

# Fueling the Cultural Conversation

Leveraging Premier Live Events  
to Create Connection and  
Conversational Currency

NBCUniversal



# Marketers are increasingly focused on cultural relevance

"I would say the goal is really to impact culture. Because the thing in today's marketing and media world is **if you can impact culture, it's something that can't be avoided or skipped or blocked** like most other forms of advertising."



*Brad Haley  
Former Chief Marketing Officer  
IHOP Restaurants*

"We want to be a little bit more nimble and **we want to be more connected to culture than we have been in the past** and producing creative and engaging with our consumers in lots of different ways."



*Sanjiv Gajiwala  
Chief Growth Officer  
Kraft Heinz*

"We wanted to **pique interest** by doing something different, something that's never been done in the history of Super Bowl advertising — **a playful nod to a popular Internet meme that invites action and discussion** both in the living room, and on social media."



*Kate Rouch  
Chief Marketing Officer  
Coinbase*

"Ultimately, consumers expect brands to be where they are, representing authentic values and the ideals that they believe in. **It's an art form to be culturally relevant. It never stops. It's a relentless pursuit of integrating your brand into the cultural conversation.**"



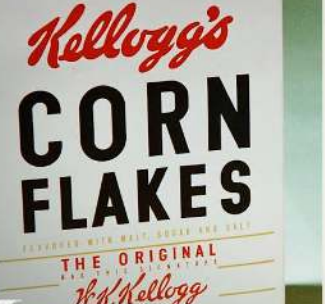
*Richard Dickson  
President & Chief Operating Officer  
Mattel*



# Brands have a long history of leading culture

## Today cultural relevance is harder to capture

A Diamond Is Forever



### In the past

Brands have a history of creating mainstream culture through slogans and campaigns

### Today

We face a constant flux of content and trends capturing our attention, challenging brands to compete for cultural relevancy

### Finding Breakthrough Moments

When we collectively take a pause and come together to have a shared, unmissable experience is the best way for brands to lead cultural conversations



# Our Belief

**Premier live events** are breakthrough moments rooted in the trends, celebrations, and conversations that define today.

We consider premier events to be cultural moments that attract a large live audience and drive widespread conversation both during and surrounding the event itself.

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



# Premier live events provide undeniable business impact

and enable brands to demonstrate  
they are culturally 'in sync'



Tap into  
**Audience Passions**



Be present in  
**Key Conversations**



Prompt  
**(Inter)action**



**Surprise  
and Delight**



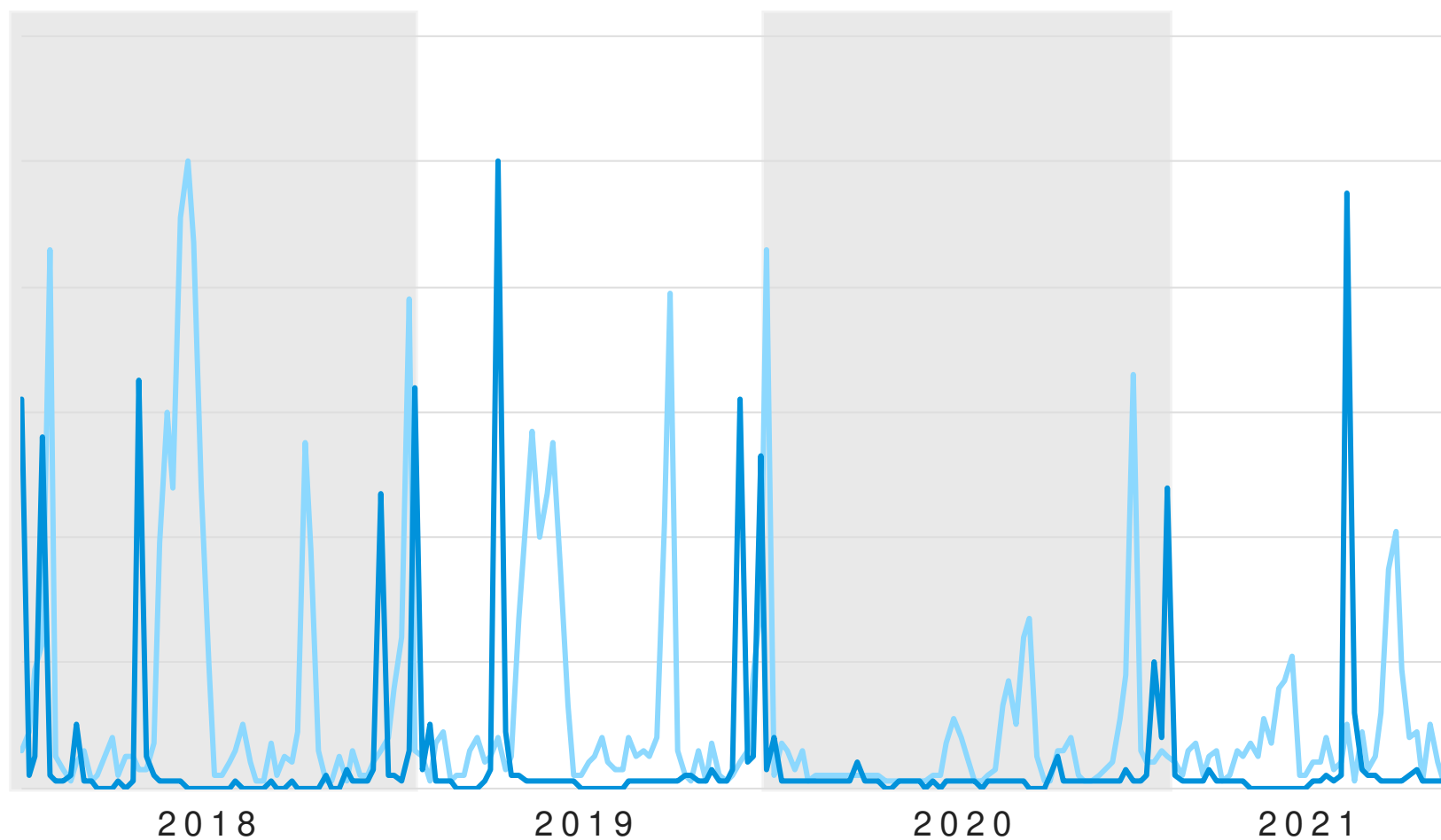
TAP INTO  
AUDIENCE PASSIONS

**Premier live  
events create  
conversational  
currency and do  
so year on year,**  
providing an opportunity for  
brands to participate in these  
moments and celebrations

## Google Keyword Search, Worldwide

■ Sports Events

■ Entertainment Events



BE PRESENT IN KEY  
CONVERSATIONS

## Premier live events bring people together and attract unique, elusive audiences

As viewership fragments, 'light TV viewers' still make it a point to tune into live cultural events, enabling brands to engage audiences typically hard to reach on other platforms.

2 in 3

Americans watched NBCU's TV coverage of SBLVI &/or 2022 Winter Olympics on Gameday<sup>1</sup>

59%

Of "Cord Cutters" watched a live cultural event in 2021<sup>2</sup>

47%

Of Non-Primetime Viewers watched a live cultural event in 2021<sup>2</sup>

50%

Of the U.S. Hispanic Population watched the 2018 FIFA World Cup on Telemundo<sup>3</sup>



PROMPT (INTER)ACTION

## Premier live events deliver full funnel impact

NBCU  
Live Event  
Advantage

+48%

Ad Recall



+68%

More Likely to Search



+24%

Purchase Intent



Source: 67+ NBCU measured campaigns running from June 2017-June 2021; Live event = awards shows, OTO events and select sports



SURPRISE AND DELIGHT

# Premier live events create an environment that enables brands to capture attention in unexpected and delightful ways

“Big live events **add some excitement to our evening** – the joy of not knowing what's coming.”

*Age 50, U.S.*

“I am part of a large family so we tend to watch sports events together. I enjoy **the connection it brings, the discussions that surrounds it**, and the positive impact it can have.”

*Age 40, U.K.*

“In Mexico we don't have awards for Mexican music or movies. So, for me, it is amazing when there are Mexican people nominated for awards. **I give them all my support, and they make me feel proud of my country.**”

*Age 21, Mexico*

“When it comes to award shows, **it's live so you never know what is going to happen.**”

*Age 39, U.S.*

“**Talking about award shows or other entertainment events with my friends before and after the show is so fun** and seeing your favorite artist win is the best feeling.”

*Age 21, Italy*

“For the Olympics, I would watch some of the most random sports that I knew nothing about and quickly felt like I was an expert. **I really liked the fact that it allowed me to explore and learn** about so many new sports I'd never even seen before.”

*Age 25, U.K.*

# Premier live events provide undeniable business impact

and enable brands to demonstrate  
they are culturally 'in sync'



Tap into  
**Audience Passions**



Premier live events create  
conversational currency and  
do so year on year



Be present in  
**Key Conversations**



Premier live events bring  
people together and attract  
unique, elusive audiences



Prompt  
**(Inter)action**



Premier live events  
deliver full funnel impact



**Surprise  
and Delight**



Premier live events create  
an environment that enables  
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BECAUSE OF THEIR PROVEN IMPACT,

**Brands have a long history of leveraging premier live events to launch, rebrand, or spark a 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)

**Chobani**

**Proudly With You**

Olympics (2012)



**It's a Tide Ad**

Super Bowl (2018)



**No Way Norway**

Super Bowl (2021)



# And today brands across industries still leverage the power of these moments and events

## Establishing a Category

“Superbowl advertisements nearly quadrupled crypto app installs in the U.S.”

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‘eToro’ coinbase  
FTX

## Building a Brand

“Cutwater Spirits’ ‘here’s to the lazy ones’ ad, their first at the Super Bowl, resulted in an 800x increase in traffic.”

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CUTWATER™  
SPIRITS

## Launching an Initiative

“Google debuted spot at the Academy Awards to promote new accessibility tools for people with certain speech and motor impairments.”

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Google

## Leading the Conversation

“Launching during the Opening Ceremonies of the 2022 Paralympic Games, the UK campaign #WeThe15 drew awareness to disability representation and rights.”

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#  
We  
The  
15



NBCUniversal  
has been the home  
to the biggest  
cultural events  
FOR THE PAST 70 YEARS

Here are 5 key considerations when investing in premier live events today:

01.

Align your  
approach with  
**consumption**

02.

Capitalize on  
a **captivated  
audience**

03.

Go **global**

04.

Make your  
moment a  
**movement**

05.

If nothing fits,  
**build your own**  
(with our help)

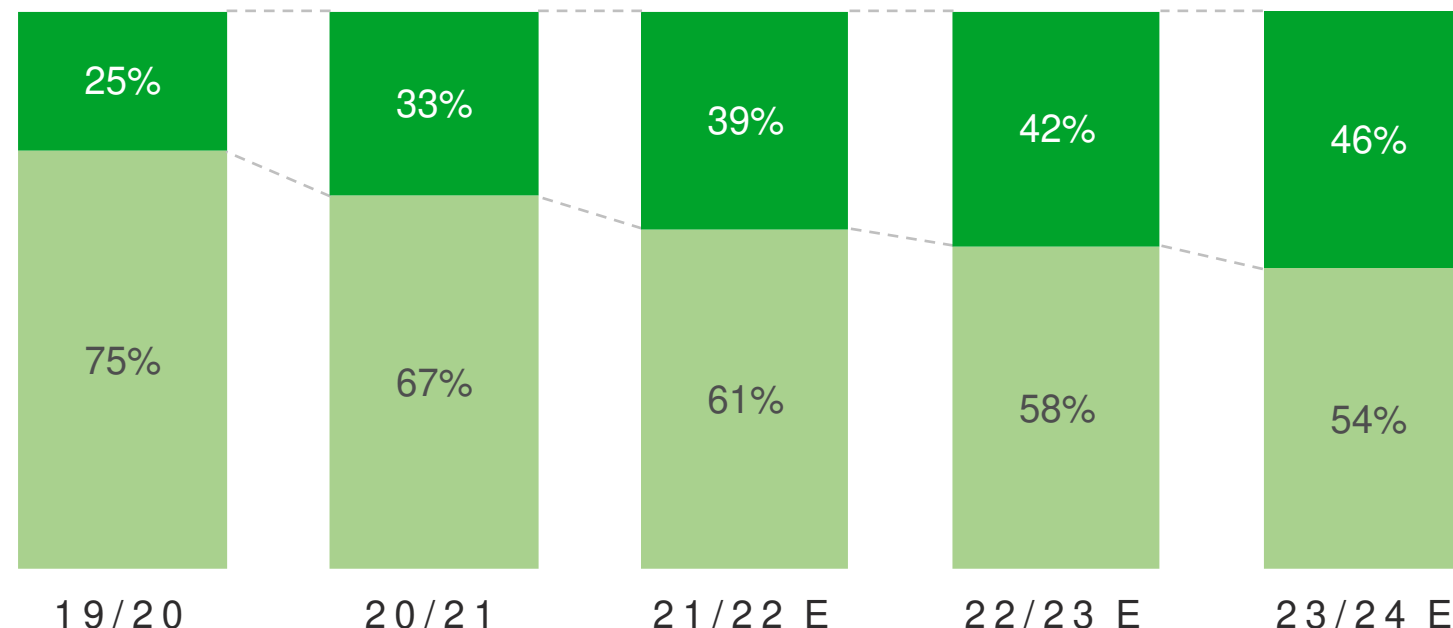
## 01. Align your approach with consumption

The way content is being consumed continues to evolve. As NBCU consumption approaches a 50/50 linear and digital split, audiences expect content accessibility and interaction across platforms. Expand your brand's message and relevantly reach more audiences by activating across all platforms.

### NBCU One Platform – Share of Minutes

A18-49, reflects aggregate viewership across NBCU portfolio

■ Linear ■ Digital



I don't like watching an event alone. I prefer being able to discuss, communicate, and share thoughts. That is why **having all these social media platforms makes the TV watching experience better and more enjoyable.**

Age 26, U.S.



I followed the nominations for the last Grammy Awards and **kept tabs up until the award itself by constantly keeping up to date on the internet.**

Age 34, U.S.



## 02. Capitalize on a captivated audience

Cultural events attract fans who are invested in the content and seek greater knowledge and/or interaction. Build a deeper connection with an already invested audience by creating a lean-in experience and establishing your brand presence before, during, and after the event itself.

# 56%

of global audiences interested in live events consider themselves part of a fandom community

Pre-Event



**Build Anticipation**

During Event



**Prompt Participation**

Post-Event



**Continue the Conversation**



I'd like brands to organize challenges during events where **people can join and complete some actions together or maybe integrate products into sporting events inside the metaverse** platforms, so, characters (people) can enjoy it as well.

*Age 26, U.S.*



I love to watch the Academy Awards. **I never miss them.** There have been so many standout moments in in the history of the Academy Awards.

*Age 63, U.S.*

### 03. Go global

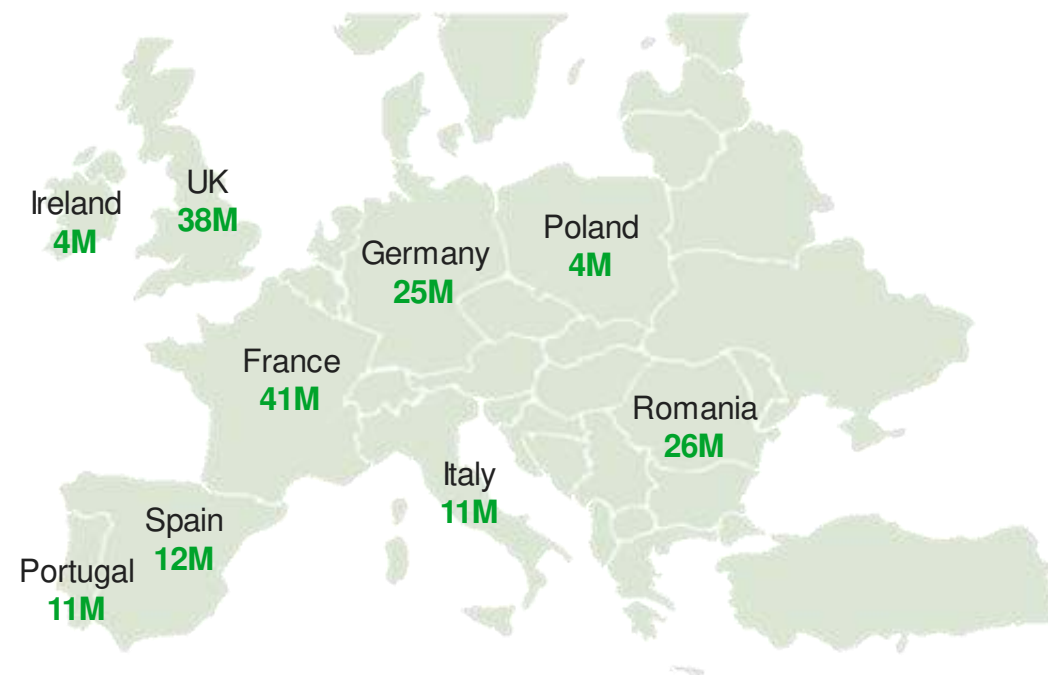
Cultural moments are no longer bound by their native countries or communities. Thanks to a rise in technology and connection, cultural curiosity is at a record peak. Globally **83% of people are interested in learning about other cultures and countries.**

NBCUniversal's global reach and international footprint can help capture 700M+ monthly users across 150 countries and amplify the most culturally relevant moments.

## PEOPLE'S CHOICE AWARDS

**1B** Votes worldwide  
**228M** Fans reached  
**140+** Countries  
**20+** Languages

### 230 Million Votes Cast from Europe Alone



Big TV sports events allow us to **share something in common** where we may otherwise struggle due to a language barrier.

*Age 43, U.S.*



The main reason I love big events is it just **brings me closer together with other people and makes me feel more of a sense of community.** That's both with my friends/family that I'm watching with as well as others that I just talk to about the event. I would almost say it **makes me feel like I'm a part of something bigger than myself.**

*Age 25, U.K.*

## 04. Make your moment a movement

The role of purpose has evolved from being siloed comms to a cornerstone of brand strategy. Cultural events can be leveraged for purpose-led storytelling that celebrates and elevates a brand's commitment to being a force for greater societal good.

# 71%

of consumers are more likely to buy from a purpose-driven company over an alternative if cost and quality were equal

# 63%

of live cultural event viewers said they are likely to purchase a brand that supports a cause they care about

## Illustrative Moments that Matter:



Women's History Month



AAPI Month



Hispanic Heritage Month



Black History Month



Pride Month



Veteran's Day



Brands should not only focus on their product but also on **raising awareness for world problems** and having their commercials spread a message.

*Age 32, Portugal*



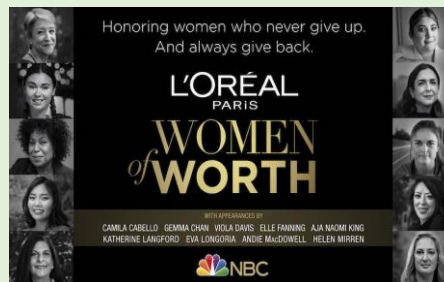
My expectations for brands have become stronger. Previously, I didn't care much about sustainability or representation and now these are two issues that I find really important. **I want brands I buy/support to have clear and conscious sustainability efforts that really try to make the world a better place.**

*Age 25, U.K.*



## 05. If nothing fits, build your own (with our help)

Rather than force-fitting your brand or message into an existing event, consider building your own cultural celebration. These custom moments can be based on corporate priorities or aligned with established cultural milestones and crafted in a way that is authentic to your brand and audience.



### Eventize a Company Initiative

L'Oréal Paris and NBCU teamed up for the second annual Women of Worth Primetime Special, celebrating the philanthropic achievements of ten women honorees who are making an extraordinary difference in addressing society's most pressing issues.



### Build a New Cultural Moment

Alongside partners Walmart, Progressive, and Xfinity, the NBCU family came together to lead with purpose around the holiday season, celebrating our diverse fan-families and raising 5M meals for communities in need.



### Synchronize a Global Event

Accenture partnered with NBCUniversal Global to architect a synchronized global launch of its brand anthem, engaging business leaders around the world and across the day.

Topics NBCUniversal is continuing to support:



**Health  
& Wellness**



**Sustainability**



**Diversity, Equity  
& Inclusion**

# Thank You

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