



JCPenney

JIMMY
Kimmel
LIVE!



2025 Campaign Effectiveness Recap

Thank You For
Your Partnership!



Disney Advertising

AGENDA

A photograph of a JCPenney store sign. The sign is made of large, white, three-dimensional letters mounted on a bright red wall. The letters are slightly angled, giving a sense of depth. The background is a dark blue gradient on the left side of the slide.

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Campaign Overview

EDO

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Cint

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— Campaign Recall

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Recommendations

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PLAN DELIVERY VS. GOAL



JCPenney's Campaigns Delivered To Goal Across Platforms

LINEAR

JCPenney NBA 2Q'25 SCT: 96%

JCPenney Late night 2Q'25 SC: 102%

99 Average Linear Delivery Index

STREAMING

JCPenney D+: 100%

JCPenney DSE: 99%

100 Average Streaming Delivery Index

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CAMPAIGN OVERVIEW



CROSS-PLATFORM
LINEAR + STREAMING + SOCIAL

JIMMY
Kimmel
LIVE!

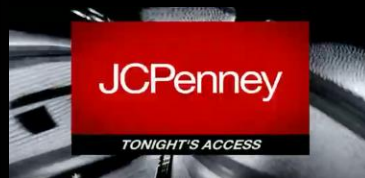
abc hulu



JCPenney's 360
Custom Content
Sponsorship:
Continuity Provided
More Opportunities To
Connect With The
Brand's Message



NBA
TODAY
ESPN



Jimmy Kimmel Live!
& Guillermo
Handles





SEARCH ENGAGEMENT

Vendor Overview

EDO is a leading platform for measuring the immediate impact of TV advertising — across linear and streaming.

EDO's investment-grade data aligns advertising investments to business results - with detailed competitive, category, historical, and predictive intelligence.

Predictive Engagement is EDO's proprietary behavioral measure of consumers' brand engagement in the moments following a TV ad airing.

Engagement is a leading indicator of market share, and an indication of consumer discovery, interest, and intent.

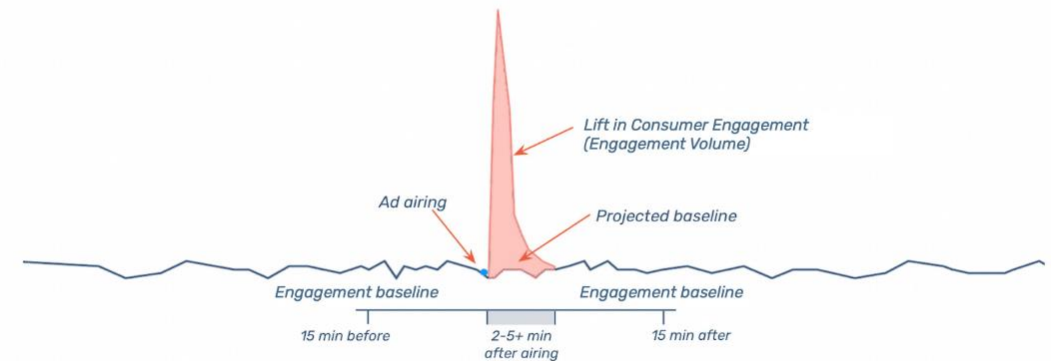
KEY METRICS

- Engagement Rate (ER) = measures ad effectiveness by measuring the relative likelihood that a consumer performed an online action after seeing an ad.
 - ER controls both audience size and ad duration, allowing for an apples-to-apples comparison in ad performance
 - ER is a measure of fair CPM
- Ad Multiplier = number of ad units during primetime broadcast programming to generate the same amount of impact as would be expected from a single TV ad unit during the designated program.

Methodology

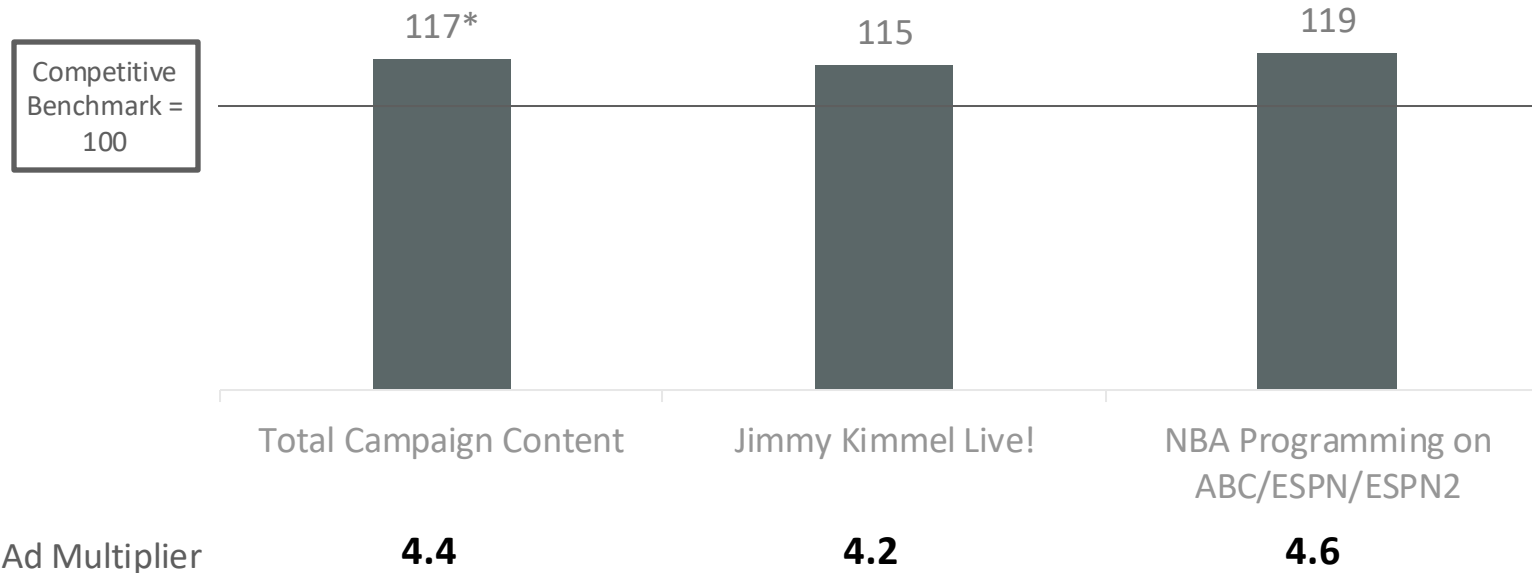
When TV viewers see content that interests or excites them, they pick up a second device and to get more information.

EDO captures this consumer response to TV advertising by measuring these engagements in real-time, analyzing the granular data that precisely attribute consumers' online behavior and content consumption to individual TV ad airings.



JCPenney's Campaign Generated Greater Search and Value Across Entertainment and Sports

Online Search - ER Index (Engagement Rate)



JCPENNEY BENEFITTED FROM CROSS-GENRE CONTENT

***4.4**
Ad Multiplier

It would take 4.4 ads on non-Disney networks in late fringe to equal one JCPenney spot during the campaign in Jimmy Kimmel Live! or NBA programming

Engagement Rate (ER): Relative likelihood that a consumer performed an online action after seeing an ad: i.e., JCPenney's campaign across Jimmy Kimmel Live! and NBA programming were +17% more likely to drive search engagement versus their spots in competitive broadcast & cable programs during late night.




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CROSS-PLATFORM BRAND LIFT

Cint: Brand Lift Study Methodology



Tagging 	Audience 	Survey 	Reporting 
<p>Cint's pixels are appended across devices to identify control and exposed audiences.</p>	<p>Exposed = Ad-supported Disney network viewers exposed to the campaign creatives.</p> <p>Control = Ad-supported Disney network viewers not exposed to the campaign creatives.</p>	<p>Surveys are sent to opt-in respondents via email. Exposed and control viewers are surveyed simultaneously with same survey during the campaign.</p>	<p>Survey data is weighted and stat tested to determine the impact that campaign exposure has on key brand KPIs.</p> <p><i>Lift=Exposed-Control</i> (Lift is directional at 80% confidence & significant at 90% confidence)</p>

Disney Brand Lift Study

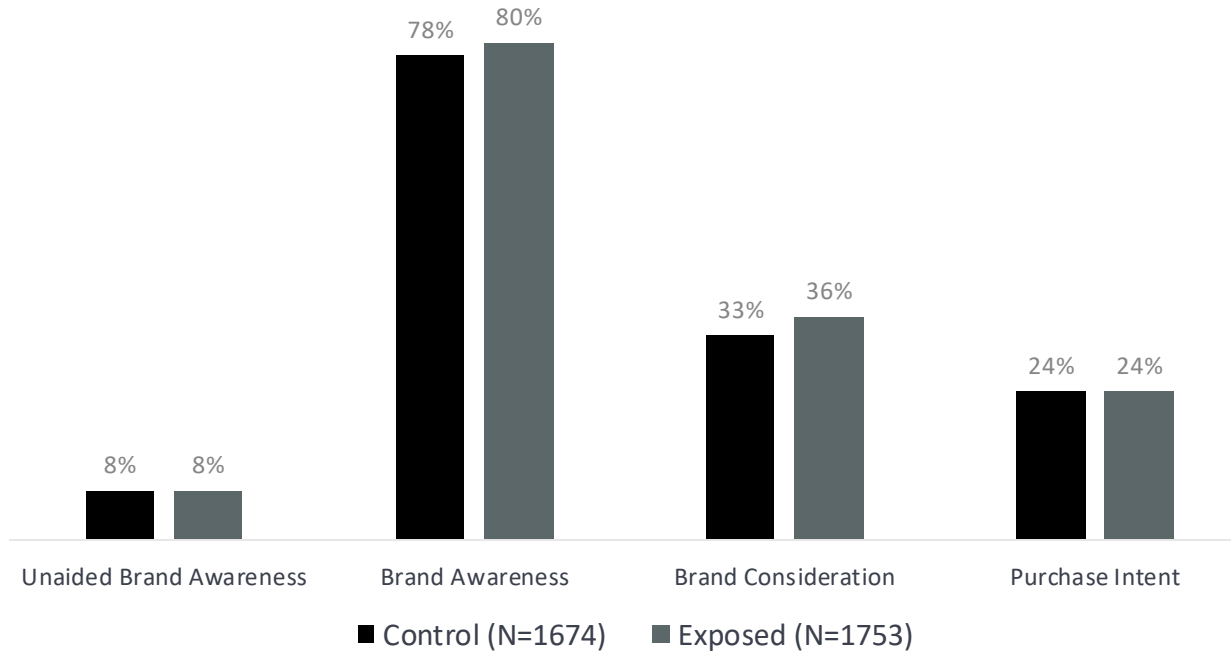
Powered by **Cint**

SURVEY QUESTIONS

Unaided Brand Awareness	Question: When thinking about department stores, which brand comes to mind?
Aided Brand Awareness	Question: Which of the following products have you seen advertised online in the past 7 days? Select all that apply.
Brand Consideration	Question: The next time you are shopping at a department store, which of the following stores are you most likely to consider? Select all that apply.
Purchase Intent	Question: Which of the following brands are you intending to purchase from in the next 30 days? Select all that apply.
Brand Attributes	Question: How strongly do you agree or disagree with the following statements about JCPenney? <ul style="list-style-type: none"> • Offers products that fit my style • Offers good value for the money • I often find items to purchase that weren't on my list (surprise & delight)
Competitive Set	JCPenney** Macy's TJ Maxx Target Marshalls

A18-64 Viewers Had Greater Consideration for JCPenney

$\Delta =$ Exposed - Control	-	-	+3.0	-
Retail Benchmarks	-	2.14	0.5	-0.30



Brand Attributes

Brand Attributes	Control (%)	Exposed (%)	Δ
Offers products that fit my style	56	59	+3
Offers good value for the money	59	62	+3
I often find items to purchase that weren't on my list (surprise & delight)	50	53	+3

$\Delta =$ Exposed - Control

Significant increase at 90% confidence

Directional increase at 80% confidence

Significant decrease at 90% confidence

No significant change

JCPenney's Content Offered GenZ & Millennials Opportunities to Connect With the Brand's Attributes

Brand Metrics	A 1 8 - 3 4			A 2 5 - 5 4			A 5 5 +		
	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ
Unaided Brand Awareness	6	6	-	7	7	-	12	13	-
Brand Awareness	76	77	-	75	78	+3	93	90	-
Brand Consideration	31	36	+5	33	36	+3	33	37	+4
Purchase Intent	26	26	-	27	26	-	18	17	-
Brand Attributes									
Offers products that fit my style	53	59	+6	56	59	+3	62	58	-
Offers good value for the money	56	62	+6	58	61	+3	67	63	-
I often find items to purchase that weren't on my list (surprise & delight)	49	55	+6	52	55	+3	45	46	-
Sample Size	639	630		1231	1217		466	732	

Δ = Exposed - Control

Significant increase at 90 confidence

Directional increase at 80 confidence

Significant decrease at 90 confidence

No significant change

JCPenney's Content Across Platforms Prompted Greater Brand Awareness & Relationship With Brand Value

Brand Metrics	Cross Platform		
	Ctrl (%)	Exp (%)	Δ
Unaided Brand Awareness	8	6	-
Brand Awareness	76	79	+3
Brand Consideration	32	33	-
Purchase Intent	24	24	-
Brand Attributes			
Offers products that fit my style	56	58	+3
Offers good value for the money	59	62	+3
I often find items to purchase that weren't on my list (surprise & delight)	50	54	+4
Sample Size	1674	555	

Δ = Exposed - Control

Significant increase at 90 confidence

Directional increase at 80 confidence

Significant decrease at 90 confidence

No significant change

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JCPENNEY'S
STORYTELLING CONNECTED
WITH VIEWERS IN
JIMMY KIMMEL LIVE!



Audiences Were Tuned In to Jimmy Kimmel Live!

LINEAR & DIGITAL

7.2M P25-54 Reached during the campaign across platforms, +10% YoY

111M Minutes spent watching Jimmy Kimmel Live! on Hulu (April-May)

SOCIAL

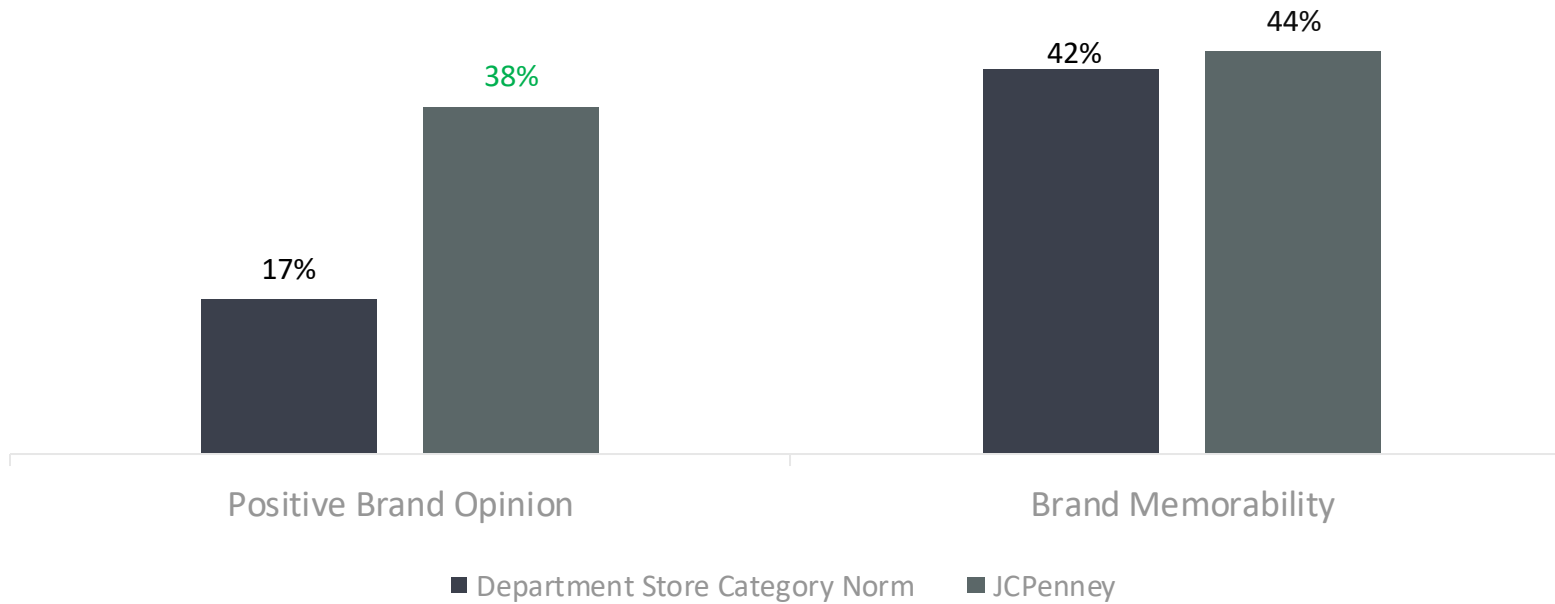
Top 3 Most Social ABC Program during the campaign (3.3M total interactions)

+37% More social video views vs. the same weeks last year (18.6M vs. 13.6M YAGO)



A25-54 Viewers Had a Higher Opinion of JCPenney After Seeing Custom Content in Jimmy Kimmel Live!

JCPenney Custom Content in Jimmy Kimmel Live! on ABC
vs. The Department Store Category Norm (Excl. JCPenney) on Broadcast & Cable
A25-54



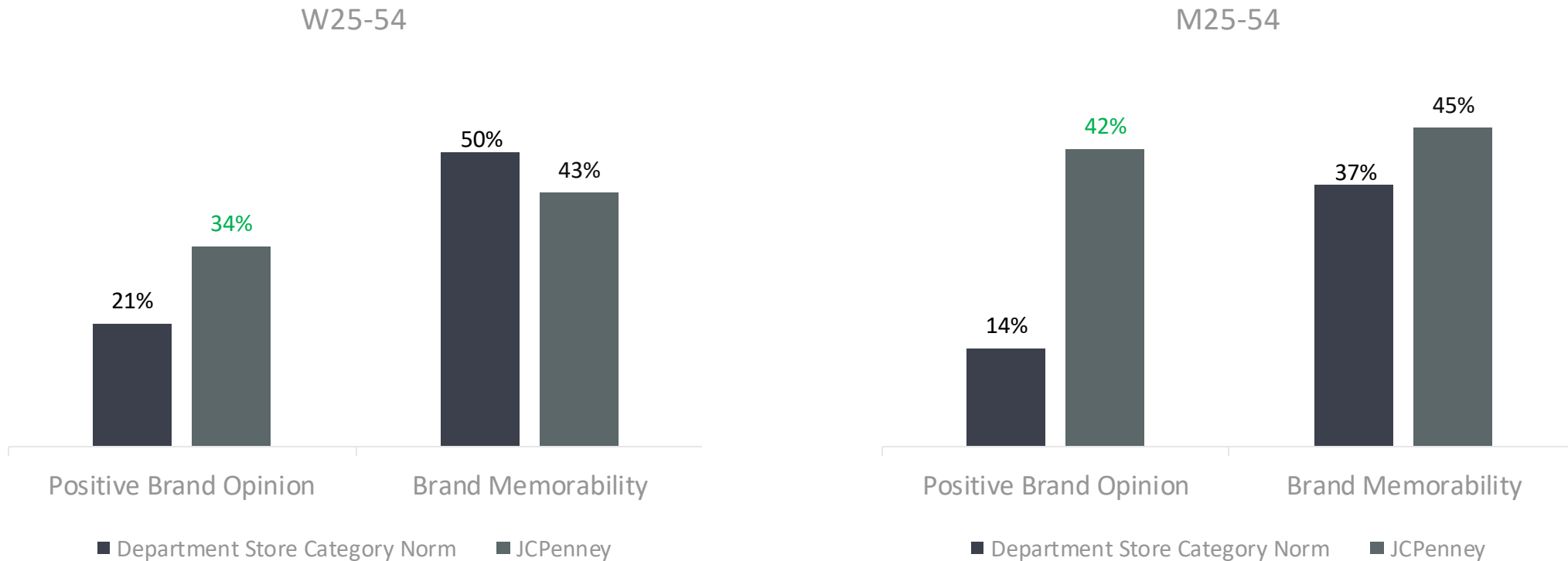
Custom Content



Source: Phoenix MarketCast. JCPenney IPPs in Jimmy Kimmel Live! on ABC Base P25-54 (N=182) vs. Department Store Category Norm (Excl. JCPenney) on Broadcast & Cable. Base P25-54 (N=1,881).
Green indicates statistical significance at 90% confidence. Blue indicates statistical significance at 80% confidence.

Both Female and Male Viewers Aged 25-54 Had a Higher Opinion of JCPenney After Seeing Custom Content in Jimmy Kimmel Live!

JCPenney Custom Content in Jimmy Kimmel Live! on ABC
vs. The Department Store Category Norm (Excl. JCPenney) on Broadcast & Cable





LISTENFIRST

SOCIAL ENGAGEMENT

Vendor Overview

● One Tool with All Cross-Channel Analytics

Earned, organic, and paid analysis spanning all social platforms, and every aspect of social marketing, to provide a single source of truth across brands and teams to make informed decisions.

● Verified, Actionable Insights

Content, competitor, video, influencer, audience, partner, and brand lift insights to help brands drive objectives from social.

● On-Demand Social Strategy & Expertise

ListenFirst's domain and industry expertise for reporting delivers a unique social intelligence to optimize strategies.

Methodology

● Methodology

- Analyzes owned, earned, organic, and paid social—including industry-level data benchmarks authenticated from thousands of brands.
- The platform is designed to give brands the most complete view of their customer and performance, analytics to drive business outcomes, and insights to guide decision-making.
- Social Listening (OTS) & Sentiment Analysis feature gives a complete picture of all conversations surrounding your brands across Earned Comment Responses (publicly available data on Comment Responses) to Owned posts and user-generated Conversation mentioning your tracked search terms and hashtags.
- The platform can also search for any custom string on Twitter via the Instant Analysis Tool capabilities perform an on-demand Sentiment analysis against it.

Platform	Actions Counted	In-Feed Posts			Ads
		Organic Actions on Organic Posts	Organic Actions on Boosted Posts	Paid Actions on Boosted Posts	Paid Actions on Dark Posts
Facebook	Like, Reaction, Share, Comment	✓	✓	✓	⊘
Twitter	Like, Reply, Repost	✓	✓	✓	⊘
Instagram	Like, Comment	✓	✓	⊘	⊘
YouTube	Like, Comment	✓	✓	✓	⊘
TikTok	Like, Comment, Share	✓	✓	✓	⊘

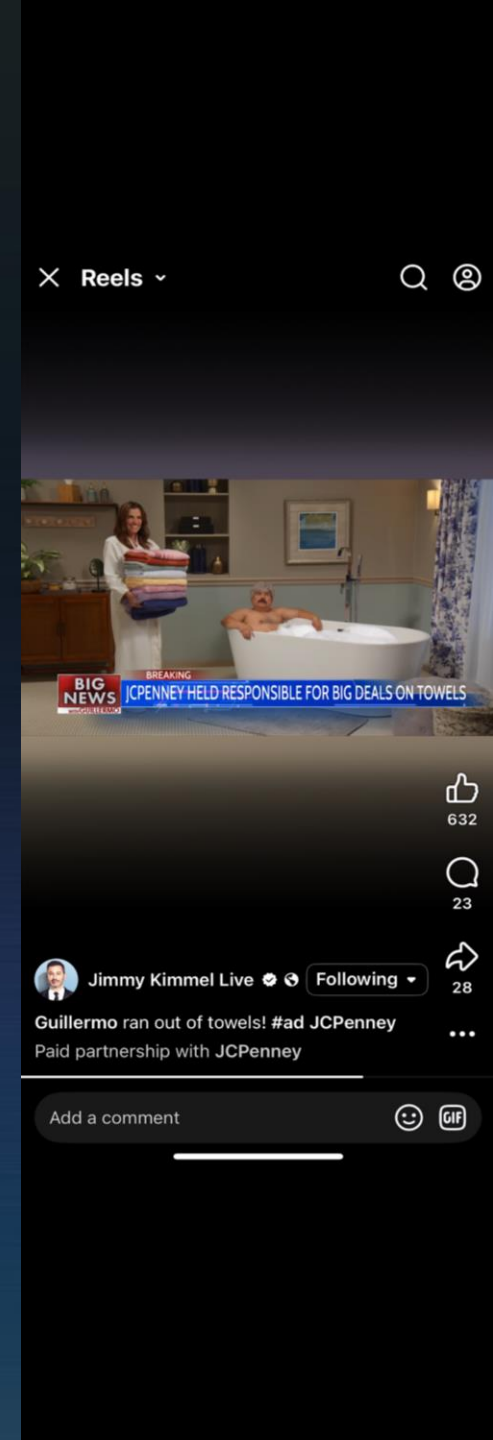
It was a Really Big Deal for Fans to See JCPenney On Jimmy Kimmel Live! Social Handles

“Jimmy, you're a genius! This had me laughing out loud! I love Guillermo's reactions, priceless! Can we get more of these hilarious sketches?”

“Is there a sale??? At Penney's???”

“We love Jimmy Kimmel's show .Thank you so much for enlightening our life.”

“I love Jimmy & Guillermo. So wonderful!!!!!!”



Strong Average Engagement and Positive Sentiment For JCPenney's Paid Social Campaign

10,410 Total Engagements

(7,966 Jimmy Kimmel Live!; 2,444 Guillermo Rodriguez)

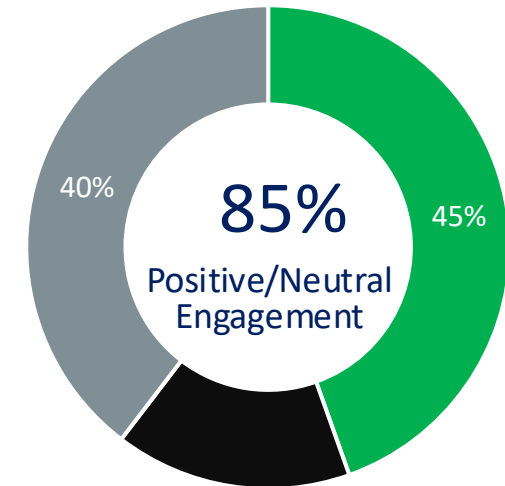
+38% Average Engagements/Post

(JKL Campaign 946 vs. JCPenney Norm: 688)

Top 5 Posts by Engagement



Campaign Sentiment



■ Positive ■ Negative ■ Neutral

+15% Higher Positive Sentiment vs. the Average Post on the Jimmy Kimmel Live! FB/IG Handles During the Campaign

JCPenney's Handles Benefitted From The Jimmy Kimmel Live! Partnership



GREATER ENGAGEMENT FOR JCPENNEY

+ 311% Total Engagements
(+105,584 During the campaign vs. The Period Before The Campaign)



MORE CHATTER DURING THE CAMPAIGN

+ 48% Conversation Volume
(+8,404 Mentions during the campaign)

5X

Increase in New Followers to JCPenney's Handles
During the Campaign (+8,390 Fans)

Source: ListenFirst. Conversation volume: the total number of mentions of a brand, campaign, or topic within a specific timeframe on social media platforms. Period before the campaign: 2/23/25 - 4/8/25

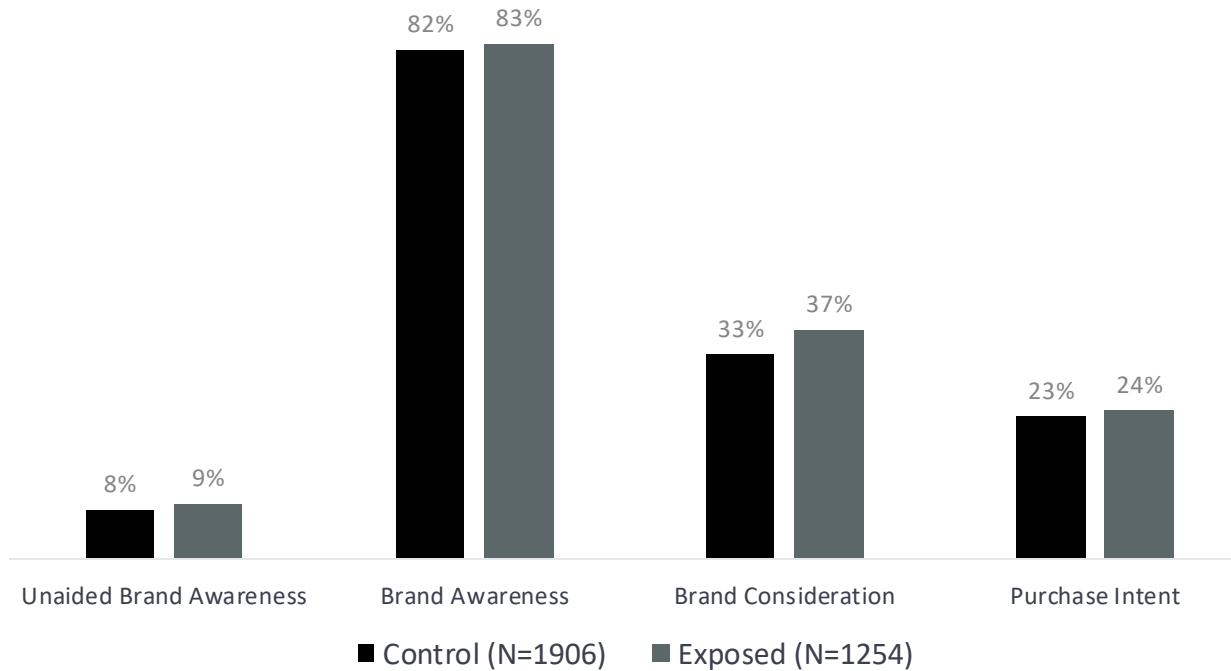
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NBA
PROMPTED
HIGHER
BRAND RECALL

ESPN

JCPenney's Campaign Content In NBA Saw Greater Consideration and Connection With Brand Attributes

$\Delta =$ Exposed - Control	-	-	+4.0	-
Retail Benchmarks	-	2.14	0.5	-0.30



Brand Attributes

Brand Attributes	Control (%)	Exposed (%)	Δ
Offers products that fit my style	57	59	+2
Offers good value for the money	61	62	-
I often find items to purchase that weren't on my list (surprise & delight)	49	53	+4

$\Delta =$ Exposed - Control

Significant increase at 90% confidence

Directional increase at 80% confidence

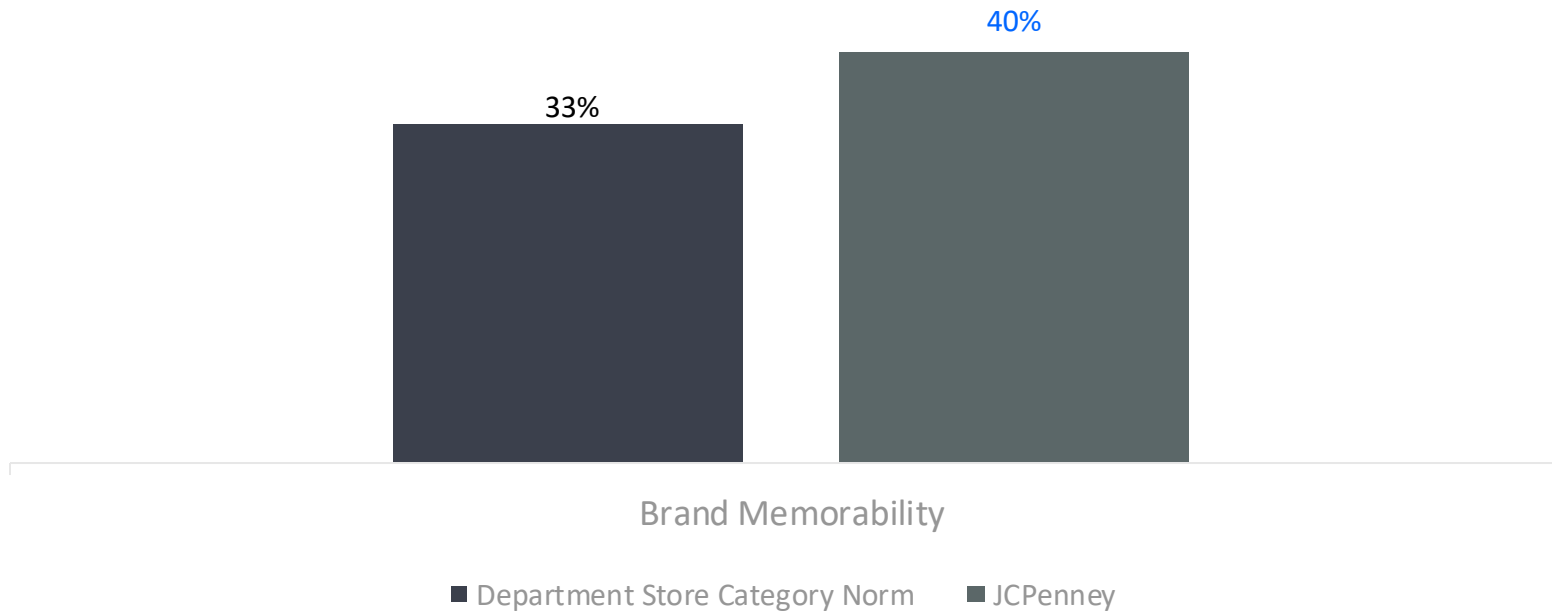
Significant decrease at 90% confidence

No significant change

Source: Cint

JCPenney's Content in NBA Saw Greater Brand Memorability For A25-54

JCPenney Content in NBA Programming on ABC/ESPN
vs. The Department Store Category Norm (Excl. JCPenney) on Broadcast & Cable
A25-54



Game Features

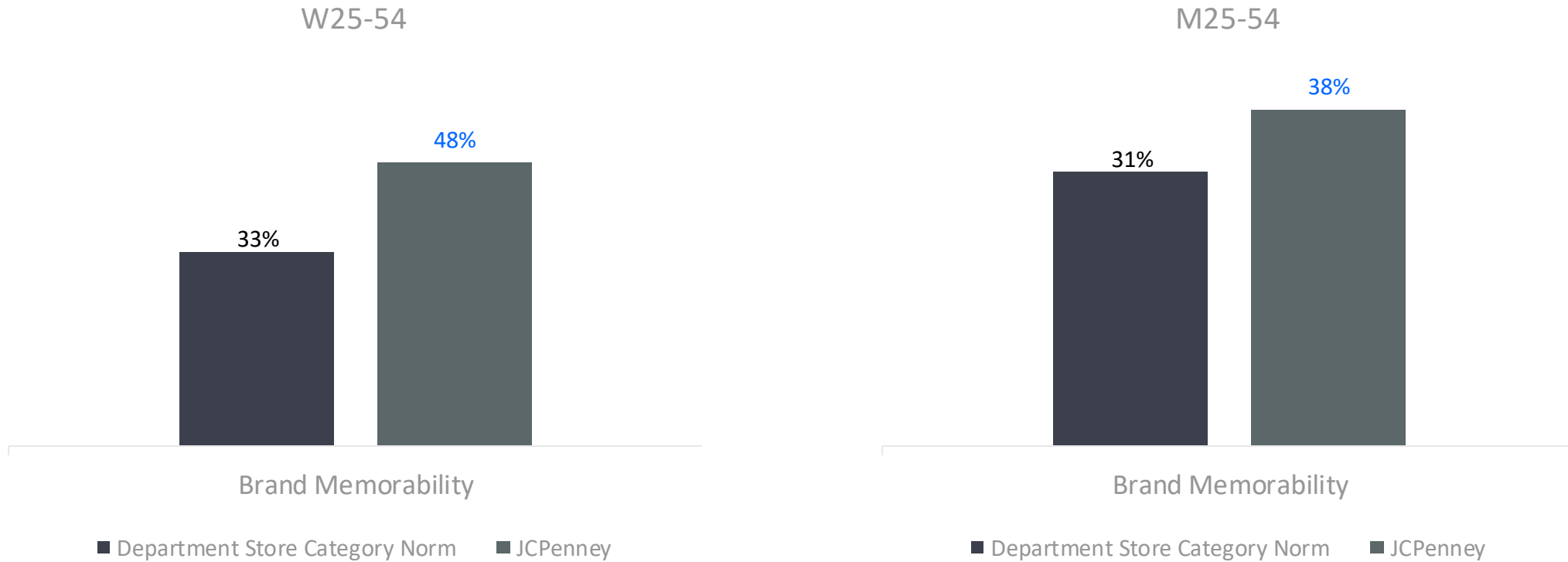


On-Screen Billboards

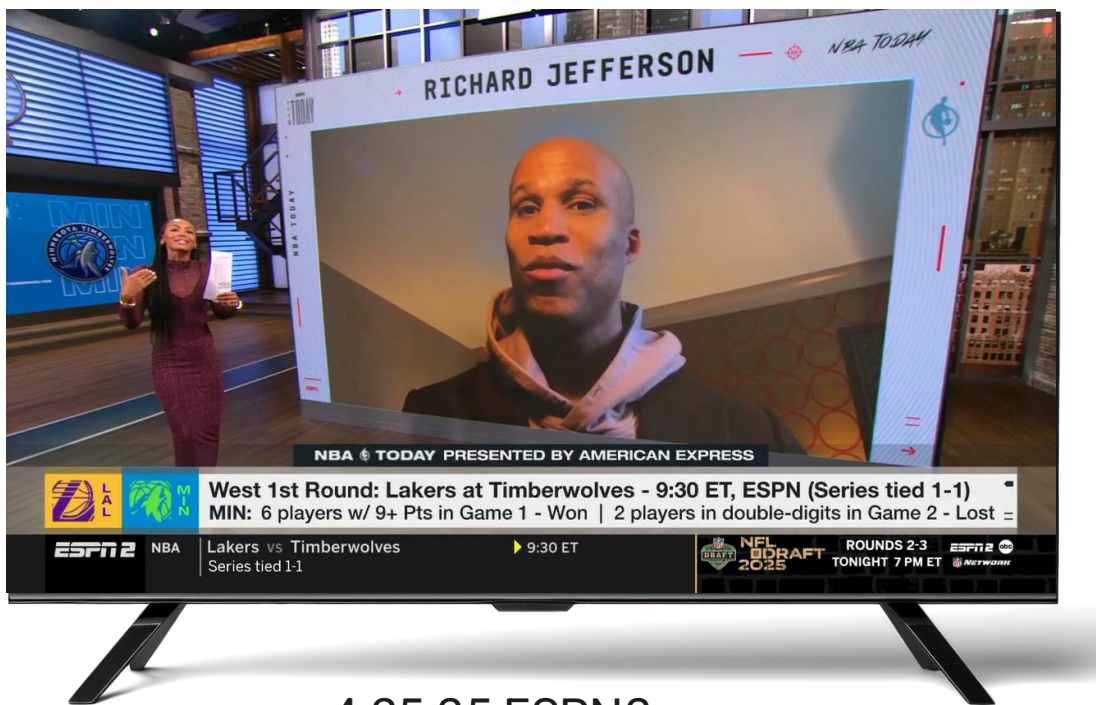


NBA Content Prompted Higher Brand Memorability For JCPenney On Women and Men 25-54

JCPenney Content in NBA Programming on ABC/ESPN
vs. The Department Store Category Norm (Excl. JCPenney) on Broadcast & Cable



Additional Opportunities to Tap Into NBA's New Runway



4.25.25 ESPN2

Tunnel Walk feature



JCPenney Applied Best Practices

✓ Prominent, centralized logos are key

Easily recognizable brands still rely on brand cues, namely logos, in their top performing ads. Using the JCPenney logo in-frame and brand mentions may have impacted awareness and recall.



Looking Ahead To Potential Tactics

Showcase the product in a relatable setting

Showcasing the product in a relevant environment through custom content may help consumers to further build recall.

Calls-to-action to drive lower-funnel tactics

Including at least one call-to-action in the creatives for well-known brands is essential when trying to build the lower-funnel, as upper-funnel gains may be more difficult to achieve for these brands.



Key Takeaways & Recommendations

1

The 360 Execution Made an Impact

Due to the content distribution across platforms and genres, fans of Jimmy Kimmel Live! and NBA had more opportunities to identify and recall the brand.

Continue this content type execution to potentially improve upper funnel KPIs.

2

Custom Content & Unique Storytelling Prompted Connection

Audiences loved the unique storytelling to include Jimmy Kimmel and Guillermo alongside JCPenney. Fans called out the love for talent and seeing great deals.

Continue anchoring executions in talent and strong storytelling that clearly convey brand values to improve upper and mid-funnel KPIs.

3

Include Interactive Elements for Shoppers

JCPenney saw a stronger connection to brand attributes among those that saw the campaign and audiences were more likely to consider buying from the brand.

JCPenney executed best practices for sports features but can consider unique shoppable ad products in streaming and sports to drive lower funnel metrics.

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APPENDIX



Disney Brand Lift Study

Powered by **Cint**

SOLUTION OVERVIEW

Disney's Brand Lift Study (powered by Cint) connects Disney/Hulu campaign exposure with key brand metrics, including awareness, ad recall, brand favorability message association, and relevant attributes amongst others.

HOW IT WORKS

TRACKING

Digital: Disney Ad Ops appends 1x1 Cint image tags across devices, to identify exposed and control audiences.

Linear TV: Exposures are tracked via direct data integrations with Samba TV ACR data.

AUDIENCES

Exposed = Ad-supported Disney viewers exposed to campaign creatives.

Control = Viewers not exposed to the campaign creative. These viewers are matched to exposed audience based on demographics, device usage, and category usage.

SURVEY

Surveys are sent to exposed respondents via email or push notification within 48 hours of exposure.

Both exposed and control respondents are surveyed simultaneously with same survey during ad campaign.

REPORTING

Survey data is weighted and stat tested to determine the impact that Disney campaign exposure has on key brand KPIs.

Lift is significant at 90% confidence. Lift is directional at 80% confidence.

CAMPAIGN SPECIFICS

Dates: 4/11/25 – 5/25/25

Media: Disney+, Hulu, Linear

Digital: Mid-Roll Sponsorship, Hot on Hulu

Linear: NBA, Jimmy Kimmel Live

1P M1 Target, Fans of Original Series

Cint Brand Lift Study Details

Overall Audience: A18+

Control (N=1906), Exposed (N=2156)

Audience Performance: Gender Breakout

Most of the metric growth came from Female viewers, despite having higher baselines. As women typically hold the buying power in the household, this showcases strong campaign messaging alignment.

Brand Metrics	Male			Female		
	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ
Unaided Brand Awareness	7	6	-	8	10	-
Brand Awareness	76	75	-	80	85	+5
Brand Consideration	34	35	-	31	37	+6
Purchase Intent	27	27	-	21	22	-
Brand Attributes						
Offers products that fit my style	49	48	-	56	58	+2
Offers good value for the money	46	46	-	59	62	+3
I often find items to purchase that weren't on my list (surprise & delight)	55	51	-	50	53	+3
Sample Size	120	138		108	112	

Δ = Exposed - Control

Significant increase at 90 confidence

Directional increase at 80 confidence

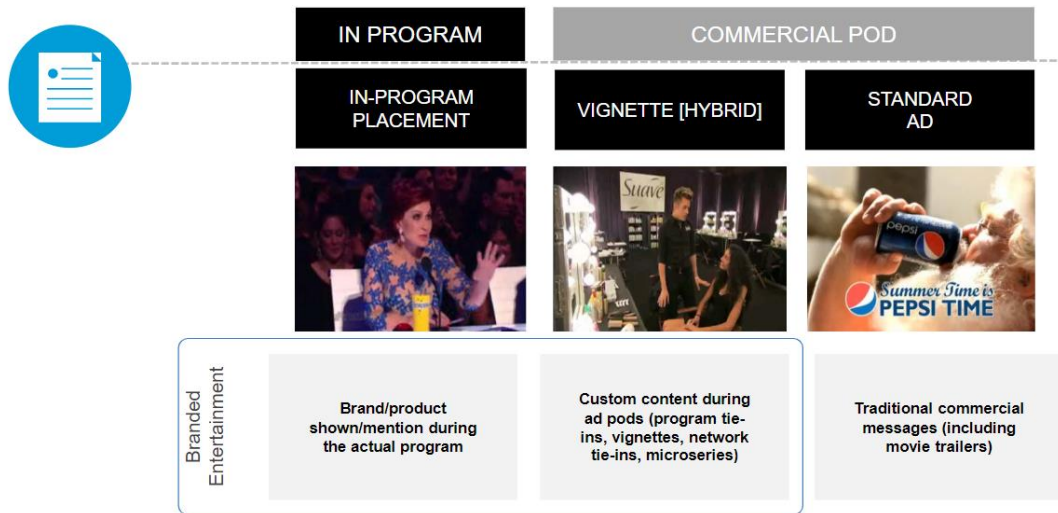
Significant decrease at 90 confidence

No significant change

INTEGRATION AND AD EFFECTIVENESS

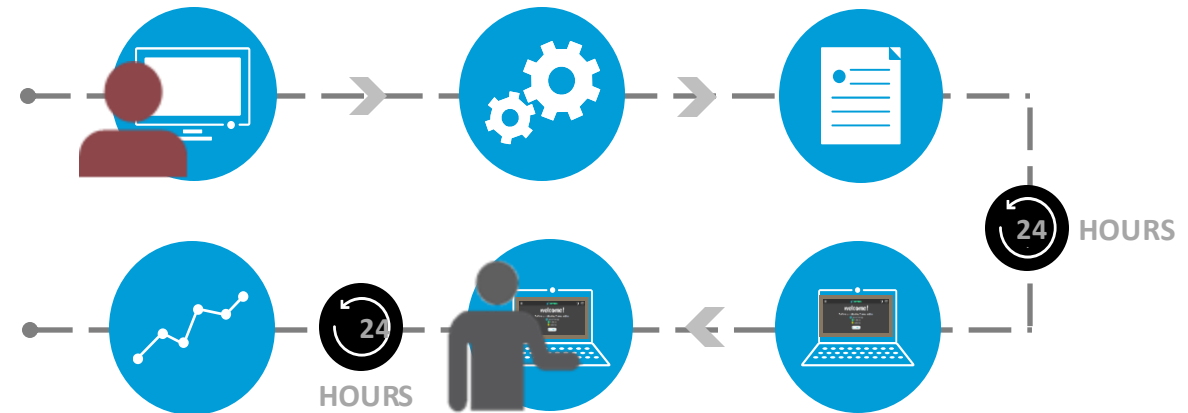
Vendor Overview

MarketCast TV Brand Effect measures the impact of shows, ads, and placements via survey, including branded entertainment.



Methodology

- 1 Viewers watch TV in normal, real-world environment—**NOT FORCED EXPOSURE**
- 2 MarketCast records all TV shows and ads within coverage
- 3 MarketCast production and editorial teams write surveys for all covered content nightly



- 6 Data is available for ad performance analysis, via Ad Snapshots dashboard or deep-dive deliverable reporting
- 5 User is surveyed about the shows viewed [10 Qs for 60 minute show] and the ads that appeared in those shows [5 Core Questions]
- 4 User logs onto PopRewards & chooses the shows viewed the previous day

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THANK YOU!

