

## SOFT DRINK



### STRATEGIC INTENT

Reinforce message of indulgence without sacrifice.

### SOLUTION

Top Chef integration with branded challenge, hybrid ads, microsite, live voting and prizing thematic.

### RESULTS

#### BRAND RECALL IS BETTER ON BRAVO

- 128% higher on hybrid ads vs. category average
- 95% IPP performance above category average
- 50% for brand ads vs. same ads on other cable nets

#### LIKEABILITY AND BRAND OPINION IS HIGHER ON BRAVO

- 15% higher likeability on brand ads vs. same ad on other cable nets
- 163% increase for brand favorability post-show vs. pre-show survey
- 54% above category average for brand opinion for IPP

#### PURCHASE INTENT IS BETTER ON BRAVO

- 16% increase post-show vs. pre-show survey

#### BRAND BUZZ IS BETTER ON BRAVO

- 63% more people recommended or had a conversation about DDP pre show to post show

#### ONLINE AWARENESS GREW

- 239% post show vs. pre show

Source: IAG 01/01/08-03/02/09. A18-34. Limited to primetime airings: Cable Prime = M-Sun 6p-12a. NBCU Panel, Top Chef New York Integration Study, Pre/Post wave.

## WIRELESS



### STRATEGIC INTENT

Create custom, cross-platform integration that drives awareness of "My Circle" campaign.

### SOLUTION

Sponsorship of viewer voting for **Make Me A Supermodel**. Program included custom hybrid ads and brand integration.

### RESULTS

#### BRAND RECALL IS BETTER ON BRAVO

- 233% higher for hybrid ads than Alltel hybrids on other cable nets
- 300% higher than wireless-in-reality hybrid norms on other cable nets
- 88% higher than Alltel ad norms on other cable nets

#### LIKEABILITY AND BRAND OPINION IS HIGHER ON BRAVO

- 170% higher likeability than Alltel hybrids on other cable nets
- 50% higher likeability than Alltel ad norms on other cable nets
- 267% higher in brand opinion than Alltel hybrids (and wireless-in-reality) norms on other cable nets

- 100% higher IPP brand opinion than the category average on other TV nets

Source: IAG 09/20/06-04/06/08. A18-49. Non-sports programming, Cable Prime = M-Sun 6p-12a.

## BEAUTY



### STRATEGIC INTENT

Drive awareness of product benefits with affluent consumer engaged in beauty programming.

### SOLUTION

4D campaign including branded integration with **Shear Genius**. Program included custom hybrid spots, live voting, online challenges, InfoFrame, and off-channel.

### RESULTS

#### BRAND RECALL IS BETTER ON BRAVO

- 71% recall brand for IPP (Top 5 rank)
- 56% recall brand for hybrids (Top 5 rank)
- 45% recall brand for standard ad (#1 rank)

#### LIKEABILITY AND BRAND OPINION IS HIGHER ON BRAVO

- Top 3 for brand opinion yielding 33%
- Top 2 for hybrid likeability at 32% in all of TV
- 26% for standard ad likeability in all of TV ranking #1

#### PURCHASE INTENT IS BETTER ON BRAVO

- Purchase intent doubled among **Shear Genius 2** viewers

#### CUSTOMER SATISFACTION

- Partner has returned to sponsorship for 3 years

#### ONLINE AWARENESS GREW

- Nexxus online ad recall increased 133% among **Shear Genius** viewers

Source: IAG 01/01/08-03/02/09. A18-34. Limited to primetime airings: Cable Prime = M-Sun 6p-12a. NBCU Panel. Pre Wave: June 2008. Post Wave: August-September 2008. N=171 R/O SG2 Viewers.

## AUTOMOTIVE



### STRATEGIC INTENT

Make Toyota the official transportation partner of **Top Chef** and drive awareness of Venza.

### SOLUTION

Use Toyota vehicles for transportation in **Top Chef** series. Program included hybrid ads and "Gail in the City" webisodes.

### RESULTS

#### BRAND RECALL IS BETTER ON BRAVO

- 83% higher for hybrid ads in **Top Chef** than Toyota hybrids on other cable nets
- 148% higher for IPP in **Top Chef** than Toyota IPP norms on other cable nets
- 75% higher for Toyota ads on BRAVO than Toyota on all TV nets

#### LIKEABILITY AND BRAND OPINION IS HIGHER ON BRAVO

- 18% higher likeability than Toyota hybrids on other cable nets
- 50% higher brand opinion than Toyota hybrids on other cable nets
- 78% higher likeability than Toyota brand ads on other nets

#### CUSTOMER SATISFACTION

- Partner has been with the series since Season 1

Source: IAG 01/01/08-4/04/08. A18-49. Non-sports programming, Cable Prime = M-Sun 6p-12a.

## FOOD



### STRATEGIC INTENT

Drive awareness of "Go Humans Go" campaign. Broaden use of oats in gourmet and savory cooking.

### SOLUTION

4D campaign included in-show integration, UGC contest, digital, infotrame, and **Top Chef** tour.

### RESULTS

#### BRAND RECALL IS BETTER ON BRAVO

- 87% higher brand recall vs. the same ad appearing on other cable programs; 122% with infotrame
- 135% higher message recall vs. the same ad appearing on other cable programs; 207% with infotrame
- 70% higher brand recall vs. Quaker ad norms on cable; 76% with infotrame
- 75% higher message recall vs. Quaker ad norms on cable; 156% with infotrame

#### LIKEABILITY AND BRAND OPINION IS HIGHER ON BRAVO

- 56% higher likeability vs. the same ad appearing on other cable programs; 93% with infotrame
- 47% higher likeability vs. Quaker ad norms on cable; 61% with infotrame

#### ENGAGED DIGITAL CONSUMER

- Consumer Recipe Submissions for entry to the contest: 1466 total
- Semi-finalist votes: 7374 total

Source: IAG 01/01/08-4/04/08. A18-49. Non-sports programming, Cable Prime = M-Sun 6p-12a. Hybrid norms exclude Quaker Oats/TC; Standard ad norms exclude TC.

# when you BRAVO your brand



## YOU GET RESULTS

"Advertisers want to know how effective their campaigns are by a variety of offline metrics, such as general awareness, brand recall, purchase intent and actual sales." - May 18, 2009 Ad Age

# #1

- For program engagement in all of cable
- For brand opinion improvement in product placement on all of television
- For hybrid ad recall in all of cable
- For most affluent and educated consumer

Source: IAG 1Q09, A18-49, non-sports programming, Cable Prime M-Sun 6p-12a, Broadcast Prime M-Sat 8p-11p/Sun 7p-11p Nielsen Marketbreaks. 1Q09 A18-49, M-Sun 8p-11p live + 7 day data.

## RECESSIONOMICS

- BRAVO is #1 for the Recession Proof Segment for A18-49.
- BRAVO viewers have a positive personal outlook, and their day-to-day and big ticket spending is still strong despite the economy.

Source: Simmons/NBCU Custom Recessionomics Study 2008-2009, Base: A18-54, 70+ MM households.



What's your effective engagement CPM?

Ask your AE for the Engagement Calculator.

"The viewer experience is different on BRAVO. They are pros at understanding their viewers and where brands can live during the shows to organically increase favorability for sponsors."

-Brandy Ruff, Director of Integrated Marketing Communications, Nexus

**SEE BRAVO'S  
EFFECTIVENESS  
ON THE OTHER SIDE**