NBCUniversal

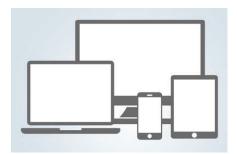
Insurance Commerce Strategy

What We Will Cover Today

- 1 The Rising Digital Opportunity for Insurance
- 2 One Platform Commerce as a Solution
- 3 Advantages of NBCU Commerce

NBCUniversal

As insurers continue to digitize their business model, they are also evolving their media approach



Following Viewer Consumption

Brands are looking to capitalize on evolved consumption patterns and **modernize their video approach** to include all screens and devices.



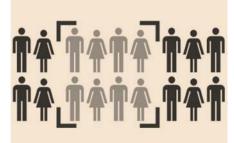
New Brand Experiences

As insurers angle to distinguish themselves from the pack, they are increasingly experimenting with experiential brand experiences and commercial innovations to engage consumers and drive consideration



Data-First

Insurers are expanding their personalization efforts by leveraging data to create relevant experiences for audiences.



Engaging High Value Audiences

Insurers are increasingly looking for ways to engage high value audiences across the funnel, heavying up on bundlers and aiming to lock in young consumers.



Commercial Innovations

As the industry shifts to mobile and virtual business, ad strategies that push people through and down the funnel are becoming key, as are learnings and data or tactical shoppable content.



Acceleration due to 2020:

Embracing digital transformation

Pre-Covid-19

Impact of Covid-19

Digital adoption of insurance products is growing, but more slowly for core older audience

With older consumers especially vulnerable to Covid, in-person interactions with agents are increasingly going virtual

Legacy insurance brands are losing consumers to niche, insurtech brands

Consumers are engaged with brands they know and trust, and who provide a sense of comfort and security

Insurance brands have begun introducing mobile apps, though adoption rates are relatively low

Virtual claims requests are becoming the norm, which will expedite the use of mobile and tech into business models

For this reason, there is an **urgent opportunity** for insurance brands to push consumers to their digital products and catch this wave



Catch Core Consumers Moving to Digital

With older consumers who are traditionally slow adopters moving to digital products, there is an opportunity to guide these consumers and keep them in the fold



Bundle Consumers Looking for Savings

There is an opportunity to drive bundling in financially stressed consumer looking for savings



Prevent Attrition from Insurtech

As digital and virtual insurance activities become the norm, pushing digital products can prevent attrition to more digital forward insurtechs

Commercial innovation opportunities to drive engagement with audiences, and business results

WAYS TO ACTIVATE THOUGHT STARTERS **Drive to website** or local agent for policy **NBCU CODE** in client creative branded content commercial quotes to go directly to website to request a quote* **Commercial Innovation** - Shoppable Experiences* and Interactive Picture in Picture innovations can break through the clutter Drive brand consideration via contextual alignment / emotional connection **Sponsored content** – branded content alignment through our O&O sites – enable click to functionality*. Amplify via social to reach key audience segments w/ tailored brand Drive mobile app downloads App download - scan NBCU Code to facilitate a direct app download* **Connect consumers to nearby agents Provide personalized information –** leverage NBCU's Ad Intender (geo locator) Unit to share local agent information (runs in select environments)

The advantages of commerce with NBCU: a full-funnel solution

NBCU Commerce	Capability

Advantage

Awareness

Mass Reach
on target audiences across
platforms

- Scale engagement on key audiences in a brand safe, premium environment
- Higher average household income audience

Consideration

TV + Checkout via a single partner Not paying multiple partners for digital engagement (cutting out the middleman)

- Facilitate traffic directly to site to increase consideration
- Exact attribution (dual revenue streams enables this) > proves out ROI

Purchase Decision

Activate 'Drive-to' Solutions

Get closer to point of purchase and

Drive Action/Conversion

- Collapse the funnel
- Premium environment drives action

Pricing

Pricing tiers based on level of consumer action

Revenue can be wrapped in with initial

buy, or post

Competitive / Comparable costs to Google, Facebook, and other affiliate models

One Platform Commerce Partnerships @ NBCU

Ways to Activate



Shoppable Branded Content

- ✓ Digital videos and articles
- ✓ Click to shop directly in content
- ✓ Contextually aligned



Shoppable Editorial Content

- Digital videos and articles
- ✓ Click to shop directly in content
- ✓ Contextually aligned



- Linear-led with multi-platform touchpoints
- ✓ Scan NBCU code to shop
- ✓ Contextually aligned

Digital Ad Innovation

Core Opportunities









Ad Extender

Enhancing brand commercials with extended content

Ad Intender

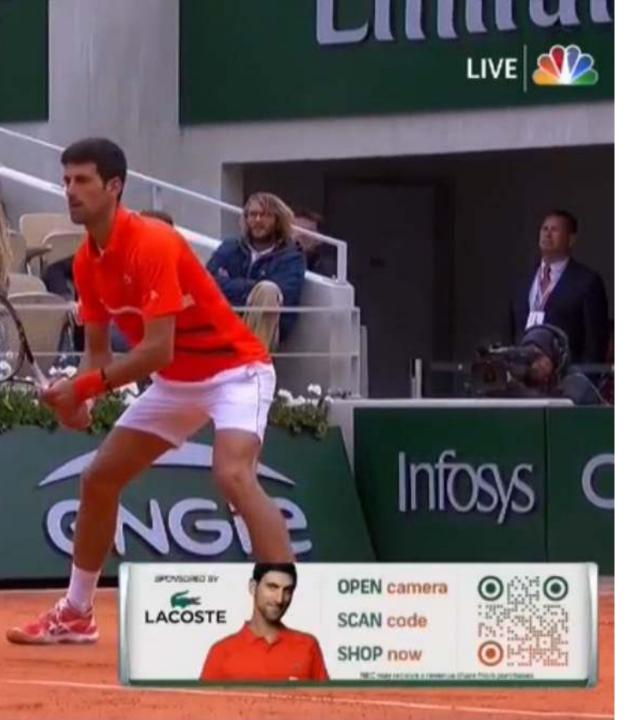
Providing consumers with meaningful, personalized information

Interactive PiP

Sustaining commercial momentum into content

Apple News

Leverage iOS functionality to engage mobile users



The Challenge

Create New Commerce Opportunities

Re-imagine the viewing experience to create an engaging, interactive commerce opportunity for the consumer that delivers measurable, full-funnel results for the marketer.

The Insight

Leverage the Power of Technology

Consumers are seldom without their phones – we lean into technology to make our lives easier. We use our phones to communicate, to organize, to learn and to purchase. Viewers often use their phones to connect with fellow fans while watching their favorite shows.

The Solution

ShoppableTV

Create a seamless way to shop, giving viewers what they want, when they want it, with ease. Introducing, ShoppableTV first to market linear shopping experience that links content to e-commerce with the help of the mobile phone that instantly collapses the purchase funnel for our clients. ShoppableTV gives our partners access to our premium programming environments at scale. NBCU creates curated commerce moments that give passionate fans the opportunity to purchase exclusive items directly from their favorite programming/talent in real time by simply scanning the code on the screen. Through technology, we open-up the possibilities to better connect viewers and brands in the context of the content that they love.

The Approach

Working with our marketing and programming partners, we identified key moments/shows/networks across the portfolio and used our storytelling expertise to seamlessly weave ShoppableTV authentically into the story/environment for our brands.

Lacoste + The French Open



Roli + Songland



Overstock Out of Show



Innogames Out of Show



The Results

ShoppableTV Executions Drove Impact at Each Layer of the Purchase Funnel

- Reached 54MM P2+ Viewers and counting
- Drove Double Digit Social Responses
- +30% Higher Average Conversion Rate than the industry benchmark

Yielded Stronger Impact Compared To Brand Norms:

- +20% lift in Message Memorability
- +27% lift in Likeability

Thank you!