



# The Power of Tentpoles

Leveraging Live Cultural Events  
to Create Connection

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**NBCUniversal**



# How Do We Define a 'Tentpole'?

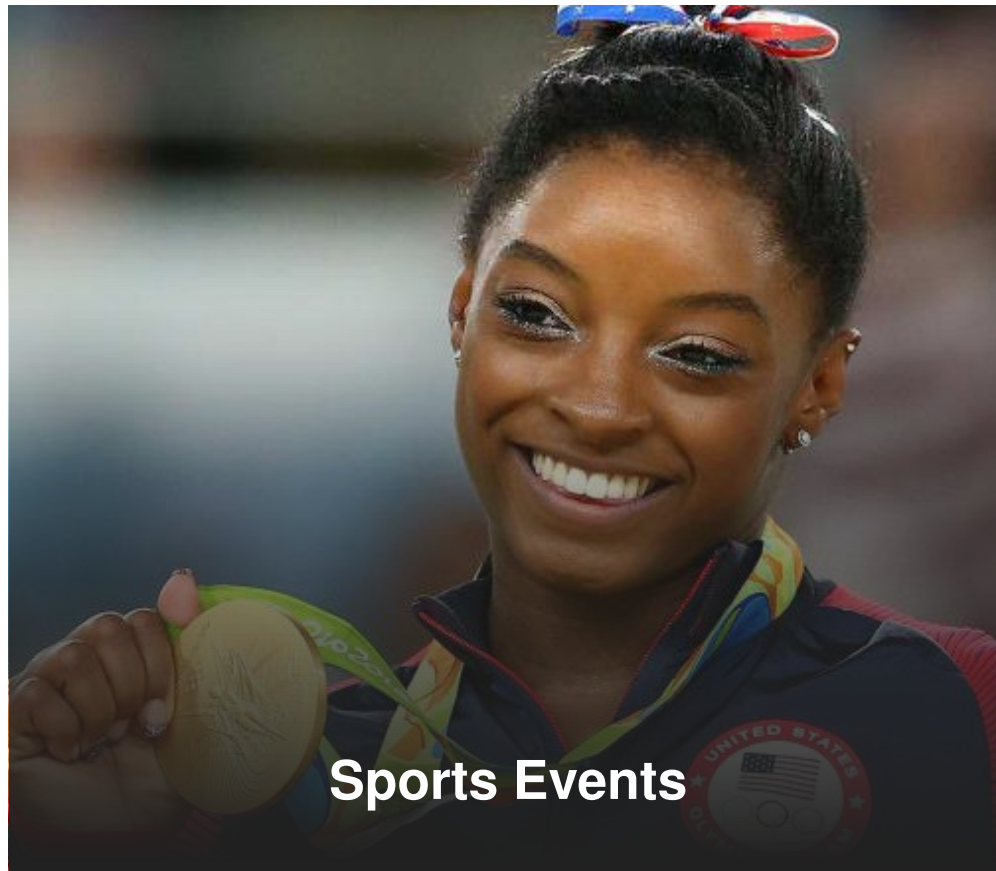
A cultural event that attracts a large live audience and drives widespread conversation both during and surrounding the event itself.



Live Entertainment



Political Events



Sports Events



Award Shows

# Advertisers Have a Long History of Leveraging Live Cultural Events to Launch, Rebrand, or Fuel the Cultural Conversation...



**1984**

Super Bowl (1984)



**Back to the Start**

Grammy Awards (2012)



**Cleaner of  
Your Dreams**

Super Bowl (2017)

**Walmart** 

**Grocery Pickup**

Golden Globes (2019)



**Stream of Lactation**

Golden Globes (2021)



**Thank You Mom**

Olympics (2010)



**Proudly With You**

Olympics (2012)



**It's a Tide Ad**

Super Bowl (2018)



**No Way Norway**

Super Bowl (2021)

# ...And Their Unique Role as a Brand Builder Continues Today

15

Brands aired in the 2021  
Super Bowl for the first time

40

Projected new  
advertisers in the 2021  
Tokyo Olympic Games

“The Super Bowl will provide Huggies with **unprecedented reach and impact** as we introduce our new creative platform and brand refresh in the United States.”

**REBECCA DUNPHEY**

*President of Personal Care at  
Kimberly-Clark North America*

**HUGGIES**

“Now is the right time to put the brand on one of the biggest stages out there. **There are very few big stages out there left for brands and advertising,** and the Super Bowl is one of them.”

**DAVID SANDSTROM**

*Chief Marketing Officer at Klarna*

**Klarna.**

# The Power of Tentpoles is Proven

Historically, marketers have leveraged tentpoles for their scale and broader impact. In today's media landscape, their impact has only **increased in value** for brands.



Deliver mass, immediate reach



Engage unique, elusive audiences



Drive full-funnel impact



Trigger consumers to act



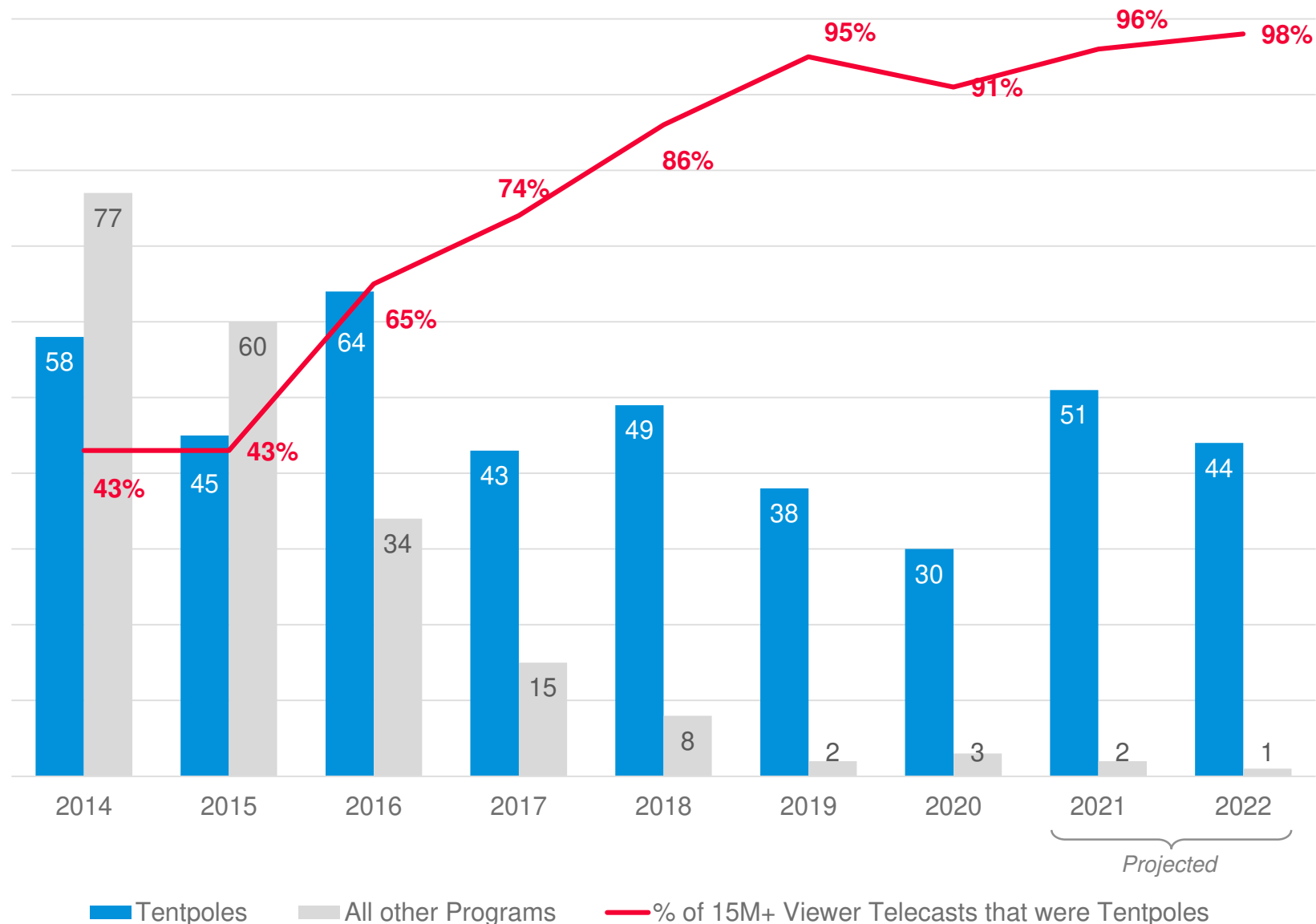


# Tentpoles Are One of the Last Consistent Sources of Reach

In an increasingly fragmented media landscape, tentpoles have remained relatively stable in drawing sizable **live** audiences vs. the broader television landscape.

Source: Nielsen; \*Tentpoles\* include live sports events including the Super Bowl, Award Shows, and Political Debates

## # of Prime Telecasts With 15M+ Viewers



# Tentpoles Attract Unique, Elusive Audiences

In the age of cord-shaving and the “light TV viewer,” tentpole events appeal to high value audiences whom advertisers are often challenged to reach on other platforms.

Sources: Nielsen; ListenFirst Audience Insights; \*\*Simmons MRI 2020 November Cord Evolution study (tentpoles defined as non regular season NFL, NCAAF, NCAAB, NHL, NBA), Grammy's, Oscar's, Emmy's, Golden Globes

21M

Light TV Viewers watched the 2018 PyeongChang Olympics

50%

Of the U.S. Hispanic Population watched the 2018 FIFA World Cup on Telemundo

2.6M

Viewers watched the 2021 Golden Globes on NBC/E! who did not watch NBC/E! the week prior

51%

Of “Cord Cutters” watched a tentpole event in 2020\*\*

# Tentpoles Deliver Full Funnel Brand Results...

NBCU Tentpoles Advantage

+14%

Ad Recall



+62%

More Likely to Search



+18%

Purchase Intent



Source: NBCU measured campaigns running from 5/29/17-5/28/20. Aided ad recall and top 2 box purchase intent = custom research, various vendors; average of test cells for 57 campaigns in NBCU tentpoles vs. average of test cells for 93 campaigns in other NBCU programming. Search index = EDO, search engagement volume in five minutes following ad airing on NBCU vs. same brand competitive averages expressed as an index (162), average of 95 measured campaigns in NBCU tentpoles. Tentpole = awards shows, OTO events and sports.



# ...And Trigger Consumers to Act Across Industries



## Olympics

BRAND



A leading confectionary brand used a sponsorship and custom content campaign to launch a new product.

RESULT

**+25%**  
Purchase Intent



## Thanksgiving Day Parade



A leading tech company ran a custom content campaign to highlight the benefits of its new product offering.

**+162K**  
Additional People Searched immediately after parade advertising



## People's Choice Awards



A leading retailer ran a multi-platform campaign to drive site and foot traffic.

**+44%**  
of exposed respondents visited their store or website or planned to within the next month



## Super Bowl



A little-known glue company placed the majority of their paid media budget into the Super Bowl and saw record sales.

**+8.6%**  
in YoY sales over the four weeks following the game

# As We Navigate a Post-Pandemic World, There Is a Universal Desire for Connection

## For Consumers...

A combination of stay-at-home orders, zoom fatigue, lack of social gatherings, and pro-social priorities has left consumers seeking:

- A sense of community
- Events that serve as time markers
- Occasions to celebrate

**“The Year of Blur:** How isolation, monotony and chronic stress are destroying our sense of time”  
**The New York Times**

“The 1920s Roared After a Pandemic, and the **2020s Will Try**”  
**Bloomberg**

**“Countering the Loneliness of Social Distancing:** Attempts to avoid coronavirus can increase the risk of physical and emotional harm from limited social contact”  
**The New York Times**

“COVID-19 has pushed companies over the technology tipping point—and **transformed business forever**”

McKinsey  
& Company

“How COVID-19 created a **new kind of consumer** in just 90 days”

FASTCOMPANY

“Sunday is **no longer the #1** shopping grocery shopping day”

 NCSolutions

# As We Navigate a Post-Pandemic World, There Is a Universal Desire for Connection

## ... And Brands

New shopping behaviors, brand preferences, and areas of demand means that brands are looking for opportunities to:

- Build direct consumer relationships
- Support new/evolved offerings
- Continue or recapture momentum



# And While This Year Has Been an Outlier for Live Events...

“The Grammy’s are the latest award show to see a drastic **drop in TV ratings.**”

The  
Washington Post

“Super Bowl **viewership drops** to multi-decade low for NFL; **most streamed** game ever.”

DEADLINE

## The Pandemic temporarily halted key promotional drivers of cultural events:

- The watercooler conversation
- Word of mouth from friends & family
- Live attendance
- Historic or consistent schedules
- Highly anticipated new releases
- Viewing parties

# ...Audiences Are Craving the Return of Their Favorite Moments

1 in 3

watch tentpole events because  
**it's an annual tradition and  
something to watch with others**

84%

plan to watch tentpole events the  
**same amount or more** in 2021



# OUR BELIEF

Tentpole events enable brands to **capture attention, create lean-in experiences** and **build deeper connections** with (increasingly fragmented) consumers.

The most relevant and iconic brands are **rooted in culture**, and authentically connect with the events, trends, and conversations that define today.





**NBCUniversal**  
has been home to the world's  
biggest tentpoles for the past 70 years

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Here are **5 key considerations**  
for brands when investing in tentpole events

# 1 Align Your Activation with Consumption

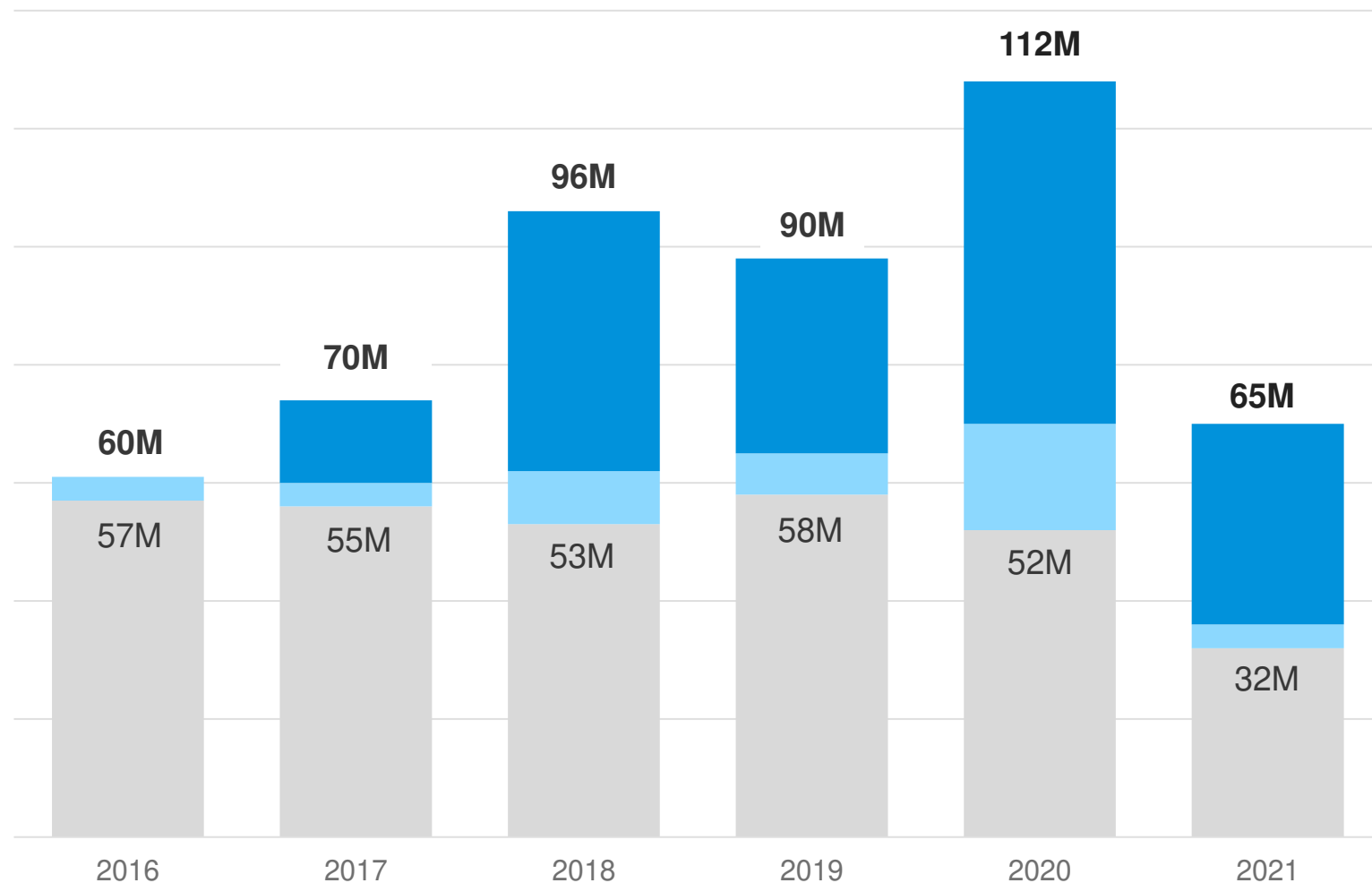
The linear rating is an antiquated measure of viewership. Digital and mobile have driven explosive consumption growth across most tentpoles. Expand your brand's message and reach more audiences by activating across all platforms.

Sources: Nielsen, Adobe Analytics, ListenFirst, Snap Analytics, YouTube Analytics, Twitter Studio.

## Golden Globes + E! Live from the Red Carpet

Cross-Platform Viewership, P2+ (2016-2021)

■ Social ■ Digital ■ TV Linear



## 2 Adding Social Drives Peak Performance

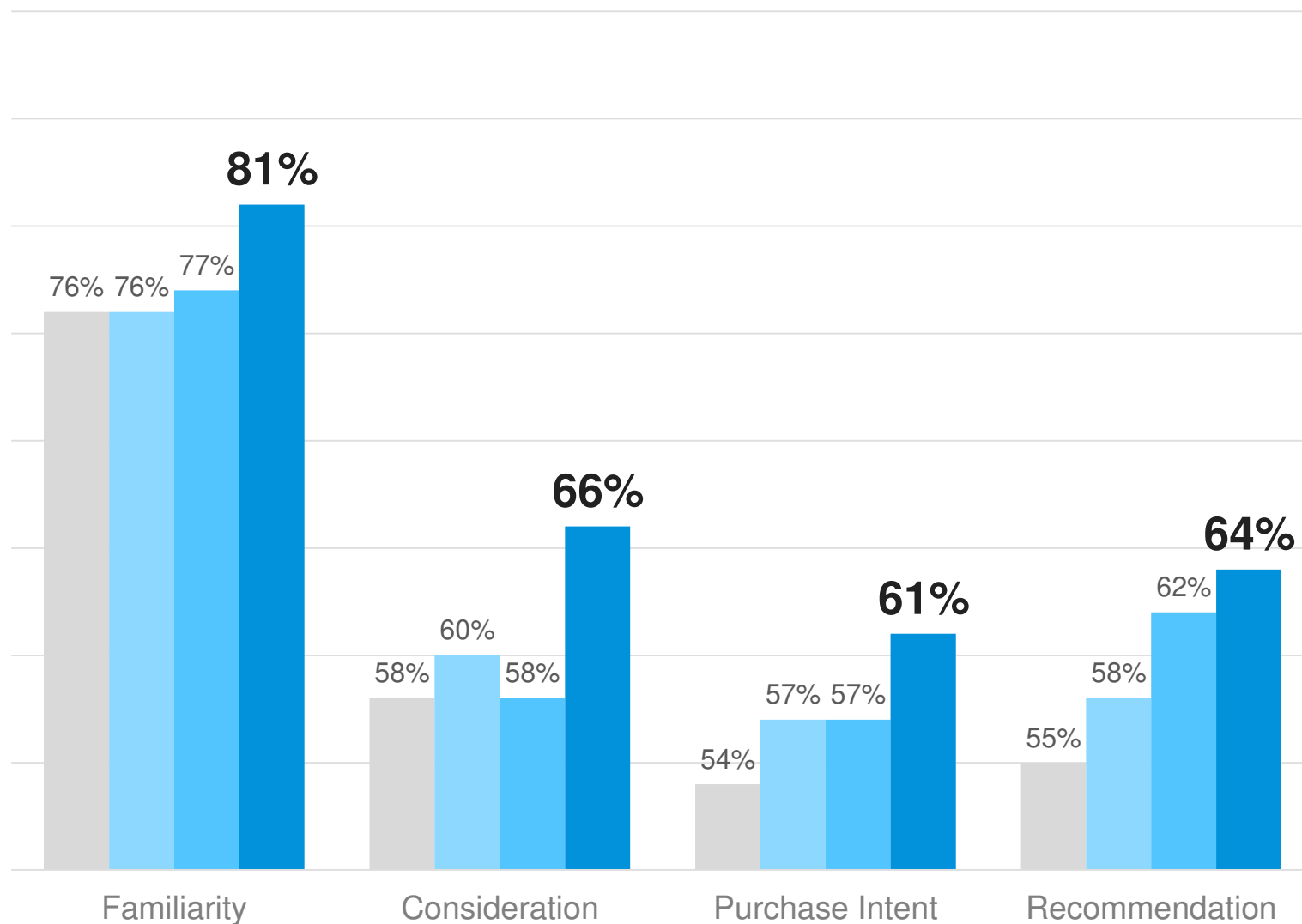
Building an integrated approach that leverages multiple touchpoints increases brand impact. Social media activation has become a critical component to drive optimal results.

Source: I LRC 2020 Cross Platform Measurement – Average Across Brands, P18-54, EPoll Control/Exposed Recruit-To-View Study 1Q20, Familiarity based on 4-point scale; Consideration, Purchase Intent, Recommendation based on 5-point scale (among those top 2 box Familiar with the brand). Top 2 Box Scores.

## E! Live From the Red Carpet Campaign Exposure

2020 Golden Globes, Grammy's, Oscar's

■ Control ■ Linear ■ Linear + Digital ■ Linear + Digital + Social





### 3 Be Bold and Let Your Creative Shine

Tentpoles drive brand recall and cultural relevancy. Harness the increased attention tentpoles provide to tell your brand story in a way that stands out and gets people talking.

#### Google Search Trends: Oatly



Oatly 2021  
Super Bowl  
TV Spot Airs



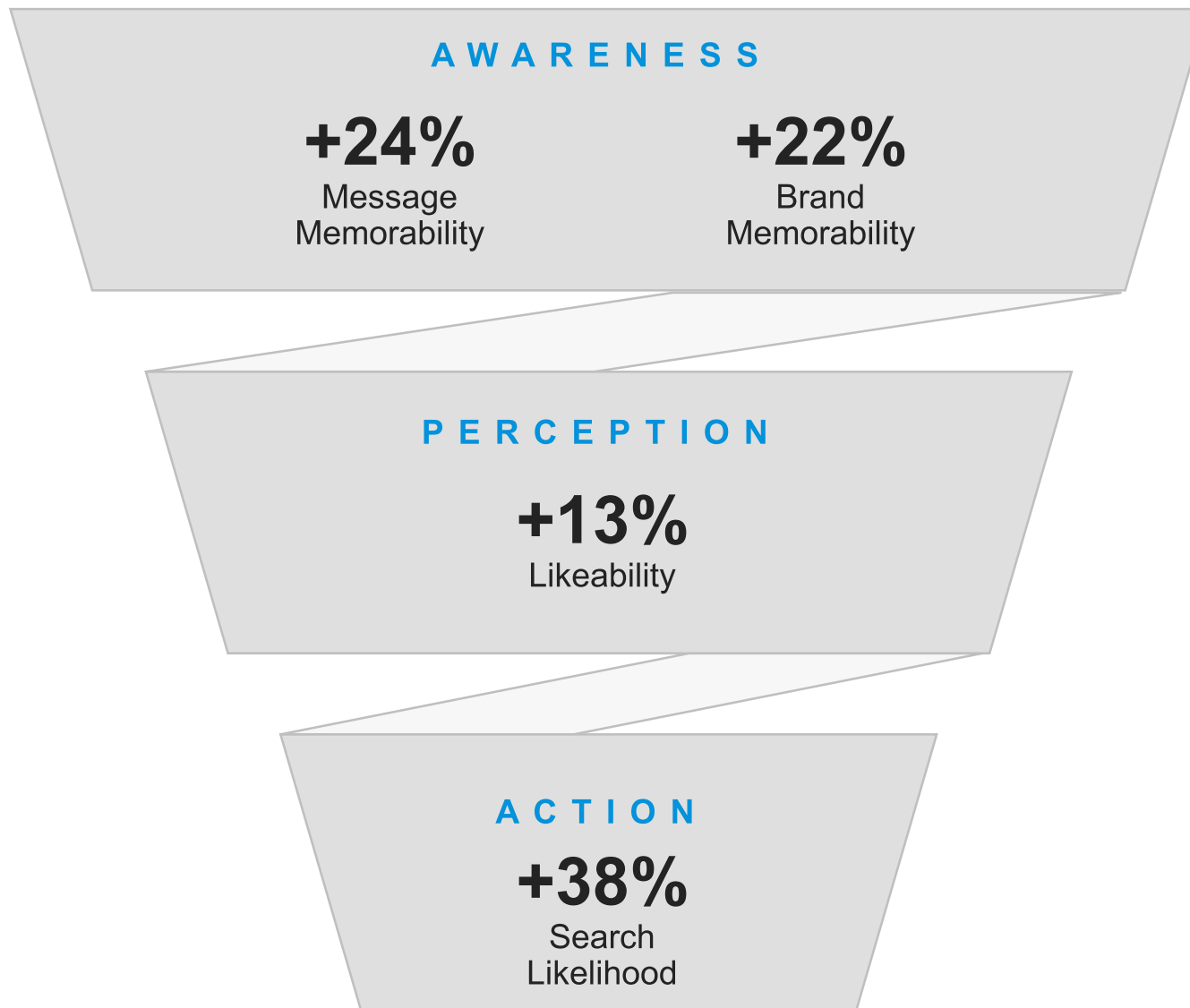
# 4 Build Momentum Across Multiple Tentpoles

Brands that air across multiple tentpole events see lifts across the funnel vs. brands that only activate in one event. Incorporate multiple tentpoles in your mix to see the best results.

Sources: TVBE, A18-49, EDO, Ads in 4 Events vs. Ads in 1 Event

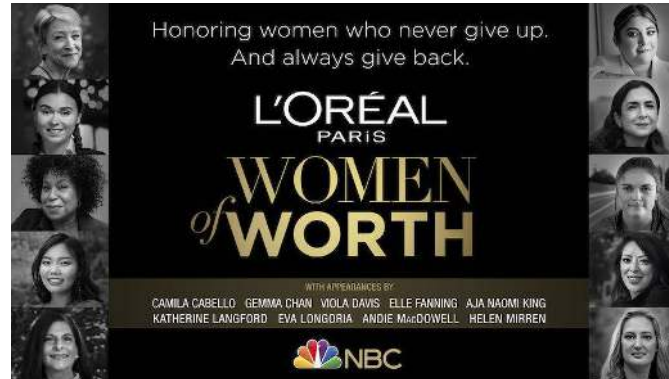
## Brands airing in Multiple Events vs. in a Single Event

Average of Ads in the Rio Olympics, PYC Olympics, Super Bowl & World Cup on Telemundo



## 5 If Nothing Fits, Build Your Own (With Our Help)

Rather than force-fitting your brand or message into an existing event, brands are increasingly building their own moments. These can be based on corporate priorities or aligned with cultural events. Just remember, authenticity is key.



### Eventize a Company Initiative

NBC teamed up with L'Oréal Paris to celebrate the 15th anniversary of the brand's signature philanthropic program, Women of Worth, in a first of its kind television special that spotlighted the work of 10 women making an extraordinary difference in their communities.



### Build A New Cultural Event

Knowing that the 2020 holiday season would be difficult for many, NBCU teamed up with Verizon, Walmart, and Progressive to be a force for good. Executed through NBCU's Symphony platform, Family is Universal surrounded special programming and events around the holiday season and included donations of \$600k to Feeding America and No Kid Hungry.



# We're Here To Help!



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