



BEHAVIORAL INFLUENCE & SUSTAINABLE PRODUCTS



## WHY

NBC is influencing viewers to adopt eco-friendly behaviors and products by weaving environmental storylines into popular TV shows.

## HOW

- NBC incorporates green-themed programming twice a year across all daytime and primetime shows.
- NBC uses subtle messaging called “behavior placement” to raise awareness around a variety of environmental issues.
- Characters on shows like “The Office” and “30 Rock”, are shown recycling or using energy efficient light bulbs, while reality cooking shows feature sustainable produce and tips for healthy living.

## BUSINESS VALUE

 MARKET	<b>New segment access</b> – NBC has attracted new advertisers who produce more sustainable products or who want to be associated with Green Week programming.
 SALES	<b>Growth</b> – Industry analysts estimate that new relationships have delivered revenue growth.
 INNOVATION	<b>Relationships</b> – New relationships have been built with producers of more sustainable products.

## CONSUMER VALUE



### EMOTIONAL

The programs talk about sustainability in their own tone and style, making it easier for people to connect to.

## RESULTS

- NBC received an additional \$20 million in advertising revenue from 20 new environmentally friendly brands.  
[Source](#)