

ACTIVATING CONNECTED AUDIENCES




WHO ARE WE?




Kalyn Des Jardins
Brand Strategy




Brendan Frank
Local Video Investment




TJ Givens
SCOUT Sports



Erin Greenberg
WHY



Lauren Hendel
Mobile

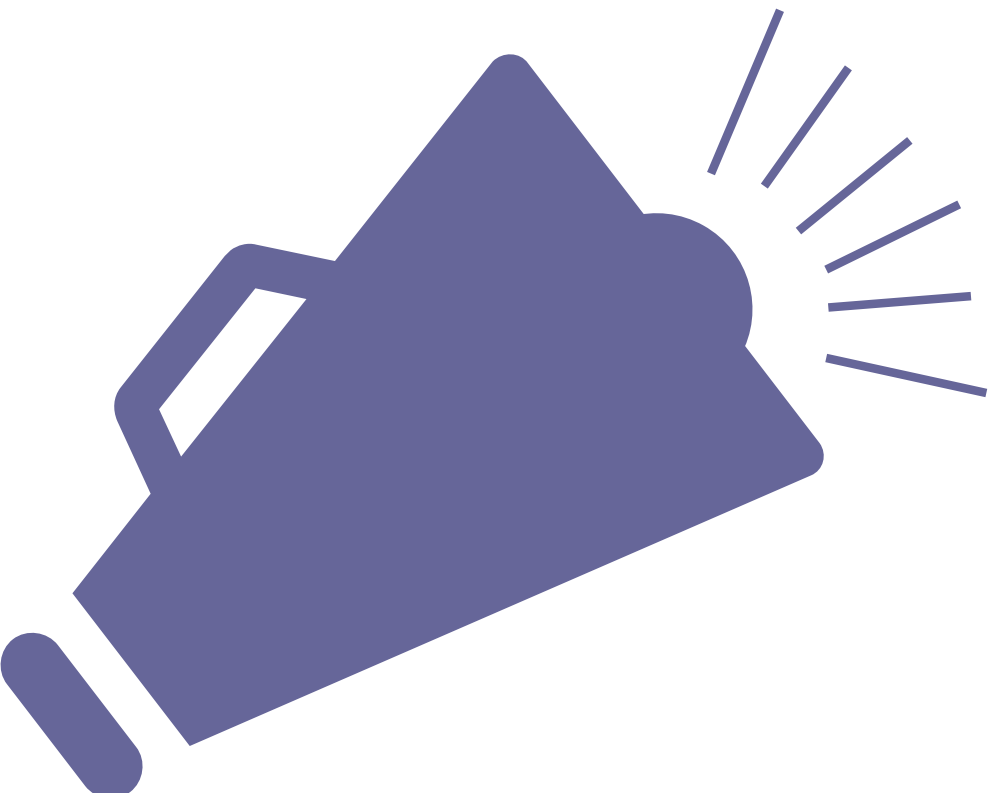


Leah Kay
Digital



Breanna Travis
Brand Strategy

CAMPAIGN OBJECTIVES



Build Awareness for scripted series' on Lifetime



Drive live tune-in to **content** premiere



Bring new opportunity audiences to Lifetime



Position **content** as one of the top 3 dramas of 2018

PLANNING ROAD MAP

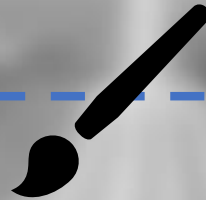
CEE: THE MEDIA PLANNING ROADMAP



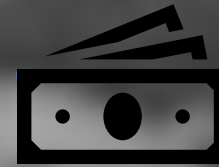
Understand
your marketing needs, the brand, your consumer



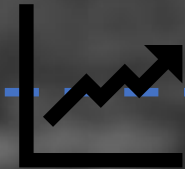
Identify
the right channels



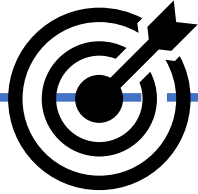
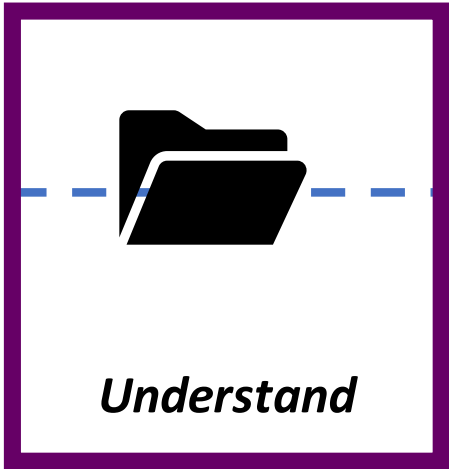
Design
a media strategy and bring it to life



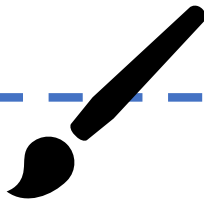
Invest
efficiently and with value



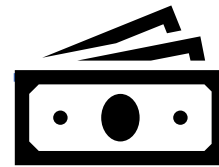
Optimize
based on performance



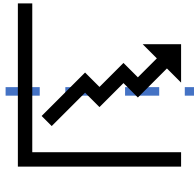
Identify



Design



Invest



Optimize

OUR TARGET

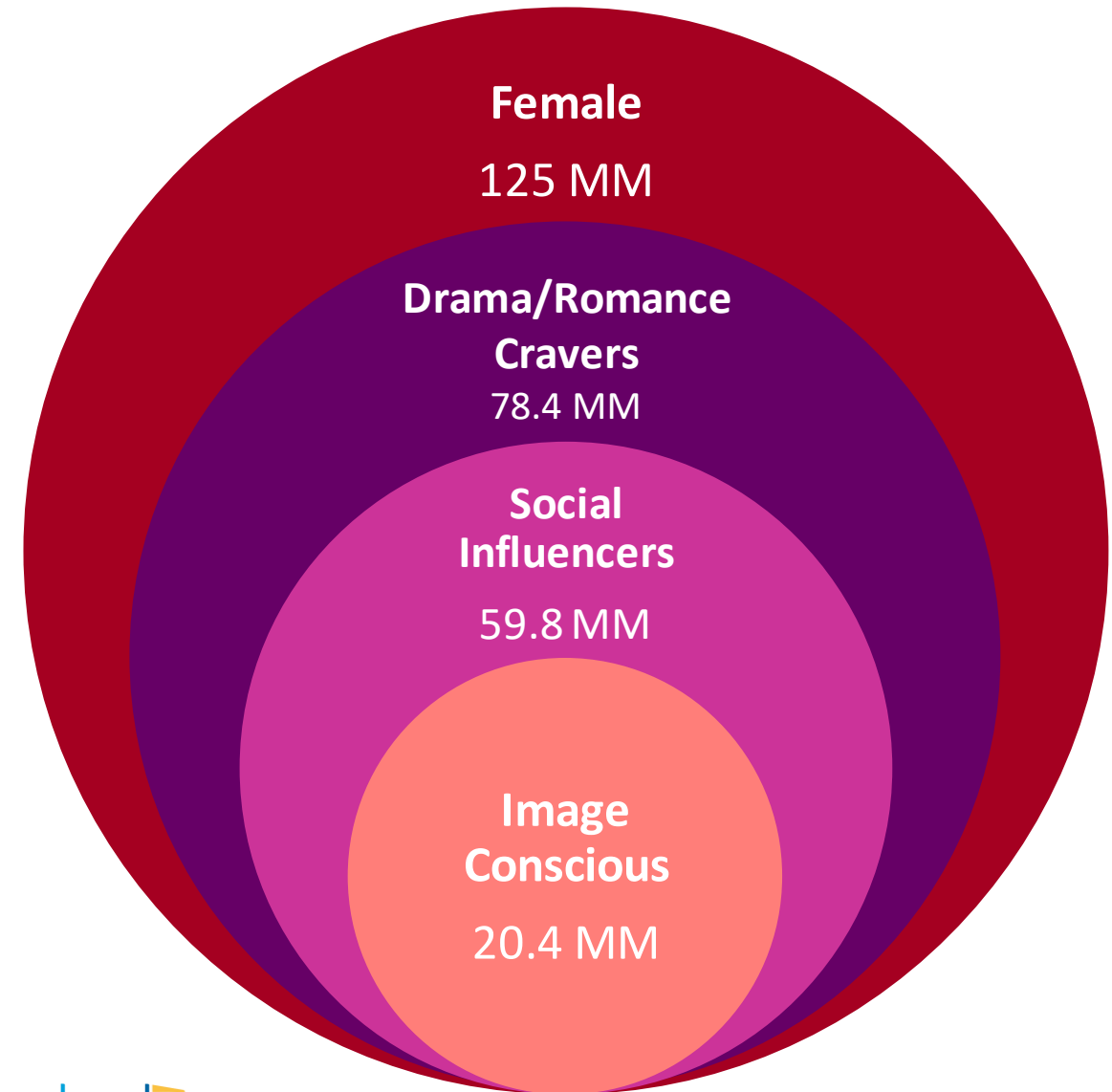
DEMOGRAPHICS

Age: 25-54 skews < 34yo by 30%



Median Income: \$62.5K

Audience Size: 20.4 MM



INTRODUCING THE SOCIALY SELF-INDULGENT

MEET THE SOCIALLY SELF-INDULGENT

Hyper-Aware | Sociable | Persuasive

Image Conscious

Cares about personal looks and approval from others

Connected Yet Wary

Cautious with online information, but still enjoys social media connections

Influenced & Influencer

Highly considers social trends before acting, and easily gives advice to others



GET TO KNOW THE SOCIALLY SELF-INDULGENT

Tiffany



In-Touch Relaxation Seeker

Age: 25

Occupation: Teacher

From: Chicago

Media Consumption: Reads Cosmopolitan on the way to work, unwinds with E! News

Julia



Avid Follower

Age: 34

Occupation: HR Manager

From: New York

Media Consumption: Wakes up and immediately checks FB and Instagram, binge watches Criminal Minds at night

Jessica



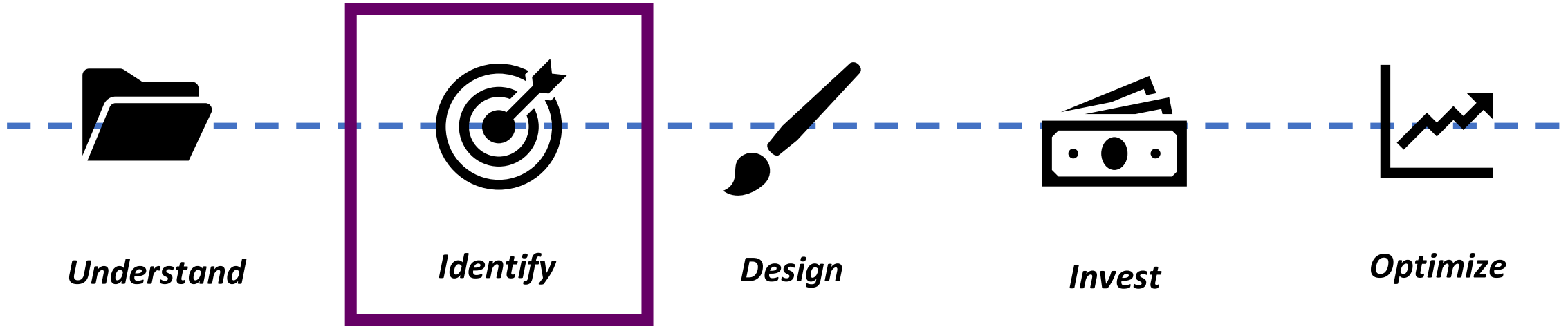
Adventurous Trend-Setter

Age: 30

Occupation: Sales Representative

From: LA

Media Consumption: Keeps up with the Kardashians, and explores new artists on Spotify



Understand

Identify

Design

Invest

Optimize

CONSUMER INSIGHT

 **Samira Sawlani** ✓
@samirasawlani Follow

I believe I have hit peak levels of self obsession- watching my own insta stories more than I do anyone else's.

9:17 AM - 21 Jul 2018

 **NO'**
@_nnooaahh Follow

i watch my own insta story a billion times , literally infatuated with myself lol

10:08 AM - 27 Jul 2018

 **Fat Belly 'Nenye**
@The_Nenye Follow

Me : view my own insta stories and snap stories 870 times.

Also me : wow! Amazing.


9:10 AM - 11 Jul 2018

19 Retweets 28 Likes

I be watching my own snap story like wow I love you

1:13 AM - 13 Apr 2018

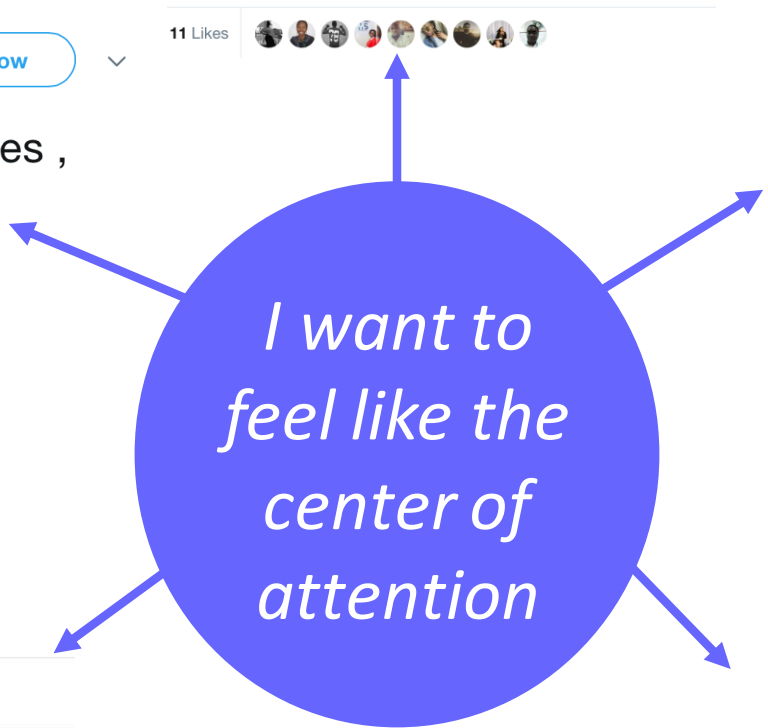
149 Retweets 288 Likes

 **ABOOGIEWITDAHOODIE**
@ABOOGIE_ Follow

i watch my own snap story more than everyone else's.

8:00 AM - 16 Jun 2018

729 Retweets 1,466 Likes




BRAND INSIGHT

Literally Just 17 Tweets About How F#%king Wild And Totally Amazing Lifetime Movies Are

Can't. Look. Away.




 **earn it.**
@reana_johnson

Lifetime movies are unmatched. The fighting. The twisted love story. The tragic ending. I LIVE FOR THE MESSINESS. push Brenda down the stairs please. She tried to take your husband & child. Don't let her win Martha!!

1:30 AM - Nov 24, 2017

♥ 104 💬 38 people are talking about this

 **Ms Anon Mafioso™**
@Anon_Mafioso

Somehow my tv got stuck on Lifetime movies and DAMN these movies are cheesy AF but I NEED to know how they end LOL

6:13 PM - Nov 26, 2017


♥ 129 💬 17 people are talking about this

 **Maggie Serota** ✓
@maggieserota

"You haven't known him that long. Don't you think this is moving a little fast?" - the best friend in every Lifetime movie, 20 minutes in.

6:53 AM - Apr 16, 2018 · Queens, NY

♥ 116 💬 15 people are talking about this

 **kenzayyy**
@Kenzieeboo

Do lifetime movies have the most predictable plots? Totally. Is the acting terrible? 100 percent. Did I watch 6 of them back to back today? Absolutely. Did I love every second of it? Damn right I did.

12:44 AM - Jan 5, 2018

♥ 136 💬 27 people are talking about this

INDULGING THE CRAVING FOR PASSION

CONSUMER INSIGHT

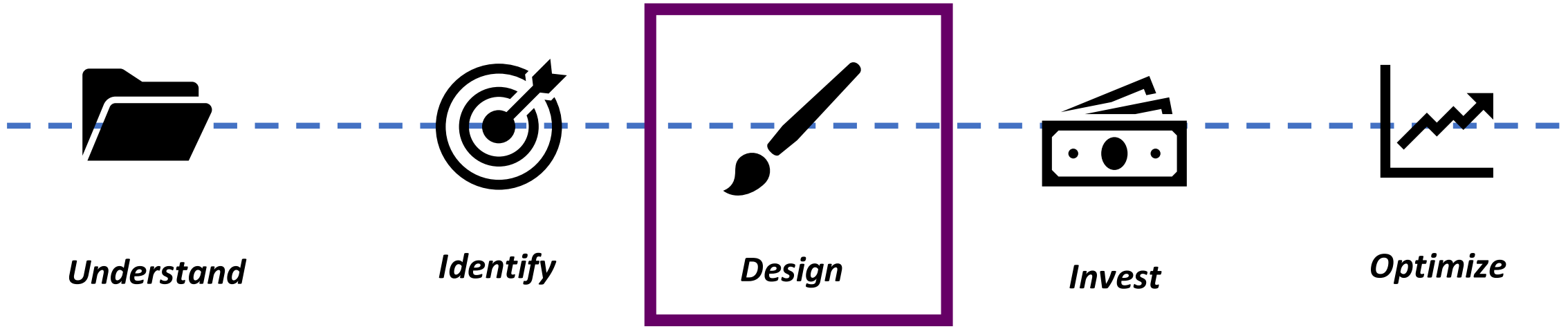
*I want to feel
like the center
of attention*

STRATEGY

*Give consumers
the chance to
see themselves*

BRAND INSIGHT

*#1 drama hub
for passionate
individuals*



Understand

Identify

Design

Invest

Optimize

PLAN PARAMETERS

content

FLIGHT

Q3

BUDGET

\$10MM

TARGET

Target Demo:
Socially Self-
Indulgent

**KEY
COMPETITORS**

how
to
get
away
with

Murder *Younger*

RIVERDALE

MEDIA PREFERENCES RELEVANT TO TARGET



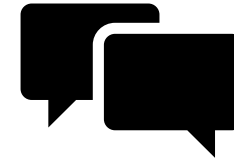
50% talk about things seen on social media/networking websites in face-to-face conversations



43% often click on links or items posted by other people on social media/networking websites



In the last 7 days, **74%** accessed social media on smartphones and **34%** on tablets



Heavy social media users
60% visit sites more than **3 times** a day



While watching TV over **40%** use smartphones and **22%** visit websites

OVERALL FLIGHT APPROACH



PREMIERE

Q3

JUL 1-10 JUL 11-20 JUL 21-31 AUG 1-10 AUG 11-20 AUG 21-31 SEP 1-10 SEP 11-20 SEP 21-30

TV



Digital

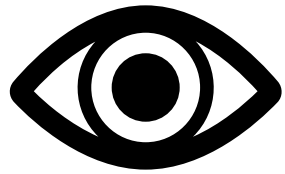
Audio

Out of Home



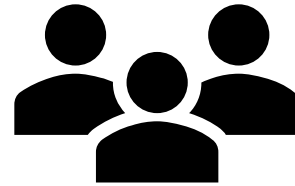
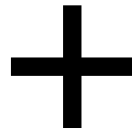
STRATEGIC APPROACH

*Draw **awareness**, **engagement**, and **tune-in** to bring new opportunities to Lifetime for scripted TV, and ultimately position **content** as one of the top dramas of 2018*



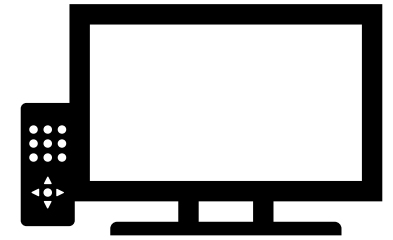
Awareness

Drawing a new, larger audience to Lifetime



Engagement

Incentivize targets to watch **content** with interactive activations through their desires of personal gratification



Tune-In

Drive targets to the premiere to position **content** as a top drama and continue chatter about the series



THE ULTIMATE ENGAGEMENTS

NYC STALKER CHALLENGE TO FIND **content**

AWARENESS

ENGAGEMENT

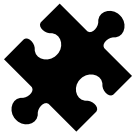
TUNE-IN



WHEN: Week of **content** premiere



WHERE: NYC



WHAT: Scavenger hunt



OUTCOME: Drive awareness of **content**, increasing chatter leading up to premiere

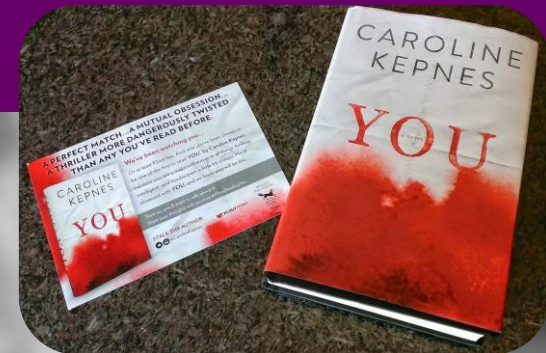
ROSÉ MANSION

START:
TIMES SQUARE

SECOND STOP:
SEPHORA

THIRD STOP:
ROSE MANSION

END:
BARNES & NOBLE





TELEVISION

TV FLIGHT APPROACH

JUL 1-10 JUL 11-20 JUL 21-31 AUG 1-10 AUG 11-20 AUG 21-31 SEP 1-10 SEP 11-20 SEP 21-30

TV



Digital



Audio



Out of Home



EFFICIENTLY REACH TARGETS IN RELEVANT PROGRAMMING

AWARENESS

ENGAGEMENT

TUNE-IN

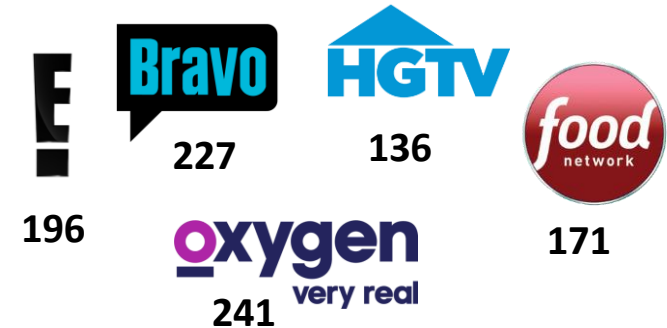
A&E NETWORKS

- ▶ Utilize A&E Networks to create awareness and drive tune-in



CABLE

- ▶ ROS Buys
- ▶ National buys by network
- ▶ Local buys in important markets (NY & LA)



SATELLITE

- ▶ Buy female clusters to penetrate multiple networks
- ▶ Utilize addressable for 1:1 targeting



OTT

- ▶ Target those not watching live TV through Hulu



EFFICIENTLY REACH TARGETS IN RELEVANT PROGRAMMING

AWARENESS

ENGAGEMENT

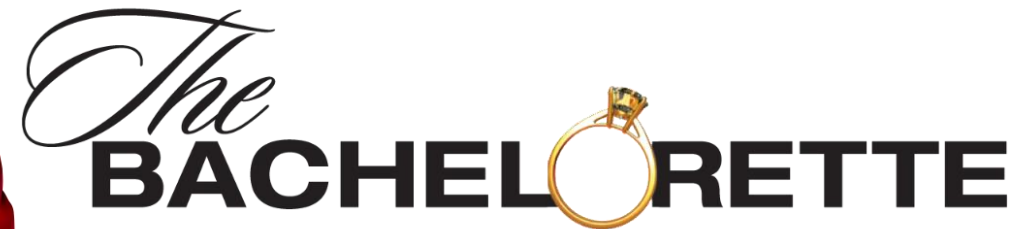
TUNE-IN

Leverage target's high interests in specific TV shows with exclusive content



SPECIAL APPEARANCE:

Special appearance on "After The Final Rose" episode of the Bachelorette



Last year's Bachelorette "After The Final Rose" episode had ~2.3MM views from W25-54



DIGITAL

DIGITAL FLIGHT APPROACH

JUL 1-10 JUL 11-20 JUL 21-31 AUG 1-10 AUG 11-20 AUG 21-31 SEP 1-10 SEP 11-20 SEP 21-30

TV



Digital



Audio



Out of Home



STAY TOP OF MIND FOR 2018 DRAMA SERIES

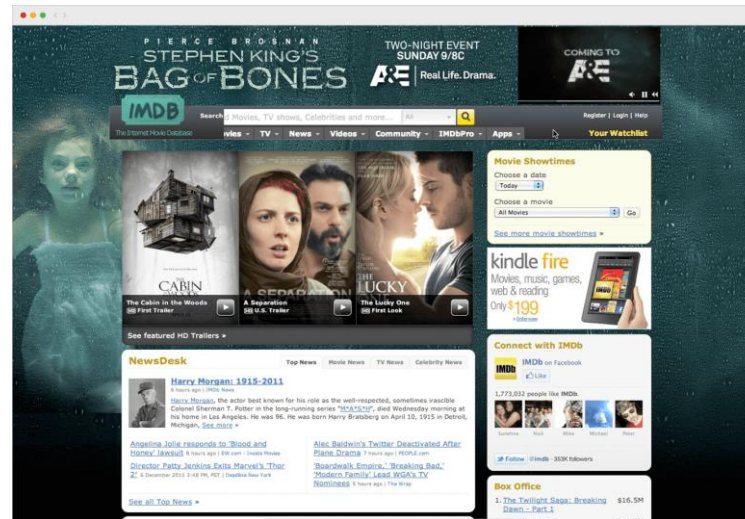
AWARENESS

High Profile Programmatic Display and Video Ads



ENGAGEMENT

Homepage Takeover



TUNE-IN

Sponsored Articles



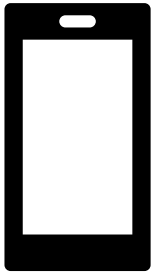
NARROWING IN ON THE TARGET WITH MOBILE

AWARENESS

ENGAGEMENT

TUNE-IN

***Integrate ads on mobile while
the Socially Self-Indulgent is
watching TV***



- *Facebook pre-roll Ads*
- *Mobile ads on target-used websites*



POSITIVE BRAND ENGAGEMENT

AWARENESS

ENGAGEMENT

TUNE-IN

Further engaging the Socially Self-Indulgent with relevant and responsive content from @YouOnLifetime



77% of Twitter users feel more positive about a brand when their Tweet has been replied to

INFLUENCED DECISIONS TO WATCH **content**

AWARENESS

ENGAGEMENT

TUNE-IN

Instagram Takeover

- ▶ *Drive awareness for takeover weeks leading up to premiere*
- ▶ *Instagram Live during premiere with the exclusive behind-the-scenes scoop*



Engagement with brands on Instagram is 10x higher than Facebook, 54x higher than Pinterest, and 84x higher than Twitter



AUDIO

AUDIO FLIGHT APPROACH

JUL 1-10 JUL 11-20 JUL 21-31 AUG 1-10 AUG 11-20 AUG 21-31 SEP 1-10 SEP 11-20 SEP 21-30

TV



Digital



Audio



Out of Home



LEVERAGE PODCAST PARTNERSHIPS

AWARENESS

ENGAGEMENT

TUNE-IN

Capture the Socially Self-Indulgent in their preferred audio environments by introducing new partnerships and utilizing data from previous mobile ads



2/3rds of podcast-listeners took action as a result of podcast ads

WINE & CRIME
CHICAGO LIVE SHOW!
Friday, August 17th
@ Greenhouse Theater
Upstairs Mainstage
2257 N Lincoln Ave,
Chicago, IL
Doors 6PM / Show 7PM
\$25 TICKETS @
WINEANDCRIMEPODCAST.BIGCARTEL.COM
18+ ENTRY // 21+ BOOZE

Amy Schumer Presents
3 Girls, 1 Keith
Spotify Original Podcast

CAST SPONSORSHIP

AWARENESS

ENGAGEMENT

TUNE-IN



Connect audiences with the *content* cast through sponsored playlists featuring music from the series



OUT OF HOME

OUT OF HOME FLIGHT APPROACH

JUL 1-10 JUL 11-20 JUL 21-31 AUG 1-10 AUG 11-20 AUG 21-31 SEP 1-10 SEP 11-20 SEP 21-30

TV

Digital

Audio

Out of Home



REACHING AUDIENCES ON THEIR DAILY COMMUTES

AWARENESS

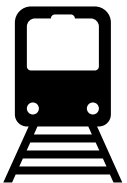
ENGAGEMENT

TUNE-IN



WHERE?

NYC
LA

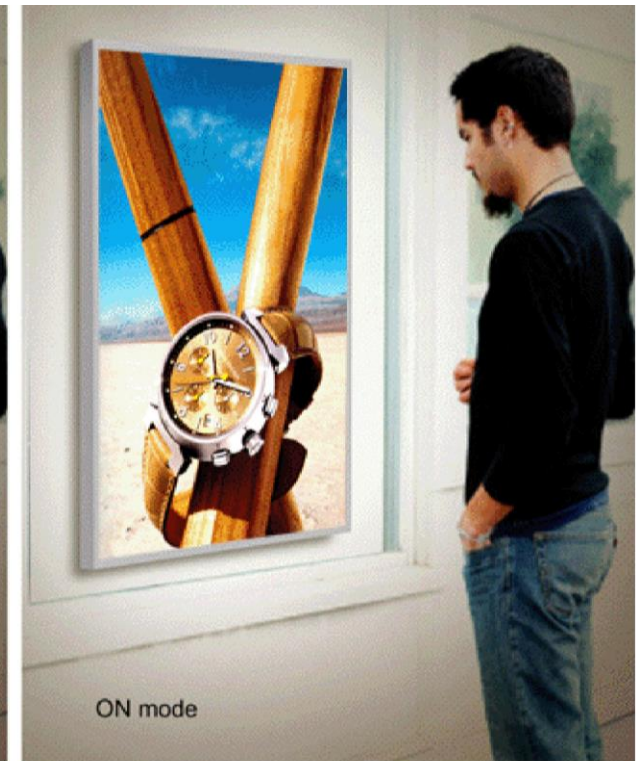


WHAT?

Mirror ads on outdoor furniture drawing the Socially Self-Indulgent to see themselves



Magic Mirror



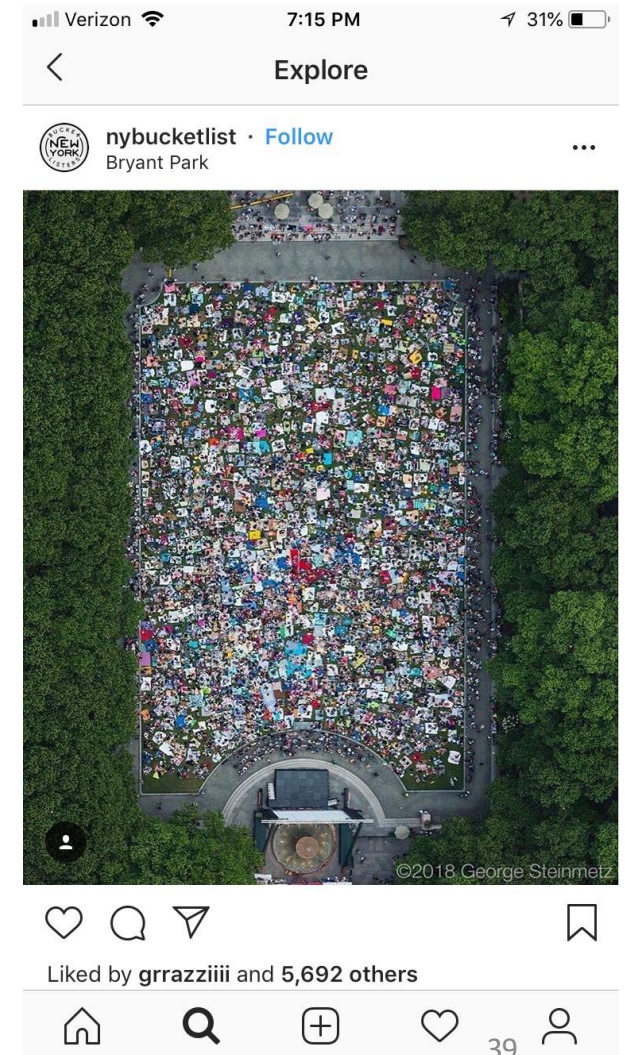
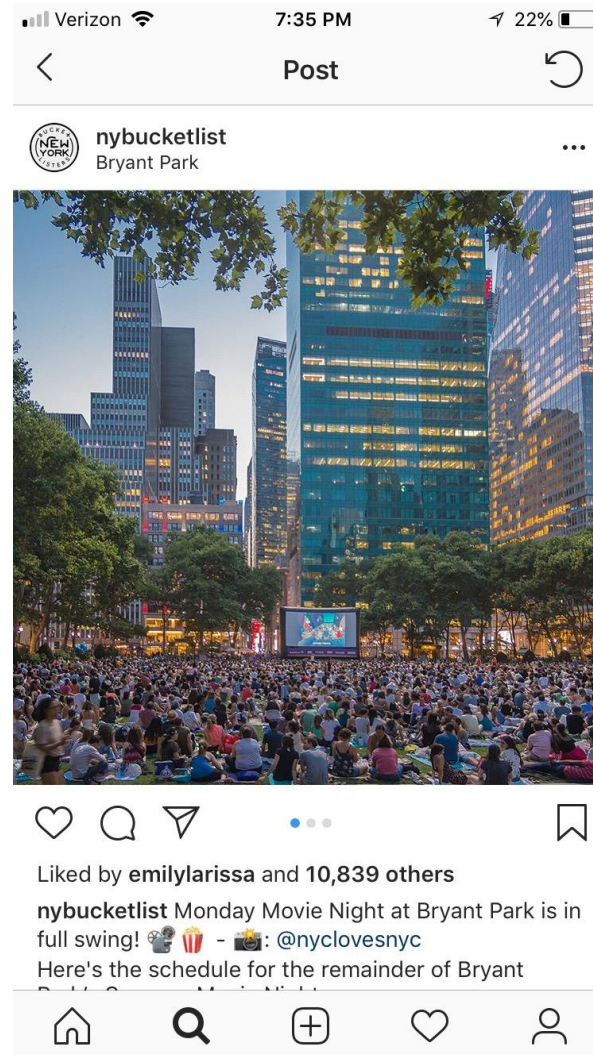
FOCUSING ON ESSENTIAL EVENTS AROUND NYC

AWARENESS

ENGAGEMENT

TUNE-IN

***Bryant Park Sponsored
movie night on July 30***



content CAM

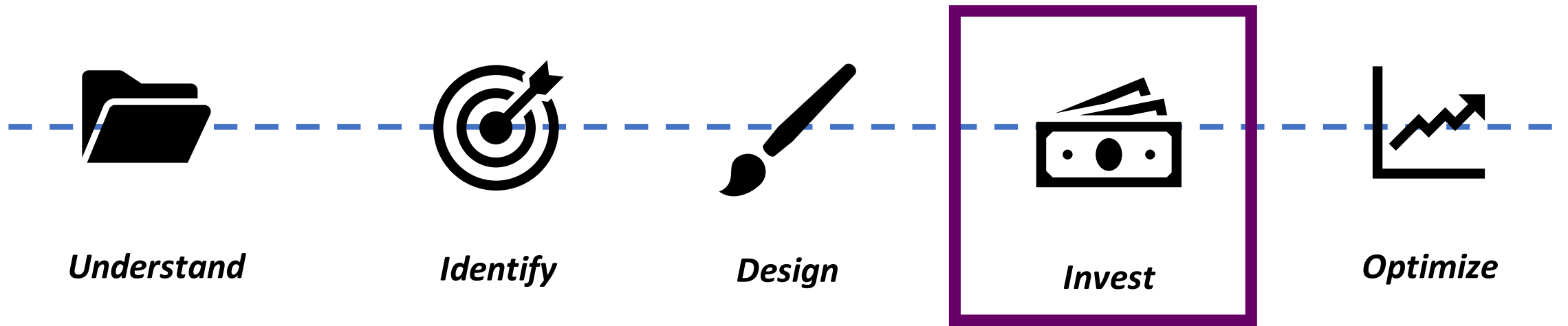
AWARENESS

ENGAGEMENT

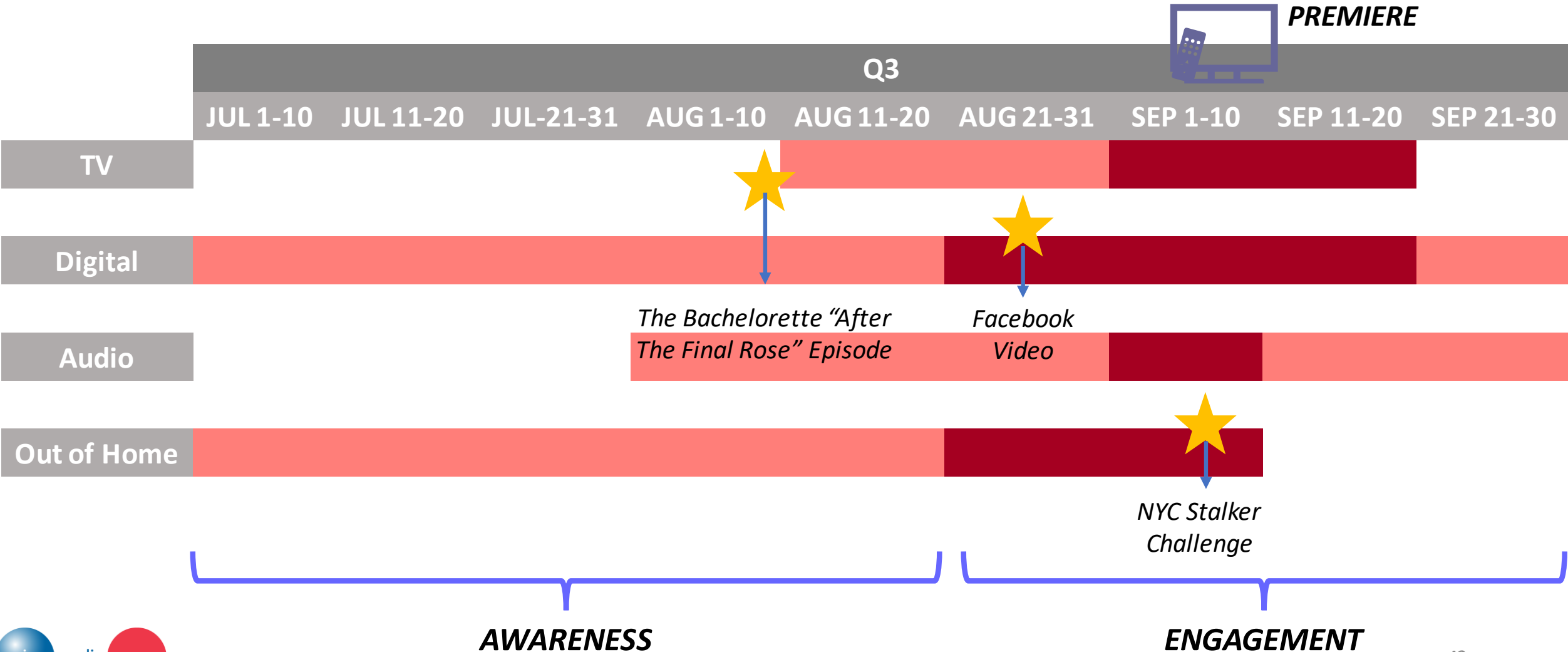
TUNE-IN

"We know you just want to see *yourself*"

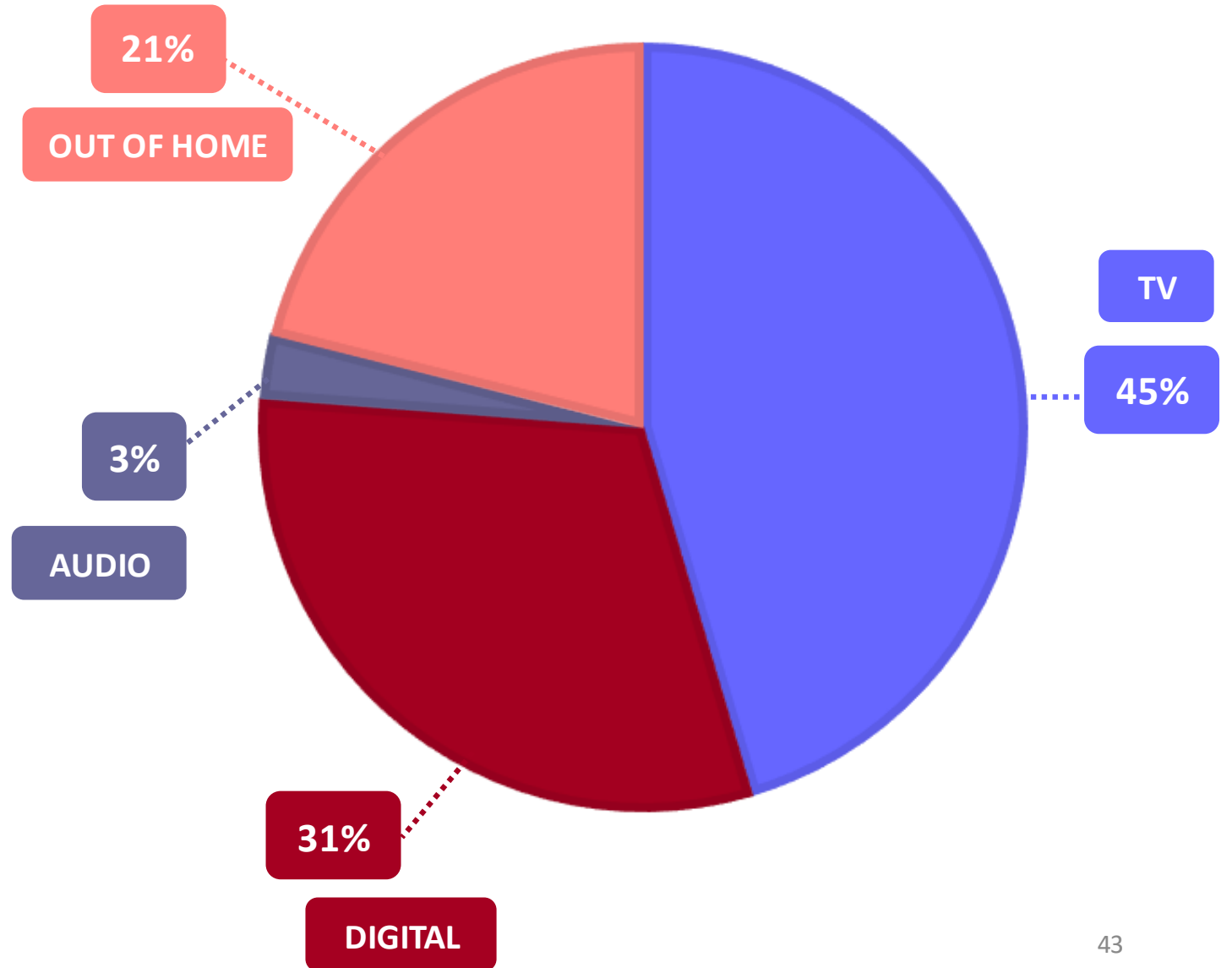
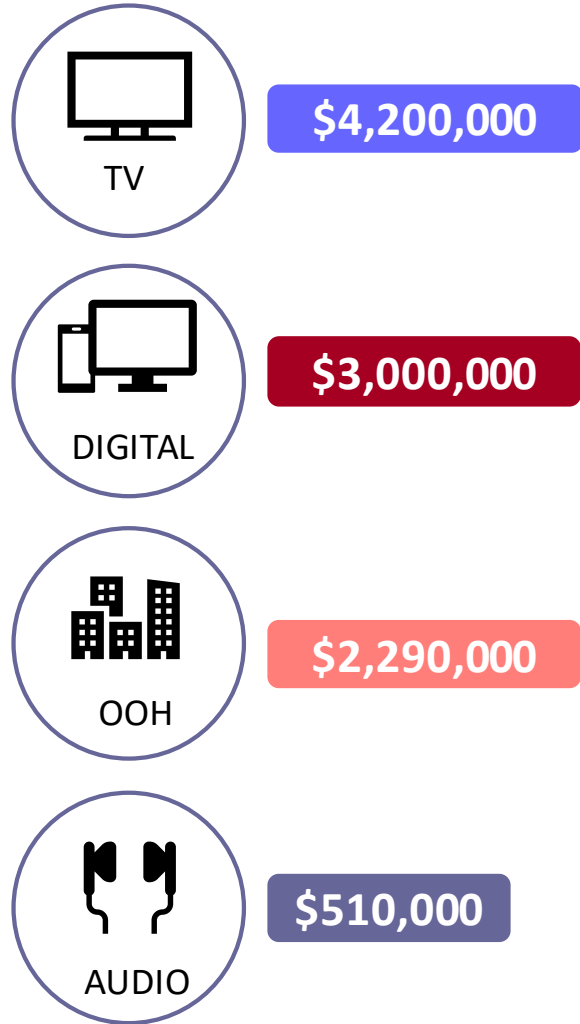


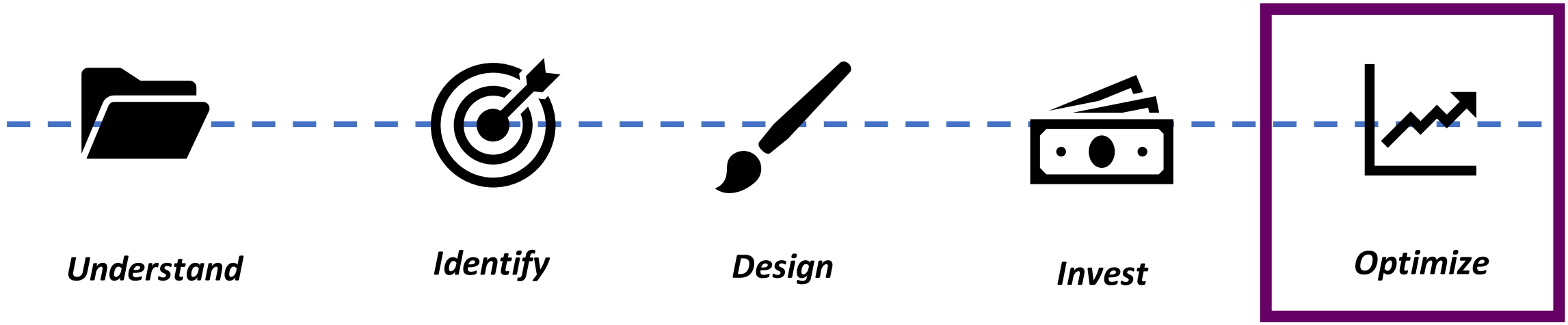


FLIGHT APPROACH SUMMARY



BUDGET: \$10mm





Understand

Identify

Design

Invest

Optimize

MEASURING SUCCESS OF ACTIVATIONS

TV



*Audience
Measurement
GRP Delivery*

DIGITAL



*Ad serving
CTR*

AUDIO



*Audience Measurement
Driving Tune-In*

OOH



*Estimated
Impressions from
Partners*

PRIMARY KPI:

*Tune-In of *content* from Socially Self-Indulgent with a 1.22 rating*

CONSIDERATIONS

AWARENESS

SEARCH

Guide search to find **content** with relevant key words



best dramas 2018|



Google Search

I'm Feeling Lucky



lifetime shows|



Google Search

I'm Feeling Lucky

ENGAGEMENT

FENTY BEAUTY POP-UP



F E N T Y B E A U T Y
B Y R I H A N N A

TUNE-IN

LIVE PREMIERE



THANK YOU

We will now take questions.