

NBCUniversal

2022

Financial Services Industry Assessment



Welcome!



Introduction

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

Our Approach

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

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

NBCUniversal Has a Unique Perspective

In 2022, NBCU worked with:
160+ Finance Industry Advertisers



**Retail &
Consumer Banks**



**Credit Cards
& Payments**



**Loans
Services**



**Tax
Services**



Fintech



**Wealth
Management**

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2022 Landscape

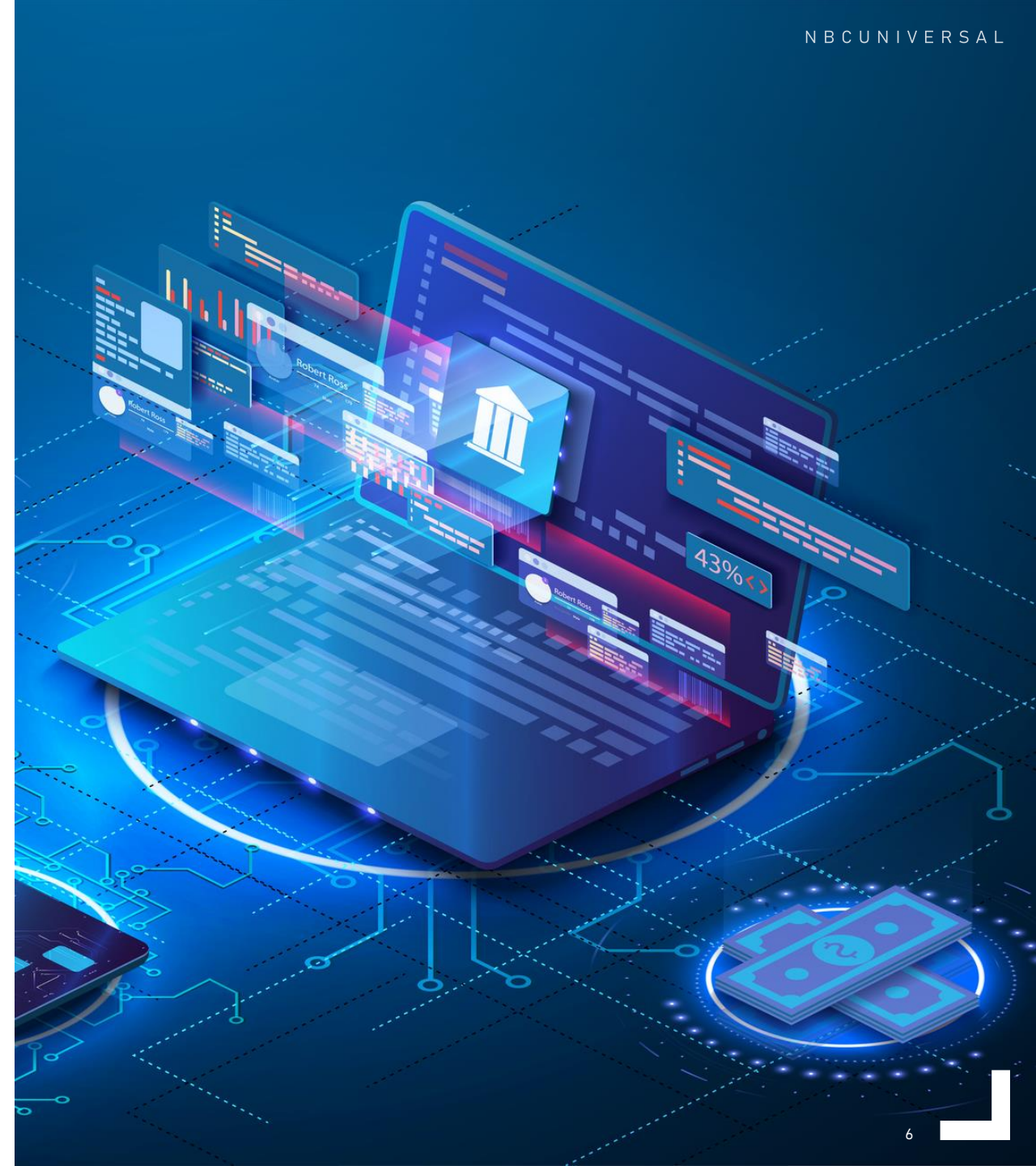
Overview of Key Finance
Marketplace Dynamics



In 2022, Financial Services
brands have focused on

Helping Consumers Navigate Turbulent Times

within an increasingly complex
financial landscape



Finance Brands Aim to Help Consumers Navigate a Difficult Economic Environment & Complex Financial Landscape



Payments Proliferation and Pause

2022 saw the mass adoption of new payment technologies such as BNPL, Crypto Wallets, and Mobile Pay; however, rapid, mass adoption has led to scrutiny of certain services.



Memeing the Markets

An unanticipated affect of increasingly accessible wealth management seen in 2022 was the rise of “meme stocks”. This trend involved digitally savvy, young consumers coordinating to manipulate certain markets or stocks.



Purpose Becomes a Priority

In addition to placing Purpose at the center of marketing, brands are also funding programs within communities and making company-wide commitments more transparent in order to reflect these initiatives.



Economic Volatility Reshapes Financial Priorities

Economic uncertainty has led consumers to rethink their financial decisions. As a result, many financial services firms are expanding services and providing educational resources to arm consumers with the tools needed to navigate the coming year.



Crypto Craze Cools Off

Crypto currencies rose to never-before-seen heights in 2022, but this was short lived due to a variety of factors, including sustainability concerns, economic volatility, and infrastructure issues.

BRANDS ACROSS FINANCIAL SERVICES SUB-CATEGORIES ARE

Adapting to Changing Mindsets & Behaviors

Retail / Consumer Banking

With consumers placing increased importance on **convenience, seamless digital and mobile banking solutions** are table stakes.

Credit Cards & Payments

As new payment options such as “Buy Now, Pay Later” (BNPL) were widely adopted, **the repercussions of using these services without proper financial education became apparent** as many consumers found themselves in debt.

Wealth Management

The financial barrier to entry for wealth management has been lifted as **Fintech placed the power of wealth management directly into the hands of consumers** – robo-advisors, digital trading platforms, and other AI tools have disrupted traditional wealth management.

Mortgage & Loan Services

As the Federal Reserve raises interest rates, banks and other loan services are **facing a steep decline in demand for loans this year**, forcing some brands to rethink their positions in the sector and potentially cut loan services entirely.

~80%

Of adults use mobile banking solutions as their primary way to access their bank account ¹

80%

Of BNPL users have said they used the service to avoid credit card debt, without adequate planning to pay it off

~50%

of Gen Z and Millennials would consider using robo-advisors to invest³

-90%

dip in rate-based refinancing from last year through April 2022⁴

Financial Services Forward-looking Trends

Key Trends We Expect to
Influence Financial Services
Marketing & Media Strategies



LOOKING AHEAD,

Key Financial Services Trends We Expect to Influence Marketing & Media Strategies



Rise of the
Full-Service Finance Platform



Greater Emphasis on
Money Management & Planning



Making Wealth
Management Manageable



Driving Acquisition
Among Growth Audiences

Rise of the Full-Service Finance Platform

As convenience continues to be a top driver of choice, brands with a broad range of digital products hope to become “one-stop-shops” to serve a variety of financial needs

35% of executives worldwide say that within 10 years, it is highly likely that most financial transactions will take place through a single, super app. ¹

The rise of holistic financial service platforms for consumers is creating a complex landscape and the current macroeconomic outlook is accelerating consumer simplification and consolidation of financial services.

Fintech continues to try to steal customers from established brands, while **established brands try to retain and steal new emerging audiences from Fintech.**

Revolut

“One App, All Things Money”

Services Including:

Bank Accounts

Stock Trading

Debit Cards

Crypto Exchange

Currency Exchange

Peer-to-Peer Payments



Launched in the UK, Revolut has

expanded to 7 countries in 7 years

(currently focused on adoption in US)

SoFi

Services Including:

Investments

Personal Loans

Student Loan Refinancing

Banking

Home Loans

Credit Card

Private Student Loans

Insurance

Credit Score & Budgeting

Auto Loan Refinancing

Greater Emphasis on Money Management and Planning

With looming economic uncertainty, consumers will turn towards brands for assistance in navigating their financial situations.

48% of Gen Z adults are **not comfortable making major financial commitments** and **39%** of them are likely to **feel pessimistic about their future overall**.¹

As younger generations look for financial guidance, brands have leveraged digital presences to take on educational roles for consumers. This approach will likely be expanded to other media campaigns as the topic becomes a cultural movement.

56% of all Americans say that saving money has become a priority for them since the pandemic.



Money Management

Cash App partnered with artist Kendrick Lamar and billionaire Ray Dalio on a campaign dedicated to smart money management when starting a business



Financial Planning

Messaging focused on savings and retirement are proliferating as consumers have placed an increased value on maintaining financial stability



charles SCHWAB
"Own Your Tomorrow"

Making Wealth Management Manageable

With wealth management tools now at their disposal, new consumers are looking for brands that make complex financial operations simple.

Consumers have shifted to fintech solutions to **make smarter financial decisions (73%)** and **reduce financial stress (71%)**.¹

Through eliminating financial barriers to entry (high investment minimums and fees), younger generations are engaging in wealth management through digital platforms.

Meanwhile, economic volatility has forced consumers to face complicated economic discourse daily – leaving new consumers unsure in their newfound wealth management capabilities.

Sources: 1.Plaid, 2. McKinsey, 3. Mintel

40%

increase in total direct brokerage accounts since start of 2020²

#2

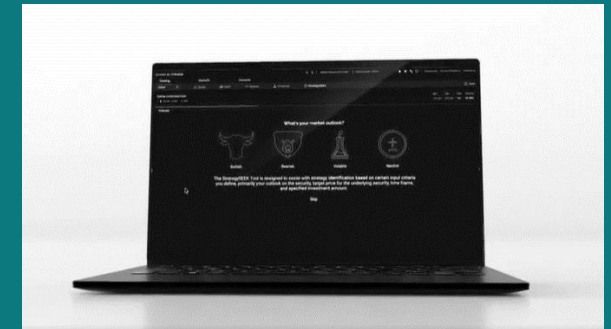
Across younger generations, wealth management tools rank as the second most valuable feature to online/mobile banking³

Ease of use and accessibility will become integral to messaging



"JPM Wealth Management knows the world is full of financial noise... our easy-to-use app and local advisors are here to help..."

JPMORGAN CHASE & CO.



"E-TRADE's easy to use tools make complex trading, easy."

E*TRADE
It's your money.

Driving Acquisition Among Growth Audiences

As wealth transitions to emerging audiences (ex: Gen Z, Multicultural) they will need to choose which finance platforms, tools and products work best for them, creating a need to drive new customer adoption.

Emerging growth audiences often have different needs than older, less diverse audiences, which makes a more *personalized* approach critical.

71% of consumers say **personalization** is one of the **most important reasons** they would join a bank. ¹



Today (2022), **women have grown to control 1/3rd** of total US household investable assets (a sizable increase over time)

95%

of US Hispanics **used Fintech services** in 2021



Launched in Summer 2021, this fintech app provides **investing and educational resources for Black & Latinx communities**

\$33T

Estimated global income of Gen Z by 2030

LOOKING AHEAD,

Key Financial Services Trends We Expect to Influence Marketing & Media Strategies



Rise of the Full-Service Finance Platform

As convenience continues to be a top driver of choice, brands are leveraging their digital offerings to become one-stop shops for all financial needs.



Emphasis on Money Management and Planning

With looming economic uncertainty, consumers will turn towards brands for assistance in navigating their financial situations.



Making Wealth Management Manageable

With the financial landscape more complex than ever before, consumers will look for wealth management tools emphasizing ease-of-use and accessibility.



Driving Acquisition Among Growth Audiences

As wealth transitions to emerging audiences (ex: Gen Z, Multicultural) they will need to choose which finance platforms, tools and products work best for them, creating a need to drive new customer adoption.

NBCU Financial Services Strategic Considerations

Key Considerations for Driving Growth
for Financial Services Brands



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Financial Services Strategic Considerations



01. Balance Brand & Performance Messaging

Create a balanced media strategy to support building brand / trust and driving acquisition through a cohesive, full funnel approach.

02. Align With Endemic Content

Align with premium business & finance news content to establish trust and credibility with consumers.

03. Supercharge Your Data-led Approach

Leverage 1P and/or 3P data to reach audiences across platforms, target FLA compliant customer segments, and reinforce brand messaging with existing or prospective customers.

04. Create Immersive Experiences

Drive brand differentiation through engaging, less traditional marketing such as metaverse activations, financial literacy courses, commerce, and campaign gamification.

05. Connect with Emerging Audiences

Reach emerging audiences in authentic, humanistic ways in order to stand out and build trust in a competitive environment.

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Financial Services Strategic Considerations



01. Balance Brand & Performance Messaging

Why: Brand tension points pertaining to the balance of building brand awareness and trust simultaneously with acquisition require a full funnel approach to marketing.

Good For: Awareness | Consideration | Conversion | Acquisition (CPA) | Targeted Reach | Incremental Reach

02. Align With Endemic Content

Why: In addition to establishing trust & credibility, endemic content drives brand awareness and reach with a variety of significant audiences

Good For: Awareness | Consideration | Conversion | Targeted Reach

03. Supercharge Your Data-led Approach

Why: Financial service brands historically face lower funnel challenges and personalized marketing has proven to be a successful conversion driver to turn prospects into customers.

Good For: Conversion | Acquisition (CPA) | Targeted Reach | Website Visits | App Downloads | Registrations

04. Create Immersive Experiences

Why: As technology advances and consumer journeys evolve, brands will need to extend beyond traditional media and marketing campaigns to drive impactful reach.

Good For: Consideration | Discovery | Engagement | Conversion | CRM / Lead Generation

05. Connect with Emerging Audiences

Why: Emerging audiences are key growth areas for financial services and connecting with them in meaningful ways is a necessity for future prosperity.

Good For: Awareness | Consideration | Brand Perception | Education | Search Traffic | App Downloads

01.

Balance Brand and Performance Messaging

Create a balanced media budget to support building brand and driving acquisition through a cohesive, full funnel strategy as a means to overcome inherent industry distrust.

**56%**

of consumers
trust financial institutions

**#15**

of the 16 industry sectors
identified by Edelman,
financial services ranked
15th in trustworthiness

Brand Messaging

(Broad Demos)

Age/Gender
(i.e. A25-54)

Hispanic
A18-54

Millennials
/ Gen Z

Digital
Banking
Adopters

A balanced approach to
build brand, trust, education,
drive product consideration,
and drive conversions

New
Homeowner

Small
Business
Owners

Existing
Customer

Competitive
Customer

Brand
Website
Visitor

(Advanced Audiences)

Performance Messaging

93%

of companies report
conversion success
when they personalize
their marketing

**71%**

of consumers say
personalization is a
very important reason
they will join a bank



02.

Align with Endemic Content

Align with premium business & finance news content to **establish trust and credibility with consumers.**

There Are Several Ways To Connect With The Right Consumers In The Right Environments

Custom & Branded Content

High quality storytelling through top-notch reporting, custom vignettes, engaging interactives, Infographics, and branded editorials.



Contextual Alignment Outside of News

Align your message around Finance content outside of news environments using our contextual alignment tools.

AI-powered proprietary technology scans episode-level video metadata, scripts, and closed captioning and categorizes content accordingly based on IAB taxonomy.



Relevant Events

From key cultural moments like Hispanic Heritage Month or Women's History Month to the biggest live events, there are always **opportunity to run culturally relevant creative, or even tap into NBCU IP to breakthrough.**



Apple News & Stocks

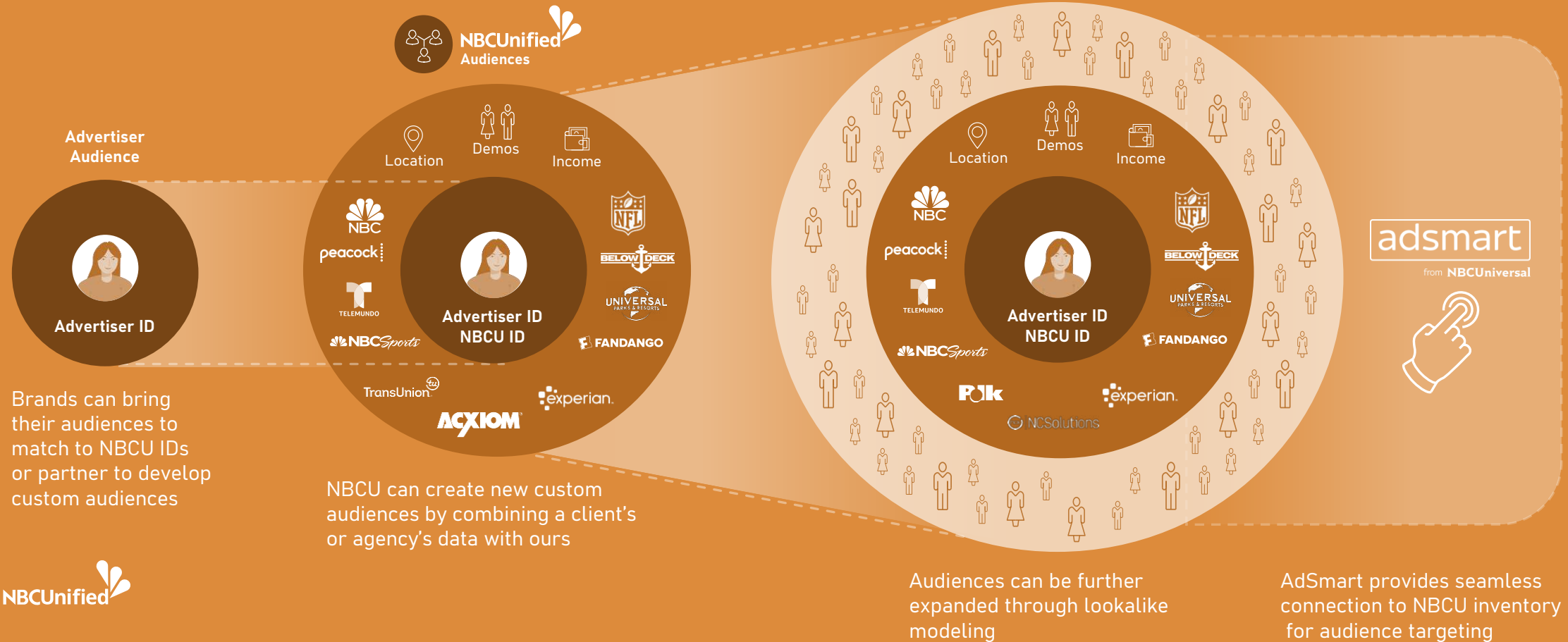
Generate quality leads via Apple News engaging ad solutions.



Tap-to capabilities can **drive to site or app download.**

03. Supercharge Your Data-led Approach

Leverage 1P and/or 3P data to reach audiences across platforms, target FLA compliant customer segments, and reinforce brand messaging with existing or prospective customers.



04. Create Immersive Experiences

Differentiate your brand through engaging, out-of-the-box marketing such as metaverse activations, financial literacy courses, commerce, and campaign gamification.



Drive Brand Interaction with Financial Literacy

- Position your brand as an educational resource to build pre-existing, non-business relations with consumers
- Cross-platform financial literacy-based campaigns with a trusted media partner can authentically position brands as educational resources



Gamify Experiences to Engage Consumers

- Leverage interactive spaces to create gamified experiences with real-world rewards
- Innovative activations in the metaverse and other digital platforms connect brands with consumers virtually to drive real-world engagement



Drive Consumer Action Via Ad Innovation

- Create seamless and meaningful user experiences for consumers
- NBCU commerce opportunities include but are not limited to experiential, social partnerships, native content, ShoppableTV, and Interactive web

05. Connect with Emerging Audiences

Reach emerging audiences in authentic, humanistic ways in order to stand out and build trust among a saturated competitive landscape.

Align with Cultural Moments



Celebrate multicultural audiences and drive effective connection by aligning with culturally impactful moments throughout the year.

Tap Into Fandom



Create emotional connections early in consumers lives with NBCU's premium, brand-safe, passion point content via sponsorships and integration opportunities.

Promote Education



Multicultural audiences engage in financial services younger than others, so engaging them educational to set them up for success is key in establishing emotional relationships.

Leverage Innovative Partnerships



Connect with emerging audiences on new platforms like gaming (Anzu), mobile (Apple News), social media, and reachTV.

NBCU Relevant Materials

Example Financial Services Industry Partnerships



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Financial Services Partnership Examples



AMERICAN
EXPRESS



AMERICAN
SONG CONTEST



BARCLAYS



NBCU Financial Services Industry Content

TOGETHER SITE

Category Content & Strategies



Power of Data + Targeting for Financial Brands



Future of Payments



The Gen Z Banking & Payments Opportunity



Wealth Management Opportunity: Invest for Life

Financial Services Case Studies



AdSmart Cross-Platform + DTC Fintech Brand



AdSmart 1P Data Addressable + Tax Services Provider



AdSmart Data-Driven Linear & Addressable + Tax Services Provider



Live Sports Custom Content Integration + Credit Card Brand

2022 Financial Services Industry Assessment

NBCUniversal

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