

Global Promotions & Symphony Recap Q1 & Q2 2026



Symphony Approach & Goal

Utilize the massive reach of Symphony to promote and support key attractions and experiences at UDX across the Comcast NBCU portfolio.

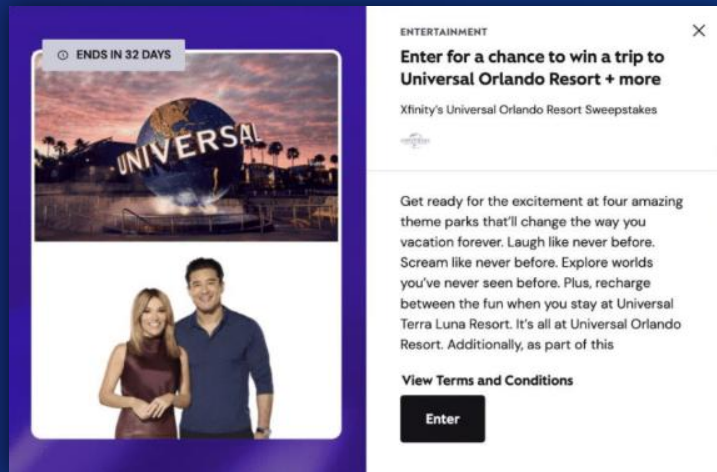
Creative messaging highlighted the Reimagined Destination campaign and 4-Park Message for UOR alongside Fan Fest Nights and early teasers for the opening of *Fast & Furious: Hollywood Drift* at USH. Programs also were tied into the film releases of the *Super Mario Galaxy Movie* and *Minions & Monsters* where applicable.



The first half of 2026 saw \$9,313,767 in total incremental media value across 16 dedicated promotions and integrations with Symphony partners within the Comcast & NBCU portfolio.



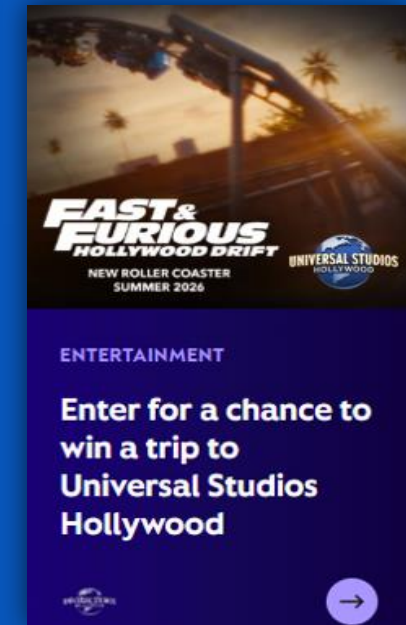
Overview: In January 2026, Xfinity Rewards rebranded to a wider Membership program for all customers. To support this relaunch, UDX partnered with Xfinity to offer an increased volume of sweepstakes for members and incorporating "money can't buy" prize elements where applicable



Access Hollywood –
Attend the Taping (UOR)
1/21 – 2/15
Media Value: \$45,900



Super Mario Galaxy / Super
Nintendo World (UOR)
3/19 – 4/15
Media Value: \$157,500



F&F: Hollywood Drift – Attend
the Grand Opening (USH)
4/20 – 5/20
Media Value: \$45,900



Overview: KNBC broadcast (14) live, NBA post-show segments from the NBA Store at CityWalk, Universal Studios Hollywood, throughout the basketball season.

Air Dates: 2/1, 2/22, 3/3, 3/8, 3/15, 3/22, 3/29, 4/5, 4/19, 4/26, 5/3, 5/10, 5/17 and 5/24

Media Value: \$99,136



Overview: An interview segment featuring the two actors from the "Brothers" Super Bowl spot, aired on The Kelly Clarkson Show, highlighting Universal Orlando Resort and extending national visibility for the Reimagined Destination brand campaign.

Aired: 2/24

Media Value: \$4,022

[Full Video](#)



VERSANT



Overview: Moviegoers who purchased a ticket on Fandango, to see the Super Mario Galaxy movie, were entered for a chance to win a trip to experience Super Nintendo World at Universal Orlando Resort.

Promotion dates: 3/10 – 4/12

Media Value: \$1,596,078

Marketed through social channels, email campaigns, and online display banners.

The promotional banner features a vibrant image of the Super Nintendo World entrance at Universal Orlando Resort. The entrance is a large, colorful archway with a rainbow path leading into it. The archway is decorated with various Nintendo characters and symbols. The sky is blue with some clouds. In the top right corner, the 'SUPER NINTENDO WORLD' logo is displayed, with 'UNIVERSAL ORLANDO RESORT' written below it. In the bottom left corner, the 'THE SUPER MARIO GALAXY MOVIE' logo is shown. In the bottom right corner, the text reads: 'BUY A TICKET TO THE SUPER MARIO GALAXY MOVIE for a chance to win a trip to SUPER NINTENDO WORLD™ at Universal Orlando Resort!'. At the very bottom, there is a line of small text: 'NO PURCHASE OR APP NECESSARY. Open to legal residents of the 50 United States and D.C., 18 years of age and older. Void where prohibited. Ends April 12, 2026. For Official Rules/Odds/Free Entry Visit: <https://www.fandango.com/movies/tickets/TheSuperMarioGalaxyMovie>. Sponsor: Fandango Media, LLC, 10 Universal City Plaza, Universal City, CA 91608.' The Fandango logo is also present in the bottom right corner.

Overview: Access Daily and Access Hollywood shot a week of episodes onsite at UOR with Epic Universe as the backdrop. Alongside the usual entertainment news and celebrity interviews, both shows featured dedicated segments exploring the worlds of Epic, showcasing on-site hotels, interacting with park guests, and highlighting seasonal events such as Mardi Gras and HHN at USF.

During these episodes, Access ran an on-air sweepstakes awarding a trip to UOR. Peacock provided additional email support and digital banner ads for the sweeps, driving to the Access Hollywood Instagram page for entry.

Broadcast Dates: 3/23, 3/24, 3/25

Sweepstakes Dates: 3/23 - 3/27

Broadcast Media Value: \$996,397

Peacock Sweepstakes Support Media Value: \$194,359

[View Full Episodes](#)





Media Value (KNBC): \$13,805





UNIVERSAL PICTURES
HOME ENTERTAINMENT



Overview: Fan Fest
Nights was featured on
UPHE's All-Access
Newsletter.

Distribution was
4.9MM.

Date: 4/16

Media Value: \$75,000

The image is a screenshot of a promotional email header for Universal Fan Fest Nights. At the top left is the 'UNIVERSAL ALL-ACCESS' logo. To its right, the text reads 'APRIL 2025' and 'What's New on Digital, Blu-ray & DVD'. Below this is a section titled 'WHAT ELSE IS NEW' in a light blue box. Inside this box, on the left, is a large graphic for 'UNIVERSAL FANFEST NIGHTS' with 'FANFEST' in large, colorful, stylized letters. To the right of the graphic, the dates 'APRIL 25 - MAY 18, 2025' are listed, followed by 'SELECT NIGHTS' and 'TICKETS ON SALE NOW' in green. At the bottom of the email header, a white bar contains the text 'Get tickets now for the all-new Universal Fan Fest Nights at Universal Studios Hollywood!' and a red 'Get Tickets Now »' link.

UNIVERSAL ALL-ACCESS APRIL 2025 What's New on Digital, Blu-ray & DVD

WHAT ELSE IS NEW

UNIVERSAL FANFEST NIGHTS

APRIL 25 - MAY 18, 2025
SELECT NIGHTS

TICKETS ON SALE NOW

Get tickets now for the all-new Universal Fan Fest Nights at Universal Studios Hollywood!

[Get Tickets Now »](#)



Overview: UOR was featured in the Restaurant Wars episode of Top Chef airing on Bravo and Peacock with all four winning chefs from the episode each awarded a trip for two to UOR and an exclusive opportunity to meet with the resort's culinary team onsite

Air Date: 4/27

Media Value: \$2,988

[Full Video](#)





Overview: In partnership with Universal Products & Experiences for the Fast & Furious franchise, consumers who purchase oil from Mobil 1 were entered for a chance to win a grand-prize trip to Universal Studios Hollywood. The purchase-to-enter sweepstakes ran across retail and online channels to drive awareness for USH and its new Fast & Furious: Hollywood Drift coaster.

Dates: 5/1 – 8/31

Media Value: \$3,026,600

Plus enter for a chance to win a trip to Universal Studios Hollywood where you could ride the Fast & Furious: Hollywood Drift roller coaster, opening this summer.



FAST & FURIOUS
HOLLYWOOD DRIFT
NEW ROLLER COASTER
SUMMER 2026
UNIVERSAL STUDIOS
HOLLYWOOD

Get a cup for every 5 qt. purchase.



Overview: Access Hollywood promoted the return of Fan Fest Nights at Universal Studios Hollywood with on-air coverage of the event's red carpet, including celebrity interviews and appearances of characters from FFN's featured IP.

Air Date: 5/4

Media Value: \$18,782



VERSANT



Overview: Moviegoers who bought a ticket on Fandango to see Minions & Monsters were entered for a chance to win a trip to their choice of either Universal Orlando Resort or Universal Studios Hollywood.

Dates: 6/6 – 7/31

Media Value: \$2,977,305

A screenshot of a Fandango promotional page. The top section is a 'FANOFFER' banner for 'BUY A TICKET TO ILLUMINATION'S MINIONS & MONSTERS', which includes a 'LEARN MORE' button and a disclaimer: 'No purchase necessary. See full terms for details.' To the right of the banner is a large image of the Universal globe. Below the banner is an 'OFFERS' section with four promotional cards. The first card is for 'BUY A TICKET TO WATCH ILLUMINATION'S MINIONS & MONSTERS' with a 'LEARN MORE' link. The second card is for 'USE APPLE PAY AND SAVE \$5 ON A TICKET TO ARGYLLE' with a 'BUY TICKETS' link. The third card is for 'GIFT TICKETS TO SEE ORIGIN' with a 'GIFT TICKETS' link. The fourth card is for 'GIVE AND GET A TICKET TO THE BOOK OF CLARENCE' with a 'LEARN MORE' link.