

LIONS MARKETERS SERIES

Key Takeaways

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FUTURE OF INNOVATION AND COMMERCE WITH VW & NBCUNIVERSAL

Abbey Berryman, SVP Client Partnerships,
NBCUniversal Advertising & Partnerships

Kimberley Gardiner, SVP Marketing,
Volkswagen Group of America, Inc.

Evan Moore, VP, Content & e-Commerce,
NBCUniversal Advertising & Partnerships

Moderated by: **Sheinelle Jones**, Co-Host,
"3rd Hour of TODAY"

NBCUniversal

Future of Technology and Commerce

- COVID has accelerated the need that consumers have for a **frictionless, personalized buying experience.**
- Solutions will have to **leverage data, emerging platforms, consumer insights and innovation** in order to break through and have **impact.**
- Whether it's auto, retail, or even services, experiences now are **not only expected to be interactive, but they're also expected to be immersive.**
- Consumers don't just expect to be able to watch a piece of content, they expect to be able to engage that piece of content, and then bring that content into their **lives in real and tangible ways.** That's why there's such a strong opportunity for commerce-enabled content experiences.
- Brands need to figure out what is the right way to approach somebody who's interested in their products/services in an **easy, simple and entertaining way.**

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FUTURE OF COMMUNITY AND CULTURE: SCENE IN COLOR FILM SERIES WITH TARGET + WILL PACKER

Maurice Cooper, SVP Marketing, Target

Mark Marshall, President of Advertising & Partnerships,
NBCUniversal

Will Packer, Founder / CEO of Will Packer Productions
and Will Packer Media

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Future of Community and Culture

- There is a need to spotlight excellence in entertainment and **support a more diverse and inclusive industry to give everyone's voice a chance to be heard.**
- It's important that brands don't just advertise, but that they **positively impact** lives and contribute **meaningfully** to the society and popular culture in an **authentic way.**
- Research from NBCU shows that **79%** of consumers are more loyal to brands that prioritize a community's well-being. The idea of brand purpose being an afterthought, or a nice to have, is in fact a must have, because **51%** of consumers will not purchase a brand that is not supporting their community or doesn't believe in the same things that they believe in.
- Consumers want to feel aligned with brands through their corporate strategy, values and purpose. Brands are becoming more aware of the **proactive role** that they should be playing.

THANK YOU

Please contact together@nbcuni.com with any inquiries on this session.