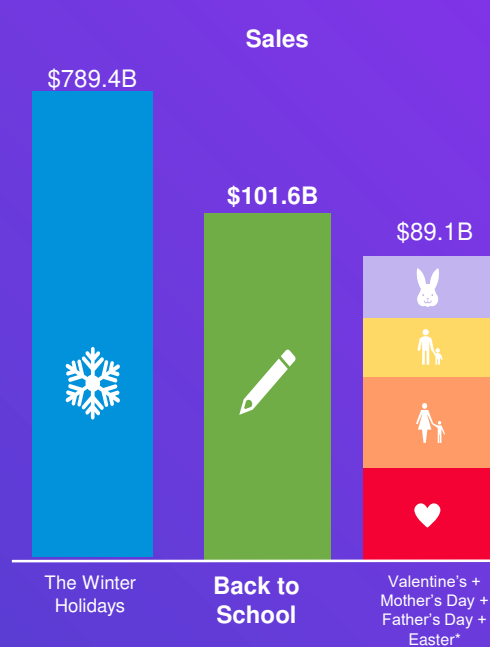


2020 and the pandemic did not decrease the importance of consumer shopping holidays. In fact, anticipated spending for Back to School season **increased +26% YoY** between 2019 and 2020.

THIS  
YEAR

NBCU has created an opportunity for brands to connect with a valuable audience during a **key shopping season** in a year of elevated spending and new brand relationships.

## OPPORTUNITY OVERVIEW



BTS is the **2<sup>nd</sup> largest consumer spending holiday** after the winter holidays; the next 4 largest holidays combined are less than BTS in sales volume

**70%** of consumers plan to return to their **pre-covid spending levels**

This year, **retail sales** are expected to grow **9%**

**Per HH spend** for families with children K-12 is **\$789**  
In comparison, consumers spend \$650 on gifts during the winter holidays

**80% of consumers** want brands to **keep advertising** and appreciate **relevant messaging**

## HOW TO ACTIVATE AT NBCU



### TAKE ADVANTAGE OF A WHITE SPACE

Get in earlier to **time your media** to when consumers are spending and **build momentum** heading into 4Q



### REACH A VALUABLE AUDIENCE

**Re-assess your distribution** to drive relevant reach, optimize your media mix, and reach this valuable audience.



### ENGAGE WITH CULTURE-DRIVEN MARKETING

As consumer needs for the season change and they assess their brands, **tailor your messaging** to their mindset and needs

# LEARNING TOGETHER

## Portfolio Marketing Strategy

2020 was a year full of unprecedented changes that impacted our daily routines. Just as our communities had to make the best of the twists and turns throughout the year, NBCU also worked to adapt to unexpected changes to better serve our partners and fans. As we move into 2021, we are all continuing to **learn together**, as we redefine what Back to School will look like this year.

From celebrating and giving back to deserving individuals and schools, to supporting the hybrid learning experience for teachers and students, to giving back the precious gift of time to exhausted parents, we'll be there every step of the way to support the evolving needs of teachers, parents, and students, and bring back the excitement of going Back to School!

## CREATIVE APPROACHES

### BACK TO TEACHERS (Evergreen)

Honors teachers for everything they do for their students and rewards them for everything they deserve as individuals by tapping into key passion points.

### Giving Back: To School (Evergreen)

Power meaningful Back to School coverage and reward teachers and students in the midst of global change across all platforms.

### Class Is in Session (Evergreen)

Support evolving classroom needs and empower both teachers and students to feel confident about new learning experiences

### The Gift of 'Me' Time (Evergreen)

Provide fun activities – tapping into NBCU's diverse programming and talent – to keep the kids busy and celebrate the return of 'me' time for parents everywhere!

