



PRSSA 2026 BATEMAN CASE STUDY COMPETITION PROJECT BRIEF **(as of 10/16/26)**

THE CLIENT:

Peacock is NBCUniversal's ultimate streaming playground, bringing together culture-defining entertainment, pulse-pounding live sports and breaking news – all in one place. It's the home of current hits from NBC and Bravo (hello, *Law & Order* and *Real Housewives!*), buzzworthy Peacock Originals, and blockbuster films from Universal Pictures, DreamWorks, Illumination and Focus Features. Plus, its deep content vault is packed with fan-favorites like *The Office* and 50+ iconic years of *Saturday Night Live*. Peacock is an absolute powerhouse when it comes to live sports, bringing fans front-row action for the Olympic and Paralympic Games, NFL, Premier League, NBA, WNBA and MLB.

THE CHALLENGE:

Millions of fans come to Peacock for live sports but the experience doesn't have to end when the game does. We're challenging students to unleash bold, creative communications campaigns that channel the hype, momentum, and pure passion of live sports to introduce fans to Peacock's massive lineup of films, series, and next-day NBC and Bravo streaming.

OBJECTIVES:

- **Adoption & Intent to View:** Turn game-day streamers into daily binge-watchers! Hype up designated content titles to fans using heavy-hitter titles (*The Office*, *Parks & Rec*, *Brooklyn Nine-Nine*, *Psych*, *30 Rock*, *Chicago PD/Fire/Med*, *Superstore*, and *SNL*). Leverage sports audiences to increase engagement and drive discovery and viewership across our entertainment portfolio.
- **Campus & Youth Engagement:** Win over college campuses by showing students the ultimate "what to watch next" lineup. Build hype through watch parties, campus culture, and trendsetting activations that make Peacock the background, and foreground, of student life.
- **Cross-Content Mashups:** Craft compelling and innovative PR and promotional plays that connect the thrill of the game to blockbuster movies, Bravo drama, and comedy gold, positioning Peacock as a complete, all-in-one entertainment destination.



JUDGING AND ASSESSMENT:

Winning campaigns will shine by showing off:

- **Strategic Insight:** Sharp insights into student viewing behavior, streaming habits, and campus culture.
- **Seamless Content Crossovers:** Authentic, fun tactics that hype up designated titles and next-day NBC/Bravo shows without missing a beat.
- **High-Octane Multichannel PR:** An intentional mix of viral social campaigns, earned media, campus activations, influencer hype, and hands-on experiences.
- **Measurable Impact:** Show us real metrics for reach, brand hype, engagement, and content discovery.

RESOURCES:

- **Peacock Brand & Platform Assets:** Platform logos, media kits, key art, and approved brand messaging guidelines.
- **Content Catalog Guides:** Curated and approved lists of spotlighted NBC Universal library titles, Bravo series, Peacock Originals, and Universal Pictures film releases available for campaign integration.
- **PRSSA Campaign Toolkits:** Guidelines on media outreach permissions, campus event protocols, and brand safety standards.
- **Student & Adviser Support:** Dedicated PRSSA and Peacock coordination teams for competition inquiries and technical submission details.
- NBC Universal reserves the right to review and approve campaign materials in advance of execution.