

PURPOSEFUL STORYTELLING IS AT THE HEART OF NG BRAND PARTNERSHIPS

FMCG BRAND & NATIONAL GEOGRAPHIC (2022)

ENGAGING CONSUMERS WITH HARD-TO-DIGEST TOPICS

Emotive storytelling with a purpose is at the heart of everything National Geographic does. This combination allows brands to land meaningful messages around complex topics in an engaging way.

96%

OF RESPONDENTS SAID THE USE OF NATIONAL GEOGRAPHIC IN THE CONTENT MADE IT MORE **MEMORABLE**

97%

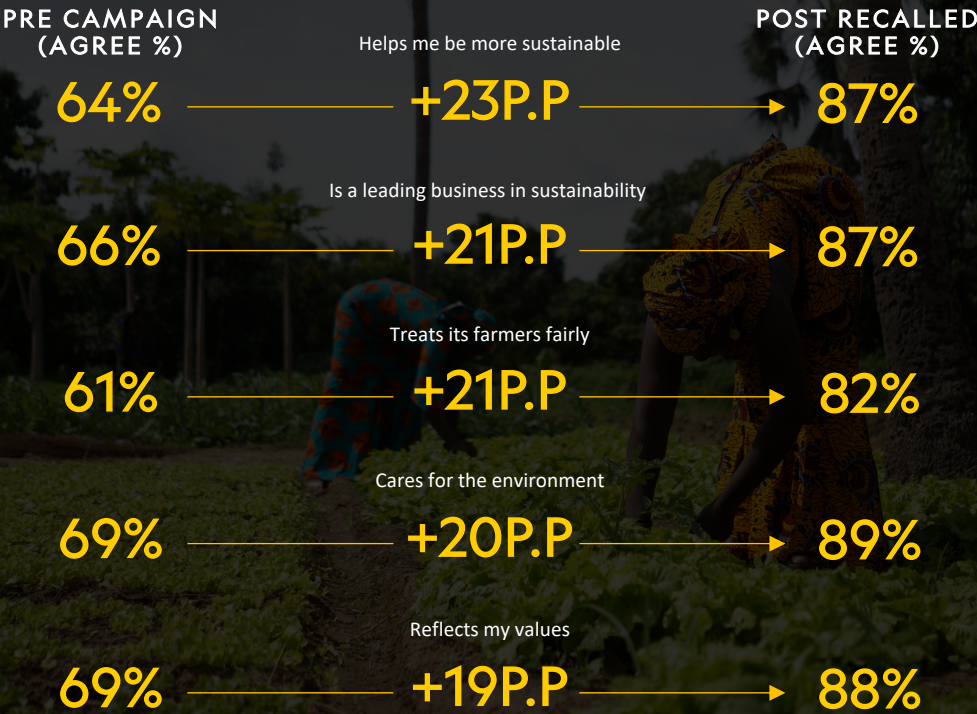
OF RESPONDENTS SAID THE PRESENCE OF NATIONAL GEOGRAPHIC MADE THE ADVERT MORE **TRUSTWORTHY**

The creative was more impactful among National Geographic’s audience. Awareness of the partner brand and their association with key environmental and social strategies increased significantly among National Geographic users after the campaign had ended (versus non-users).

PRE CAMPAIGN VS POST CAMPAIGN UPLIFTS

Heard brand talking about topics	+2P.P NAT REP	+13P.P NAT GEO
Association with brand having positive impact across topics	+6P.P NAT REP	+27P.P NAT GEO
Awareness of key brand strategies	+3P.P NAT REP	+16P.P NAT GEO

Exposure to the campaign also drove significant increases in brand perceptions amongst our consumers. This demonstrates National Geographic’s ability to deliver partner brands’ key strategies impactfully, and in a way that resonates with our audience.



ENHANCING BRAND PERCEPTIONS THROUGH STORYTELLING

LUXURY JEWELLERY BRAND & NATIONAL GEOGRAPHIC (2022)

CHANGING BRAND PERCEPTIONS

Storytelling is integral to what National Geographic CreativeWorks do, and illuminating these stories unlock the transformation of perceptions amongst our conscientious consumers.

PRIOR TO RESPONDENTS SEEING ANY CREATIVES IN THE STUDY...

55%

AGREED THE BRANDS **FIT TOGETHER**

40%

HAD **POSITIVE** THINGS TO SAY ABOUT THE PARTNERSHIP

...BUT THEY FELT MUCH MORE POSITIVE ABOUT THE PARTNERSHIP AFTER BEING SHOWN THE CREATIVES

92%

AGREED THE LOOK AND FEEL OF THE ADVERT GOES **REALLY WELL** WITH NATIONAL GEOGRAPHIC

87%

WROTE A **POSITIVE MESSAGE** ABOUT THE CAMPAIGN

Respondents that recalled that the campaign scored significantly higher across key brand perceptions directly related to the partnership.

THOSE THAT RECALLED THE CAMPAIGN VS NOT RECALLED % POINT DIFFERENCE:

+28.P.P

AVERAGE INCREASE IN BRAND PERCEPTIONS DIRECTLY RELATED TO **PARTNERSHIP OBJECTIVES**

+33.P.P

HAS **INSPIRING** PARTNERSHIPS /COLLABORATIONS

+30.P.P

ADVENTUROUS & VISIONARY

+28.P.P

SUPPORTS LOCAL COMMUNITIES' HEALTHCARE, JOBS & EDUCATION

+26.P.P

PROTECTS THE ENVIRONMENT & WILDLIFE

+25.P.P

SUPPORTS DIVERSITY & EQUAL OPPORTUNITY

+25.P.P

ETHICALLY/ RESPONSIBLY SOURCED

+26.P.P

AVERAGE INCREASE IN ASSOCIATION WITH BRAND HAVING A **POSITIVE IMPACT ACROSS ENVIRONMENTAL & SOCIAL ISSUES** TACKLED IN CAMPAIGN

MULTI-YEAR PARTNERSHIPS DRIVE RESULTS

CHALLENGER SMARTPHONE BRAND & NATIONAL GEOGRAPHIC (2022)

BUILDING BRAND EQUITY OVER TIME

Entering multi-year partnerships with National Geographic leverages our own brand values, allowing partners to build their brand in an authentic way.



The stand-out nature of our content helps drive brand awareness, with respondents recognising the synergy between us and our partnering brands, particularly over multi-year campaigns.



BRAND AWARENESS YEAR 2 VS YEAR 1



Building a long-term relationship with us and our audience is key to driving brand equity for our partners.

POST RECALLED YEAR 1 VS YEAR 2

