



# Back to School 2022

**NBCUniversal**





# Reasons to get involved with BTS season in 2022

## Benefits to your bottom line

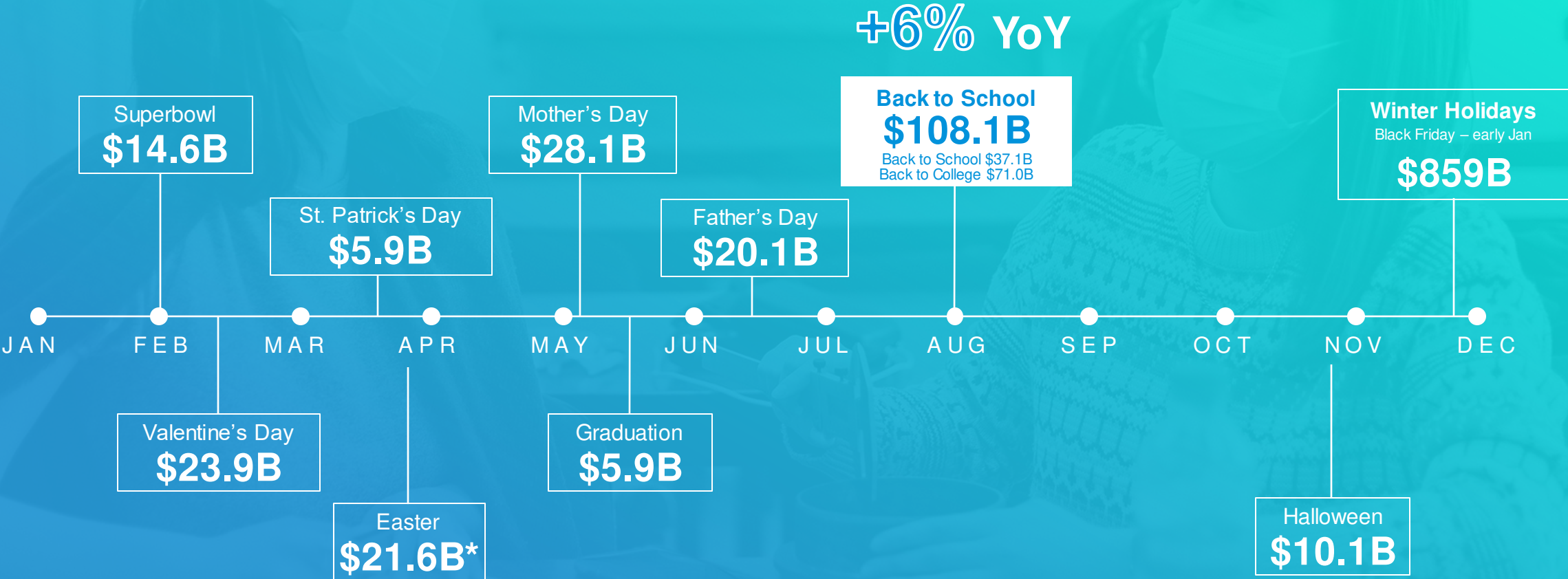
BTS is the second largest retail sales holiday that happens to coincide with the least cluttered ad marketplace

## Change and disruption creates room for opportunity

As students and families continue to navigate the world of hybrid life, new relationships are still being formed while old ones evolve.

# Anticipated spend for BTS is reaching all-new highs

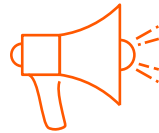
Excitement for the season coupled with new tech needs are driving demand



Source: National Retail Federation & Prosper Insights & Analytics, Note: Pre-easter holidays show 2022 survey data while Easter and on is 2021 survey data. Winter Holidays show high end of forecast.

# A modular approach to thrive during the back to school season

Optimizing your flighting, distribution, or messaging based on your goals



## TAKE ADVANTAGE OF A WHITE SPACE

Get in earlier to **time your media** to when consumers are spending and **build momentum** heading into 4Q



## REACH A VALUABLE AUDIENCE

**Re-assess your distribution** to drive relevant reach, optimize your media mix, and reach this valuable audience.



## ENGAGE WITH CULTURE-DRIVEN MARKETING

As consumer needs for the season change and they assess their brands, **tailor your messaging** to their mindset and needs

## CONTENT COMMERCE

Respond to changes in **how consumers discover and shop**



A photograph of a classroom with several students seated at their desks. In the foreground, a student with long blonde hair is raising their right hand. Other students are visible in the background, some looking towards the front of the room. The classroom has large windows on the right side, letting in natural light. There are educational posters and a calendar on the walls. The overall atmosphere is that of an active learning environment.

# Take Advantage of a White Space

# Late for school

There is *a misalignment* between consumer purchasing behavior during back to school season and advertiser media investment during this time frame.

Advertisers are *Late for School*. If they synchronize with consumer spending habits and increase spend during this major shopping season, they can further capitalize on this opportunity in partnership with NBCU.







## Shopping starts early

Supply chain woes are magnifying the trend

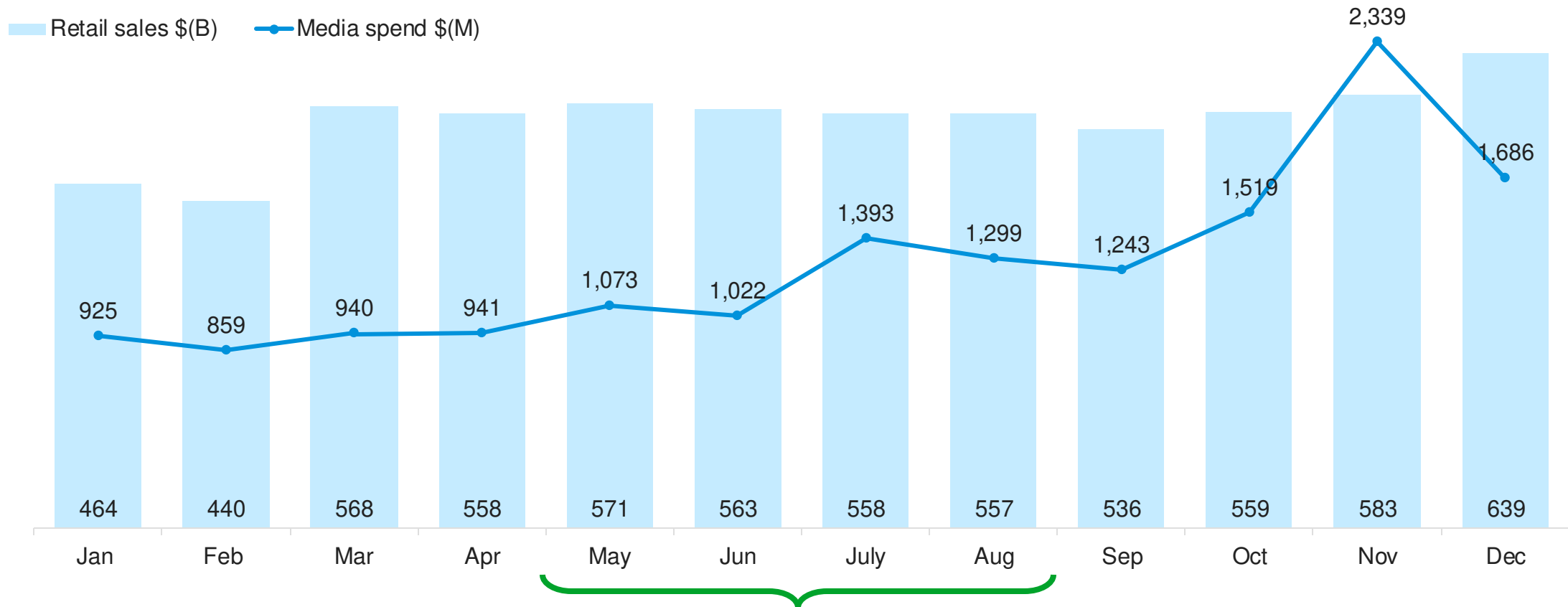
59% of back-to-school shopping occurs **by the end of July**.

50% of shoppers expected **stockouts** during this past BTS season, particularly for technology, pushing spend further forward.



# 2Q and 3Q is a whitespace, especially as consumers anticipate supply chain delays

Brands must increase and move ad spend earlier to match consumer behavior



Whitespace

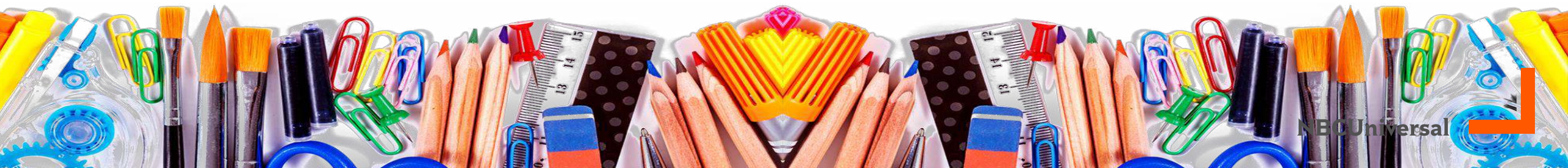


# THE BTS TIMING OPPORTUNITY



When the average back to school creative breaks

When brands should be in flight with their back to school campaigns

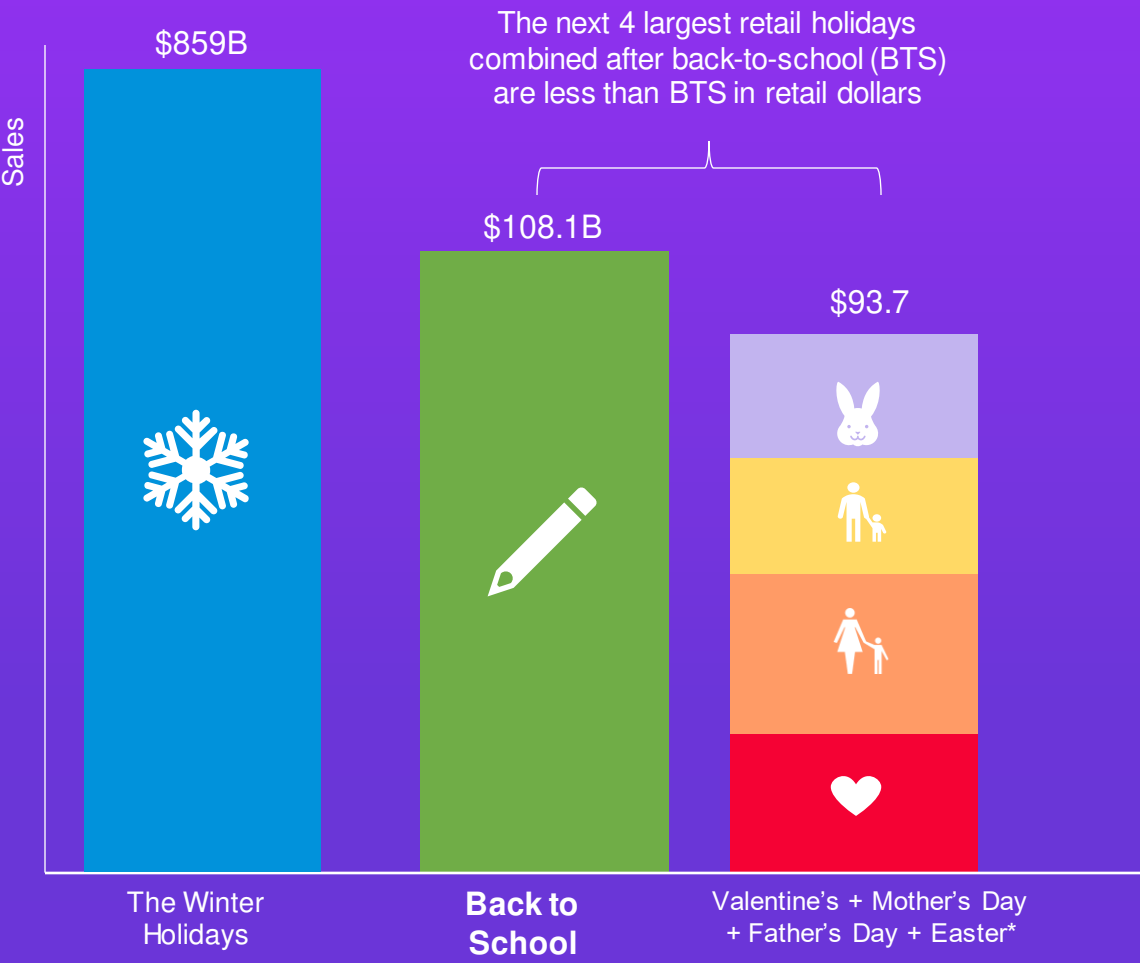




# Reach A Valuable Audience



# BTS SHOPPERS ARE HIGHLY VALUABLE SPENDERS



Back to school is not only important from an overall retail sales perspective, but from also from a HH expenditure standpoint.

On average, a HH with children K-12 spends \$849 during back-to-school season.

In comparison, consumers spend on \$648 on gifts for others during the winter holidays.



# DIFFERENT WAYS TO REACH YOUR AUDIENCE

Use the distribution methods that work for you



## Broad Audience

Reach a **broad audience** (demo, P2+, etc.) using NBCU's One Platform during this key season to **maximize your reach**



## Targeted

Hone in on a **strategic target** (college students, parents, educators, advertiser 1st party segments, etc.) through optimizing your media mix or speaking to them 1-to-1 using NBCU's Adsmart capabilities and NBCUnified



## Localized



Take advantage of local capabilities to **revise your marketing plan by region** to address the differences in the timing of back-to-school season, consumer needs, and your brand presence across different markets.

Run across platforms





# Reaching the Right Audience in the Right Moments

	Key Demos	1 <sup>st</sup> Party	3 <sup>rd</sup> Party (Behavioral, Attitudinal, etc.)	Contextually-Aligned
<b>Rationale</b> 	Reach segments that are highly engaged in back-to-school season	Drive loyalty / repeat sales among existing customers	Competitive conquering, engage heavy category users, reach behavioral segments  e.g. Tech Early Adopters	Align w/ contextually relevant moments (shopping, family, etc.) and/or consumer passion points (Sports, Lifestyle, etc.)
<b>Support &amp; Capabilities</b> 	<b>e.g. College Students</b> <ul style="list-style-type: none"><li>NBCU Reaches 53.7M College Students</li></ul>	e.g. NBCU reaches 49.9M retail loyalty members	e.g. NBCU reaches 113.0M Teach Early Adopters/Enthusiasts and 45.3M Gamers  e.g. The optimal linear/digital mix to reach NBCU's 82M price-conscious consumers is 75/25.	74% of consumers like to see ads that match the content they are viewing  e.g. NBCU reaches 16.0 M Sports Fans

# Adsmart Advanced Targeting & Optimization

Data-driven delivery by platform



## Your Advanced Audience



### Contextual Alignment

Connect with audiences by standing out in content that aligns with the season, shopping moments, consumer interests, and/or your messaging



### Focused Audience Targeting

Engage families, multi-culturals, and/or other strategic targets across screens throughout their decision journeys



### Local Spot On

Heavy up in **priority markets** based on store footprint, competition, product/service availability, or customer needs



### Addressable

**Dynamic delivery to target HHs** (ie. families, multi-cultural) through highly engaging STB VOD, OTT, & CTV content



### Targeted OLV

**Dynamic delivery to target users** (ie. parents, students) through premium video on desktop & mobile



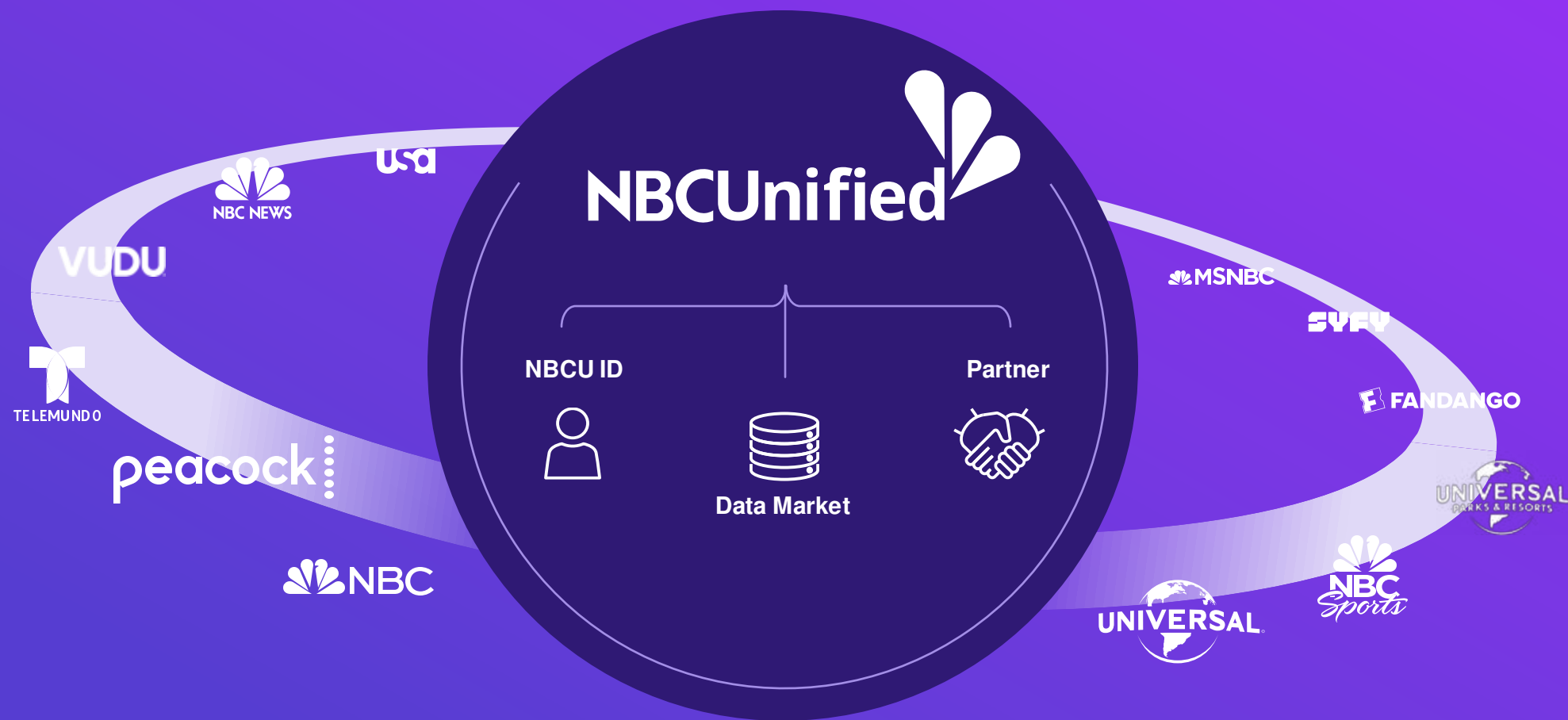
### Data-driven linear

**Enhanced delivery to target audiences at scale** (ie. college students) through the broad reach of national TV

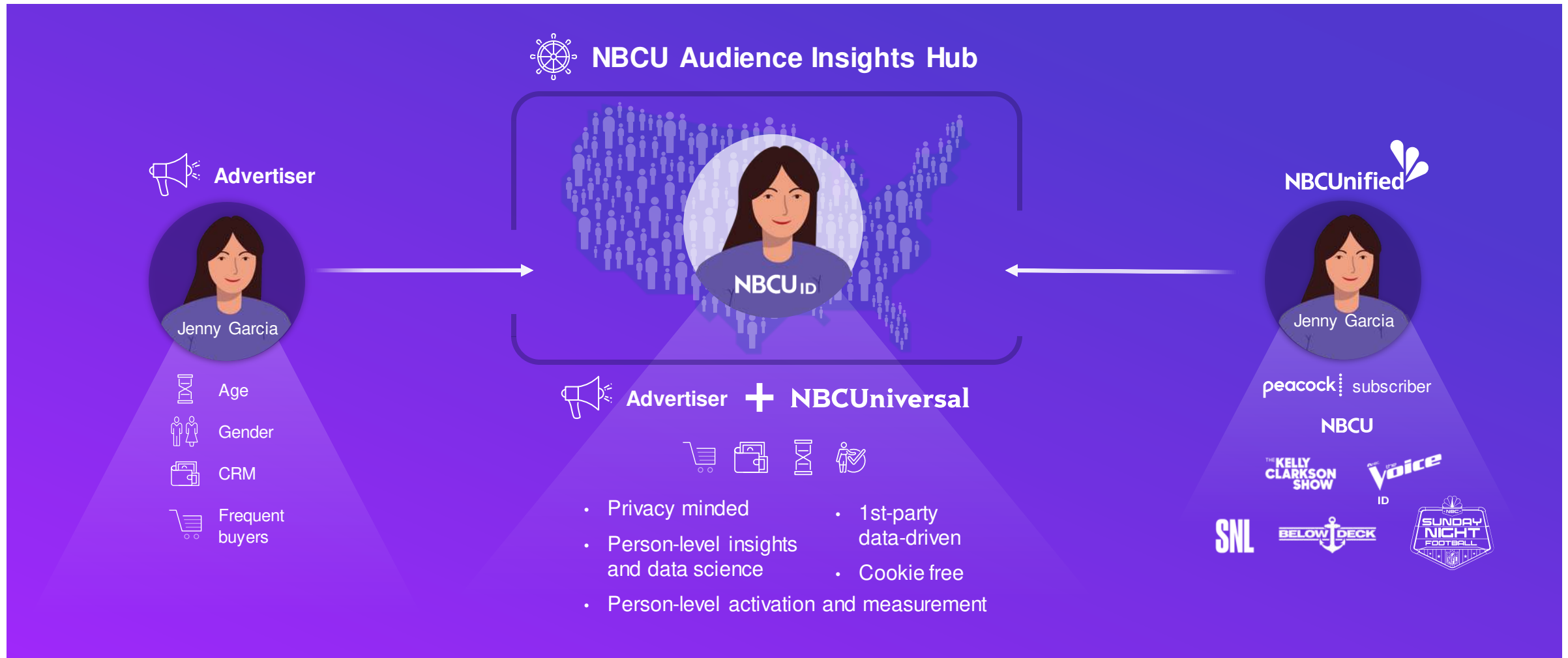


# NBCU continues to turbocharge its approach to leveraging audience data

NBCUnified is a new identity & data platform that **unifies** consumer identity and data from across the enterprise



# NBCUnified will be interoperable with your 1<sup>st</sup>-party data through NBCU's Audience Insights Hub "clean room" solution





# NBCU Contextual Intelligence



## Brand alignment

**Align your brand with the highly relevant premium video content your customers love—in the environments they choose.**

This means placing your message exactly where you need to be, when consumers are most receptive—and the moment you make an authentic connection.



## Brand suitability

**Ensure your brand messaging runs in suitable content without sacrificing valuable reach and scale.**

This means unlocking opportunities to connect with your customers in unexpected places, without compromising your brand values or customer trust.

# Currently scanned IAB categories



## Available Categories Across One Digital Video & Peacock

Automotive	Business & Finance	Education	Events & Attractions
Food & Drink	Healthy Living	Home & Garden	Real Estate
Shopping	Style & Fashion	Travel	Video Gaming



# UTILIZE LOCAL CAPABILITIES TO FURTHER OPTIMIZE



## Alter your messaging

based on availability of products and services or consumer needs across different markets.



## Time your media

to roll out when back to school season starts in each market.



## Heavy up in strategic markets

where you have the most competition or the most presence to drive traffic and beat the competition.



# Engage with Culture-driven Marketing





# Consumers Are Eager To Spend And their Purchase Drivers are Changing

## Retail Sales

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Are expected to grow +4%  
in 2022

72%

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Of parents say they involve their children in the beginning  
stage of the purchase journey

71%

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Of consumers said they'd buy from a  
purpose-driven company over the  
alternative if cost and quality were equal.

# Consumers want to be Ready for Anything

Whether things open and consumers are rushing to purchase soccer cleats or things close and families need to secure more technology, consumers are **looking for partners** that can help them **navigate the ambiguity and spontaneity of life**.

**New Survey Shows Parents Want Multiple Education Choices for Their Kids**

Analysis  
**Analysis: Survey of NYC Parents Finds Schools Are Forcing Them to the Sidelines. They Want More Engagement, Mental Health Supports & Teaching About Racial Justice**

**Reopening means many new starts**

***School Is Back in Person, but the Five-Day School Week Often Isn't***

We asked 148,000 parents how many days of school their children missed in January. A quarter said more than a week.



# Key areas we believe brands can lean into with their messaging

Taking note of cultural shifts and consumer needs

## Purpose-driven messaging

69% of consumers want brands to discuss the times we are in and what they stand for

## Navigating a hybrid world

Changes in technology and the environment have consumers always ready for any scenario. 89% of parents believe that public schools should be prepared and equipped to shift to online learning in the event of future school closures.

## Supporting “real-world” readiness

82% of parents said their family would most likely choose a high school that offers career readiness education as the nation sees major changes to the workforce as a result of the pandemic and other factors.

## Addressing different needs for different consumers

Every consumer group - whether that's parents, teachers, students, or others – has different needs and expectations.

# LEARNING TOGETHER

## Portfolio Marketing Strategy

Whether remote, hybrid, or in-person school is on the schedule, parents can always count on having a back-to-school to-do list! And one thing is for certain, there will be an ongoing need for flexibility and support as we all navigate the ambiguity and spontaneity of life. As we look forward to the 2022 school year this fall, NBCU is the destination to start the year off right.

From celebrating and giving back to deserving individuals and schools, to supporting the ever-changing learning experience for teachers and students, to giving back the precious gift of time to exhausted parents, we'll be there every step of the way to support the evolving needs of teachers, parents, and students, and bring back the excitement of going Back to School!

# Celebrate Going Back To School With NBCU All Season Long

Connect with Valuable Audiences through Culture-Driven Opportunities

MAY

JUNE

JULY

AUGUST

SEPTEMBER



ENTER THE  
CONVERSATION  
EARLY

## DRIVE BRAND LOYALTY WITH PURPOSE-DRIVEN, EVERGREEN OPPORTUNITIES

### GIVING BACK: TO SCHOOL

Celebrating Educators In Any Classroom Setting And Empowering Students At Every Milestone

## SUPPORT THE IN-PERSON/HYBRID LEARNING EXPERIENCE

### CLASS IS IN SESSION

Supporting Evolving Classroom Needs with Useful Lifestyle Tips and Tricks, Wherever Students are Learning

## KEEP KIDS ACTIVE & ACKNOWLEDGE PARENTS' EXPERIENCES WITH RELATABLE STORYTELLING

### THE GIFT OF 'ME' TIME

Providing Fun Inspiration For Parents To Help Their Kids Stay Active Physically And Mentally & Celebrating the Return to the Classroom





# Appendix



# Celebrate & Reward Teachers this Teacher Appreciation Week

## ••BACK•• ••TO•• TEACHERS

**Teachers are so much more than their job.**

Together, your brand and NBCUniversal will celebrate these unsung heroes through a One Platform partnership that honors teachers for everything they do for their students and rewards them for everything they deserve as individuals by tapping into key passion points.

### BACK-TO-TEACHERS

CUSTOM CONTENT, INTEGRATIONS, SURPRISES, AND REWARDS ALIGNED TO PASSION POINTS  
[MAY 2 – MAY 6]



#### THE TEACHERS' LOUNGE

Exclusive virtual experiences created for teachers each day of the week



#### IN-SHOW INTEGRATIONS + CUSTOM CONTENT

Engage audiences across One Platform by aligning to NBCU's premium content and talent

# THE TEACHERS' LOUNGE

A Week of Exclusive NBCU Experiences



MUSIC



FOOD



SPORTS



FASHION



TECH

## HOW IT WORKS

Through a Social CTA across One Platform, leading up to May 2<sup>nd</sup>, students will have the opportunity to **nominate their favorite teachers, mentors, and coaches** who are passionate about one of our subjects and deserve a break in *The Teachers' Lounge*.

Every day of Teacher Appreciation Week, the Lounge will offer a select group of teachers an **exclusive virtual workshop or seminar led by expert NBCU talent** and thematically aligned to that day's subject or passion point.

We'll use footage from the Lounge to create a **feel-good recap that shows off your brand & NBCU's commitment to rewarding deserving educators**.





# In-show Integrations & custom content



MUSIC



FOOD



SPORTS



FASHION



TECH

A series of integrated surprise & delight rewards filmed for content, branded in-show moments that celebrate teachers, and alignment to Teacher Appreciation Week editorial coverage





## THOUGHT-STARTER ALIGNMENTS ACROSS ONE PLATFORM



**TEACHERS' LOUNGE**  
Students reward their teachers



**TEACHERS' LOUNGE**  
Custom recipes and demos with Top Chef Alum as Tastemakers



**TEACHERS' LOUNGE**  
Virtual workout with NBCU Sports talent



**TEACHERS' LOUNGE**  
Fashion advice and trends for back to school



**TEACHERS' LOUNGE**  
Conversation between SYFY WIRE correspondent and a STEM expert



## APPRECIATING TEACHERS ALL WEEK

# Giving Back: To School

With the call for social change, consumers want to support brands that are committed to making a difference in our communities.

No matter what going back to school looks like in 2022, teachers and students will still need to prepare the best they can!

Your brand can join NBCU to power meaningful Back to School coverage and reward teachers and students in the midst of global change across all platforms.

## CHEERING ON THE TEACHERS IN OUR LIVES



## SUPPORTING STUDENTS AT EVERY MILESTONE



### EMPOWERING IN-SHOW MOMENTS

Celebrate teachers in any classroom setting and support students at every milestone



### PURPOSE-DRIVEN CUSTOM CONTENT

Educational advice for students re-entering the classroom setting



### MEANINGFUL GIVEAWAYS

Reward teachers who continue to go the extra mile to improve the classroom experience



# Cheering On The Teachers In Our Lives



## WATCH WHO'S HELPING LIVE

In a heartfelt **Watch Who's Helping Live** segment dedicated to your brand, Andy will shine a light on your brand's pro-social initiative that benefits educators, students or a local school system and pay it forward by encouraging fans to contribute and help those in need.



## CELEBRATING HYBRID EDUCATORS

Celebrating hardworking parents, Kelly will feature a **"Rad Human"** or **"Good Neighbor"** who is going above and beyond helping kids get back into the swing of things!



## THANK YOU, TEACHERS!

This Fall, **Universal Kids** will take a moment to give back to educators who continue to have a profound effect on future generations! In this custom clip-based vignette, our characters will come together to say "Thank you, thank you, THANK YOU!" for all of our teachers' hard work!



## LEARNING BTS IN POP CULTURE

Taking care of our mental health is always important, but especially during key life moments such as BTS! Host Erin Lim will share some BTS tips from mental health breaks, to the latest pop culture/BTS trends as we celebrate our amazing educators would are helping navigating the new school year!



# Supporting Students At Every Milestone



## GOING BTS WITH HELP FROM WWE'S BE A STAR

As a long-standing partner of the Boys & Girls Club, **WWE** believes school isn't just about learning, but it is also about acceptance. Together, we can create a program to highlight **WWE's Be A Star** message designed to resonate with students and parents before they head back into school.



## CHRIS SIMMS QB SCHOOL

As student athletes prepare for tryouts across the country, they turn to the professionals to get the tips and tricks they need to make the team when they go back to school. Brands will be front-and-center as former NFL QB Chris Simms breaks down the mechanics of the best signal callers from around the NFL through visual demos of their nuances, grip, throwing motion, footwork, overall agility, and more



## CNBC MAKE IT: COLLEGES THAT PAY OFF

College costs can be difficult to estimate, and even for college applicants with the foresight to research things like debt balances at graduation and average alumni salaries, outcomes can be challenging to quantify. This digital special report within CNBC's Make It franchise hub will be a resource for content and information that helps students get smarter about how they earn, save and spend their money.



## ON HER TURF: SCHOOL'S IN SESSION

As students across the country get ready to go back to school, your brand and **On Her Turf** present **School's in Session**, a custom video series featuring some of the world's top female athletes as they school us all in their areas of expertise. From Sue Bird's required lessons on mental toughness to Sloane Stephens' extracurricular class on style, each athlete contributes their knowledge to a well-rounded education.



# Class Is In Session

Even when students and teachers head back into the classroom, the hybrid learning experience is here to stay.

Together we will support evolving classroom needs and empower both teachers and students to feel confident about new learning experiences. From SYFY Geek Gift Guides that highlight must-have tech for at-home learning to meaningful BTS giveaways on TODAY, your brand will help teachers, students, and parents alike to thrive in our new normal.

## SUPPORTING EVOLVING CLASSROOM NEEDS ACROSS ONE PLATFORM



### RELEVANT LIFESTYLE TIPS & TRICKS

Custom content that spotlights lifestyle hacks and tips/tricks for parents, teachers, and students



### SURPRISE BTS GIVEAWAYS

Surprise giveaways to support Teachers and Students, brightening their hybrid learning experience with your brand



### BTS GIFT GUIDES

Back to School Gift Guides for all ages with product integration, catered to the hybrid learning experience



### SHOPPABLE CONTENT

Innovative cross-platform content that leverages NBCU Checkout shoppable capabilities to drive purchase for your brand



# Go Back To School With Confidence

## BACK TO SCHOOL LIFESTYLE TIPS & TRICKS



TODAY Parent Guide and  
TODAY Back to School  
How-To's



Custom Thematic Content  
that Empowers Students All  
Season-long



In-Show Segments with  
Back to School Life Hacks  
for Students of All Ages



BTS Pep-Talk vignette series  
recruits older kids to give advice  
to our newest little learners

## BACK TO SCHOOL GIFT GUIDES



In-show Segment with  
Back to School Trends and  
Must-Haves



SYFY Geek Gift Guide with  
Tech Must-Haves for Back  
to School



In-show Segment with  
Back to School Needs  
for the BTS checklist



In-Show Segments that  
Highlight Back to School  
Trends for Every Classroom



# Peacock Kids YouTube

Peacock Kids is the digital destination for NBCU kids content on YouTube. With **8.7M subscribers**, kids come to our channel to find the iconic characters they love and original series they just can't get enough of!

## Class In Session Thought-starter:

We'll get kids excited for back-to-school with fun & serviceable content, all week long! Peacock Kids is here to help students prepare for the year, and have tons of fun while doing so. This special 'Class In Session' series will cover cool looks, clever hacks, and anything else they need to feel confident in the new normal. Join the fun and make your brand standout in our guide to the back-to-school season!

## Sponsorship Details:

- Product/brand integration throughout 3-5 minute episode
- Brand attribution across all video elements:
  - Intro/Outro Card
  - Episode Title
  - Episode Description
- 100% SOV ownership of episode (1x pre-roll ad slot)
- Distribution: [www.youtube.com/peacockkids](https://www.youtube.com/peacockkids) (8.7M subscribers)



Logo/Product in Thumbnail



Branded Intro



Product Integration



Branded Outro



# Peacock Kids YouTube

[Teachers](#)[Giving Back](#)[Class in Session](#)[Gift of 'Me' Time](#)

## Lookbooks & Music Videos

Kids love the styles featured in our music videos and lookbooks! These episodes will showcase accessible trends for confidence in school.

Your brand can bop along with our singers & dancers as they cover hit songs, or show off the latest looks styled for anyone.



## What's In My Backpack

We'll show off the best items to pack in a backpack, covering all the essentials needed for students in the new normal!

Your brand can be highlighted amongst products from non-competitive categories.



## School Tips & Hacks

From remote learning to in-class adventures, we'll share awesome ideas for kids to enjoy their time and feel their best this school year!

Your brand can be featured as our kid hosts takes us through savvy tips and tricks.



# The Gift of 'Me' Time

With social distancing and quarantine guidelines, it has been a long year for both parents and their kids.

With virtual learning fatigue, parents are in need for more inspiration to keep their kids mentally and physically active, and parents are desperate to regain their precious time alone.

Together, we will provide fun activities – tapping into NBCU's diverse programming and talent – to keep the kids busy and celebrate the return of 'me' time for parents everywhere!

## NBCU CLUB: MASTERCLASS



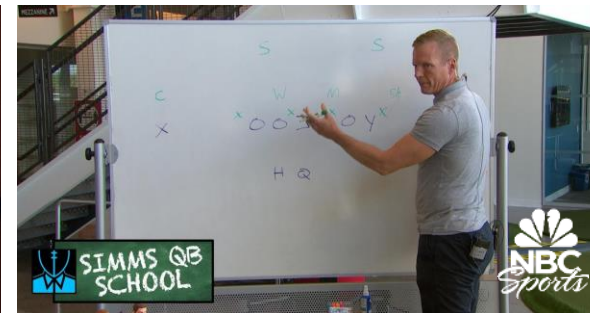
## ONE PLATFORM CUSTOM CONTENT



# Keeping The Kids Busy

## NBCU Club Masterclass

With the hybrid learning environment, parents and teachers need new ways to keep students of all ages physically and mentally active. As the final bell rings, NBCU is ready to keep the kids busy so parents can keep their 'me' time! Joined by influential talent from across the NBCU portfolio, **together we will deliver non-stop fun and educational opportunities for students of all ages.**





# Fun classes for every hobby and passion!



## WWE AFTER SCHOOL

Health and Gym class are as essential to school education as math and science. Our WWE Superstars are the perfect role models and ambassadors to highlight the message of health and wellness through physical activity with custom opportunities from product integration to thematic alignment in-show and across social.



## MEAL PREP LIKE A TOP CHEF

**Top Chef Tastemakers** know how to keep their family fed on the go. In this Masterclass-style video, Top Chef talent will show viewers how to create the perfect Back to School Dish or can teach our fans a lesson or two about cooking that the whole family can enjoy! **Top Chef alumni** and/or **Top Chef Jr** talent can show easy step-by-step meal prep tips.



## SYFY's GEEK SCHOOL

**SYFY's Geek School** is a documentary series where a SYFY Correspondent interviews makers and creators in the genre industry about their passions. From movie prop experts and costume designers, to comic book writers and special effects illustrators - SYFY's Geek School stories can help inspire and educate students on the limitless possibilities in the genre world.



# 'First Day' Without The Kids

## Portfolio Custom Content – Approach #1

Since the advent of smartphones and social media, it's become all but mandatory to take first day of school photos of the kids. In this tongue-in-cheek content series, we'll flip this ritual on its head by showing off photos of excited parents on the kids' first day back.

In a montage set to catchy music, we'll see UGC-style photos and short videos of parents across the country (including NBCU talent) grinning while holding up "first day of school 2022" signs, celebrating with a dance on their front stoop, shedding happy tears, and more. Ending with a call to action for parents everywhere to share their first-day-of-school photos using a dedicated cobranded hashtag, we'll start a movement that parents everywhere can enthusiastically – and finally – support.

- All concepts can feature NBCU talent, and/or contextually align with programming
- Advertiser messaging or product can be woven in organically, depending on the advertiser
- All concepts can have social and shoppable extensions

# The Return Of 'Me' Time

## Portfolio Custom Content – Approach #2

The moment kids are dropped off at school or they step on that bus, parents feel a sense of relief, relaxation, and in all honestly, pure joy. Now more than ever that is true. It's been a while since parents have had a little "me time." Whether that's enjoying a hot cup of coffee, catching up on the morning news, getting an uninterrupted shower, or feeling like they can actually focus on that zoom call without going on mute every five seconds, those first moments of the day are precious.

To celebrate getting that time back, we'll focus on the first hour after the kids have left. In a lighthearted montage, set to celebratory music, we'll watch in an over-the-top way how parents (and our talent) kick back, relax, and enjoy that time to themselves.

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- Advertiser messaging or product can be woven in organically, depending on the advertiser
- All concepts can have social and shoppable extensions



# Celebrate Going Back To School With NBCU All Season Long

Connect with Valuable Audiences through Culture-Driven Opportunities

MAY

JUNE

JULY

AUGUST

SEPTEMBER



## GIVING BACK: TO SCHOOL | PURPOSE-DRIVEN ALIGNMENTS



## CLASS IS IN SESSION | TIPS, TRICKS, AND GIFT GUIDES



## THE GIFT OF 'ME' TIME | NBCU CLUB + CUSTOM CONTENT

