Advertising in a Challenging Time

Covid-19 has impacted all of us and our businesses in some way. Based on historical information and insights gathering, we have focused on the following three dynamics that many brands are facing:

**MAINTAIN**
Sustain engagement with the market by continuing to invest in advertising to drive sales in this uncertain time

**SECURE**
Protect your existing customer base to sustain revenue and enable future growth

**THRIVE**
Pivot messaging to focus on core values, community, and country
In times like these, leading brands in **THRIVE MODE** create meaningful messaging and make the world feel like a better place.
Guinness’s St. Patrick’s Day Message Exemplifies Thriving

Outperforming the Competition

• Outperforming category norms, the ad saw a 34% lift in likeability, relatability and information delivered

Best Beer Ad Since 2009

• Beer drinkers rated it the best ad since 2009

“Wow, I am sitting here in tears. This is the ad that sells. I really do not like the taste of Guinness but I just may have to buy some when I can. This ad speaks so strongly to my heart. Sure, this was the oddest St Patrick’s Day ever but we have to come together to defeat this monster in our midst and there will be other times. Thank you ad creators and Guinness!” - Female Viewer, 36-49

Sources: Ace Metrix
Ford Aims to Thrive with their Credit Forgiveness Program

Viewers Liked What They Saw

• 58% of viewers had a more favorable impression of Ford after seeing the ads

Better Performance vs. the Ford Norm

• Viewers thought this ad was 80 points more likeable than the average Ford ad

“This is the first ad in a long time that actually brought tears to my eyes. VERY moving, and it shows that Ford cares about those affected by the Covid-19 (coronavirus) virus and is going to help those who are having financial trouble or are affected by this disease that Ford is here to help.” - Male viewer, 50+

Sources: Ace Metrix
Other Brands that are Currently in Thrive Mode

According to the IAB, 63% of advertisers have pivoted to mission-based or cause-related messaging.

Click logos to view

<table>
<thead>
<tr>
<th>Community</th>
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<th>Heritage</th>
<th>Heritage</th>
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</thead>
<tbody>
<tr>
<td>Budweiser</td>
<td>Coca-Cola</td>
<td>Jack Daniel's</td>
<td>McDonald's</td>
<td>Ford</td>
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<tr>
<td>Message: One Team</td>
<td>Message: Staying Apart is the Best Way to Stay United</td>
<td>Message: Cheers to Making Social Distancing, Social</td>
<td>Message: We’ll Be Here</td>
<td>Message: Built to Lend a Hand</td>
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<td>Community</td>
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<td>Gratitude</td>
<td>Humor</td>
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<td>Nike</td>
<td>State Farm</td>
<td>Walmart</td>
<td>Hotels.com</td>
<td>Verizon</td>
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Consumers Want to Hear from Brands

They want Brands to acknowledge the current crisis and communicate what they stand for.

- 70% Completely Agree I want to continue to hear from brands and companies on what they have to offer.
- 64% Completely/Somewhat Agree I expect companies to acknowledge today’s crisis and situation in their advertising.
- 61% Completely/Somewhat Agree Now more than ever it is important to hear from brands to know what they stand for.

Source: Ipsos, The Creative Challenge: Advertising Sentiment and Consumer Expectations during the COVID-19 Crisis, March 2020
Base: 999 Adults 18-65 | Q. Please indicate your level of agreement with each statement.
Consumers Want to Know What Brands are Doing to Help Consumers, Employees, and the Community

Consumers Feel…

*What would consumers like to see advertisers do with their advertising?*

<table>
<thead>
<tr>
<th>74%</th>
<th>75%</th>
<th>78%</th>
<th>80%</th>
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<tr>
<td>Companies should NOT exploit the situation</td>
<td>Inform people what the company is doing</td>
<td>Brands should help them in daily lives</td>
<td>Make employee health a priority</td>
</tr>
</tbody>
</table>

Source: Ipsos, The Creative Challenge: Advertising Sentiment and Consumer Expectations during the COVID-19 Crisis, March 2020
Base: 999 Adults 18-65 | Q: Given the current situation of the coronavirus, what would you like to see advertisers do with their advertising? Kantar study of 35K respondents.
Brands that Get it Right See Increased Engagement & Loyalty

Break Through
- Are more likely to pay attention to ads that recognize current events in the world.
  - 71%

Connection
- Relate more to special advertisements/messaging that acknowledges the public health crisis affecting my daily life.
  - 67%

Intent
- Are more likely to buy/use products from brands who use their power to help others when its needed most.
  - 79%

Loyalty
- Are more loyal to companies who prioritize their community’s wellbeing over business as usual.
  - 82%
ONE Platform Marketing & Creative Solutions

Let Us Help Tell Your Story.

Connection

Custom Storytelling
As productions go dark, NBCU Creative Solutions group can light up brand stories to meet the changing needs of consumers through innovative storytelling capabilities

Support

Commercial Innovation
Using our scale and impact platform, we can leverage graphic assets and ShoppableTV to help support consumers and businesses by placing offers, tips and discounts in high reach programming

Community

Trusted PSAs
Align your “in-service” messaging with the PSA’s created in partnership with the Ad Council and CDC as well as the NBCU legacy CSR initiative The More You Know

Click here for more info
Together, Let’s Entertain and Inspire People as they Stay-At-Home

Humor & Heritage

New Program Initiatives
As we social distance, we are inventing new programs and ways to keep fans laughing and informed through formats that reflect the ways people are experiencing the world.

Connection & Community

Q2-Q3 Sponsorships
More than ever, binging has taken over the airwaves. We are making more original programs and fan favorites available on all platforms and bringing our fans up close and personal with our talent.

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Category Insights

AUTO
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CPG
Click here to learn more

INSURANCE
Click here to learn more

Consumption Trends
Click here to learn more