

A blurred background image of a large crowd of people. In the center, a person's fist is raised in a gesture of solidarity or protest. The overall tone is dark and moody, with warm highlights on the crowd.

NBCUniversal + sky

One Platform for Purpose

A global demand for purpose

2020 has been a year hallmarked by global disruption. But amid ongoing uncertainty, we've seen how both private citizens and global institutions can come together to be a **force for good**.

Brands are being called upon more than ever to be leaders and help shepherd consumers through these turbulent times.

Without purpose, brands risk not just losing customers but also alienating them.



This call for "purpose" is being recognized by brands across industries



P&G



NIKE



MGM RESORTS



airbnb



IKEA



AMERICAN EXPRESS



RIMMEL LONDON



Gillette

NBCUniversal + sky

In 2020, Big Tech brands fully embraced social responsibility

EDITORS' PICK | Apr 28, 2021, 09:06pm EDT | 446 views

Microsoft Announces 'Doubling Down' On Prioritizing Accessibility And Narrowing The Disability Gap



Steven Aquino Contributor

Diversity, Equity & Inclusion

Steven covers accessibility and assistive technology.

Salesforce Vaccine Management Now Used by More Than 150 Government Agencies and Healthcare Organizations

Gavi, the Vaccine Alliance, Louisville Metro, Ochsner Health, Penn State Health, Piedmont Healthcare and the State of California are using Salesforce technology to help manage their vaccine programs



NEWS PROVIDED BY
Salesforce
Mar 18, 2021, 05:00 ET

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TECH

Facebook election 2020: Mark Zuckerberg online registration drive signs up record 4.4 million voters

Jessica Guynn USA TODAY

Published 3:00 p.m. ET Oct. 26, 2020 | Updated 6:10 p.m. ET Oct. 26, 2020

EXPERIENCE REPORT

Google Maps to Add a Greenest Route to Its Driving Directions

The app will use factors like road type, incline and traffic to recommend the least polluting route—so long as it takes no longer than the fastest one

WEB BUSINESS TECH

Amazon will make it easier to buy sustainable products with new climate label

The company is launching a new climate program for certified sustainable products

By Nick Statt | @nickstatt | Sep 23, 2020, 3:50pm EDT

APPLE SCIENCE TECH

Apple releases iOS 13.7 with support for new automatic COVID-19 notification system

The system, built jointly with Google, will help remove the burden of needing dedicated apps

By Nick Statt | @nickstatt | Sep 1, 2020, 1:53pm EDT



Brand relationships with consumers have changed

This year, a variety of forces have collided and changed the way brands interact with their consumers.

Shoppers are now demanding actionable change spearheaded by the brands they shop. They're buying not just based on the quality of goods, but by the values the brand represents.

More importantly, consumers across demographics want to form relationships with brands and patronize businesses that uphold their social beliefs.

90%

of **Gen Z** believe companies must act to help social and environmental issues

77%

of **U.S. adults** believe companies must make decisions that are in the interest of the broader community

90%

of **global consumers** feel brands have a duty to respond to current events with meaningful action

Our audiences are consciously shopping from brands that take a stand

This pivotal shift in purchasing behavior creates an opportunity for brands to drive:

Connection

71%

of NBCU viewers are more likely to **pay attention** to ads that recognize current events in the world

Intention

77%

of NBCU viewers are likely to **buy/use products** from brands who use their power to help others when its needed most

Loyalty

76%

of NBCU viewers are **more loyal** to companies who prioritize the community's wellbeing over business



OUR BELIEF

The role of corporate responsibility has changed

While many brands have existing CSR initiatives, the role of cause-based marketing has evolved from being siloed comms to a cornerstone of brand strategy.

Today the actions of brands need to be louder and clearer than ever before as the communities they serve are calling for responsibility, accountability, and progress.

When purpose is executed with care, brands can demonstrate their commitment to driving action and be part of a larger cultural conversation.

MEET THE PRESS

1947



1952



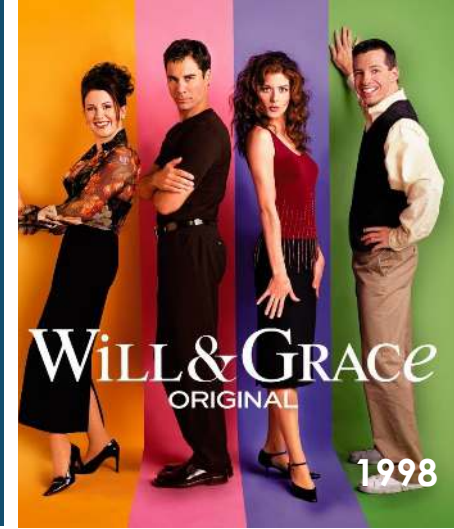
1956



1968



1989



1998

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Our Content Reflects and Impacts Culture



1998

LAW & ORDER
SPECIAL VICTIMS UNIT

1999



2012



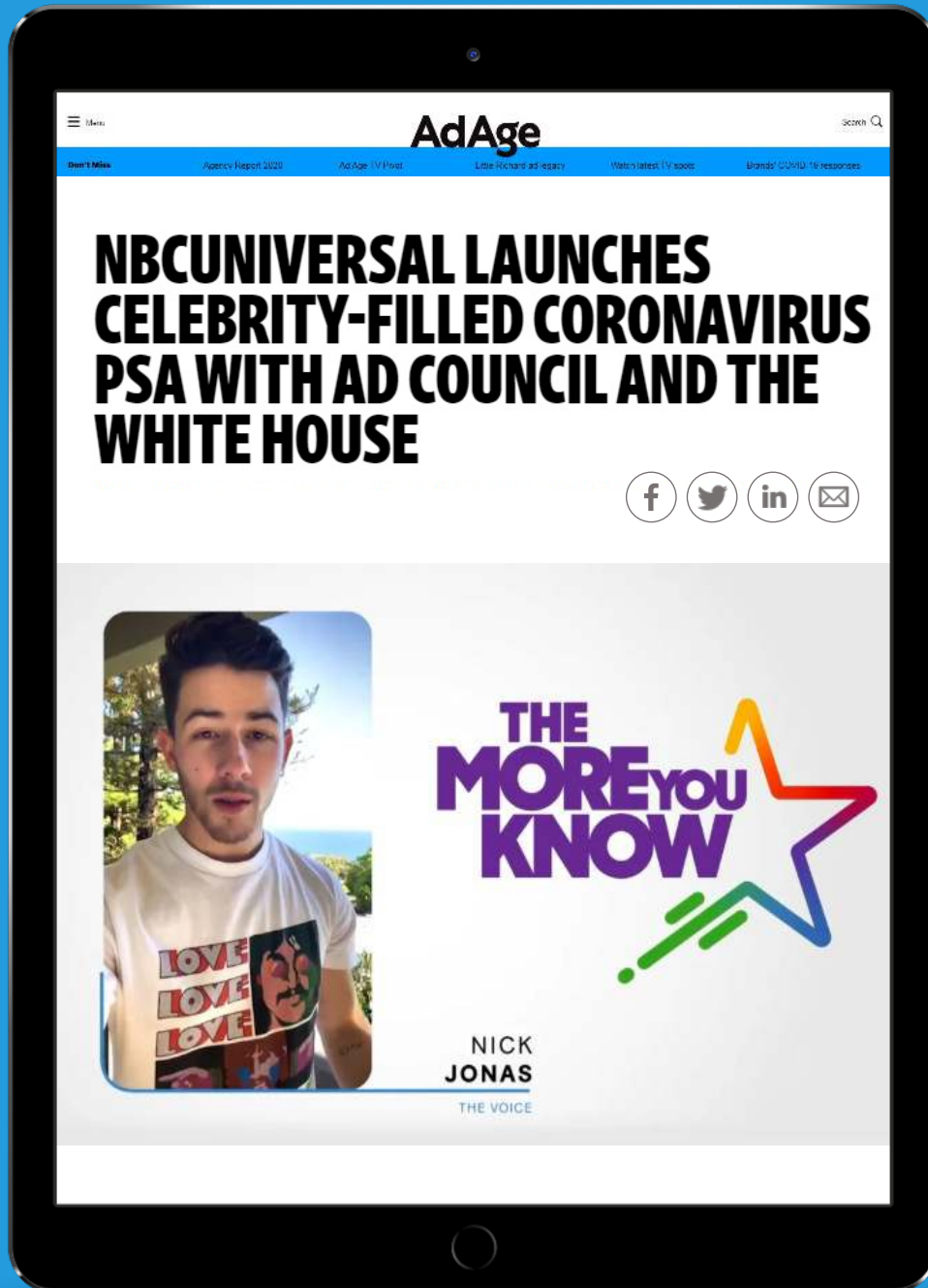
2015



2018



2020



...and we continue to
look for ways to push the
conversation forward



OUR PROMISE

United in Purpose

Harness the cultural currency of NBCUniversal + Sky to rally around a message that matters, fueling global movements that can connect with consumers authentically at the local level.

Together, we'll unite in a shared purpose to spark conversations, celebrate progress, or launch a moment that ignites a movement, all while showcasing your brand's commitment to change.

Ways To Partner

Recommended approaches for leading with purpose

Custom marketing solutions, rooted in purpose, share your brand's purpose locally & globally with NBCUniversal + Sky audiences.

Culture-Led

Tap into NBCU + Sky brand equity to fuel a cultural movement

Leverage Talent

Build a roster of NBCU + Sky Talent ambassadors for purpose

Innovation

Leverage innovative commercial experiences

Audience-Led

Utilize NBCU + Sky advanced global targeting capabilities



ONE PLATFORM FOR PURPOSE

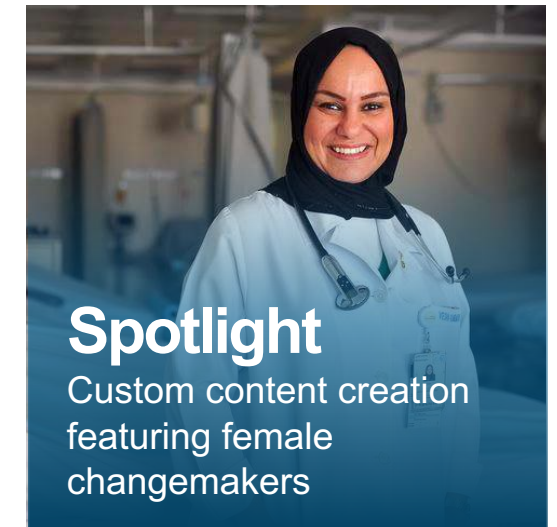
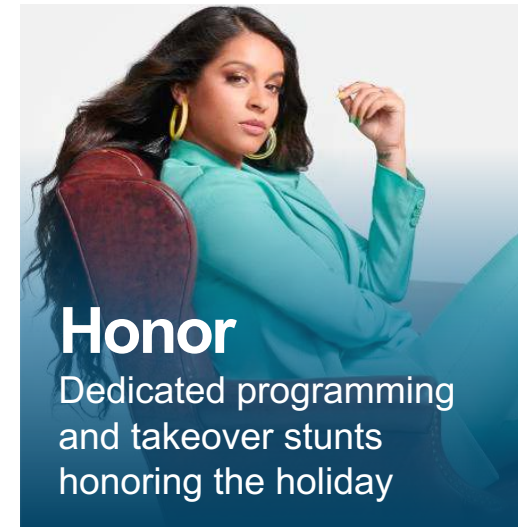
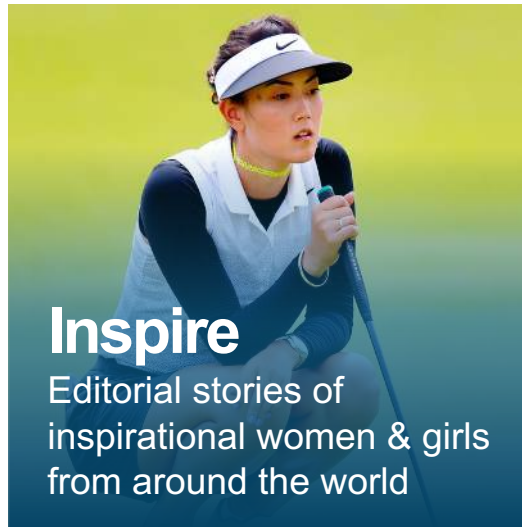
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Fuel a cultural movement with NBCU + Sky IP

International Women's Day

Join NBCUniversal + Sky for an international celebration of fearless female leadership, empowerment and inspiration. In partnership with your brand, we'll champion female-focused initiatives worldwide, shining a light on equality and advancement for women.



Create Ambassadors for Purpose

With NBCU + Sky Talent

NBCU + Sky Talent are trusted friends for their audience of loyal fans, and many have philanthropic causes they champion. By matching your brand purpose to the charitable passions of our top talent, we'll create authentic and impactful talent partnership that resonates with fans.



Through *The Talent Room at NBCUniversal*, it's easy to explore our roster of influencers and discover what passions they support.

Via this **unified destination**, browse and filter NBCU talent to learn more about each star, view past partnership videos, and tap talent for purpose-driven campaigns.



[Click to play videos](#)

Inspire audiences to act

Code for a cause

Give consumers the opportunity to donate to brand-supported charities or CSR initiatives while bringing attention to your brand's purpose using NBCU ShoppableTV technology.

Further engage audiences with your brand purpose by layering the NBCU Code into:

- Select shows/programming
- Custom Content / Pods with a Purpose
- Alongside brand creative



Tap into fan sentiment

AdSmart Contextual Placement

Align purpose-themed creative with relevant NBCU programming to create memorable consumer experiences.

AdSmart Contextual, our proprietary AI-powered platform, identifies all the contextual moments that match your brand's message, ensuring not just that your brand's advertising is aligned with the right show but that it runs adjacent to highly relevant scenes.

AdSmart Contextual Placement Example

- Brand: Nike
- Brand Keywords: Black Community, Inclusion, Diversity, Inspirational
- Alignment: Positive character/story alignment supporting and celebrating Black individuals and communities



Contextually align to the scene in **Top Chef** where Chef Sbraga becomes the first African American to win the competition series



Contextually relevant Nike ad placed in "A" position

Drive impact with key audiences

Advanced NBCU + Sky targeting capabilities

adsmart

from **NBCUniversal + sky**

NBCUniversal
SOCIAL SYNC

Define your audience

Leverage 1st-party & 3rd-party consumer data, including your own

- Socially conscious
- Charity donors
- Activists

Leverage NBCU content/IP to target key audiences across the entire social media ecosystem

Select your channels/platforms

Align with premium NBCU + Sky content across all screens & devices

- Data-driven linear
- Addressable
- Targeted online video

Facebook
Instagram

Snapchat
YouTube

Twitter



Activate globally

US
UK
Ireland

Italy
Germany

US, UK*

Share a targeted, purposeful brand message across NBCU platforms & content

Creating a social-first Pride celebration

Powerful NBCU storytelling connects with purpose-minded audiences across every social platform

Instagram Live Happy Hour

Cross-network talent from E! News, Bravo, and Telemundo will toast to pride while interviewing LGBTQ+ music icons in an Instagram Live Happy Hour.

Facebook Pride Party

In a social-first content series hosted by NBCU LGBTQ+ and ally talent, fans will get expert inspiration on the best ways to celebrate Pride. And every episode will culminate in a dance party!

The party will continue on Sky with a live Pride cam during the UK celebrations. Hosted on Sky Facebook, the live cam will allow viewers to experience Pride – even if they can't be there IRL.

LGBTQ&A and Talent Takeovers

In a cross-social blitz, NBCU takes over select social accounts to shine a light on all things Pride.

Members for the LGBTQ+ will welcome fan questions – giving audiences a chance to hear their story and engage directly with their favorite celebrities.

Plus, NBCU LGBTQ+ talent and allies will share their messages of support for the broader community.

More purpose-driven partnerships

Explore past NBCU activations



State Farm & The Tonight Show
[View case study](#)



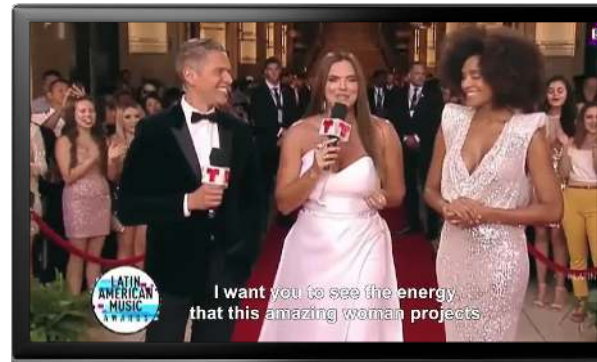
Subaru & NBC
[View case study](#)



T-Mobile & The Tonight Show
[View case study](#)



Citi & TODAY
[View case study](#)

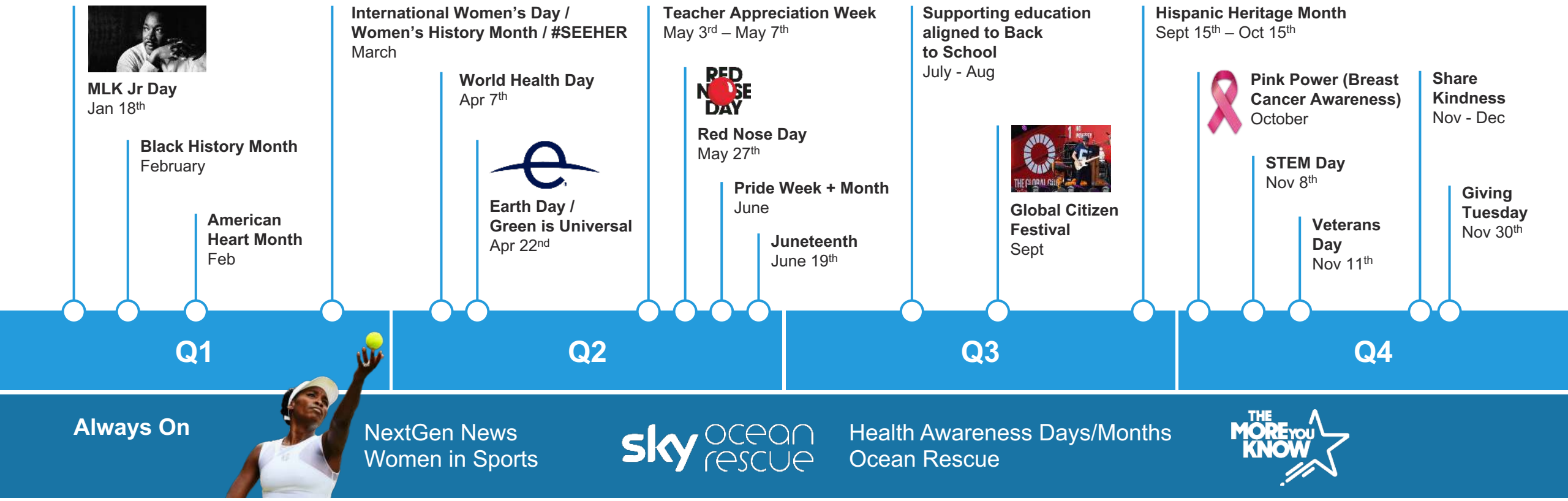


Ulta & NBCUniversal
[View case study](#)



Amex & NBCU + Sky
[View case study](#)

Shining a light on purpose all-year long



Bring Your Own

Partner with NBCU + Sky to bring specific brand-backed initiatives to the forefront

The background of the slide is a blurred photograph of a large crowd of people. Many individuals in the crowd have their fists raised in the air, suggesting a protest or a moment of collective celebration. The image is dimly lit, with a focus on the central text. A bright blue L-shaped graphic is positioned on the left side of the text, and another similar blue L-shaped graphic is on the right side.

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Thank You!

OCTOBER 2020