

PREPARED BY:
SARAH MITCHELL

**DEC
2021**

PUBLIC RELATIONS CAMPAIGN
NBC and Influencer Marketing



BACKGROUND & SITUATIONAL ANALYSIS

The National Broadcasting Company (NBC) has been around since its founding on November 15, 1926 in New York City. It traditionally airs show genres such as dramas and comedies, all the way to news and sports. It is the main broadcast channel for the Olympics, along with its CNBC and NBCSN channels.

As the home of Olympic broadcasting, it is imperative that this campaign maximizes the potential reach of the NBC broadcasting network in order to engage the maximum number of viewers for this upcoming 2022 Winter Olympic games. Since sports are one of NBC's biggest broadcasting genres, the campaign needs to highlight the various ways in which audiences can watch live and stream their favorite Olympic events. Doing so will hopefully result in higher engagement and viewership numbers across the board for NBC. This will also allow for more creative ways of broadcasting and influencing to be introduced in order to appeal to the maximum amount of viewers and the widest range of target audiences.

TARGET AUDIENCE BREAKDOWN

In order to maximize viewership among NBC watchers, it will be proprietary to target a few key audiences with this influencer campaign.

First, the campaign should aim to target those who tend to record shows and re-watch them later. This target population would be the younger, college-aged population. Targeting college students would engage a new audience into the world of live television viewership that would increase NBC's overall engagement. This will also be a good target population to cater the content towards, especially with the influence of influencer marketing.

The campaign should also aim to target the older population audience since they tend to watch the most TV when sitting at home. In addition, an older target audience won't necessarily need to adapt to learning how to record shows if we aim to keep NBC releasing the Olympic events live, as well as utilizing replays.

These two audiences will maximize the reach of NBC and potential viewership numbers, maximizing NBC's broadcast rights investment,

SECONDARY RESEARCH

Secondary research on the topics of alternative television viewership habits of college students, as well as effectiveness of influencer marketing were investigated. The study on alternative television viewership of college students found that they watch TV mainly from 6:00pm-11:59pm, and mostly on Sundays. One of the most popular genres of TV among college students was found to be Sports/Reality, which potentially includes the Olympics. However, most college students will record shows to their DVRs or utilize streaming services since they tend to miss the regularly scheduled broadcast. It is important to note that college students will more than likely record potential Olympic events to catch them at a later time that is more convenient for them. The study on the effectiveness of influencer marketing found that sponsored advertisements are more effective in generating post engagements than influencer marketing. The study also found that even though influencer marketing does not generate more engagement, it does generate more sales. It is also important to note that influencer marketing could result in more company sales and, in turn, more revenue for NBC.

PRIMARY RESEARCH

A survey was performed to gauge the overall interest of Olympic viewership among college-aged (18-22 years old) students. Half of the college students surveyed normally watch the Olympics and the majority try to watch the Olympic events live, when possible. If college students are unable to watch the Olympics live, they tend to record/stream the Olympic games on streaming platforms such as ABC or YouTube TV. The majority of students plan to watch the 2022 Winter Olympic games, with many of them aiming to watch the games live. With 75% of college students hearing about the 2022 Winter Olympic Games on social media, this is the perfect place to target our influencer marketing tactics in order for NBC maximize their broadcast rights investment. This tactic alone could strategically evolve the way NBC content is viewed and interacted with in a positive way.

INSIGHT #1

100% of college students would be more likely to watch the Olympics if athletes promoted themselves more on social media.

INSIGHT #2

70% of college students watch the Olympics live and 60% watch them on NBC.

INSIGHT #3

Of those college students who have heard about the Olympics this year, 70% have heard about them through social media.

GOAL

To maximize NBC's Olympic viewership and broadcast rights investment, while introducing a new way to connect with younger audiences through influencer marketing and the use of social media.

OBJECTIVES

- To increase overall viewership of the 2022 Winter Olympics through the NBC program and streaming services
- To maximize NBC engagement through the use of Olympic athlete influencers
- To have the influencer campaign generate a bigger following for NBC and their 2022 Winter Olympic streaming services

MESSAGING

- To educate the public television viewers on the various times they can watch the Olympic games live as accurately as possible
- To utilize influencer marketing to keep viewers and the younger target audience engaged with the Olympic games and individual athletes
- To interact with viewers in a more casual way through their favorite athletes

STRATEGY

To develop a social media campaign that introduces the use of influencer marketing in order to engage with a college-aged population to increase NBC Olympic viewership.

INFLUENCERS

A team of influencers will be needed to carry out this campaign. These influencers will include a variety of different 2022 Winter Olympic athletes. They will utilize their mass following in order to maximize the potential outreach and impressions that NBC can gain for potential 2022 Winter Olympic viewership.



Chloe Kim is an Olympic snowboarder and gold medalist from the city of Long Beach, CA. Currently, she has a combined following of 734K followers between her Instagram and TikTok platforms. Using her reach will help to attract an audience that can relate to her age, therefore targeting the college-aged students.

Shaun White is an Olympic snowboarder and 3-time gold medalist from San Diego, CA. Currently, he has a combined following of 2.5M followers between his Instagram and TikTok platforms. 1.7M of those followers being on Instagram. White would help to attract the male audience, as well as those in his age group.



Elana Meyers Taylor, Olympic bobsledder and 2-time silver medalist from Oceanside, CA. Currently, she has a following of 10.7K on Instagram alone. Her sole platform on Instagram would appeal to the older audience who does not keep up with the other social media platforms.

TACTICS

Tactic #1



Engage Influencers

By engaging Olympic athlete influencers on platforms such as Instagram and TikTok, we can maximize the promotion of NBC and the 2022 Winter Olympic Games.

Tactic #2



Offer Deals and Incentives

Through the use of the social media influencer campaign, NBC can offer discount codes and incentives for people to join as members of their various streaming platforms to watch the Olympics.

Tactic #3



Utilize Athlete Showcases

By using Olympic athlete influencers, they can promote, not only, NBC, but also their own self-brand as well so that their viewers can see what it's like to be an Olympic athlete.

EVALUATION

This social media influencer campaign's success will be measured by influencer engagement success. This can be observed through a brief pop-up survey that shows up on an NBC streaming platform to ask what encouraged them to watch the 2022 Winter Olympics. In addition, we can also observe the total engagement, reach, and impressions of the content that is produced by the campaign's three influencers, Chloe Kim, Shaun White, and Elana Meyers Taylor. This will help us to calculate how successful our social media influencer campaign is and also allow us to see ways we can improve it, or even add more influencers to the campaign. We can also measure the campaign's success through measurement of the amount of live television views the Olympics receive on NBC and its CNBC and NBCSN channels. This will help us to see if overall viewership increases with the introduction of this campaign, in turn proving that NBC is maximizing its broadcast rights investment. Overall, the campaign's success can be evaluated in a number of different ways that will be able to show us whether or not a new take on a social media campaign strategy is more successful than the traditional ways we tend to see from NBC.

REFERENCES

Cash, M. (2021, November 16). Shaun White subjected his pool guy to taste tests while crafting his own signature snack. Insider. From <https://www.insider.com/shaun-white-olympic-gold-medals-ginger-hair-inspired-krave-jerky-2021-11>

Damratoski, K. J., Field, A. R., Mizell, K. N., & Budden, M. C. (2011). An Investigation Into Alternative Television Viewership Habits Of College Students. *Journal of Applied Business Research (JABR)*, 27(1). <https://doi.org/10.19030/jabr.v27i1.911>

Elana Meyers Taylor, past president. Women's Sports Foundation. (2020, January 7). From <https://www.womenssportsfoundation.org/athlete/elana-meyers/>

Hill, M. P. (n.d.). NBC unveils 2022 Beijing olympics logo. NewscastStudio. From <https://www.newscaststudio.com/2021/02/02/nbc-beijing-2022-olympics-logo/>

Jarrar, Yosra & Ayodeji, Olalekan & Awobamise, Ayodeji. (2020). Effectiveness of Influencer Marketing vs Social Media Sponsored Advertising Eficacia del marketing influyente Vs la publicidad patrocinada por medios sociales. 25. 40-54. [10.5281/zenodo.4280084](https://doi.org/10.5281/zenodo.4280084).

Justine Carreon Justine Carreon is the market editor at ELLE.com covering fashion. (2021, November 29). Snowboarder Chloe Kim on hot Cheetos, Roxy, and going for gold (again) at the 2022 Winter Olympics. ELLE. From <https://www.elle.com/fashion/a34616741/chloe-kim-snowboarder-interview-roxy/>

Key, K. (2021, August 2). The best ways to watch the 2021 Olympics without cable. PCMAG. From <https://www.pcmag.com/picks/the-best-ways-to-watch-the-olympics-without-cable>