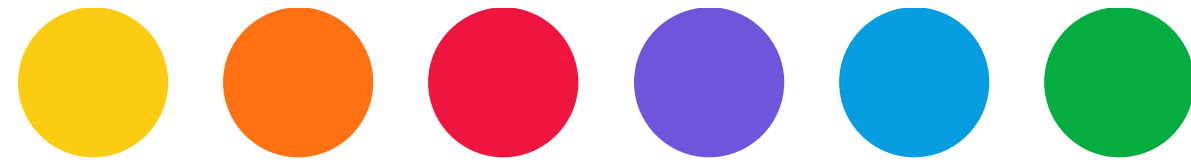


# peacock

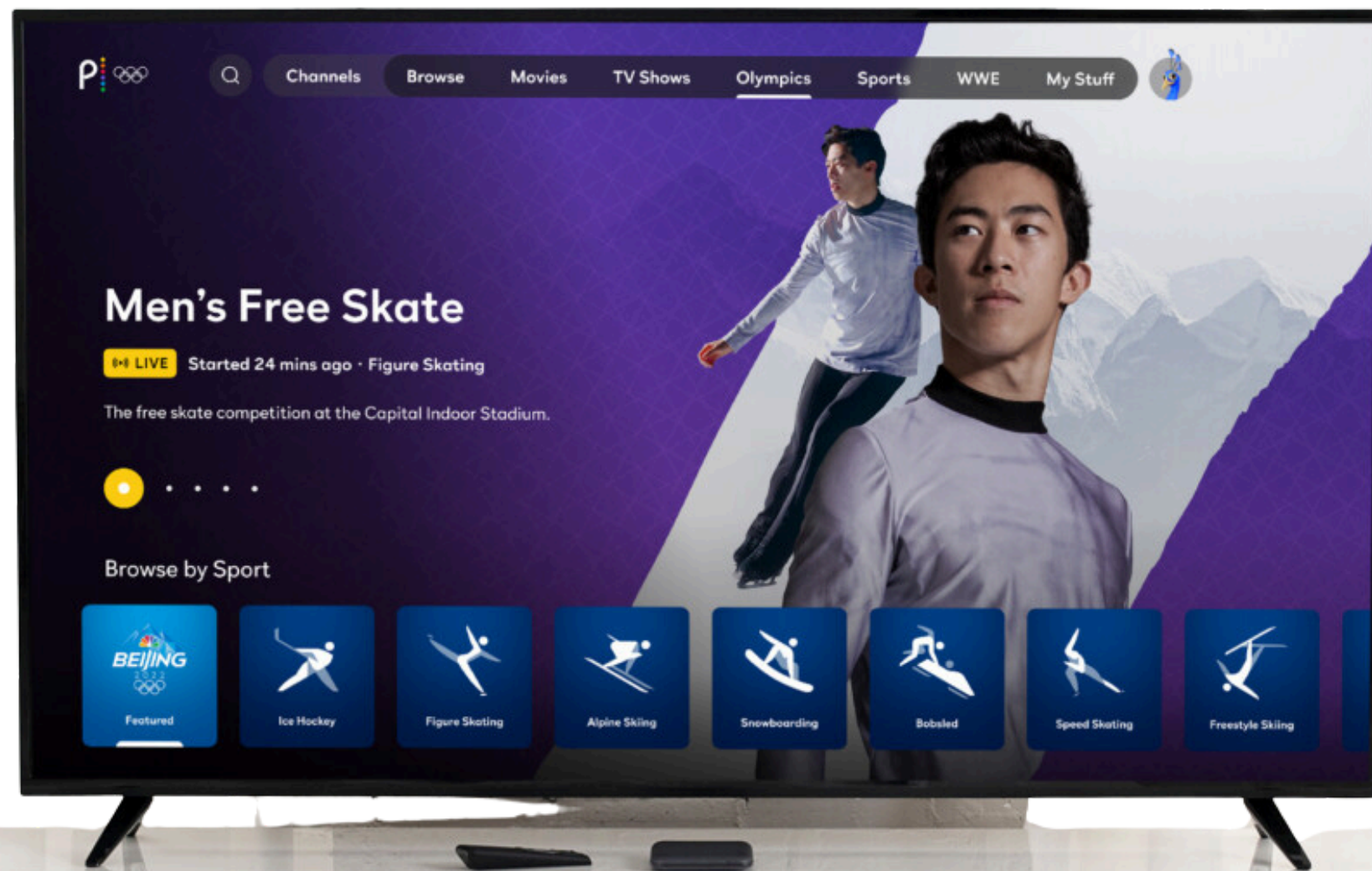
The Biggest Month in Sports - Campaign



Created by Joseph Lendacky  
Aug 2025



# What is peacock?



Peacock is NBCUniversal's premier streaming service, launched in 2020 as the digital home for television, film, and live sports. The platform brings together timeless NBC classics, Peacock Originals, and exclusive coverage of global events — including the Olympics. With flexible subscription options and accessibility across devices, Peacock has grown into a central hub for U.S. audiences.

By 2026, Peacock has firmly established itself as the home of live sports streaming, positioning it as the ultimate destination not only for the Winter Olympic Games but also for marquee events like the Super Bowl and NBA All-Star Game.



# What are the Olympics?

The Olympic Games are the world's largest international sporting event, bringing together athletes from more than 200 nations to celebrate competition, excellence, and unity. The Winter Olympics, held every four years, spotlight sports such as figure skating, alpine skiing, snowboarding, and ice hockey. In 2026, the Games will take place in Milan-Cortina, Italy, offering a global stage for both athletes and broadcasters.

For decades, NBCUniversal has been the official home of the Olympics in the U.S., and now Peacock extends this legacy to a new, streaming-first generation.

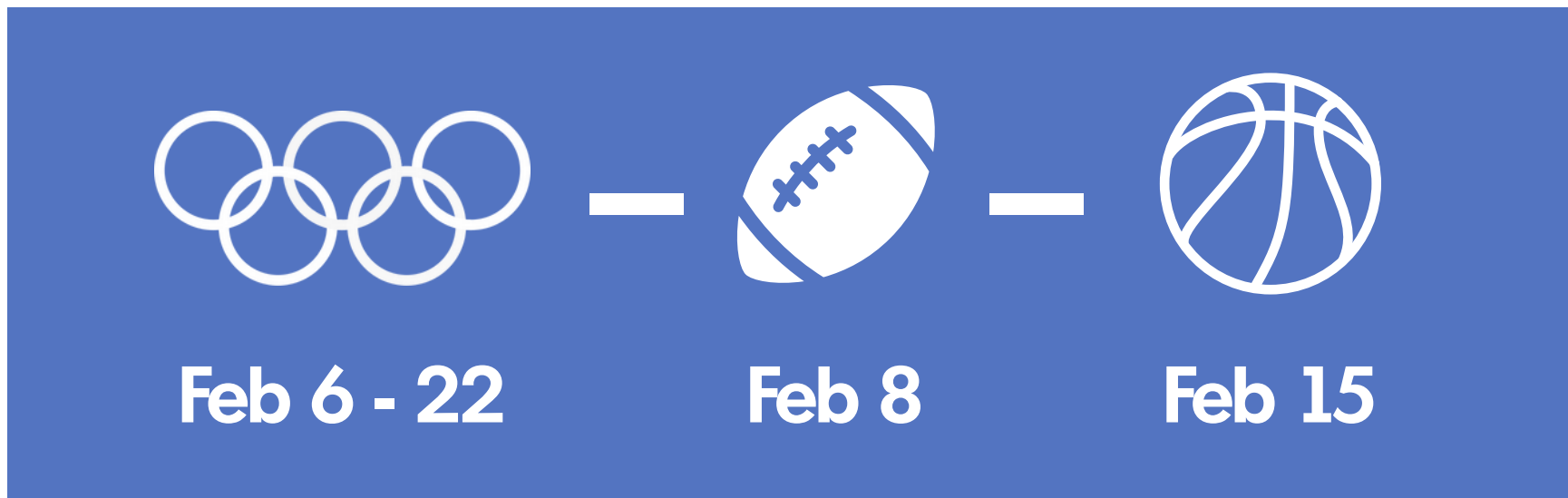






# The Super Bowl & NBA All-Star

The Super Bowl and NBA All-Star Game are not just sporting events — they are cultural tentpoles that capture audiences far beyond the traditional sports fan. As part of The Biggest Month in Sports campaign, these properties provide Peacock with opportunities to reach massive, mainstream audiences while reinforcing its position as a home for live, can't-miss events.

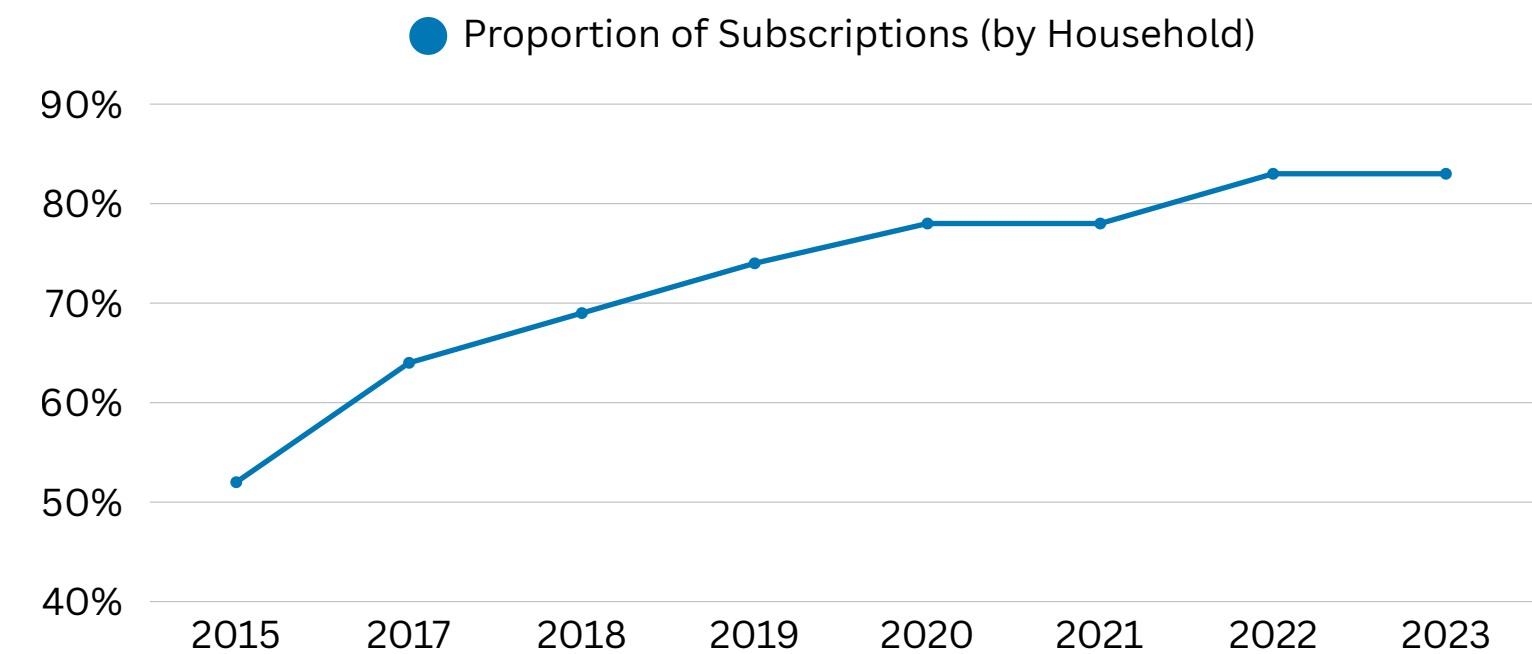
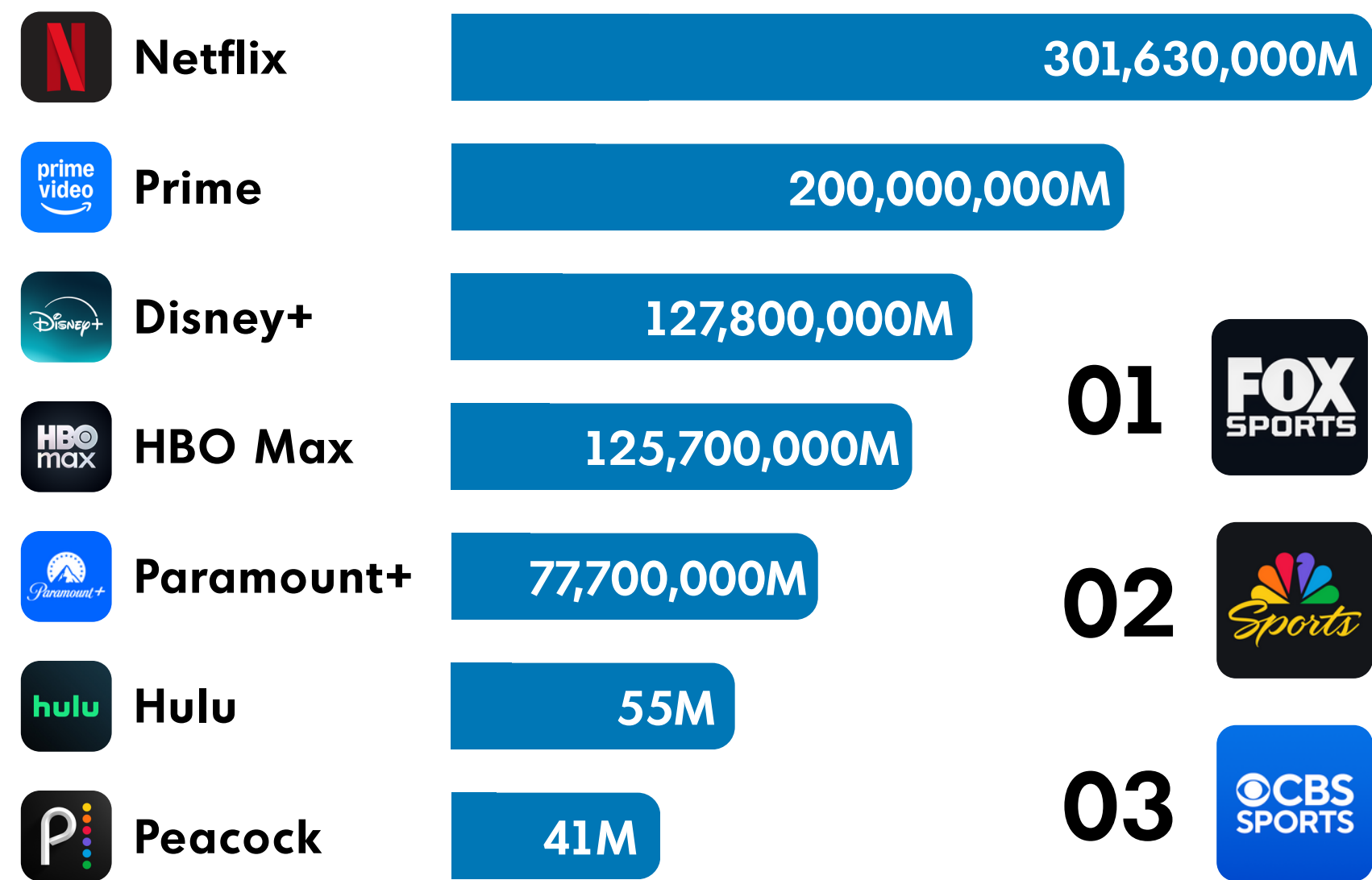


Together, they showcase the scale and diversity of sports culture in the U.S., anchoring Peacock to moments that dominate February's cultural conversation. Their inclusion ensures the campaign goes beyond a single property and instead elevates Peacock as the ultimate destination for the month's biggest moments in sports.

# Market Analysis

February features major sports events like the Olympic Winter Games, Super Bowl, and NBA All-Star Weekend, attracting millions of viewers. This concentration provides Peacock a unique chance to engage sports fans, especially as more consumers prefer streaming for on-demand access, positioning Peacock as a key platform for premium sports content.

The sports streaming market is highly competitive, featuring traditional networks and streaming services. However, none provide consolidated access to major events like the Olympic Winter Games, Super Bowl, and NBA All-Star Weekend. Peacock's exclusive rights to these events give NBCUniversal a significant edge, enabling them to attract more subscriptions and dominate the February sports window. By utilizing its unique content and a strategic marketing campaign, Peacock can differentiate itself and achieve sustained audience engagement.





# Campaign Objectives

**01 Drive viewership on Peacock.**

**02 Elevate Peacock as the ultimate home for sports.**

**03 Engage advertisers with unique activations.**

## Advertising Objectives

The campaign aims to establish Peacock as the top choice for sports fans by promoting its exclusive coverage of events like the Olympic Winter Games, Super Bowl, and NBA All-Star Weekend. It will showcase Peacock's flexible streaming options, multi-platform access, and premium live sports content, differentiating it from competitors and emphasizing its value for major sporting events.

## Advertising Goals

The campaign's main goals are to increase Peacock viewership by promoting exclusive sports content, enhance the brand's image as a top sports platform, and engage advertisers with innovative initiatives. These efforts aim to boost subscriptions, strengthen brand loyalty, and position Peacock as a leader in sports streaming.





# Target Market

## Primary Audience

18–45 (Millennials & Gen Z)

Skews slightly male (55% M / 45% F)

U.S. (urban & suburban, high concentration)

## Primary Audience

Passionate about live sports, “can’t-miss”

Socially connected — active on social media

Cord-cutters & streamers — rely on digital

# Advertising



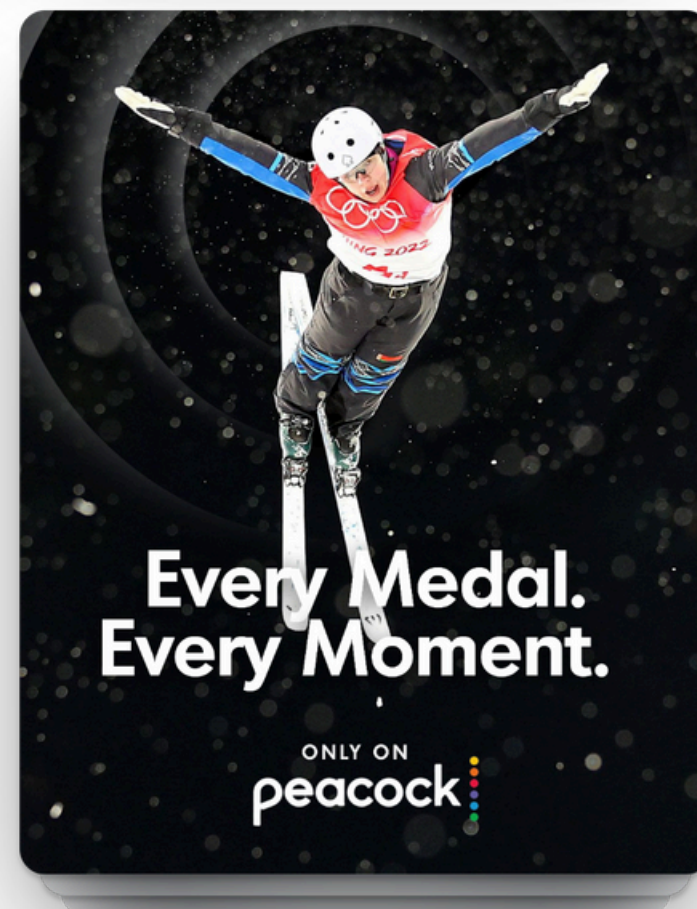


In February 2026, the Super Bowl, NBA All-Star Game, and Winter Olympics will converge for the first time, creating an unprecedented lineup of global sporting events. This campaign graphic brings the three together under one unified identity: “The Biggest Month in Sports.” By featuring football, basketball, and Olympic imagery side by side, the design emphasizes both the variety and the magnitude of this once-in-a-generation moment.

The main phrase communicates the campaign message while the sports visuals showcase the breadth of Peacock’s coverage. This graphic can be adapted across multiple platforms including billboards, social media, digital display, and print. Whether seen in a crowded transit hub, on a phone screen, or in a magazine, the message remains consistent—February 2026 is set to be the biggest month in sports history, and Peacock is the platform where fans can experience it all.







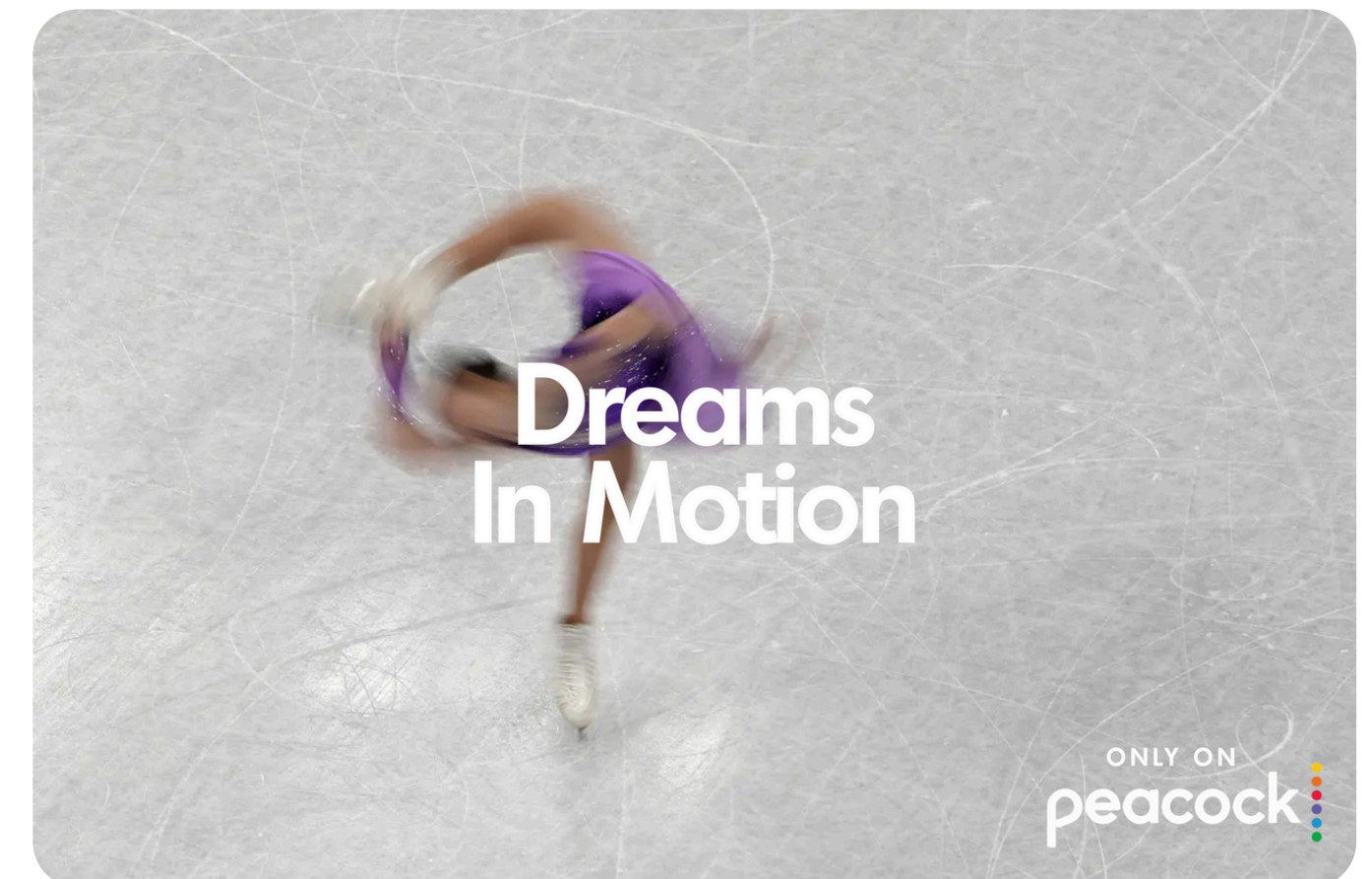
Peacock will advertise directly to fans through high-impact social media campaigns during the Winter Olympics. With platforms like Instagram, X, and Facebook driving conversation around the Games, Peacock will be positioned at the center of engagement. By pairing bold athlete imagery with the copy “Every Medal. Every Moment.”, these ads communicate the promise of complete, uninterrupted Olympic coverage in one place.

The visuals highlight dramatic, in-action Olympic moments such as a skier mid-jump and an alpine racer in motion, instantly capturing attention in fast-scrolling feeds. The clean, consistent branding ensures Peacock remains recognizable while amplifying the excitement of the Games. These ads will resonate with both casual viewers and passionate sports fans, reminding audiences that Peacock is the destination to watch the triumphs, stories, and drama unfold live. By meeting users on social platforms where they already follow Olympic news, Peacock builds awareness, engagement, and loyalty throughout the Games.



Peacock will expand its Winter Olympics campaign through a visually striking series titled “Dreams in Motion.” This campaign highlights the speed, precision, and determination of Olympic athletes as they chase lifelong ambitions on the world’s biggest stage. With blurred backgrounds and crisp athlete imagery, the creative emphasizes both the physical intensity of competition and the emotional journey of pursuing a dream.

The clean, bold copy—“Dreams in Motion”—paired with the Peacock brand mark, makes these ads adaptable across billboards, transit hubs, airport signage, print publications, and digital platforms. By aligning the aspirational storytelling of Olympic dreams with Peacock’s promise of accessibility, these executions resonate with audiences on an emotional level while reinforcing Peacock as the exclusive home for Olympic coverage. Whether commuters spot them on the move, travelers see them in transit, or fans engage online, the message is clear: Peacock connects viewers directly to the heart of the Games.









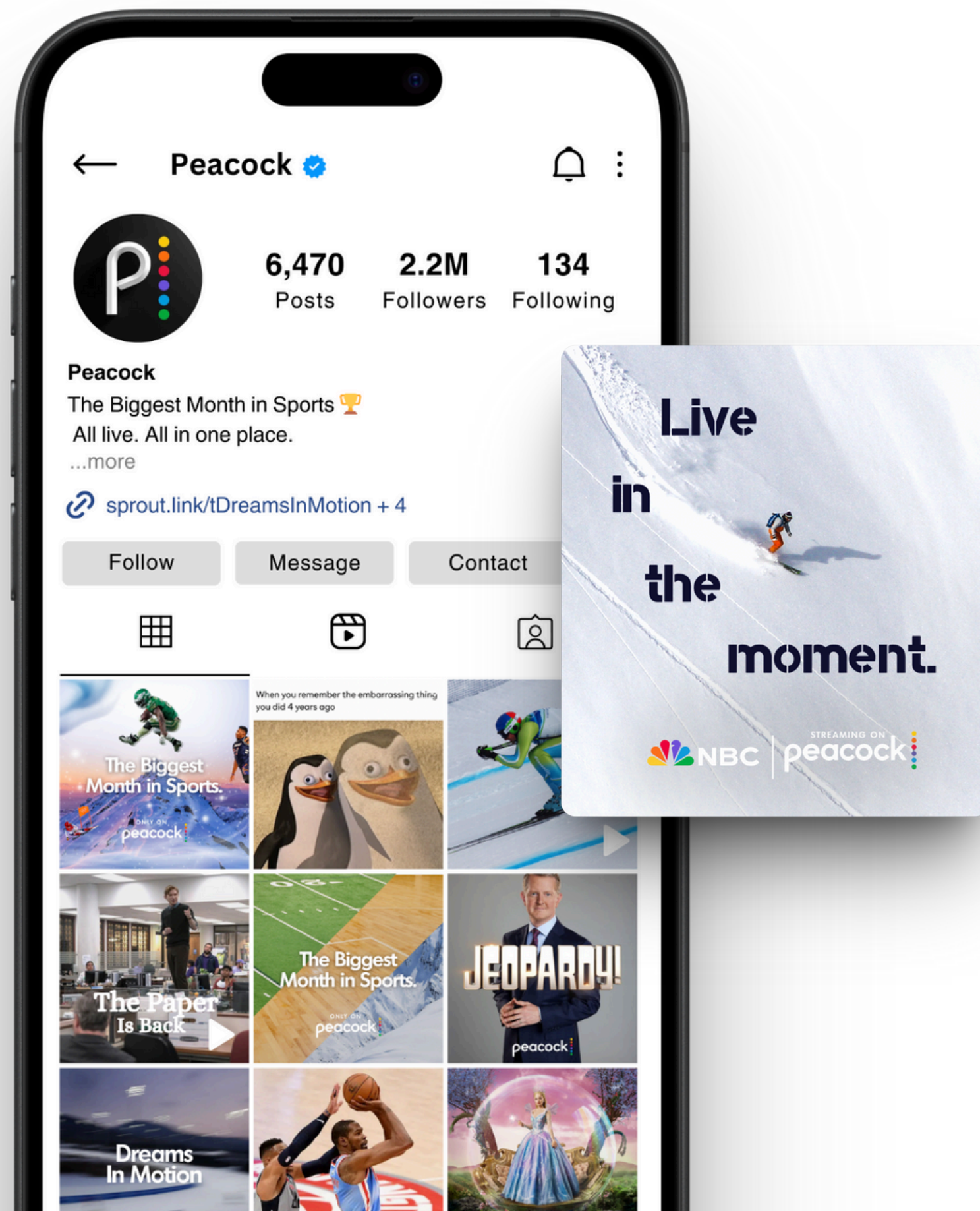
# Social Media



# Peacock-Owned Socials

Peacock's social channels will serve as the central hub for The Biggest Month in Sports, unifying all sub-campaigns under one brand voice. Content will highlight each tentpole — from the inspirational Dreams in Motion stories of Olympic athletes, to the Every Medal, Every Moment promise of complete Games coverage, to marquee cultural moments like the Super Bowl and NBA All-Star.

By leveraging Instagram, TikTok, X, and Facebook, Peacock will deliver a mix of short-form highlights, behind-the-scenes athlete content, interactive polls, and shareable clips that reinforce Peacock as the home of every major sports moment in February. Each platform activation ladders back into the larger campaign while ensuring tailored storytelling that meets fans where they are.





# Amplification Across NBCU

Beyond Peacock-owned channels, The Biggest Month in Sports will extend across NBCUniversal's full sports portfolio. Assets will be adapted and amplified on NBC Olympics, NBC Sports, and Football social accounts, each carrying a clear Peacock tag and call-to-action. This ensures fans engaging with any NBCU sports property are consistently guided back to Peacock as the streaming destination. The cross-platform approach maximizes reach, builds consistency, and reinforces Peacock's role at the center of the sports conversation.

@nbc

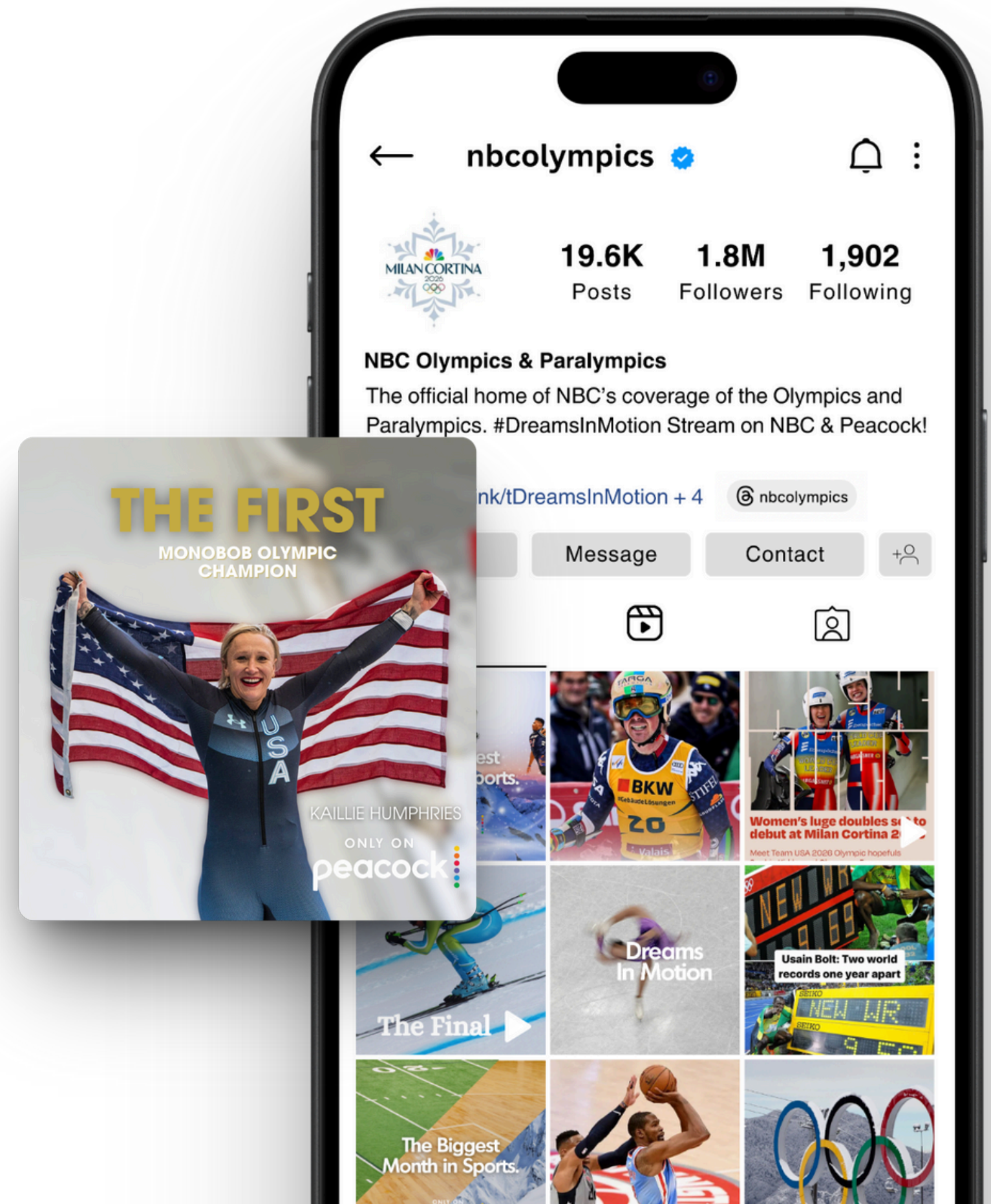
@nbcsports

@nbcolympics

@snfonnbc

@nbaonnbc

@nbcuniversal





# Commercials

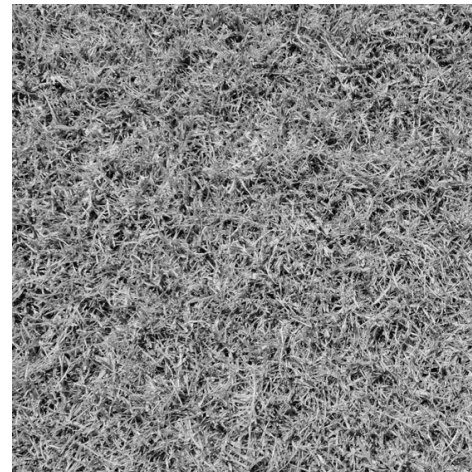
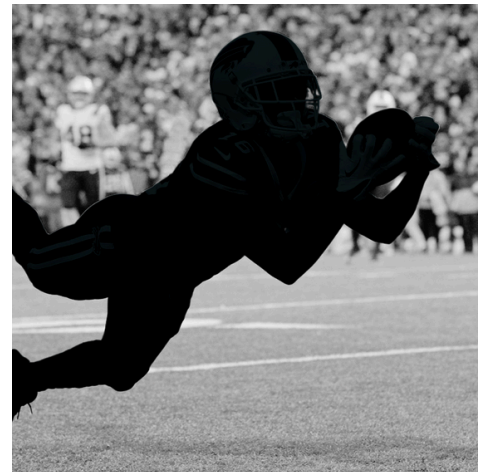






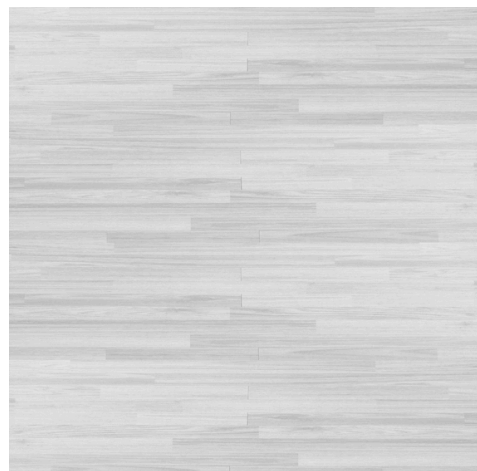
## 1. Winter Olympics – Mountain to Ice Hockey

The camera starts at the top of a snow-covered mountain, following a skier as they race down the slope. The motion transitions seamlessly into an ice hockey rink, where a player slaps the puck directly toward the camera, pulling viewers into the action.



## 2. Super Bowl – Football Impact

The puck’s motion morphs into a football soaring through the air. It lands in a stadium where a player crashes into the grass, the crowd roaring around him, capturing the energy and excitement of America’s biggest game.



## 3. NBA All-Star – Slam Dunk Reveal

The camera follows a basketball flying through the air after a pass, landing in a player’s hands. He jumps and slams it home, sending the ball crashing into the screen as bold text splashes across: “The Biggest Month in Sports.”



# Activations







# Peacock Winter Games AR Experience

Step into the excitement of the Winter Games with Peacock's immersive AR camera experience. Fans can place themselves right on the slopes with interactive backgrounds, falling snow, and Olympic energy all around. Toggle between Alpine Mode and Winter Mode to customize your scene, capture your moment, and share it with friends. Every medal, every moment —now you're part of it.

This activation connects fans directly to the Games, driving engagement and shareability across social media. By blending cutting-edge AR technology with Peacock's exclusive Olympic coverage, it transforms viewers into participants—making Peacock not just the place to watch, but the place to be.



# Times Square Digital Billboards

During the Olympic Games, Peacock will take over one of the most iconic advertising spaces in the world, Times Square in New York City. With massive digital billboards featuring the campaign line “Every Medal. Every Moment.”, the creative will spotlight Olympic athletes in peak action while reinforcing Peacock as the streaming home for all Games coverage.

This method guarantees millions of impressions daily, targeting not only New York locals and commuters but also the global audience of tourists who make Times Square a must-visit destination. By aligning the Olympic spirit with the cultural energy of Times Square, Peacock ensures the Games are positioned as more than a sporting event. They become a shared cultural moment, streamed live for everyone.







## Countdown to Milano-Cortina 2026 Winter Olympics

Presented by Peacock

**169**  
DAYS

**9**  
HOURS

**29**  
MINUTES

**15**  
SECONDS



# Peacock Winter Countdown Clock

To build anticipation for the 2026 Winter Olympics, Peacock will debut an interactive digital countdown clock on its website and app. Designed with winter-inspired visuals and Peacock's signature brand colors, the clock will feature a frozen, ice-like interface that dynamically ticks down to the Opening Ceremony.

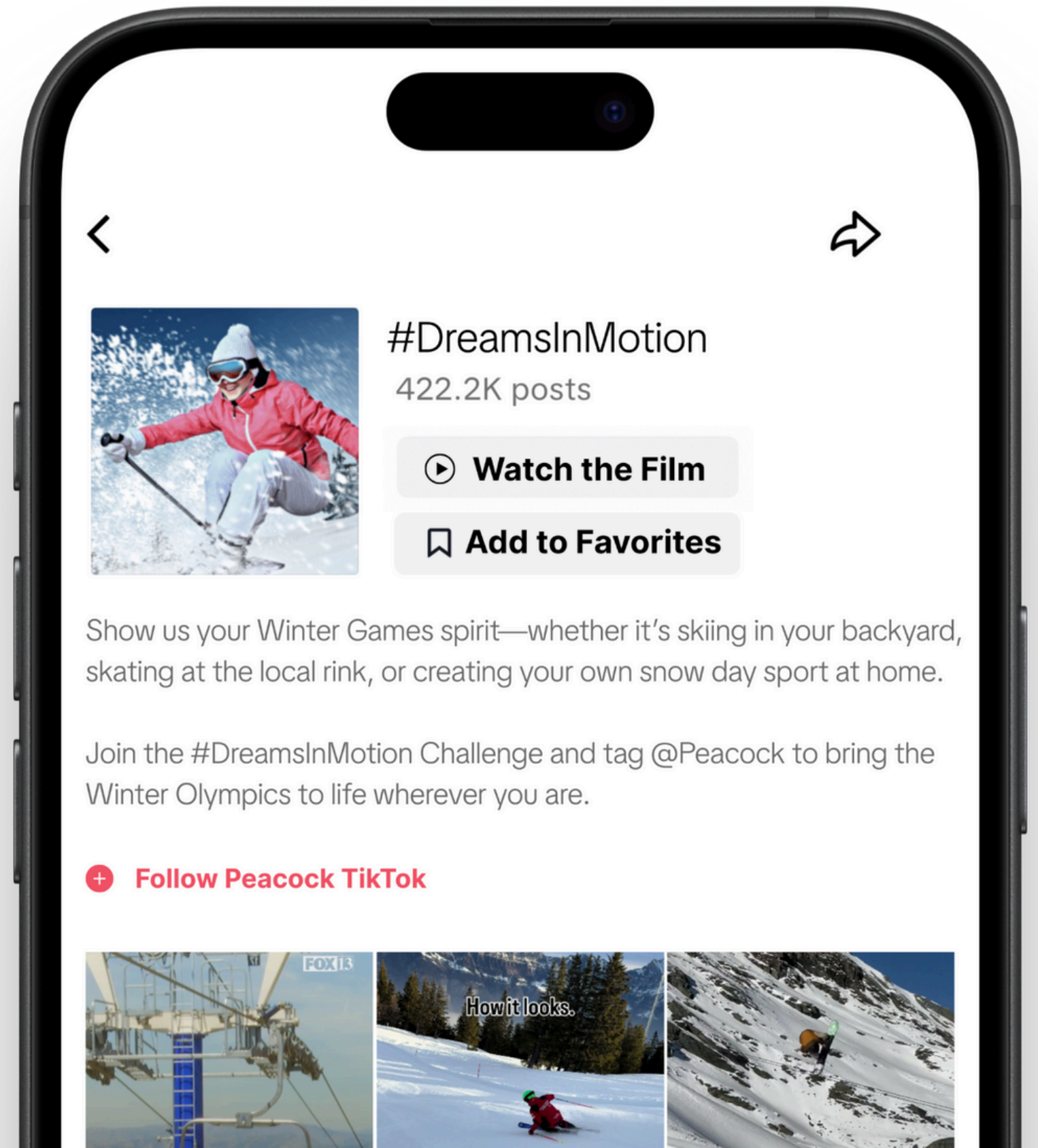
Fans can interact with the clock by sharing it directly to social media with the hashtag #DreamsInMotion and setting reminders to tune in when the clock hits zero, or by changing its theme. By combining sleek design with shareable functionality, the countdown clock transforms a simple digital tool into a fan-driven activation, encouraging audiences to celebrate the journey toward Milano-Cortina 2026 together.



# TikTok Hashtag Challenge

For the Winter Olympics, Peacock will launch a TikTok challenge called *#DreamsInMotion*, inviting fans to showcase how they bring the spirit of winter sports into their own lives. Whether it's recreating skiing in the backyard, skating at a neighborhood rink, or inventing fun “at-home” Olympic moments, users will be encouraged to capture their creativity and post under the hashtag.

To kickstart momentum, Peacock will partner with popular TikTok creators, athletes, and NBC talent to post their own versions of the challenge—combining humor, skill, and inspiration. This ensures immediate reach across multiple demographics while tying back to the excitement of the Winter Games.





# peacock Skills Zone



# Peacock Skills Zone Pop-Up

Peacock will launch the Skills Zone, an immersive pop-up experience where fans can step into the action and test their athletic abilities. Inside a branded tent, visitors will rotate through three fan-favorite sports represented on Peacock: basketball, hockey, and football. Guests can shoot hoops, take a slapshot, or throw a football through a goalpost, all while being surrounded by vibrant Peacock branding.

The Skills Zone ties physical participation to Peacock's sports streaming lineup. By touring key cities, college campuses, and major sporting events, the activation will generate buzz, encourage social sharing, and build a direct emotional connection between Peacock and the thrill of competition. Fans walk away not only entertained, but also with a lasting association of Peacock as the ultimate destination for live sports.



# Mockups







01



02





03



04





05

**Subway Signage**  
01

Winter Olympics athletes are showcased in subway signage with the tagline “Every Medal. Every Moment.” This emphasizes that these exciting moments and exclusive coverage can only be found on Peacock.

**Dreams In Motion**  
02

The billboard features dynamic images of winter athletes in action with the tagline “Dreams in Motion.” It highlights their achievements on the world stage, capturing the excitement and inspiration of the Winter Games.

**Magazine Advert**  
03

This ad promotes February as “The Biggest Month in Sports” by featuring icons from the Super Bowl, NBA All-Star, and Winter Olympics. It highlights the excitement of these events and Peacock's exclusive access, positioning it as the premier choice.

**Biggest Month**  
04

The billboard showcases vibrant sports scenes to symbolize February's key sporting events. Titled “The Biggest Month in Sports”.

**Bus Decal**  
05

The bus wrap promotes “The Biggest Month in Sports” with vibrant visuals, emphasizing that these marquee events are exclusively available on Peacock. It's an eye-catching way to deliver February's sports excitement to the streets.



# Budget

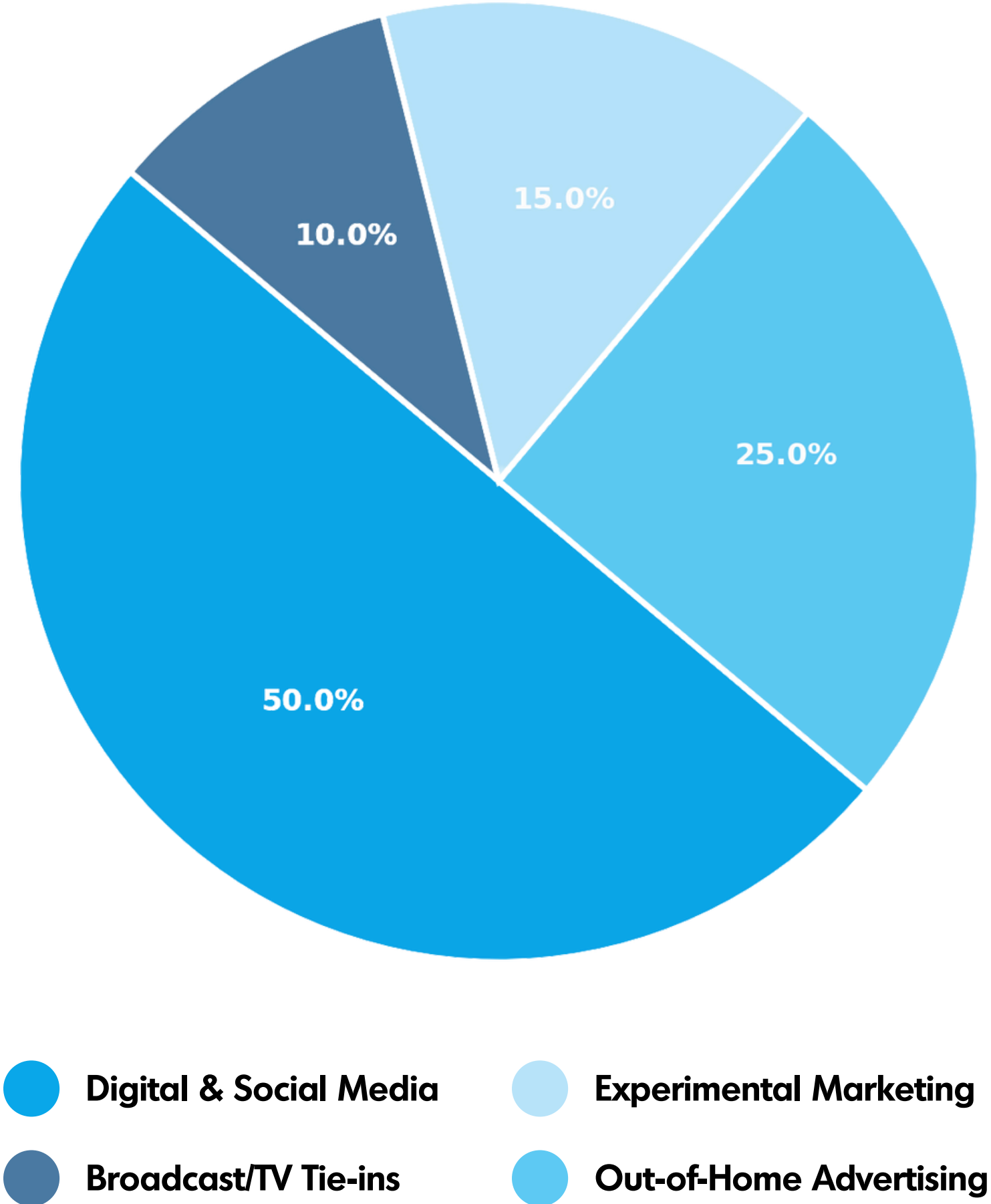




# Campaign Budget Overview

The campaign budget is strategically designed for effectiveness and financial responsibility, maximizing impact across key channels. By investing in digital, social media, out-of-home advertising, experiential marketing, and broadcasting, it reaches audiences across various platforms. This approach balances high-reach initiatives with targeted experiences, ensuring optimal use of funds to drive subscriptions and viewership.

Category	Minimum	Maximum
Digital & Social Media	\$63,750	\$450,000
Broadcast / TV Tie-ins	\$8,100,000	\$8,300,000
Experimental	\$20,000	\$65,000
Out-of-Home	\$260,800	\$779,500
Overall Budget	\$8,444,550	\$9,594,500





# The Biggest Month In Sports.

*Stream it all live on Peacock — Starting February 6, 2026*

