

**NBCUniversal**

# NBCUNIVERSAL'S EVOLUTIONS IN B2B STORYTELLING

APRIL 2023



# What we'll cover

The B2B Landscape

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Key Areas of B2B Evolution & Storytelling Opportunities

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- Increasingly Competitive Marketplace
  - Diversified Media Consumption Habits
  - Growing Opportunities in the Decision-Making Journey
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The state of B2B is

# RAPIDLY EVOLVING

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As enterprises and small businesses lean heavily into tools to guide their digital transformation

Enterprises will spend \$195B on SaaS in 2023, +17% YoY

5M new businesses in 2022 (+14% YoY) creating increased demand for B2B SaaS



And with today's business leaders being younger and more diverse,  
**B2B storytelling should evolve accordingly to authentically speak to these audiences**



# Top B2B advertisers are reaching these evolving BDMs at scale through NBCU properties

Each month, Comcast and NBCU properties reach more than

85%

Of \$10K+ BDMs in the US

18M



# Storytelling is critical to effectively reach these business decision makers

What are the three components of the B2B landscape that require evolved storytelling?



**Increasingly  
competitive landscape**



**Evolved messaging**



**Diversified media  
consumption habits**



**Evolved channel mix**



**Extended decision-  
making journey**



**Evolved storytelling lifecycle**

# AN INCREASINGLY COMPETITIVE LANDSCAPE

Requires evolved messaging



The B2B marketplace is rife with competition, often pushing similar products and services.

In order to break through to BDMs, B2B messaging needs to differentiate and break through the noise.



While showcasing functionality and value prop is important, advertisers must **balance this with emotion-driven brand content to differentiate themselves in a crowded field**

56%

of the business decision-maker choice comes down to **emotional factors**

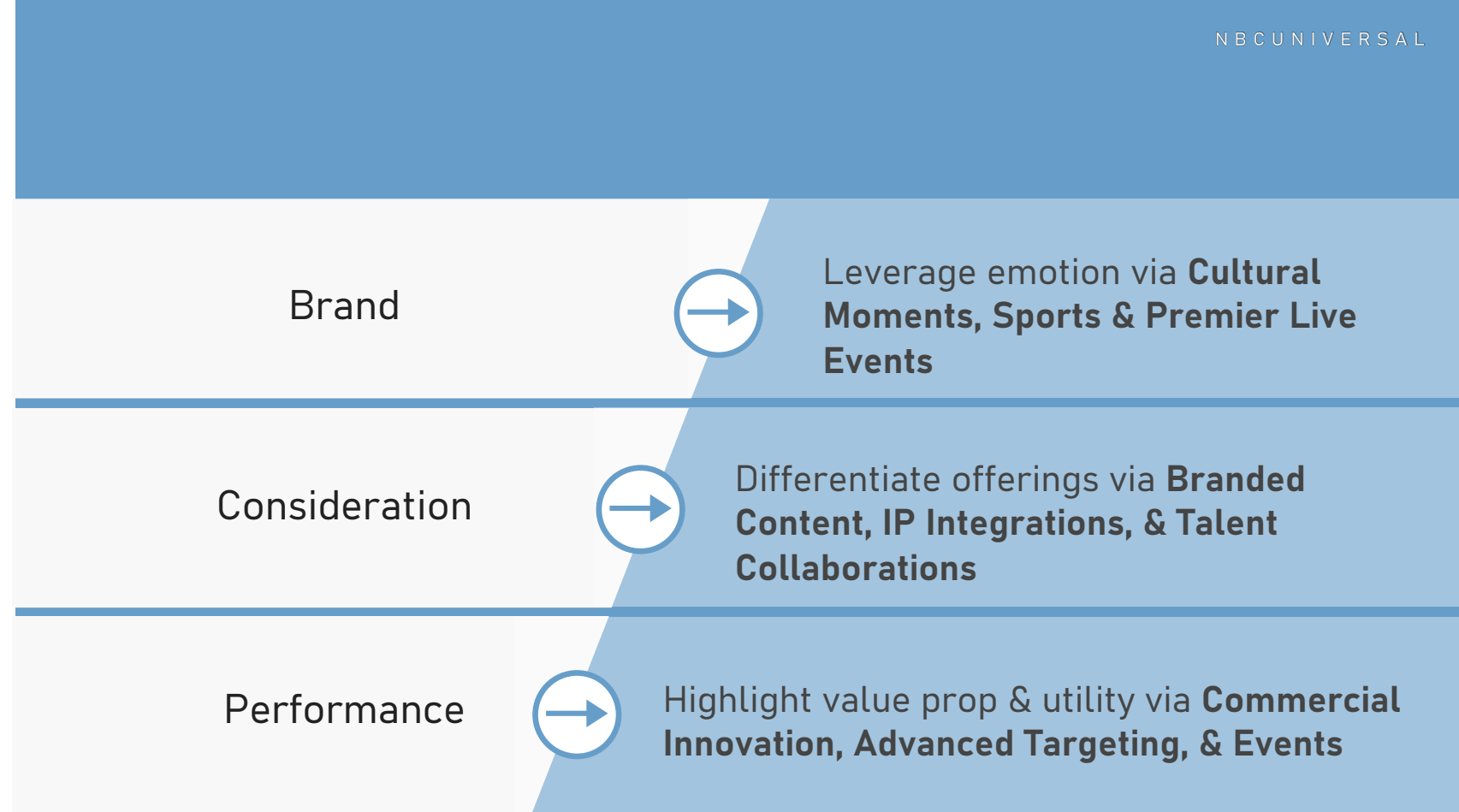
88%

of business leaders are more likely take note of advertising from B2B brands that **speak to their passions and interests**

2x

B2B video ads that incorporate emotional content see **2x the web visitation** vs those that only incorporate rational content

Takeaway:  
**Balance brand  
and performance  
tactics to drive  
short-term sales  
and long-term  
brand health**



B2B campaigns that balance lower & upper funnel spend have a +65% boost in ROI vs. +20% ROI for lower funnel-only spend

# DIVERSIFIED MEDIA CONSUMPTION HABITS

Require an evolved channel mix





We know that today's business decision maker is increasingly diverse in terms of demographics, cultural interests and content consumption.

**Evolved consumption habits  
are revealing more  
opportunities to reach BDMs  
where they really are.**

While today's business leaders do consume endemic content...



...they also spend time with a range of other genres



Drama 71%



Reality 60%



Comedy 68%



Live Sports 69%



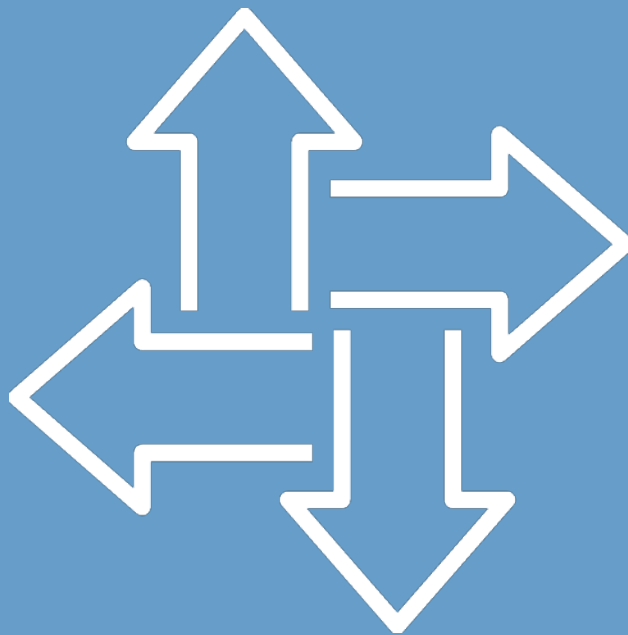
Talent 60%



Award Shows 55%



Takeaway:  
**Meet BDMs where  
they are – not just  
in endemic  
content**



**Diversified,  
multichannel  
strategy via  
endemic & non  
endemic content**

*90% of business leaders say a good  
B2B ad captures their attention if  
they're relevant; it does not matter  
if they run in business content*

# AN EXTENDED DECISION- MAKING JOURNEY

Requires an evolved storytelling lifecycle



# Making business decisions has become increasingly complicated, requiring new ways to lure in BDMs

Follow the active decision-making journey...

On average **17 interactions** are required to complete a purchase

Average vendor selection process is **2.5 months**

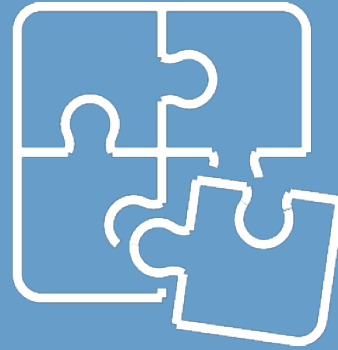
But also stay relevant for future decision-making

Only **5%** of decision-makers are projected to be in-market to buy at a given point in time

Over **80%** of decision-makers already have a set of vendors in mind before conducting any research and **90%** ultimately choose a vendor from that first set



Takeaway:  
**Reach and engage  
BDMs throughout  
the entire  
decision-making  
journey**



## Sequential Storytelling

*Reach BDMs across those 17  
interactions with engagement  
tactics and optimized  
frequency*



## Always-On Approach

*Stay always-on and top-of-  
mind for in-market BDMs  
and the 95% of BDMs that  
will be in-market in the  
future*

# Today's multidimensional BDMs requires evolved storytelling with tailored marketing solutions

## B2B Trends



**Increasingly competitive landscape**



**Diversified media consumption habits**



**Extended decision-making journey**

## Takeaways

Balance brand and performance messaging to drive short-term sales and long-term brand health

Diversified, multichannel strategy to reach BDMs where they are

Always-on approach with engagement tactics e.g., sequential storytelling

# Today's multidimensional BDMs requires evolved storytelling with tailored marketing solutions

## Trends

**Increasingly competitive landscape**

**Diversified media consumption habits**

**Extended decision-making journey**

## Takeaways

Balance brand and performance messaging to drive short-term sales and long-term brand health

Diversified, multichannel strategy to reach BDMs where they are

Always-on approach with engagement tactics e.g., sequential storytelling

## Solutions

- Premier Live Events & Cultural Moments
- Branded Content/ Integrations
- Peacock, Sports
- Commercial Innovation Solutions



- Advanced Targeting with NBCUnified + AdSmart
- Non-endemic content
- Peacock, Sports



- Apple News
- Contextual Alignment
- Recurring Sponsorships
- Commercial Innovation Solutions





# Thank You

## NBCU Client Strategy

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### **Dominique Folacci**

Vice President, Client Strategy

### **Nicole Lee**

Director, Client Strategy

### **Jessie Harthun**

Senior Manager, Client Strategy