

Viewer Pre-Dispositions to Seeing an Ad in an Unexpected Language



Ben Cunningham
NBCUniversal



Simran Srinivasan
NBCUniversal

Fluidity of Language

Is ad language an obstacle to viewer comprehension, or is it an invisible fence?

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GROWTH IN HISPANIC MARKET & desired applications

POPULATION GROWTH



51% HISPANIC SHARE OF
POPULATION GROWTH

in U.S., last 10 years

YOUTH MOVEMENT



57% OF HISPANICS IN THE
US ARE UNDER 34

GENERATIONAL SHIFT



60% EXPECTED INCREASE IN
HISPANIC SHARE OF
POPULATION

From Gen X to Gen Alpha [by 2028]

INFLUX OF SPANISH LANGUAGE SPEAKERS
On Peacock

+66%

[& growing]

Time spent on

peacock

among Spanish speakers



MARKET DEMAND

AUDIENCE

What should our definition of a Spanish language speaker include?

CONTENT

What happens when Spanish language ads run within English language content?

DESTINATION

Can English language campaigns be delivered across Spanish language destinations?

OUR COMMITMENT

For Spanish Language audience targeting

Accuracy x **Scale** x **Effectiveness**



For our audience



For our clients



For our ad environment



METHODOLOGY & intent

PHASE 1

JULY '23
Qualitative
[n = 48]



For in-depth insights about
tolerance for language fluidity

PHASE 2

SEP '23
Quantitative
[n = 7,200]



For brand, ad, &
experience KPIs

PHASE 3

SEP '23
Biometric
[n = 600]



For unconscious response &
attention monitoring



RESEARCH
design



WHAT THE RESPONDENT SEES

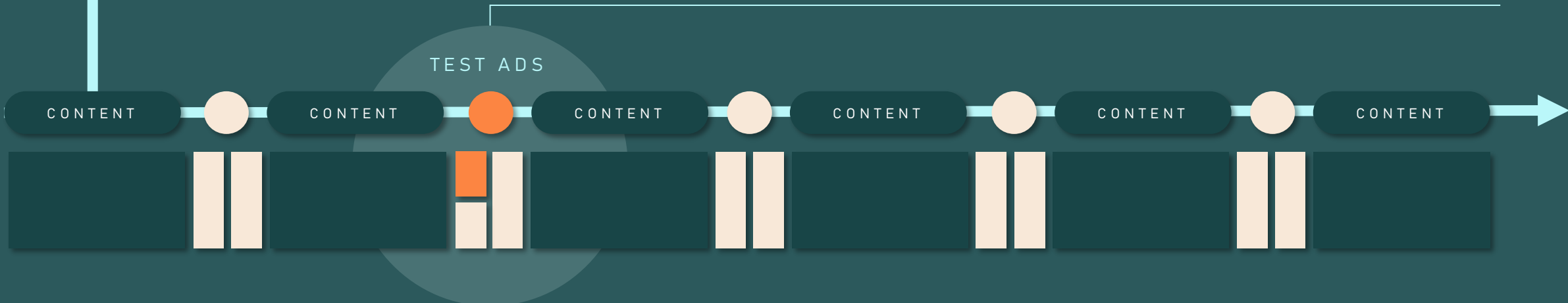


STUDY SPECIFICATIONS

7.2k TOTAL RESPONDENTS	18 TOTAL TEST CELLS	3 CATEGORIES MEASURED
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TEST:
SPANISH AD

CONTROL:
ENGLISH AD



KEY RESULTS

SPANISH language ads
In **ENGLISH** language content



VOICE OF THE CUSTOMER

If the visual presentation of the ad still carries the message, I feel that is all that matters.

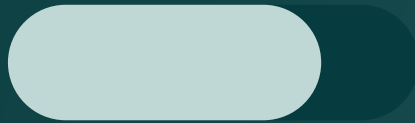
If anything, it might be more attention grabbing.

BILINGUAL SPEAKER



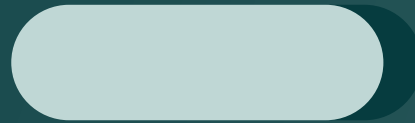
STATED TOLERANCE
for language fluidity

78%



I generally understand
the ads that were in a
different language than
the content

91%



I enjoyed watching
the show

71%



It was not disruptive to
my experience to see ads
in a different language
than the content



IMPACT ON AD EFFECTIVENESS

AD RECALL, English Language Content
By language proficiency group

	total sample	ES dominant	bilingual	EN dominant	EN only
CONTROL English Ad	46%	42%	46%	43%	49%
TEST Spanish Ad	43%	52%	47%	43%	39%
	-3pp	+10pp	+1pp	EVEN	-10pp

OBSERVED ATTENTION PATTERNS

Positive Response Recorded
SPANISH ads in **ENGLISH** Content
[Avg. 15 second ad]

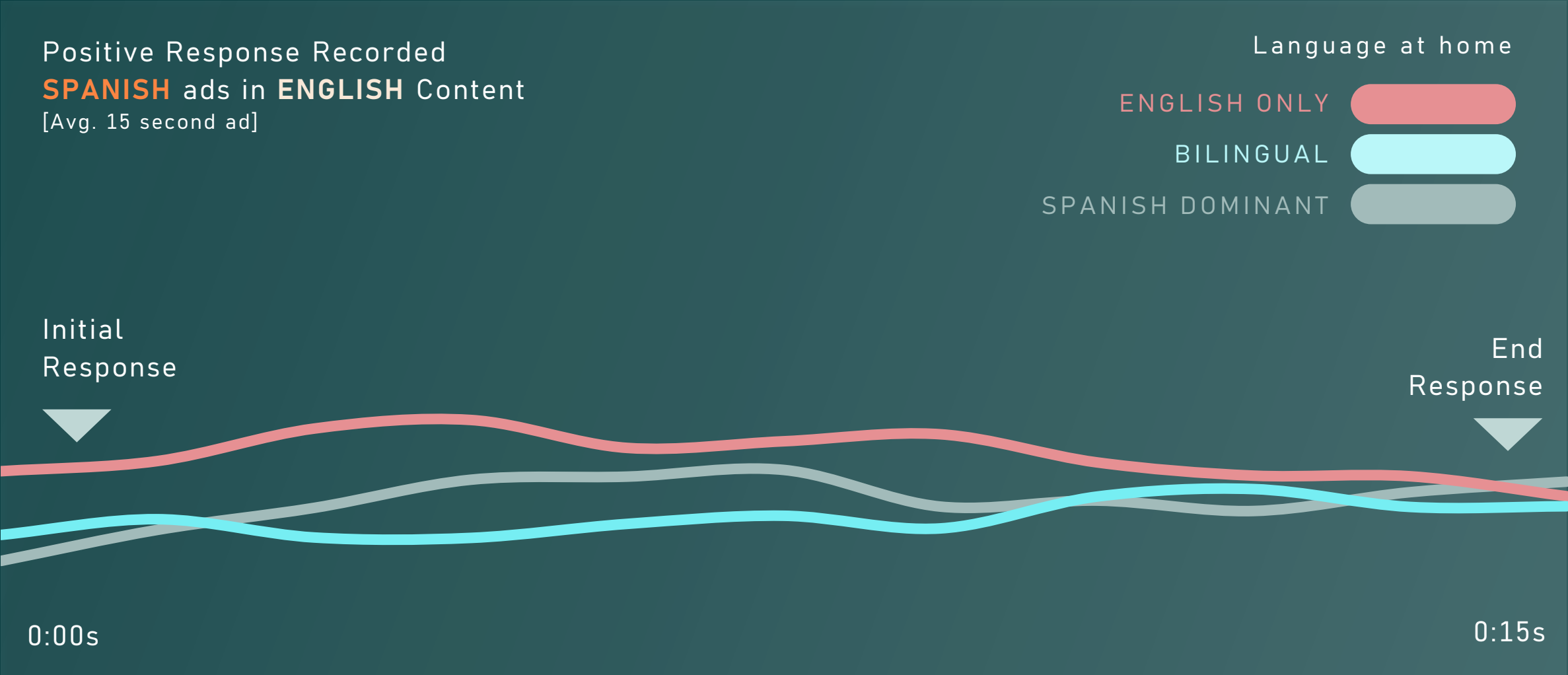


Initial Response

End Response

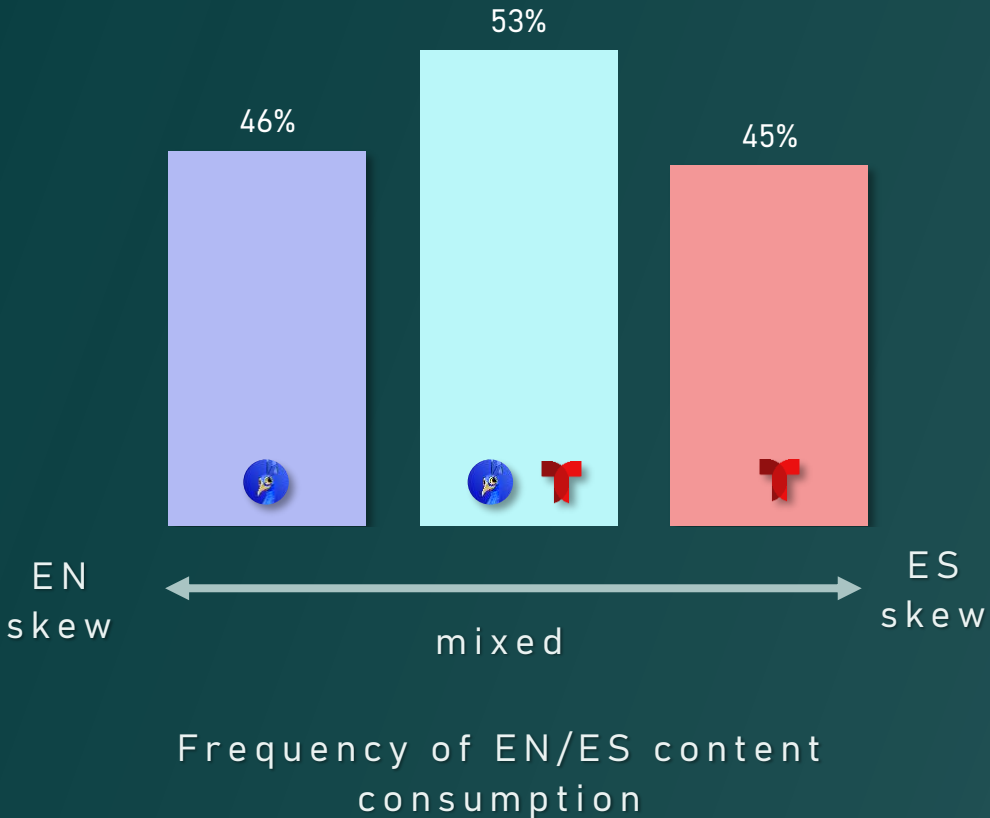
0:00s

0:15s



DETERMINANTS OF ENGLISH AD TOLERANCE
In Spanish language content

AD RECALL, Spanish ads in English Content
By content consumption group



Cross-exposure to English and Spanish language content is

#1

determinant in ad language receptivity



COLLECTING OUR THOUGHTS

CONTENT

English Language content can be an effective vehicle for Spanish Language ads, for proficient speakers

01

AUDIENCE

More thoughtful language proficiency requirements are necessary to enable language fluidity

02

DESTINATION

Cross-exposure to both English and Spanish language content is the best indicator of ad receptivity

03



PRODUCT IMPACT

Reaching key audiences requires targeting that is optimized for accuracy and delivers scale

Highly effective portfolio
of **Spanish Language
Content**

**Spanish Language
Speakers**

Precision **Spanish
Language 1P Audiences**



PRODUCT IMPACT

How and Where we optimize delivery across our Streaming Portfolio

2 1P heavy SL content viewers*
across NBCU's targetable footprint

1 Content alignment
across NBCU's SL portfolio



ANY QUESTIONS?

Thank you!

