



2021

PHARMA INDUSTRY ASSESSMENT

NBCUniversal

WELCOME!



Introduction

Explore NBCUniversal's latest perspectives and insights into the pharma industry. This report provides an overview of recent marketplace dynamics, our prediction of key future trends impacting the industry, and strategic recommendations for pharma brands and marketers as they navigate what's next.

Our Approach

At NBCUniversal, we have a legacy of working with a diverse range of pharma partners to build their brands. This report has been created based on NBCU's:

- Ongoing Industry Evaluation
- Conversations with Pharma Advertisers and Agencies
- Continual Marketplace Analysis
- Examination of Consumer Attitudes towards the Pharma Industry

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2021 Year In Review

Looking Forward

NBCU Pharma Strategic Recommendations

NBCU Relevant Materials



**WE HAVE
A UNIQUE
PERSPECTIVE**

In 2021, NBCU worked with:

66 Pharma Industry Advertisers



RX



OTC



Medical Devices



Digital Health



Concierge Medical Services



2021 WAS THE YEAR
**HEALTH TOOK
CENTER STAGE**

*Dolly Parton receiving a
COVID-19 vaccine dose in
Nashville (March 2021)*



HEALTH TOOK CENTER STAGE



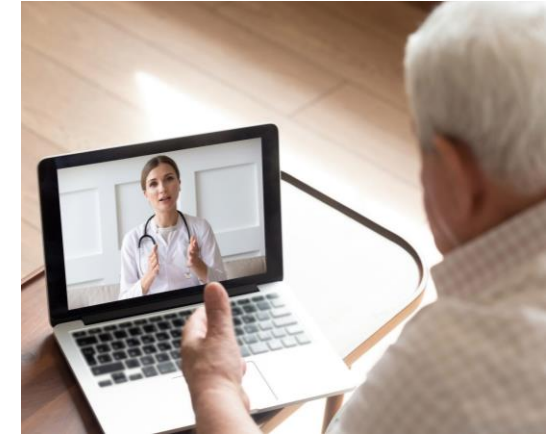
COVID-19 Vaccines Were Created in Record Time

The result of remarkable collaboration between companies and education efforts



Pharma Companies Viewed More Positively Than Ever

One of the lowest-rated industries, pharma's reputation was bolstered from the pandemic



Telehealth Boomed During the Pandemic

Telehealth allowed for continued access to healthcare during the pandemic

The background of the slide is a solid blue color with a faint, semi-transparent image of laboratory glassware. Visible items include several Erlenmeyer flasks of different sizes, some containing liquids, and a large graduated cylinder on the right side. The glassware is arranged in a way that suggests a scientific or medical setting.

LOOKING FORWARD

A Look Ahead at Key Trends

A PEOPLE-FIRST APPROACH WILL BE THE NORM

Updated tactics will be used to build relevance

There are three pharma marketing shifts that we expect to continue:

An increased **focus on brand building messaging** to create brand preference.

Continued tremendous **growth in streaming** following viewer consumption changes across all ages.

Increased focus on **celebrities and multicultural representation** to stand out and grab attention.

Source: 1. SMI, 2017-2020 Prescription Medicine, Pure Play Video + TV Network Digital Spend.



Olympics
Rings
Holder

Shift to
Streaming

3x

Streaming Growth
Since 2017¹



Talent
Focused
Creative

A NEW FOCUS ON UNDERSERVED COMMUNITIES

Addressing the sacrifices and
needs of often-overlooked groups

Caregivers,

who are spending more time providing unpaid
care.¹

Racial and ethnic minorities,

who were disproportionately affected by
COVID-19⁴ and caregiving duties.²

Healthcare workers,

who are experiencing increased feelings of
burnout.³

While these are not new issues,
we have seen an increase in consumers,
brands, and governments pledge to
meet their needs moving forward.

Source: 1. *EMD Serono Embracing Carers study*; 2. *AARP*; 3. *Becker Hospital Review*;
4. *CDC*.

7.4 hours

The increase in average time Americans
spend caregiving per week,
since the pandemic began¹



2.8x

The increased risk of **COVID-19 hospitalization**
for Black/African American or Hispanic/Latino people, compare to White people⁴

THE INTEGRATION OF TECHNOLOGY WILL BE THE EXPECTATION

People want choice, connectivity, and ease-of-use in healthcare

People want the **digital experience** they are accustomed to in most other industries.

This demand is growing leading to **digital health funding reaching \$14.7B** in 1H21, already outpacing FY20.²

We expect this change to lead to continued growth in **digital health & concierge medical services.**

Source: 1. 2020 Change Healthcare – Harris Poll Consumer Experience Index;
2. [FierceHealthcare](#).

People want a fully connected digital experience¹



67%

of people said every step of the **healthcare process is a chore**



81%

of people **want shopping for healthcare to be as easy** as shopping for other common services

MEDICAL CARE DESERTS WILL RECEDE

Expanding access to healthcare in new environments

Medical care deserts* are a key part of the health inequities facing **rural and inner-city communities**, which are disproportionately low-income.

Health services in **non-traditional settings (e.g., retailers, pharmacies, telehealth)** can bridge this gap and provide care for local communities.

We expect more non-health brands, like Walmart and Amazon, to continue to expand their **affordable primary care services** to additional communities.

Source: 1. *Forbes*; 2. *Wall Street Journal*; 3. *Wall Street Journal*; 4. *CUNY School of Public Health*.

*Medical care deserts are areas where the population has inadequate access to healthcare, either generally or in a specific field.⁴



Walmart

Expanding health centers and telehealth services¹

CVS

Offering In-store mental health counseling²



Related Cos. & CareMax

Developing senior health centers in underserved communities³

KEY FORWARD-LOOKING TRENDS SUMMARY



A People-First Approach

Will be the Norm

Updated Tactics to Build Relevance



A New Focus on

Underserved Communities

Increasing Education and Access for Underserved Groups



The Integration of Technology

Will be the Expectation

People Want a Better Digital Experience in Healthcare



Medical Care Deserts

Will Recede

Expanding Healthcare Access in New Ways

NBCU PHARMA STRATEGIC RECOMMENDATIONS

Driving Growth for Brands



KEY STRATEGIC RECOMMENDATIONS

1. Own Your Debut

Create quality awareness through a coordinated campaign leveraging data and creativity

2. Meet People Where They Are

Capitalize on evolving consumption patterns and connect with audiences by activating seamlessly across platforms

3. Create a Brand- Audience Connection

Drive brand preference by building relatable connections with people

4. Engage the Underserved

Speak directly to caregivers, multicultural audiences, and healthcare workers via broad messaging & audience targeting

5. Reduce Friction, Drive Action

Collapse the consumer journey by making it easier to access information and healthcare when watching content

1. OWN YOUR DEBUT

Why

Launches are crucial to the success of new prescription products. Companies who spend big in marketing to promote launches have seen greater sustained success.

McKinsey reported pharma companies with the highest launch year spend had a success rate of 67% compared with 29% for the other companies.

What

Drive quality awareness and encourage action through a coordinated and connected video-based launch campaign that starts with talent/PR, grows into sponsorships, and then incorporates audience targeting and actionable content.



PR/
Talent



Custom
Content



Tentpole
Moments



Sponsorship



Actionable
Content

Goals

Launches | Awareness | New Campaign | Brand Building | Education

1. OWN YOUR DEBUT

88% of consumers believe RX ads tell people about new treatments



Source: Princeton Survey Research Associates, '2017 Direct to Consumer Advertising Survey.'

2. MEET PEOPLE WHERE THEY ARE

Why

Digital continues to erode traditional video channels with cord-shifting and viewer migration to OTT alternatives growing.

Pharma brands must adapt to evolved consumption patterns and modernize their video approach, as streaming accounts for 47% of video consumption,¹ but only 6% of pharma's media spend.²

What

Maximize reach and relevantly connect with the right audiences by adopting a cross-platform approach that aligns with consumption habits.



Streaming



Audience
Targeting

Goals

Awareness | Consideration | Conversion | Incremental Reach

2. MEET PEOPLE WHERE THEY ARE

OTT improves ad recall by +43% and brand favorability by +25%

Source: Custom research, vendors vary. NBCU campaigns running from 5/29/17-5/28/20. Top 2 box favorability, consideration, intent and recommendation; aided ad and brand recall; average of test cells for multi-platform campaigns (linear, digital and social) vs. average of test cells for single platform campaigns (linear, digital or social); Performance based on 66 measured single platform campaigns and 48 measured multi-platform, not all metrics available for all campaigns.

Objective	DESIRED CONSUMER RESPONSE	STREAMING BENEFIT
Education AWARENESS	Curiosity about symptoms or diseases	➔ Reach extension to linear buy, connecting with light TV viewers and cord cutters
Memorability CONSIDERATION	Research with your brand in mind	➔ Brand safe premium content across platforms to foster relevancy and recency
Script Intent PURCHASE INTENT	Take or switch to your product	➔ Data informed targeting to ensure custom message drives new patient action
Script Refill ADHERENCE	Refill medication	➔ Targeted adherence messaging to patients

3. CREATE A BRAND-AUDIENCE CONNECTION

Why

In a crowded pharma landscape, it is important to drive brand preference by building relatable connections with audiences.

One pharma brand switched messaging from a focus on product to a focus on sharing common values with patients. Making this connection with consumers led to 2x growth in unaided awareness and +65% growth in brand consideration.

What

Engage and connect with key audiences by combining creative content insights with audience insights for increased impact.



Insights



Custom
Content



Audience
Targeting

Goals

Brand Building | Awareness | Consideration

3. CREATE A BRAND-AUDIENCE CONNECTION

NBCU Creative Analysis of ~40K
Commercial Spots Uncovered What
Drives Attention in Pharma Creative

1. INSIGHT DRIVEN CREATIVE

Utilize proven elements to drive attention for your ads or custom content

Commercial Elements Driving Ad Completion



Animals



Humor



Brand
Partnerships



Credible
Stories

2. AUDIENCE INSIGHTS

Apply targeting to distribute content across screens



**Your advanced
audience(s)**



4. ENGAGE THE UNDERSERVED

Why

The last 2 years surfaced the sacrifices and needs of often-overlooked groups, namely caregivers, multicultural communities, healthcare workers, and those living in medical deserts.

It is important to connect with these communities and reach them where they already watch content.

What

Tap into audience insights to drive engagement and genuinely reach communities by connecting with their interests and passions.



Passion Point
Programming



Audience
Targeting



Local to
National

Goals

Consideration | Targeted Reach | New Audiences | Multicultural Growth |
Community Support & Connection | Reaching Medical Deserts

4. ENGAGE THE UNDERSERVED

74% of Consumers Like to
See Ads That Match the
Content They are Viewing



5. REDUCE FRICTION, DRIVE ACTION

Why

People can be reluctant to take steps to address their health demonstrated by nearly 33% of U.S. citizens reported avoided the doctor.

The more that can be done to drive immediate action upon seeing a pharma/health ad, the more likely for key early detection and treatment.

What

Make it easier to get health information by utilizing actionable content to collapse the patient journey and turn pharma/health ads from awareness generators to tools for immediate information.



Innovative /
Actionable Content

Goals

Launches | Consideration | Lead Gen | Conversion

5. REDUCE FRICTION, DRIVE ACTION

NBCU Consumers Over-index for Buying Brands They See Advertised (118i) and Use QR Codes (116i) ¹

Source: 1 NBCU Database, Shoppable TV Ads, Dec 2019 – May 2020. PMI TVBE 2. NBCU Internal Data; 3. Apple Internal metrics November 2020; ComScore, Mobile Metrix Key Measures, November 2020.

*Subject to legal approval



Spark Curiosity via ActionableTV Spots

Drive an immediate connection from the TV screen to the website to inspire exploration

Data Driven Linear, Addressable, Digital CTV environments

2.6%

Average conversation rate compared to the average industry benchmark of 1-1.5%²



Driving Action with ActionableTV In Show

Activate engagement in a linear content environment to access additional info

Linear, Peacock

1.7x

More effective than the standard ad unit²



Boost Education with Apple News Tap-To and Discovery Capabilities

Create a highly personalized solution to find medical information

Mobile

2x

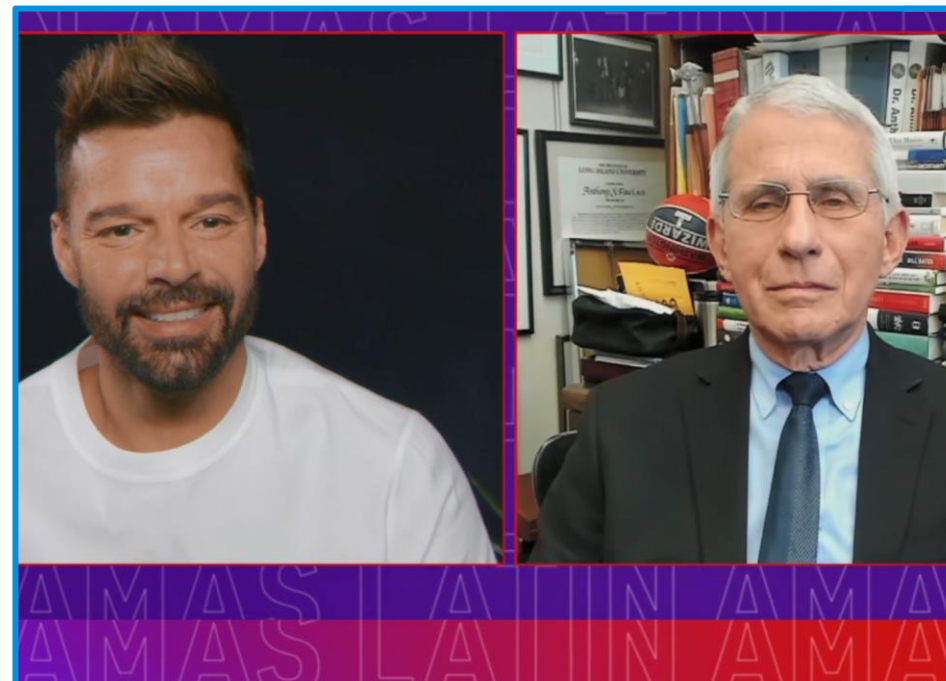
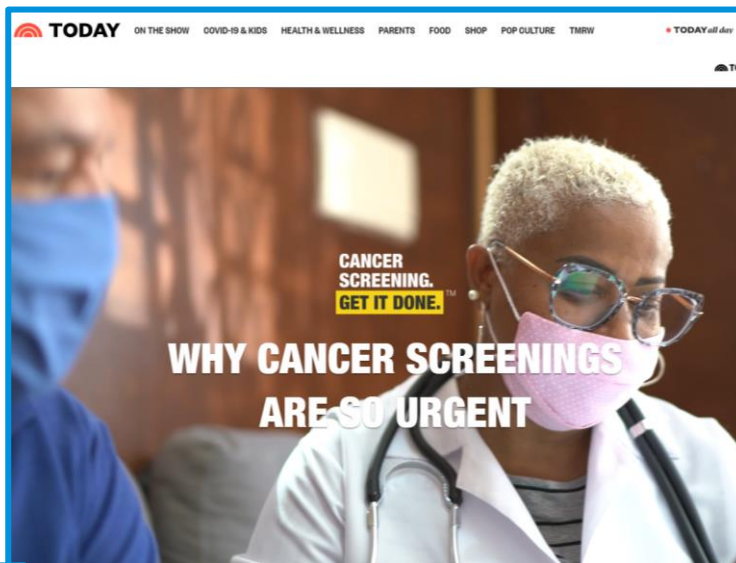
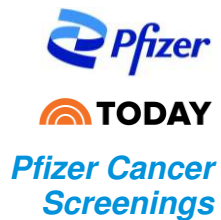
CTR vs Mobile Norm³



NBCU RELEVANT MATERIAL

NBCU Pharma Industry Content

KEY PARTNERSHIPS FOR THE INDUSTRY @ NBCU



Note: Click image to view partnership

NBCU PHARMA INDUSTRY CONTENT

TOGETHER SITE

Pharma Category Content



Caregivers Opportunity



Adherence



Pharma Streaming



Pharma Marketing

Case Studies



AdSmart + Diabetes



AdSmart + Depression



AdSmart + Plaque Psoriasis



AdSmart + OTC Nasal Decongestant



2021

PHARMA INDUSTRY ASSESSMENT

NBCUniversal

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