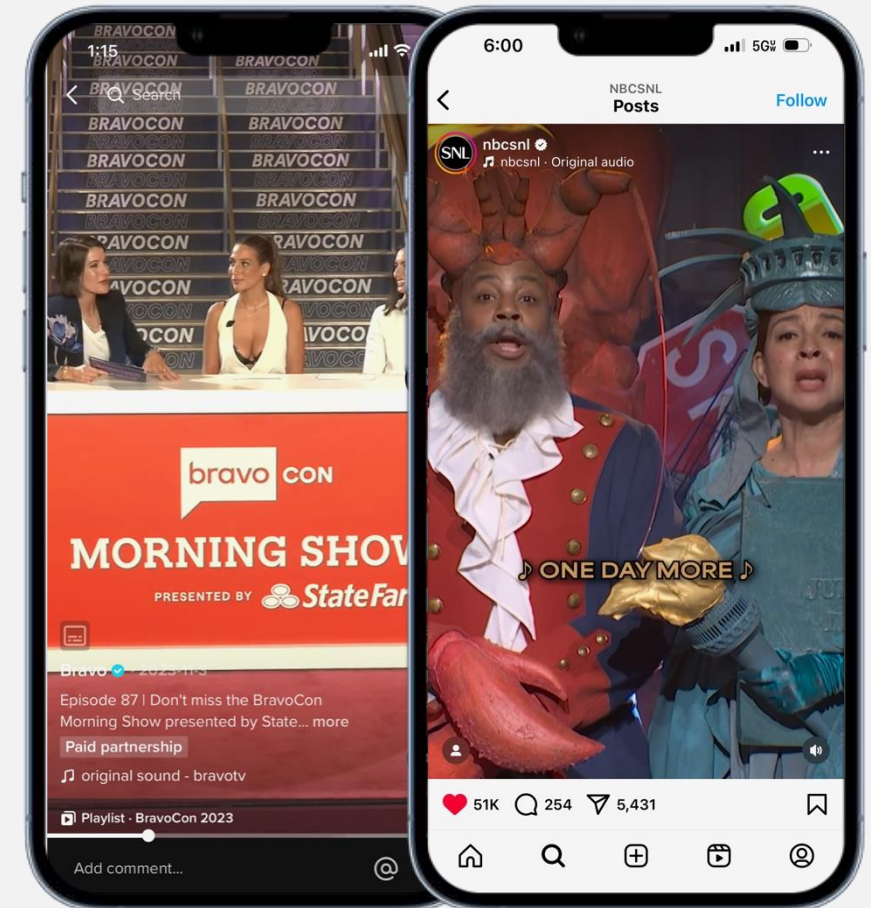
+77%

Video View Rate (2s) vs. Instagram NBCU Entertainment Social Benchmark

Instagram in-Feed Reminder

+2x

Engagement Rate (on avg.) vs. Instagram NBCU Entertainment Benchmark



TikTok Pulse Premiere & contextual targeting propelled an action tentpole's trailer past entertainment benchmarks

The Challenge:

A Hollywood major studio was aiming to drive **pre-release awareness and buzz** for an upcoming tentpole film

The Approach:

The studio utilized **NBCU TikTok Pulse Premiere**, contextually targeting SNL & Run of Entertainment lineups and aligning the flight with the film talent's SNL guest host appearance

The Measurement:

We partnered with TikTok Pulse Premiere on 1P brand lift measurement

The Results

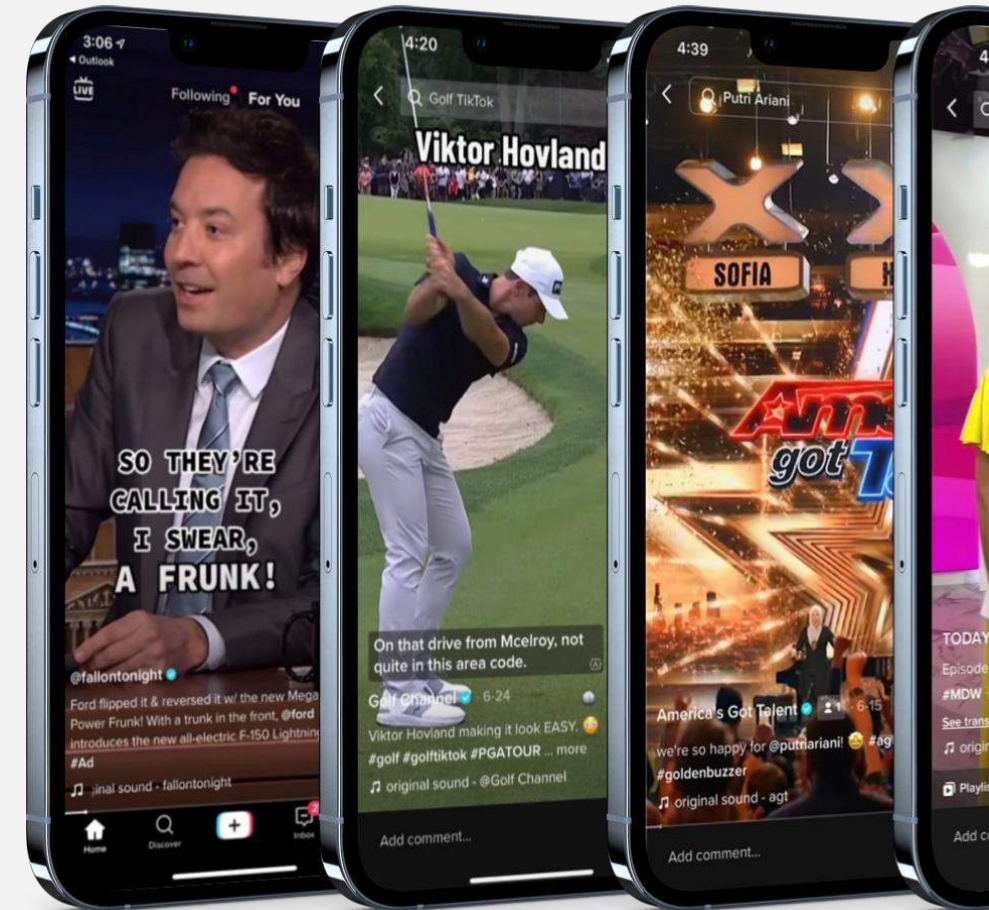
NBCU's Pulse Premiere delivered strong reach and engagement ahead of release, surpassing TikTok's Entertainment benchmarks

+130%

Video View Rate (6s) vs. TikTok Entertainment Benchmark

+3x

Engagement Rate vs. TikTok Entertainment Benchmark



STUDIOS TRAILER LAUNCHES

Best Practices

NBCUniversal

Category Strategy Studios Team

Dominique Folacci, Nicole Lee, Savannah Stephens

Insights & Measurement Ad Impact Studios Lead

Nadine Elmasri

Appendix

PRODUCT GUIDE

Product Guide

CUSTOM INTEGRATIONS

Activation Path	Direct IO
Flight Length	
Endpoints	Budget & media plan dependent
Estimated Impressions	
Timelines	Dependent on custom content concept & NBCU live programming/tentpole – contact your NBCU point of contact
Video Asset Requirements	<p><u>Streaming</u></p> <p>Dimensions/Resolution: MP4/MOV: 1920×1080 HD</p> <p>Duration: :30 or :60</p> <p>Max File Size: 10 GB</p> <p>Bit Rate: Greater than 15Mbps</p> <p>Audio: At least 192 Kbps</p> <p>Aspect Ratio: 16:9</p>
Supported Measurement	<input checked="" type="checkbox"/>

Product Guide

LIVE PROGRAMMING

Activation Path	Direct IO
Flight Length	
Endpoints	Budget & media plan dependent
Estimated Impressions	
Timelines	Dependent on NBCU live programming/tentpole – contact your NBCU point of contact
Video Asset Requirements	<p>Streaming</p> <p>Dimensions/Resolution: MP4/MOV: 1920×1080 HD</p> <p>Duration: :30 or :60</p> <p>Max File Size: 10 GB</p> <p>Bit Rate: Greater than 15Mbps</p> <p>Audio: At least 192 Kbps</p> <p>Aspect Ratio: 16:9</p>
Measurement Supported	<input checked="" type="checkbox"/>

Product Guide

LIVE TOTAL IMPACT

Activation Path	Direct IO
Flight Length	Tentpole Phase: During tentpole event (ex. Milan Cortina Winter Olympics, Super Bowl LX, NBA All-Star Weekend) Post-Tentpole Retargeting Phase: 1/2/3-week flights after tentpole
Endpoints	Tentpole Phase: Tentpole event coverage (ex. Milan Cortina Winter Olympics, Super Bowl LX, NBA All-Star Weekend) Post-Tentpole Retargeting Phase: Cross-platform re-exposure across all-genres (OPTA)
Estimated Impressions	Tentpole Phase: 1+ linear unit and 2M+ streaming impressions (or Sports Spotlight unit) Post-Tentpole Retargeting Phase: Variable media weight with min 10M impression per measurable cell
Timelines	Dependent on NBCU live programming/tentpole – contact your NBCU point of contact
Video Asset Requirements	Streaming Dimensions/Resolution: MP4/MOV: 1920×1080 HD Duration: :30 or :60 Max File Size: 10 GB Bit Rate: Greater than 15Mbps Audio: At least 192 Kbps Aspect Ratio: 16:9
Supported Measurement	Tentpole: Measurement contingent on measurement qualification and thresholds for tentpole of interest Post-Tentpole Retargeting Phase: Focus on consideration and conversion

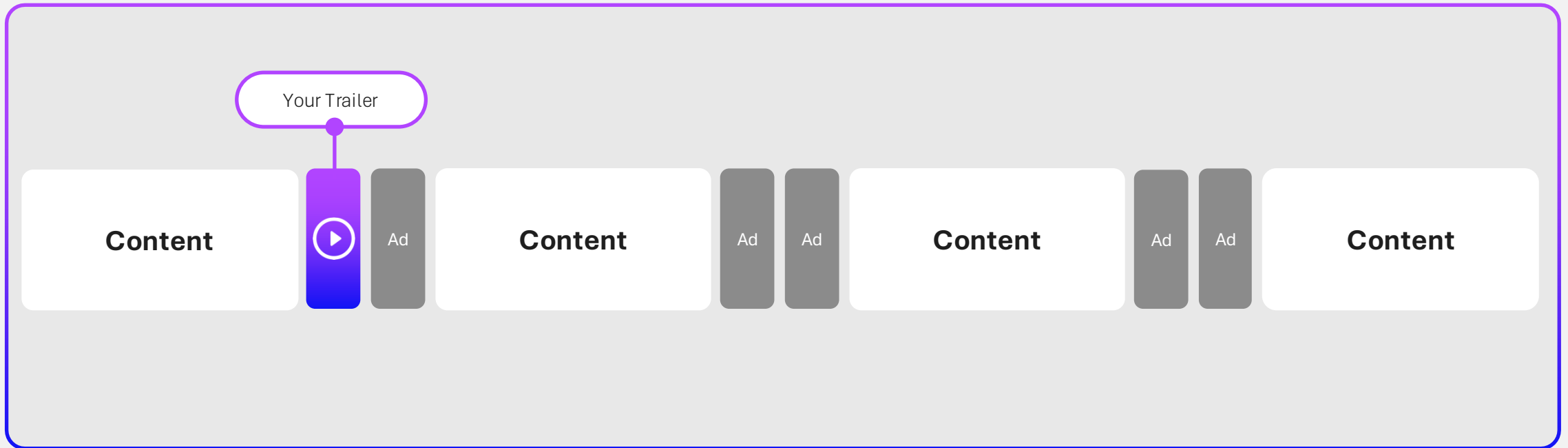
Product Guide

SPOTLIGHT ADS

Activation Path	Direct IO
Flight Length	24-hour window
Endpoints	Peacock Premier (including long-form VOD (series and movies), select Live events, and Virtual Channels)
Estimated Impressions	5M with first impression guarantee*
Timelines	3-5 days prior to launch: Video asset due to NBCU via email
Video Asset Requirements	Dimensions/Resolution: MP4/MOV: 1920×1080 HD Duration: :30 or :60 Max File Size: 10 GB Bit Rate: Greater than 15Mbps Audio: At least 192 Kbps Aspect Ratio: 16:9
Supported Measurement	Audience profiles, impressions delivery + performance-based measurement (Kochava)
Additional Details	Your Peacock Spotlight Ad will appear during a standard ad break. *Live Sports will not have the guaranteed first impression, but will guarantee a premium position (1A, 1B, 2A, etc.). Spotlight Ad inventory is subject to availability.

SPOTLIGHT ADS

How Viewers See Spotlight Ads on Peacock



Product Guide

UNIVERSAL MOMENTS (BETA)

Activation Path	Direct IO
Flight Length	72-hour window
Endpoints	Peacock AX O&O (including Premier, excluding YouTube + Hulu)
Estimated Impressions	15M at 1x frequency
Timelines	3-5 days prior to launch: Video asset due to NBCU via email
Video Asset Requirements	Dimensions/Resolution: MP4/MOV: 1920 ×1080 HD Duration: :15 <u>and</u> :30 Max File Size: 10 GB Bit Rate: Greater than 15Mbps Audio: At least 192 Kbps Aspect Ratio: 16:9
Supported Measurement	Audience profiles, impressions delivery, performance-based measurement (Kochava)
Additional Details	Recommend mix of :15 and :30 non-skippable video assets for maximum delivery. First impression not guaranteed. Universal Moments inventory is subject to availability.

Product Comparison

SPOTLIGHT AD VS. UNIVERSAL MOMENTS (BETA)

	Spotlight Ad	Universal Moments (Beta)
Product Benefits	First impression takeover on Peacock Premier	High priority Takeover of Peacock and extended digital endpoints at 1x frequency
Flight Length	24-hour window	72-hour window
Endpoints	Peacock Premier (including long-form VOD (series and movies), select Live events, and Virtual Channels)	Peacock AX O&O (including Premier, excluding YouTube + Hulu)
Estimated Impressions	5M with first impression guarantee*	15M at 1x frequency, no first impression guarantee
Timelines	3-5 days prior to launch: Video asset due to NBCU via email	3-5 days prior to launch: Video asset due to NBCU via email
Supported Measurement	Audience profiles, impressions delivery, & performance-based measurement (Kochava)	Audience profiles, impressions delivery + performance-based measurement (Kochava)
Additional Details	Your Peacock Spotlight Ad will appear during a standard ad break. *Live Sports will not have the guaranteed first impression, but will guarantee a premium position (1A, 1B, 2A, etc.). Spotlight Ad inventory is subject to availability.	Recommend mix of :15 and :30 non-skippable video assets for maximum delivery. First impression not guaranteed. Universal Moments inventory is subject to availability.

Product Guide

PAID SOCIAL + SOCIAL FRANCHISE

Activation Path	Direct IO
Flight Length	1-2 weeks (budget dependent)
Endpoints	Instagram Reels, TikTok, YouTube Shorts
Estimated Impressions	Guaranteed based off media investment
Timelines	4-6 weeks lead time
Video Asset Requirements	<ul style="list-style-type: none">• Aspect Ratio: 9x16 spec ratio• Resolution: 1080x1920• File Size: 500MB (TikTok), 4GB (Meta), 60MB (YouTube Shorts)• Duration: Creative 2 mins or less
Supported Measurement	1P platform data, 1P measurement study can be unlocked with \$500K net investment
Additional Details	Recommend creatives are under 2 minutes and 9x16

Product Guide

TIKTOK PULSE PREMIERE

Activation Path	Direct IO
Flight Length	1 month minimum
Endpoints	Advertiser branded assets run adjacent to NBCU TikTok content
Estimated Impressions	Guaranteed based off media investment
Timelines	<ul style="list-style-type: none">• ~2 weeks prior to launch: NBCU team to kick off• 3-5 business days prior to launch: Agency team/NBCU team (if custom content) to share assets with TikTok
Video Asset Requirements	<ul style="list-style-type: none">• Aspect Ratio: 9x16 aspect ratio• Resolution: 1080x1920• Max File Size: 500 MB• Duration: Creative to be :05-60s in length• Recommendation of 3-5 assets in rotation
Supported Measurement	1P data, 1P measurement study can be unlocked at \$250K net investment
Additional Details	Pulse Premiere is managed by the TikTok team