

peacock

Campaign 2020



By Christina, Jay, Phil & Sabrina



Christina Vittas

Campaign Director

Christina worked as the Campaign Director on this passion project for Peacock. She is a self-proclaimed social media addict and swears she is taking her daily screen-time averages to the grave. Christina has a new obsession every week but let's be real.. it's more like every hour because she is always in search of the next greatest thing. Christina believes in the power of a strategic communication and carefully crafted advertising campaigns. All of which are strengths that she has brought to the table for the team and she is so excited to see their work come to life and spread the NBCUniversal brand story.

What she is most excited to stream on Peacock:

Friday Night Lights, Below Deck, The Breakfast Club

Jay Capodanno

Media Planning Director

After working at The Dream Team Agency for clients such as Torchy's Tacos, Swedish Fish, The Bachelor and Royal Caribbean, Jay joined the Peacock team as a media planning director with a side focus in content creation. Similar to Christina, Jay also considers himself a self-proclaimed social media addict. When he's not scrolling through Twitter in search of new trends and breaking news, he's generating hundreds of thousands of views on his Tik Tok videos as he's always thinking of new ways to make people laugh. Jay has developed many skills from Quinnipiac's School of Communications and brought them all to Peacock's advertising campaign. He had a great time working with his dedicated teammates and is more than excited to see how the streaming service pans out.

What he is most excited to stream on Peacock:

Shrek, Friday Night Lights, Peacock Originals

Phil Akre

Creative Editorial Director

Phil brings a collaborative, open-minded mentality to every project he engages with. As creative editorial director, Phil ensures that all aspects of projects are copyedited, well-structured and genuine in purpose. He's consistently reading and writing, consuming social media and interpreting all aspects of popular culture. While at Quinnipiac University, Phil gained exposure to many aspects of brand promotion and writing while studying advertising & integrated communications and journalism. Together with his teammates, Phil brings a positive mindset to each task at hand.

What he is most excited to stream on Peacock:

Saved by the Bell, 30 Rock, Fresh Prince of Bel-Air

Sabrina Colonese-DiBello

Creative Director

Sabrina considers herself a triple threat with background in advertising, marketing and design. She is always looking for new ways to create a unique and memorable experience for an audience. As creative director of the Peacock Campaign, it is important to Sabrina that her work connects to people in an emotional way. For this campaign, Sabrina led the creative direction with two emotions in mind: nostalgia and enthusiasm. Nostalgia to reflect NBC's previous classics and enthusiasm toward the new original content Peacock has to offer. In her free time, Sabrina loves taking photos and videos of friends enjoying life. She is a fan of simplicity and organization which is translated into all of her designs. Sabrina is excited to work with such a talented team and use each other's strengths to produce a powerful campaign.

What she is most excited to stream on Peacock:

The Office, Bridesmaids, Jaws

Meet the team.





what is peacock?

NBCUniversal continues to entertain loyal and new audiences across the globe. Decades worth of content have helped cultivate a diverse, appreciative audience. As it steps forward into the new decade, NBCUniversal is again ready to make an impact. This time, that impact comes in the form of Peacock, a breakthrough streaming service. Peacock will give users immediate access to NBC's immense library, one that will contain classic favorites, fresh originals and recent hits. The service will provide audiences with a wide range of original content, in addition to old favorites. Our agency is eager to see Peacock realize its goals, in addition to new audiences. Through uniform delivery and a clear message, NBCUniversal will reach audiences with a genuine connection.

NBCUniversal continues to be recognized as an international powerhouse for its television productions, which have created expansive communities within popular culture for years. Late night television, comedy series' and dramatic offerings have given NBC a well-rounded perception among entertainment consumers. Now, the company has turned its sights towards the streaming age. Already immensely popular for its television reputation, NBCUniversal is focusing on growing its Peacock home - one where all of its content can be accessed.

MARKET ANALYSIS

Subscription-based video streaming services are at an all-time popularity peak. With services like Netflix, Disney+, Amazon Prime Video, and more, subscribers everywhere can watch movies, television series and original content from immense, diverse libraries that are constantly changing. The first monthly-subscription video streaming service came in the early 2000s, with mail-out-DVDs and Pay-Per-View setting the market standard for the time. However, this market grew quickly and in 2019, the revenue in the video streaming segment resulted in about \$11.3 million, and is expected to grow to \$11.9 million in 2020. There are 121 million active paying accounts for video streaming services each year, which is 36.7% of the United States total population. With each paying account, a streaming service collects an average of \$98.19. This data shows that there is the opportunity to gain market share. The number of people willing to pay for streaming services has consistently grown, a promising statistic for NBCUniversal's Peacock ambitions. Although it is a competitive market, the combination of Peacock's beloved content and a strategic brand campaign will help NBCUniversal make its mark in the ever-evolving streaming age.



Streaming breakdown:

REVENUE in STREAMING segment amounts to

\$11.95M in 2020*

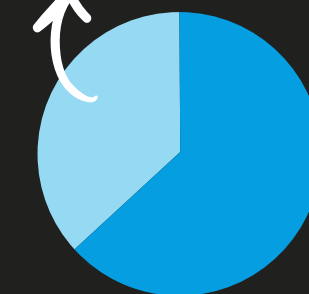


REVENUE is expected to show an annual growth **OF 2.1% = \$13M** BY 2024*

USER PENETRATION = **36.8%** OF THE TOTAL POPULATION

(the number of active paying customers/ accounts from the total population)

+ the average revenue per user = **\$98.19**





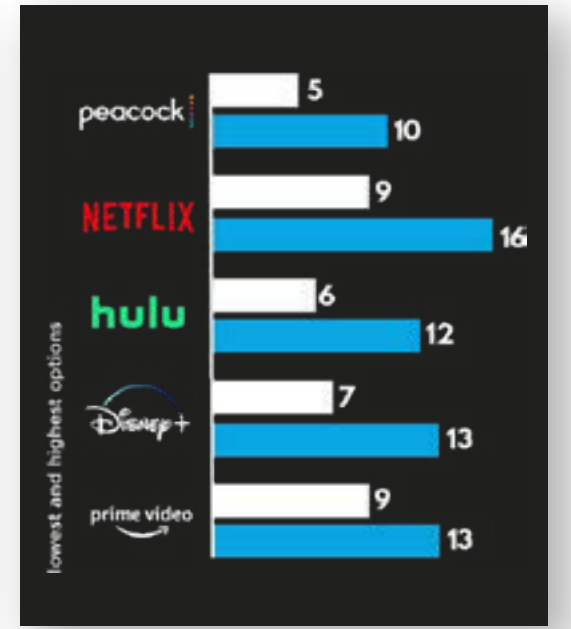
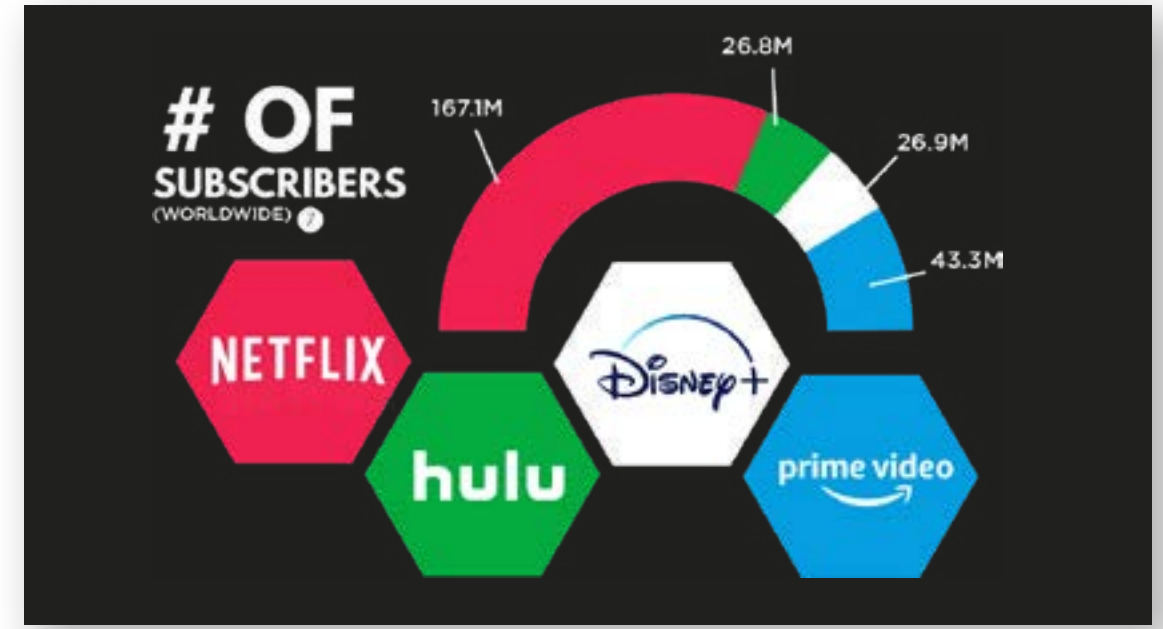
Netflix 167.1M subscribers



Disney + 28.6M subscribers



Hulu 26.8M subscribers



Competitive Analysis

To say Peacock faces a daunting task is an understatement. The new service will indeed feature a massive library and the integration of live TV, but it will enter a market where giants remain the superpowers. Netflix stands as the premier streaming service, given its revenue, subscriber count and Academy-Award winning content. Hulu remains behind Netflix, but its pricing structure, offerings and ad revenue keep the service in the industry's upper tier. Despite debuting only months ago, Disney+ has already amassed 28.6 million subscribers, the same as Hulu. It appeals to a wide range of audiences and it will likely grow as a streaming giant. Amazon Prime Video has increased its offerings in recent years, with the power to attract customers who are already Prime members.

MARKETING PHASES



01

Follow the bird.

The purpose of phase one of the campaign is about creating nostalgia for the consumer. Advertisements with famous NBC characters will provoke fond memories and create a positive association with the new streaming service.

1. Create awareness about Peacock
2. Use characters and nostalgia
3. Create memories, old and new
4. Subtly include the bird in ads
5. Emphasize FREE option

01

02

Join the flock.

By phase two, consumers should recognize the brand name and the image of the peacock. Advertisements will encourage excitement for the new Peacock Originals and the possibility of choosing a free plan.

1. Classic NBC offerings
2. 2020 Olympic content
3. Live sports
4. Peacock originals
5. Join the FLOCK!

02



Campaign Objectives



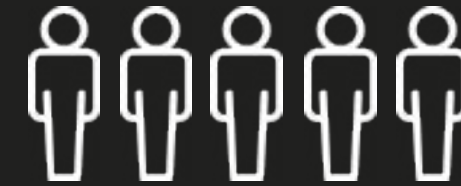
advertising objectives

We will aim to promote Peacock as a welcoming, lively and fresh option for streaming consumers. It is key that customers are properly introduced to Peacock's features, offerings and different deals. Consumers will need time and information in order to familiarize themselves with Peacock's key features and overall structure. It will be imperative to highlight the products benefits and what differentiates itself from other top streaming competitors.

advertising goals

The campaign will aim to reach three primary goals. Most importantly, it will be vital to build overall brand awareness and recall with Peacock and consumers. Consistent advertisements aimed at the right primary and secondary markets will aid in achieving this. Proper promotion of Peacock will aim to increase subscriber numbers, providing NBCUniversal with a solid, ever-growing consumer base for its new service. This will help overall sales numbers, too. Within these goals, Peacock will actively be trying to engage with new audiences, particularly ones with minimal exposure to NBC products and services.

TARGET MARKET



PEOPLE IN THE US, AGED

30-54

≈ 32.5% of the population


*states colored are where primary marketing will take place



The optimal target market for Peacock are people who live in the United States **aged 30-54**. This demographic is the best target consumer for the launch of Peacock for a number of reasons. According to Statista, 71% of people aged 30-49 and 79.2% of people aged 50-64 watched NBC in the past four weeks (Kunst, Statista 2018). These two demographics almost double the 42.86% of Americans aged 18-29 that watch CBS in the past four weeks. In addition, 23% of adults 30-49 report watching TV shows or video content from NBC News "a few times a week" (Watson, Statista 2018). Moreover, the highest population that watches NBC content is Americans 65+, with Americas 30-49 following. Naturally, one would assume that targeting an older generation would be best, because they already value and rely on NBC content. However, when analyzing those subscribed to streaming services in the U.S., the majority of the population 65+ don't (Watson, Statista 2019). In fact, 53% of the 65+ American population has never subscribed to a streaming service (Watson, Statista 2019). On the other hand, 73% of Americans aged 30-44 are currently subscribed to a streaming service, while 12% have been subscribed in the past (Watson, Statista 2019). This implies if a user likes the service, they are more inclined to

try a new service based on past satisfaction. Furthermore, 66% of Americans aged 45-54 are currently subscribed to a streaming service, and 8% have in the past (Watson, Statista, 2019).

Our target market prefers to spend Friday nights with friends and family consuming entertainment. Our main audience will be those aged 30-54, full-time workers earning an **average household income of \$100,000+**. We chose higher income households as the primary demographic, as they have a more flexible budget to spend on monthly streaming service costs. For geodemographics, we highlight which states watch the most TV. We found the top ten states are **West Virginia, Delaware, Louisiana, Oklahoma, Nevada, North Dakota, Mississippi, Alabama, Georgia, and Arkansas** (Scott Harvey, 2020). **West Virginia, Wyoming, Pennsylvania, North Dakota, and Delaware** are the states that watch the most sports (Chris Mosby, 2019). Therefore, our plan is to display our advertisements in major cities within these states.



USER PERSONA
Ben Something

About

Ben is a software development manager in Dover, Delaware. He is a dad of two girls and one boy. He is very busy at work and prefers to stay home with his kids and wife on the weekends.

Age	37
Occupation	Software Development
Location	Dover, Delaware
Subscription Type	\$10/month

Goals

- to spend quality time with his family when he has the chance
- be able to watch sports with his friends

Interests

- binge watching
- movies
- sports

Personality

hard-working	responsible
thoughtful	jovial



USER PERSONA
Sue Something

About

Sue is a Pharmacist in New Orleans, Louisiana. She is a mother of two boys and enjoys spending time with her kids.

Age	32
Occupation	Pharmacist
Location	New Orleans
Subscription Type	free

Goals

- to be a role model for her children
- find new tv shows to watch
- financially responsible

Interests

- spending time with her children
- crime shows
- hosting movie nights

Personality

organized	reliable
shy	generous

Commercials



Commercial 1 Storyboard

<p>*Michael Scott and Dwight Schrute stand together to make an announcement.* Michael: "Hi there, I'm Michael Scott." Dwight: "And I'm DWIGHT Schrute." Michael: "And we're very excited to inform you about-"</p>	<p>*Kenan Thompson and Amy Poehler interrupt by entering the frame.* Amy: "Woah woah woah, I believe we were the ones chosen to make this special announcement." Kenan: "That's right Amy, now let's get to it. Coming this July-"</p>	<p>*Kris Jenner and Courtney Kardashian walk into the frame by interrupting her and Kenan.* Courtney: "Sorry guys, but don't you think you're a little too wowed up to announce something as big as this?" Kris: "Yeahhh I don't think I've watched Saturday Night Live since I was present with Elyse. How I love her grandkids."</p>
<p>Dwight: "We get it Kris, your daughters love the peacock." Michael: "And I do too! And you will also! Peacock is a brand new streaming service coming to your home this July that you can't not love."</p>	<p>*Amy Poehler walking in front of a giant screen containing a grid of all popular NBC shows/movies playing.* Amy: "It will have 15,000 hours of your favorite movies and tv shows, including brand new Peacock originals and live television."</p>	<p>*Camera quickly swings to Jimmy Fallon and Seth Myers helping each other put their ties on as they both awkwardly gesso.* Jimmy Fallon: "Umman, we were supposed to talk about the live television part but we're not really used to being ready this early..."</p>
<p>*Camera quickly swings back to Kenan Thompson in front of large screen.* Kenan: "Classic movies, timeless series, late night shows, live tv, kids and family, all of your favorite entertainment all together in one app. And the best part is? It's free as a bird."</p>	<p>*CGI Peacock comes flying in and swoops over Kenan's head as he starts freaking out. It flies right above Kris and Courtney who take cover and start screeching.*</p>	<p>*Outro shot is everybody going crazy and running around with the Peacock flying over them.* Michael Scott starts chasing it and yelling "I want to catch it!"</p>
	<p>Peacock TV. Coming 2020.</p>	
<p>*Lebron James enters the bottom of the frame becoming the foreground* Lebron: "Oh and one last thing. Peacock will also have live sports just in time for the 2020 Olympics." *Mint*</p>	<p>End screen.</p>	

Commercial 2



Commercial 1

60 seconds

The 'Peacock Personalities' commercial aims to highlight the amount of lovable and recognizable personalities that will coexist within Peacock. A different NBC character appears throughout the commercial, making for a mass crossover, keeping the viewer engaged. This will quickly highlight NBC's immense movie and show offerings. The commercial is humorous, as the personalities poke fun at one another. Additionally, the ad would have great chances of going viral on social media, blogs and websites.



Commercial 2

30 seconds

The 'Evolution of NBC' commercial will showcase the network's remarkable progression through multiple decades, only to conclude with a call-to-action of Peacock. It starts off in the 1970s, with an old TV set playing the iconic Blues Brothers', 'Soul Man' performance on Saturday Night Live. It then transitions to NBC's Cheers, played on a slightly updated television set from the 1980s. The 1990s portion shows Zack and Kelly from Saved by the Bell dancing on prom night, with the 2000s showing the Dillon Panthers winning their first game on Friday Night Lights. It then shifts to the 2010s, where a flat screen TV plays The Tonight Show Starring Jimmy Fallon. The final change shows the current day Peacock. Each decade is consistent with a suitable show, an appropriate television set from that time period as well as a backdrop containing each of the NBC logo's colors. The commercial brings the viewer through a nostalgic trip down memory lane, only to end up highlighting Peacock - a place for decades of memories.



watch commercial [here](#)



SCAN ME

Mockups

● ● ● ● ● ● ●



01





04

Bus Decal 01

Bus advertisements are a very efficient and creative way to promote Peacock's services, while attracting eyes in busy, crowded environments. With nine recognizable NBC characters from movies and television placed on the bus windows, riders and those in towns will be delighted to see familiar faces. This diverse group of characters will attract a diverse audience, ones that are emotionally connected to different characters spanning decades.

Billboard 02

A handful of classic NBC television and movie characters are placed within the NBC logo, featuring a hand underneath with the copy, "Decades worth of memories all in one place." This billboard emphasizes the longstanding connections audiences hold with favorite characters, paired with the instant accessibility of Peacock itself.

Airport Billboard 03

Advertising in airports will provide Peacock access to millions over the span of a week, month or year across the United States and across the globe. The billboard will be placed at check-in terminals, where high numbers of people flow through. The reinforcement of Peacock advertisements throughout a traveler's journey will increase general brand and product awareness. Travelers will be encouraged to browse Peacock content before, during and long after flights.

Magazine Spread 04

Magazine spreads will provide Peacock valuable exposure to a variety of audiences. The frequency and placement within highly regarded magazines will boost NBCUniversal's brand and help it reach desired target markets. These advertisements will be traditional print, creative ads and native advertisements, appearing on magazines print and digital mediums. This provides non-obstructive brand messaging to readers everywhere.



78,329 likes

peacocktv FOMO: the fear of missing out. Don't miss out on NBC's biggest party yet. Start streaming #PeacockTV now.

05



06



NBC Multishow Actors Selfie

05

In March of 2014, Ellen Degenerous took a selfie at the Oscars with 11 other superstar actors resulting in a mega viral tweet with over 5.5 million reactions between likes and retweets. The post blew up and made national headlines because of the massive crossover. For this method, Peacock will gather a handful of well-known actors from NBC shows to take a selfie at a major event, like the Emmys. This would not only receive extensive buzz throughout social media and television, but would also highlight the amount of talent that Peacock has to offer in one place. Fans of these actors will come to realize that NBC is like a big family, and there is now a platform for this family of shows and beloved characters.

Times Square Digital Billboard

06

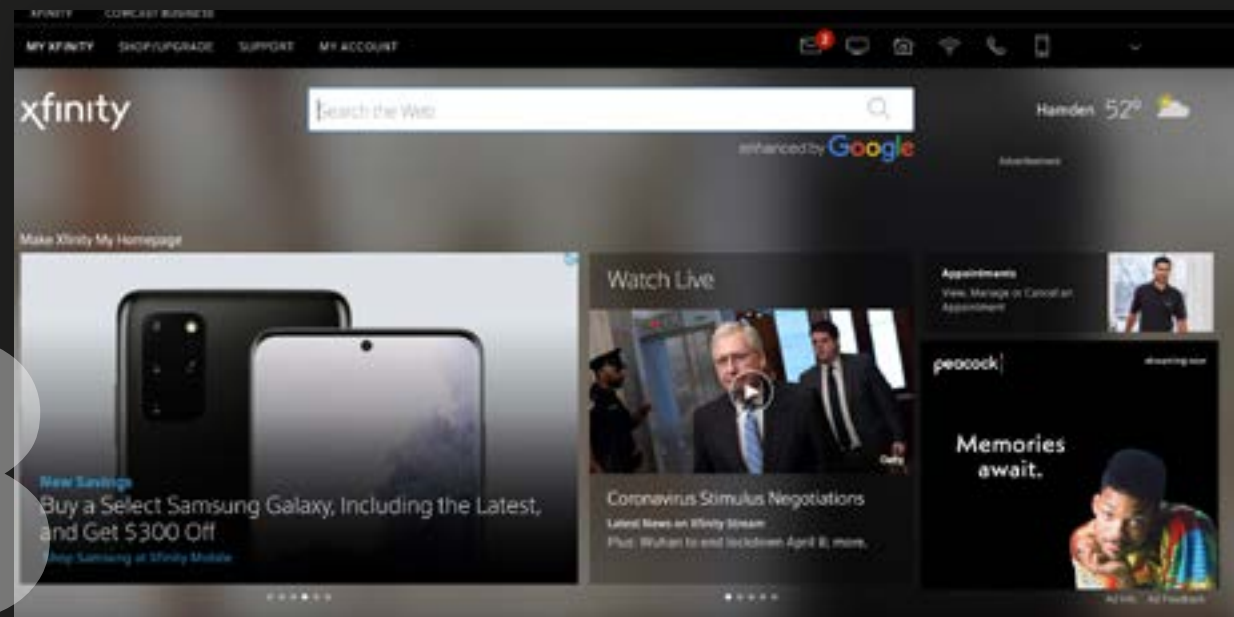
Peacock will advertise directly to one of the United States' most busy and populous areas - Times Square, NYC. By utilizing the digital billboard space, Peacock will gain immediate access to thousands of daily impressions. Given the billboards prominence within Times Squares' ad space, Peacock is set up for success through speaking to a younger, tech-forward population. Additionally, it will reach a variety of audiences given the diverse nature of New York City's general population and tourism.

Candy Crush Pop-Up Ad

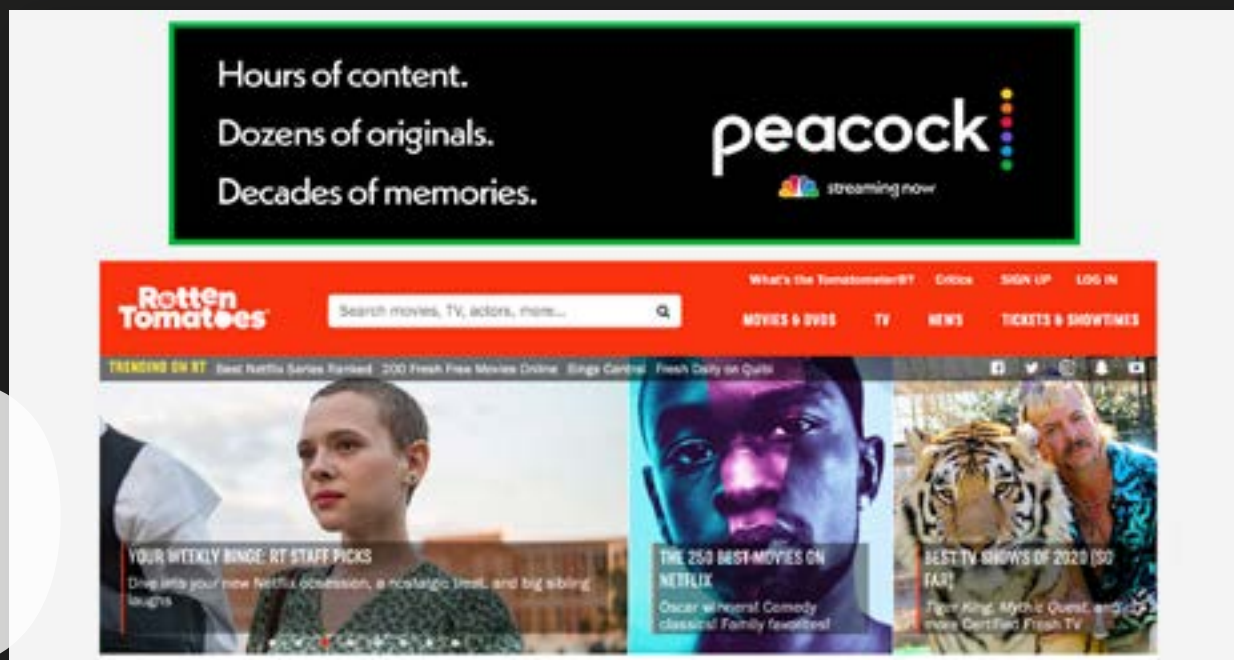
07

Pop-up GIF of peacock feathers spread out. Copy says "Follow the Bird, Stream Now." 'Candy Crush' can effectively advertise Peacock's mission, as the majority of the game's users fit under our specific target demographic for the streaming service. When the user opens the application and starts loading the home screen, an NBC advertisement will briefly pop-up showing that Peacock is now streaming. Two buttons will follow with the option to 'start watching' which directs the user to Peacock's website or 'no thanks' which brings the user back to the game. Even if the user chooses the 'no thanks' option, we were still able to get both NBC and Peacock's logo in front of their eyes.

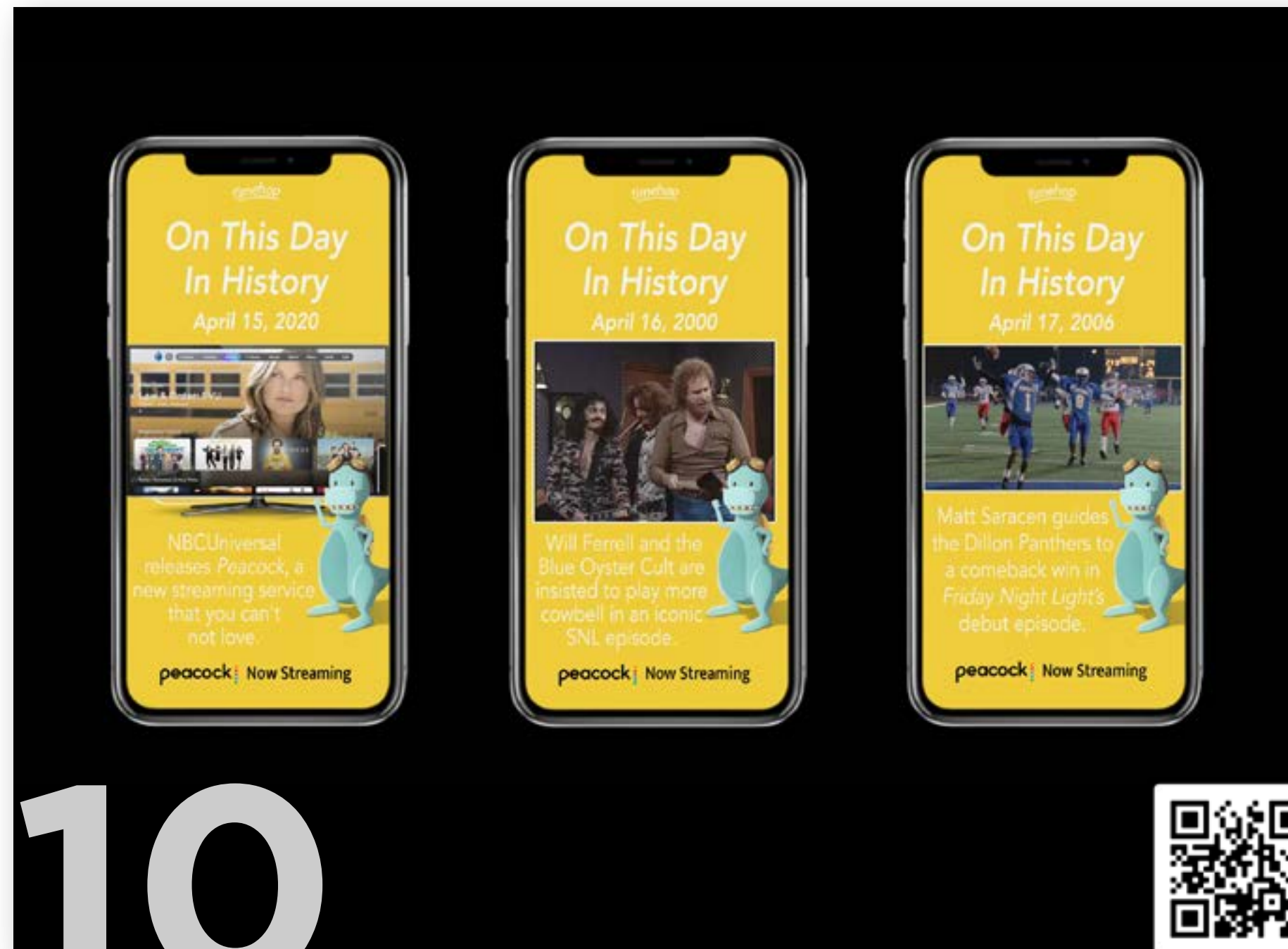
08



09



10



SCAN ME



Xfinity Homepage Ad

08

Xfinity customers have early access to Peacock, and they will also see ads on Xfinity-based products. Peacock will place advertisements within Xfinity's homepage, giving current and new customers an immediate chance to connect with its brand and offerings. This ad will give Xfinity customers additional reason to try Peacock, as well as potentially attracting new customers eager to switch.

Rotten Tomatoes Homepage Ad

09

Rotten Tomatoes has long stood as the internet's trusted resource for movie and television criticism. Peacock will find great success within Rotten Tomatoes digital ad space. Using a homepage banner ad, Peacock will speak directly to target markets that enjoy and crave new streaming content, trusted favorites and overall film debate. Rotten Tomato users will engage with Peacock's simple advertising on the site, hopefully yearning to learn more about the new, immense streaming service.

Timehop Ad

10

'Timehop' regularly brings users into their pasts, highlighting past social media postings. 21 million users regularly engage with Timehop, where it offers the popular 'streak' feature, recording how many days in a row the user checks the app. This strategic feature encourages users to develop a daily routine of opening the app to see what was going on in their lives during previous years. Once the user scrolls through their content, the final screen shows a historical event that took place on that specific day. Peacock can use this final screen to great advantage. By placing a Peacock advertisement in the designated area, the ads will display a noteworthy event that took place in an NBC show on that specific day. This will bring back memories of old shows, urging them to check out the Peacock product.

Airport TV Ad

11

A Peacock advertisement on an airplane's headrest television screen introduces the service to the passenger and also gives them the chance to browse through and watch shows while in-flight. This is convenient for the passenger, as most of them are quite bored and actively looking for some sort of entertainment while flying. With plenty of time to spare in the sky, individuals can get to know Peacock, its offerings and interface.



12

Candy Crush In-Game Ad

12

Peacock will be advertised within the popular mobile app, Candy Crush. To incorporate the Peacock, some of the candies are replaced with bird eggs. If a user is able to find all of the bird eggs, they will crack and a Peacock will appear.

Subway Inner-Car Ad

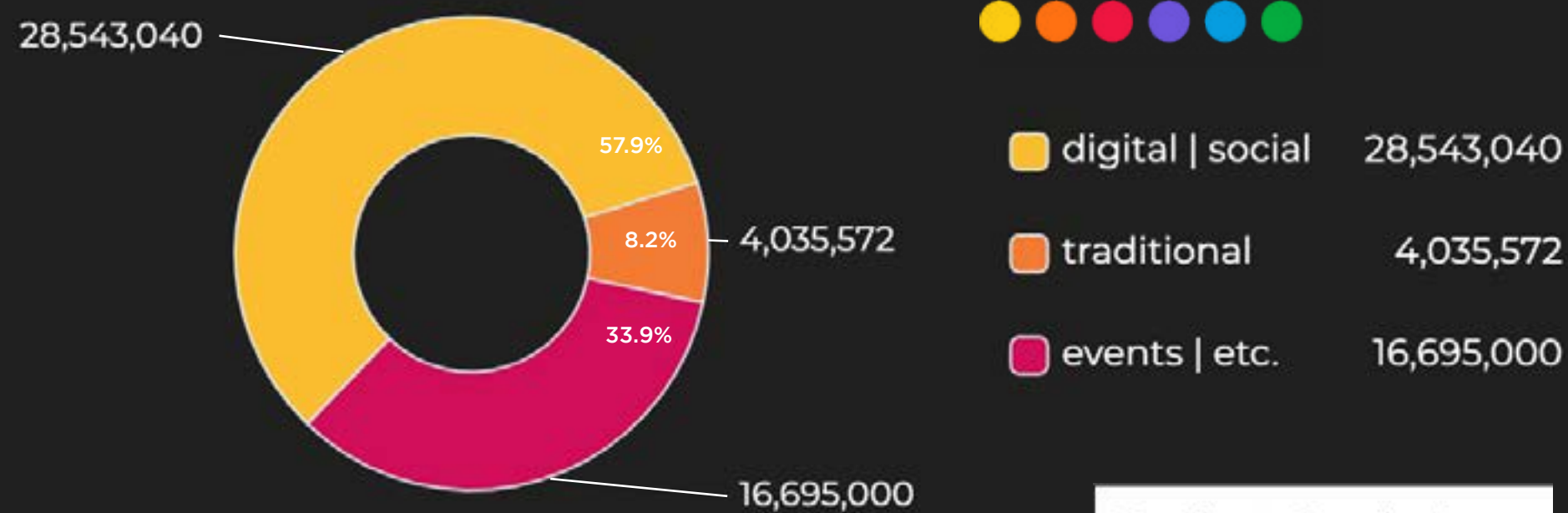
13

Peacock will advertise within New York City subway and Washington, D.C. metro cars, where thousands move in and out of daily. The advertisements will cover all ad slots within a subway car, offering full exposure to Peacock branding, offerings and overall tone. These ads will be seen by an incredibly high volume of consumers, giving Peacock a chance to be seen by millions in a given month.



13

Budget Breakdown



With such an exciting brand story as Peacock's- the advertising possibilities are endless and our team was up for the task! Spending almost the entirety of our budget while leaving some room for flexibility in spending, we have completed the most strategic roll-out campaign possible. Keeping the target market, product, geographic availability, brand, and other contributing factors in mind- our team hand selected platforms for advertising that will strengthen the connection of NBCUniversal to people all across the United States.

Digital advertising opportunities makeup for about 58% of our total spending. We are meeting people where they are to help them quite literally #FollowTheBird. By entering spaces like favorite apps, games, social media, and more, Peacock can become users' most beloved streaming services. Our next leading segment of spending was on events and sponsorships, making up 34% of the allocated budget. We are confident in this avenue of spending to create long lasting relationships with the Peacock brand. By attending a pop-up, seeing a fan-favorite celebrity interact with the brand and more, the messaging of the campaign will come to life. Approximately 8% of the budget was spent on traditional advertising in hopes of increasing impressions and the opportunity to create memorable art with just as much character and charisma as the content within Peacock. These three segments represent the broad avenue of messaging of Peacock's brand story for the next 6 months.

Budget Breakdown	
digital/social	\$28,543,040
traditional	\$4,035,572
events & sponsorships	\$16,695,000
grand total	\$49,273,612
remaining	\$726,388

Primary Research

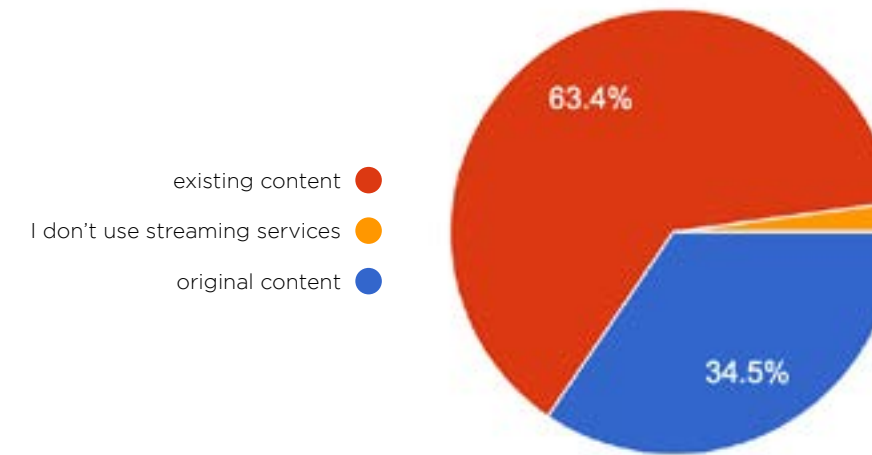
The following is a selection of primary research completed by our team. The results were used as a reference for our work in order to make the most strategic selections possible when developing our brand story, campaign, messaging and more.

Question 1

142 Responses

Do you prefer a streaming service's original content, or television shows and movies that exist on the platform?

Our results concluded that the majority of people prefer watching existing content to originally produced content by streaming services. This is important to note when developing the advertising messaging for the campaign because we can select more promotion for the preexisting content that is going to be included on the streaming service.

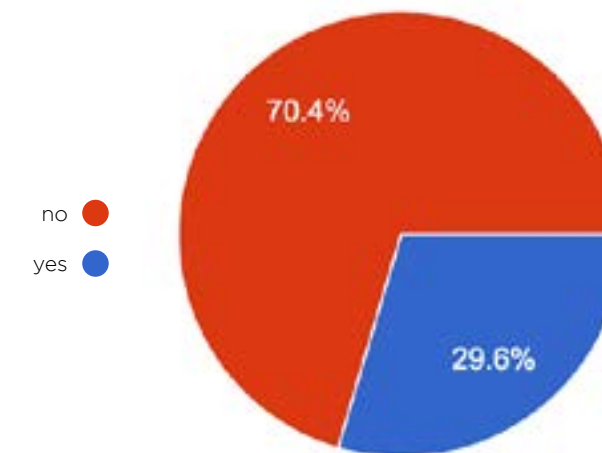


Question 2

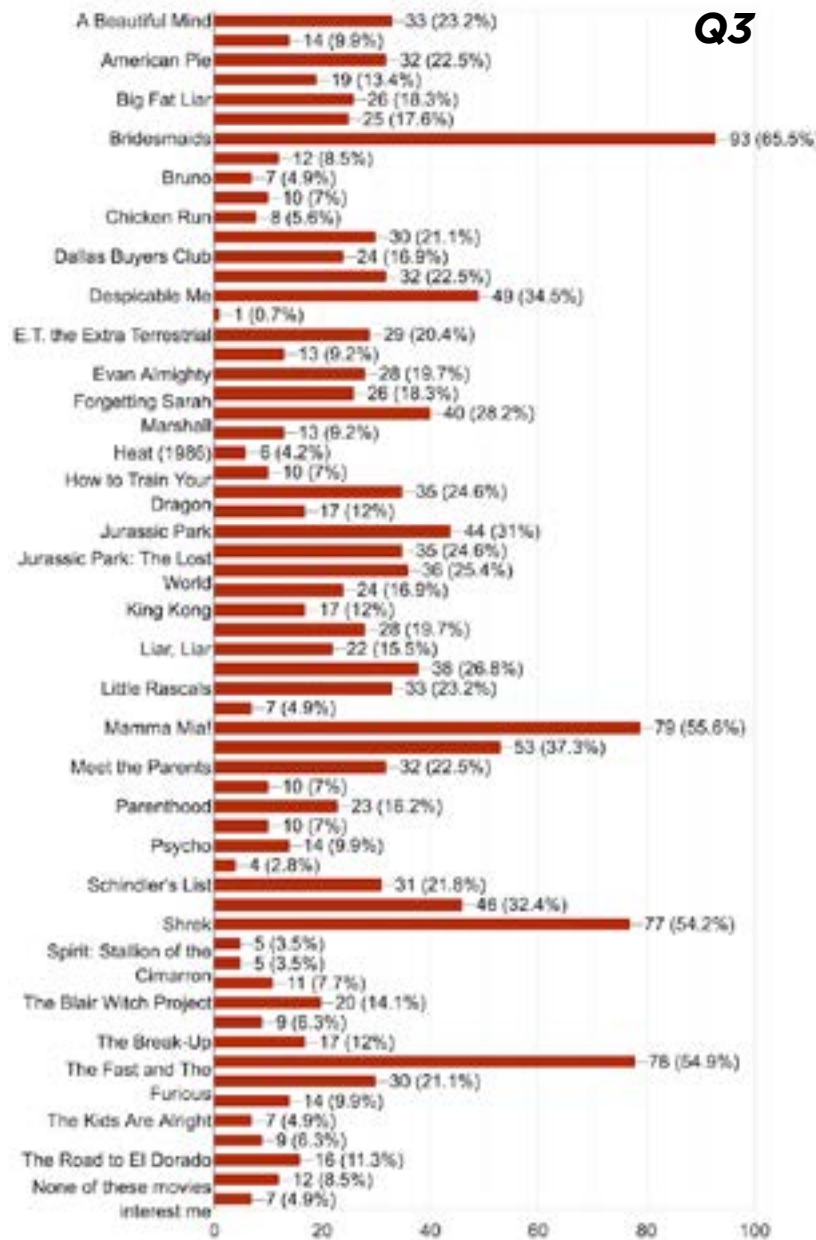
142 Responses

Have you heard about NBC Peacock?

This pie chart shows striking data that 70% of those surveyed are not aware of Peacock. This is both alarming and exciting when starting an advertising campaign. This shows that there is exciting room for brand awareness to flourish.



Which movies would you be interested in streaming? (select all that apply)
142 responses



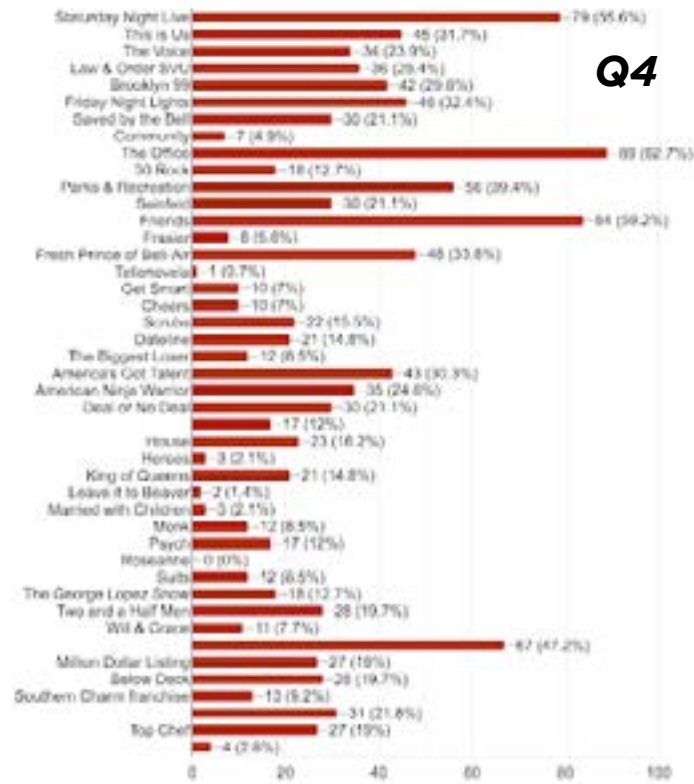
Question 3&4

142 Responses

Which movies would you be interested in streaming?

Which shows would you be interested in streaming?

These are two charts representing the shows and movies that are most appealing to those surveyed. We referenced these results when considering which beloved NBCUniversal characters to feature on advertisements. This is important to keep in mind all throughout the campaign development because the more enticing of characters that we have featured in ads, the more eyes we will attract and a stronger impression we will have on consumers everywhere.



Conclusion



NBCUniversal has high expectations for Peacock. The service offers real value and real options to a wide variety of streaming consumers. This campaign will have aimed to highlight the very best of Peacock's platform - diversity and accessibility. In order to truly highlight Peacock's distinct features and immense library, this campaign promotes the many traits of the service itself. Three primary areas will have distinguished Peacock and this campaign from competitors - its library, its distinct feel and new start. Our campaign will have effectively showcased the true personality of Peacock's immense, diverse and approachable library. With a unique blend of advertisements that focus directly on consumers' relationship with beloved characters, this campaign clearly draws brand recall for potential customers and intended target markets.

A natural focus of the campaign was to engage with consumers for both purely entertainment purposes and real emotional connections. Our Peacock advertisements meet this high standard, one that NBCUniversal has maintained throughout its rich history. This campaign was specifically designed to seamlessly integrate with Peacock's user interface and digital spaces. The wide range of advertisements feature a thorough mix of NBCUniversal's main color palette, recognizable NBC characters and hosts and digital trademarks. This campaign looks at the very core of what makes NBCUniversal so internationally respected. NBCUniversal constantly shifts with each generation, long viewed as a pioneer in emerging media. In what is undoubtedly a new digital age, NBCUniversal once again finds itself at the forefront. These first steps into the new decade and new age find their footing with Peacock. With an honest message and real connection to untold numbers of audiences and generations, this campaign can tell the story of a new service to the new age consumer.

Join the flock.

