

JULY 2020

# Direct to Scale: Acquiring New Clients

AD SALES SUMMER INTERN PRESENTATION

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# Today's Agenda

- Direct to Consumer
- Direct to Scale Team
- Digital to Traditional
- #STOPHATEFORPROFIT
- Research factors
- Phases introduction
  - Emerging
  - Maturing
  - Scale
- Wrap Up
  - Thank you
  - Q&A

# Direct to Consumer

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WARBY PARKER

*Glossier.*

wayfair



DOLLAR SHAVE CLUB

*allbirds*



STITCH FIX



Casper



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## BORN THROUGH TECH

Technology has allowed easy entry for many new businesses to enter the playing field

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## SOCIAL IS BOMBARDED

Many of us become swarmed with ads on social media

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## EXPONENTIAL GROWTH

In the next 3 years, U.S. consumers are expected to do 40% of their shopping from D2C companies



# Digital to Traditional? It works!

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Television naturally has the ear of the consumer  
and their trust

Television leads to high memorability and  
higher amplification on social media

TV ads account for 1 in 5 social engagements

71% of U.S. consumers visit a social platform  
during television commercials

Television has the longest measured impact on  
both brands and sales.



**STOP  
HATE  
FOR  
PROFIT**

**1,000+  
advertisers have  
pulled their ads  
from Facebook**

HOW CAN WE HELP DIRECT TO CONSUMER  
BRANDS TAKE A STAND AND STILL DRIVE SALES?

# Our Research Strategy

## Key guiding factors for research



### MEDIARADAR

- Current advertising efforts
- Yearly Digital Spend
- Yearly growth



### OPPORTUNITY TO GROW

- Identify risk stage
- Primary research on business



### SOCIAL IMPACT

- #StopHateForProfit
- Advertising efforts in response to social issues

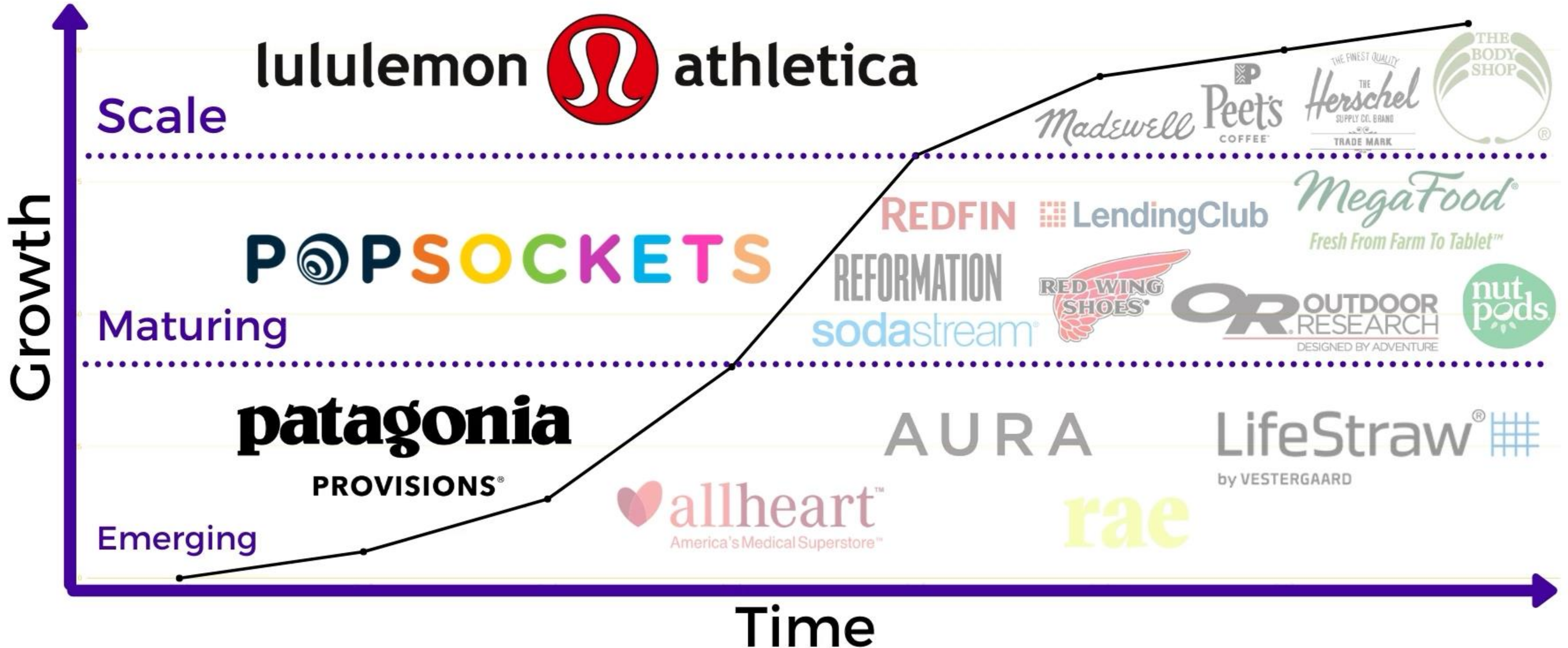


### COVID RESPONSE

- Feasibility for consumer
- Post-pandemic ad spend



# D2C GROWTH PHASES



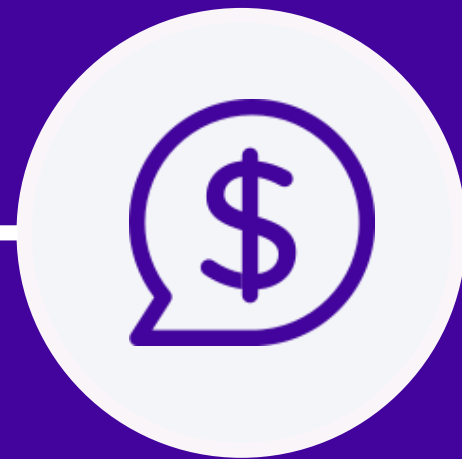
# PATAGONIA PROVISIONS

## A FOOD REVOLUTION

Founded in 2012 and based in Sausalito, CA, Patagonia Provisions has a small team of 11-50 employees.



Display, Online Video,  
Mobile, Magazine,  
Newspaper, Google  
Ads



**\$4.2M** yearly revenue



Digital Media Year-  
over-Year growth of  
**268%**



An Emerging Brand



## OPPORTUNITY TO GROW

- **Low risk**
- **Doubling** sales each year
  - National grocery, outdoor lifestyle chains, international markets

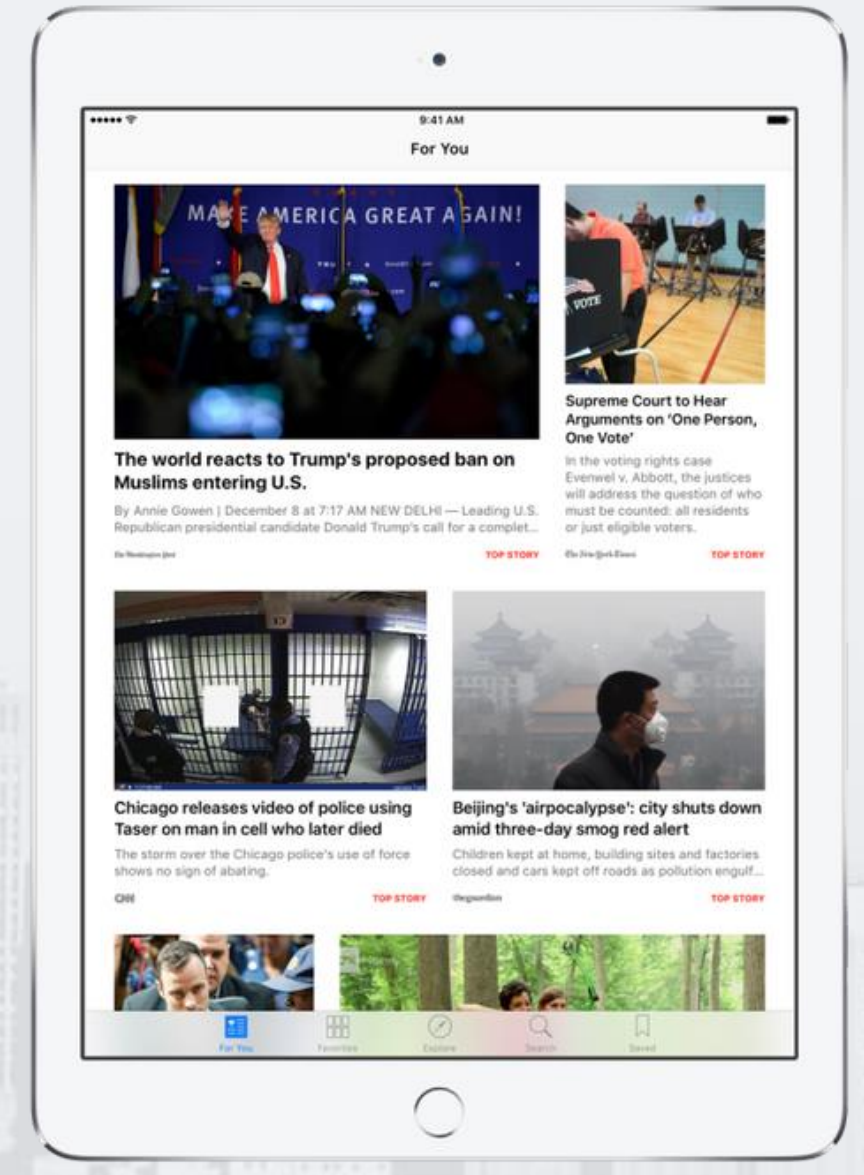
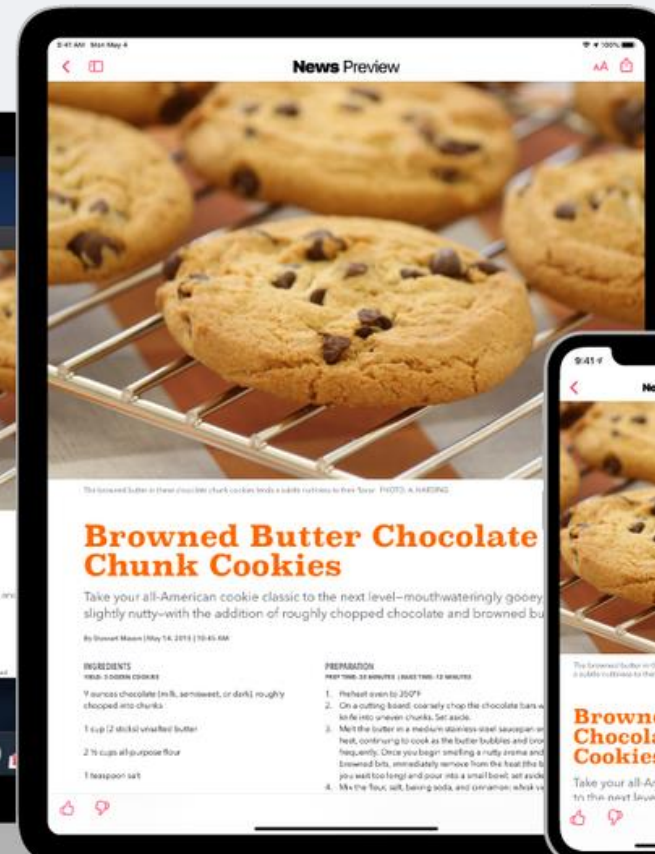
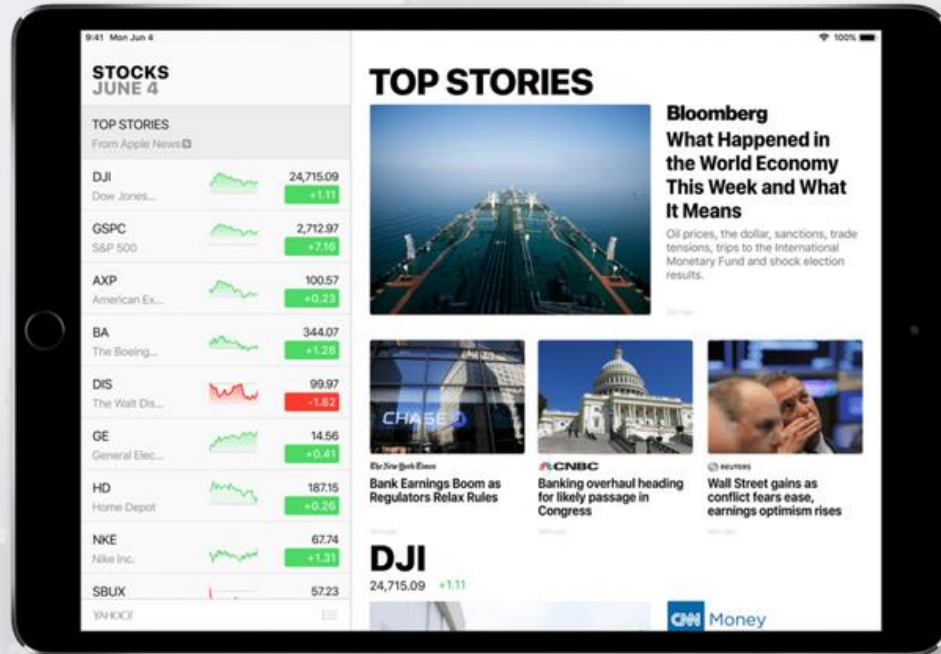
## ENVIRONMENTAL ACTIVISM

- Established **Regenerative Organic Alliance**: build soil health, ensure animal welfare, protect agricultural workers

## RESPONSE TO COVID-19

- **Expanded** marketplace with food and other products from small farmers, ranchers, fishermen, artisans, and brands
- Closed for new protocols and safety measures in distribution center, now **reopen** for U.S. and Canada
  - **Maintain** current advertising efforts

# APPLE NEWS



# POPSOCKETS

## LITTLE LIFE CHANGERS

*#2 fastest-growing company in America*

Founded in 2012 and based in Boulder, Colorado  
PopSockets has a team of 200 employees with a  
\$200M yearly revenue.



Google Ads, Display &  
Native Ads, Snapchat,  
Email and Primetime  
Ads



**\$200M** yearly revenue



**40%** Digital spend  
5% Integrated ads  
with E!  
45% TV spend till Dec



A Maturing Brand



## OPPORTUNITY TO GROW Low Risk

- Have sold over **100 million grips**
- **Direct sales** via website
- **#2 Fastest-growing company in America**

## COMMUNITY-EMPOWERED

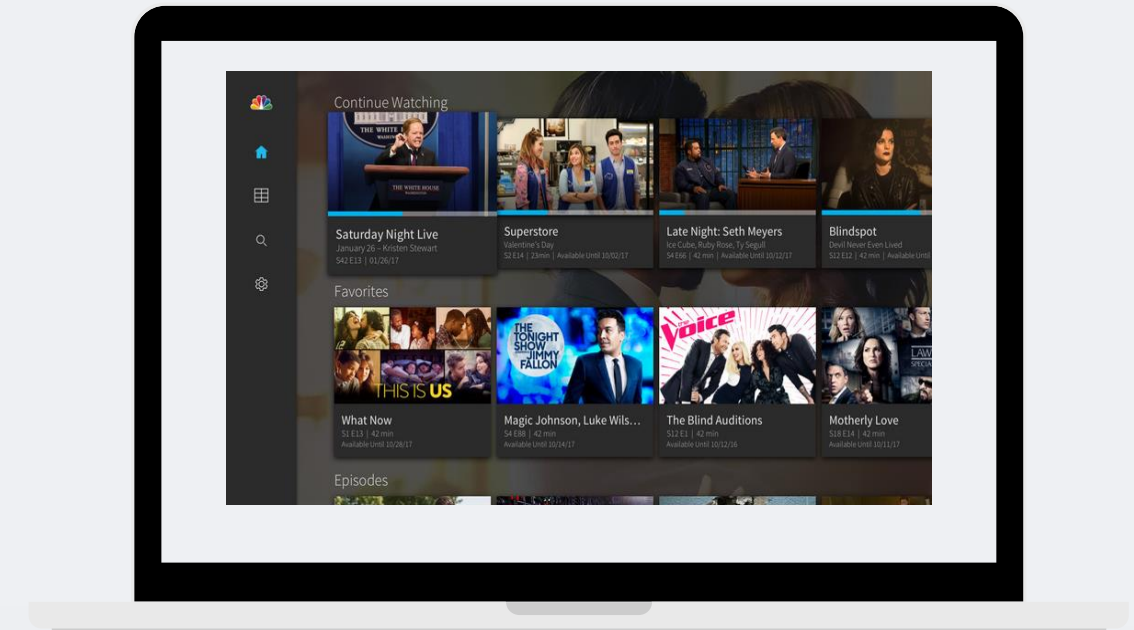
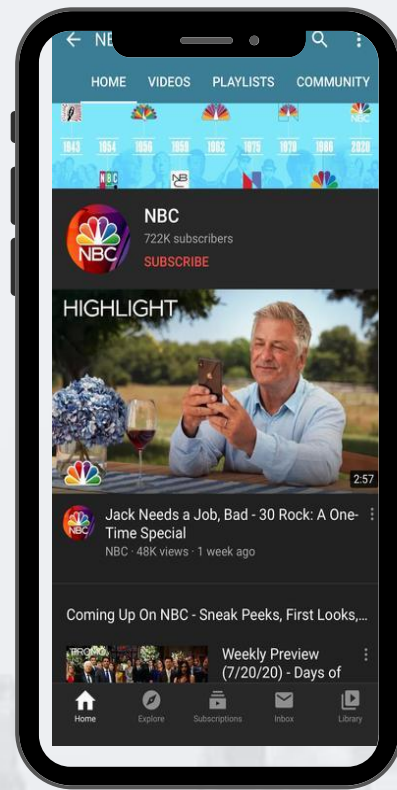
- Supported **#StopHateForProfit**
- Be a **Poptivist: 50% sales support a non-profit.**
  - **Sustainability** in products

## RESPONSE TO COVID-19

- **Thrive-** Pivot messaging on **core values** and **community**
- **100% Poptivism grip sales** donated to charities responding to **Covid-19 crisis.**
- Enhanced **Swappability** in products

# NBCUniversal

## DIGITAL VIDEO



Roku

fire tv

apple tv

chromecast

XBOX

Samsung SMART TV

android tv

xfinity

sling

fubo TV

hulu

T VISION

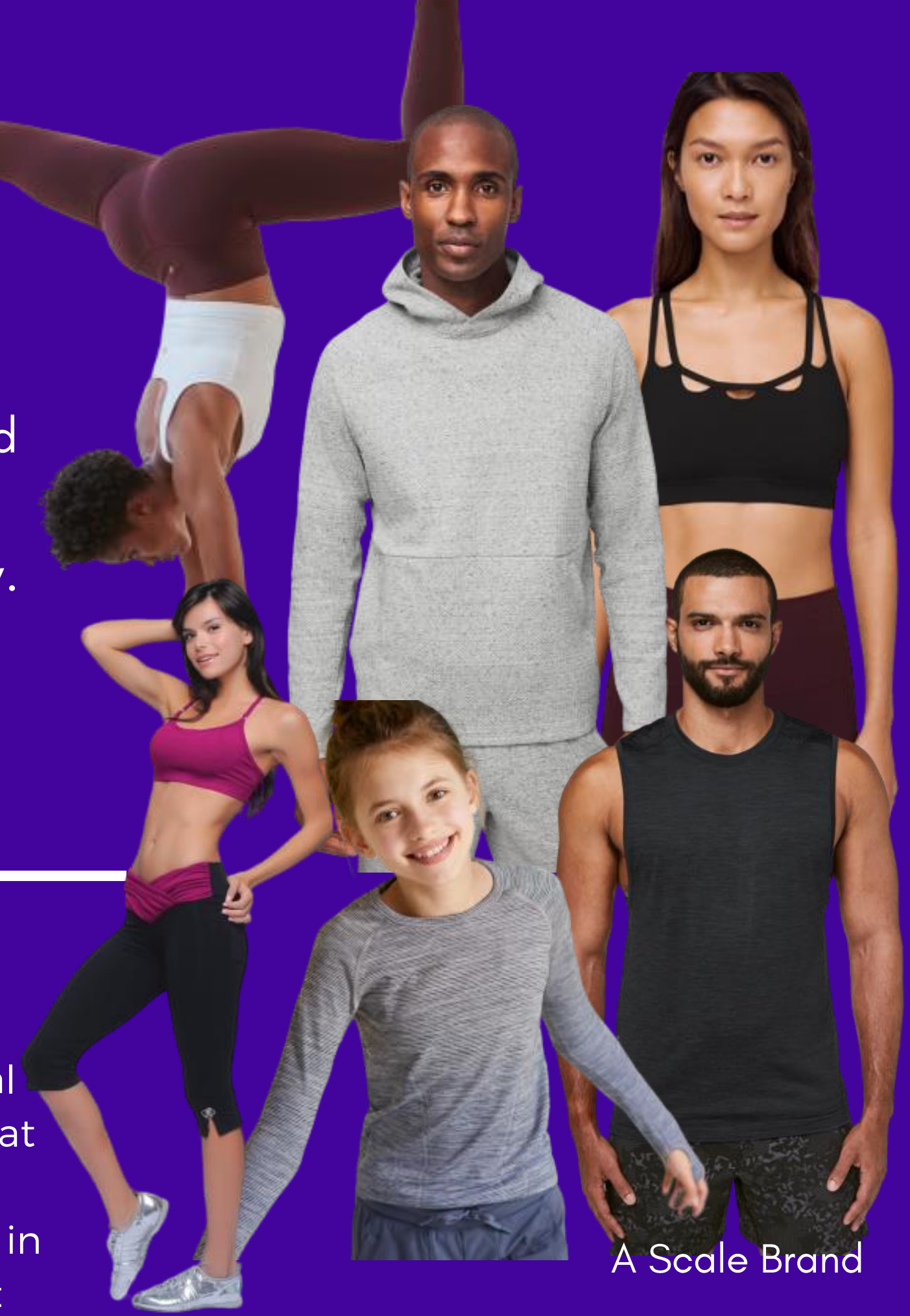
AT&T tv NOW

YouTube TV

# LULULEMON

## BORN FROM A LOVE OF SWEAT

Lululemon is a publicly traded athleisure clothing brand founded in 1998 and based in Vancouver, Canada. Lululemon has around 16,500 employees internationally.



**55%** Display, **43%** native, **1.2%** mobile, online video, Instagram, YouTube, Twitter & Pinterest



Yearly revenue of **\$3.29B**  
Direct to consumer segment contributes over 25% of Lululemon's revenues



**100%** of the 44 total media properties that won Lululemon's business carried ads in only digital format

A Scale Brand





## OPPORTUNITY TO GROW

- **Medium risk**
- Operates in **17** different countries with the goal to quadruple international revenue by 2023

## COMMUNITY-EMPOWERED

- Collaborates with local yoga instructors and fitness trainers to host **free classes for the Lululemon community** in local markets

## RESPONSE TO COVID-19

- Closed retail stores, but has been successful in their '**work at home wear**', focused on maintaining and thriving
  - Does not rely on refreshed apparel to drive demand
  - Recently acquired, **Mirror**, hoping that at-home fitness training will gain popularity amid the pandemic

# NBCUniversal

PREMIUM CONTENT & SHOPPABLETV



# Wrap Up

## Premium Television & Digital Properties



## Strategic Digital Partnerships



## Cross-Platform Distribution



## Capabilities

AdSmart Data & Targeting Solutions • Insights & Measurement • Custom Creative Solutions

**patagonia**  
PROVISIONS®

**POPSOCKETS**

**lululemon**  **athletica**

# Thank you

## DIRECT TO SCALE

Brian Norris, Eric Steaple, Scott Berger, and  
Carly Federbush

## AD SALES HR

Jessica Errante, Daniela Diaz, Shelly Punter,  
and the entire campus programs HR team

## OUR MANAGERS

Allie Garber, Kelly O'Mealia, Hannah  
Tattersall, Michael McGuire  
& Danielle Carano

## NBCUNIVERSAL

For providing us with an incredible  
summer in the midst of this unique time.

Q&A