

An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, revealing the sandy and rocky bottom. A small white boat with a canopy is anchored in the upper left. A red inflatable boat is further down the coast. The shoreline is rugged with large, light-colored rocks and patches of green vegetation. The overall scene is serene and picturesque.

NBCUniversal

# The Luxury x Fandom Connection

SUMMER 2023





Fandom is a  
**relationship.**

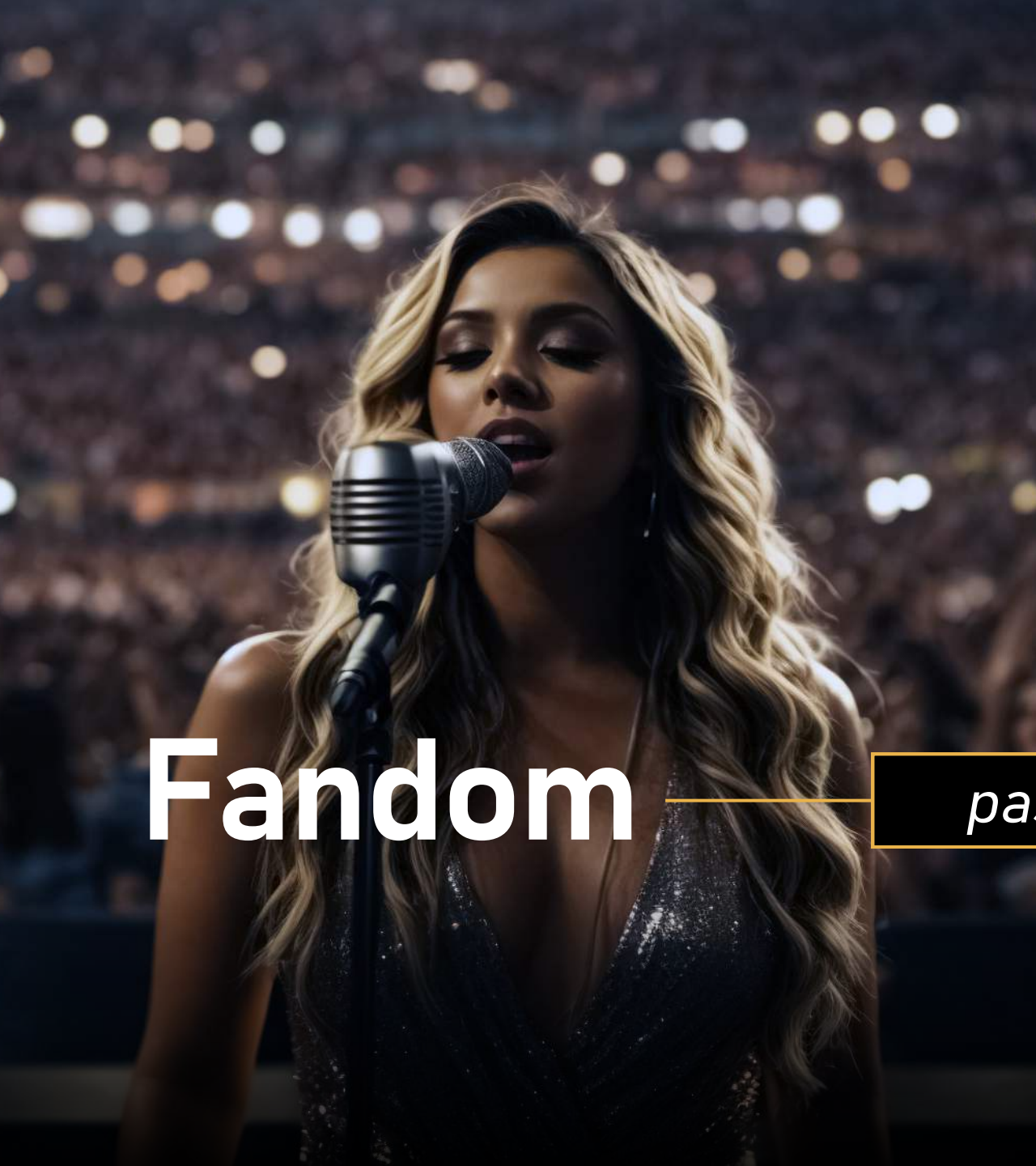




**Read  
Listen  
Buy  
Donate  
Create  
Play  
Watch  
Talk  
Post  
Attend**

**Avid Fans**

**More**



Fandom

*passion*

Luxury





Fandom



Luxury



**Emotional  
Connections**

**Premium  
Environments**

**Immersive  
Experiences**

## FOSTERING AN EMOTIONAL CONNECTION

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**+19%** Higher **Brand Love** than other media brands in the marketplace

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**98%** Commercial time is as **emotionally engaging** as the content itself

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**+25%** Higher **Emotional Engagement to Content** compared to other media

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EMOTIONS DRIVE

**Brand  
Preference**

**80%** Of brand preference considerations are made based on emotions

CREATING A  
PREMIUM ENVIRONMENT

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Brand

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Product

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Story

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## Audience

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Content

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Platform

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Omnichannel

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*Exceeding*  
Expectations.



ENABLING AN  
IMMERSIVE EXPERIENCE



# Innovative



# Distinct



# Inviting





Fandom



Luxury





CAPTURE THE

***Hearts &  
Minds of People***

TO

***Move Businesses  
& Brands Forward***





NBCUniversal

# Thank You

**Questions? Contact:**

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