

**MEET THE BANKS
CAMPAIGN MARKETING STRATEGY**



*"The most memorable spots don't just make us laugh or cry...
they change a conversation."*

Susan Credle, chief creative officer at Leo Burnett.

*"Looking for new ways to engage consumers... One way to do
that is through short films and fun pieces that create awareness
of the brand, and reward consumers."*

Matt Miller, president and CEO, AICP.

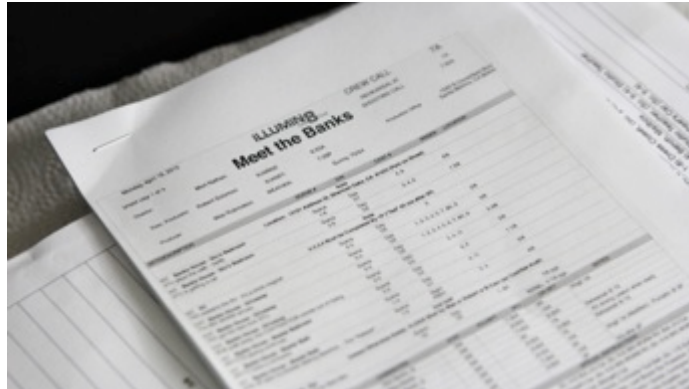
"We all are learning the rules, and it's that entertainment is king."

Roger Camp, chief creative officer at Publicis & Hal Riney



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MEET THE BANKS - PROJECT SUMMARY

Meet The Banks is an original comedy web series produced by Illumin8 Creative and sponsored by Bank Of The West.

The 10-part web series is supported by additional media including, character vlogs, a web trailer, Behind The Scenes sizzle reels and an original theme song.

The web series and media will exist on Bank Of The West's YouTube channel and will be featured on a unique tab on Bank Of The West's Facebook page. A website, www.meetthebanks.com will link viewers directly to Bank Of The West's Facebook page.

The primary goals of Meet The Banks are to build overall brand awareness and direct viewers to Bank Of The West's Facebook page complementing Bank Of The West's new branding campaign highlighting the spirit of possibility that exemplifies life in the West.

At the core of Meet The Banks is a positive message about family and gratitude. It's about a daughter's gift to her parents – a thank you for all they've done for her, for all their emotional and financial support; unbeknownst to her parents she's gotten help from the other members of her family.

The web series stars veteran actors Cal Bartlett and Renee Victor (*Showtime's Weeds*) and a supporting team of professional comedy actors including Carlos Lacamara, Robert Dassie and up and coming child actor Matthew Jacob Wayne.

Production values include stunt choreography, aerial shots and special effects make up.

The web series was written by Phillip Mottaz, Robert Solomon and Mort Nathan, produced by Robert Solomon and Wes Rubinstein, co-produced by Bank Of The West Executives Connie Sprinkle, Kristina Nielsen and Joel Nathanson and directed by Emmy award winner Mort Nathan.

BNP PARIBAS previously created the successful French web series My Flatmates which can also be seen currently on YouTube.



BNP PARIBAS

My Flatmates [Subscribe](#)

Featured Feed Videos

Uploaded videos 1-10 of 23

My Flatmates • Trailer
myflatmates 101 views 1 year ago
Discover My Flatmates, the famous french web-se subtitled in English, with the giggles and hysterics o roommates : Valentine, Sasha, Simon and Mustap

My Flatmates • Season 1 • Bonus 1:
myflatmates 24 views 1 year ago
Discover My Flatmates, the famous french web-se subtitled in English, with the giggles and hysterics o roommates : Valentine, Sasha, Simon and Mustap

My Flatmates • Season 1 • Bonus 1:
myflatmates 39 views 1 year ago
Discover My Flatmates, the famous french web-se subtitled in English, with giggles and hysterics of o roommates : Valentine, Simon, Mustapha and Sas



MEET THE BANKS STORY ARC

Meet The Banks features Colorado University collegiate tennis star Debbie Banks returning home with a “big surprise” for her parents who already have their hands full dealing with their high-school son’s atrocious cello playing.

Meanwhile, the youngest member of the family, 10-year old entrepreneur Peter Banks, prepares to unleash his food truck empire - mentored in life and business by his grandfather, Bob Banks Sr. a self-made man whose “can do spirit” embodies the spirit of the West.

Technology savvy Grandma Mary documents the family’s world on the web, while Uncle Ted’s search for a wife leads him from one physical mishap to the next.



MEET THE BANKS DIRECTOR – MORT NATHAN

Mort began his career as a writer on the hit TV show “Benson.” He soon went on to become the Executive Producer and head writer of the “Golden Girls,” where he won two Emmy Awards and two Golden Globe Awards for his work on the series. He’s produced over a hundred hours of prime time television and has created such television shows as “The Fanelli Boys,” “The Louie Anderson Show,” “Pacific Station,” “Platypus Man,” and “The Secret Diaries of Desmond Pfeiffer.” In 2009, he also co-executive produced and co-starred in the reality series, “Situation Comedy,” for the Bravo TV network.

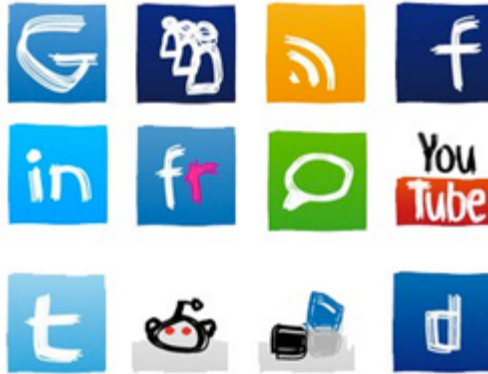
He is the writer of the Farrelly Brothers movie “Kingpin,” and has worked as a “script doctor” on many major Hollywood films, including “Analyze This” and “My Favorite Martian.” He made his directorial debut with “Boat Trip,” starring Cuba Gooding Jr., which he also co-wrote. He then went on to direct “Van Wilder II,” a sequel to the Ryan Reynolds cult classic, followed by the Farrelly Brother’s produced “Bag Boy,” in association with National Lampoon.

Currently, Mr. Nathan directed “Big Time Rush,” the internationally successful band’s series for the Nickelodeon Network.



MEET THE BANKS MEDIA ASSETS

- 10 WEBISODES
- CHARACTER VLOGS
- ORIGINAL THEME SONG AND MUSIC VIDEO
- SIZZLE REEL
- TRAILER
- STUNT BEHIND THE SCENES
- STILL PHOTOS
- ACTOR BIOS
- ACTOR BEHIND THE SCENES



INTERNET MARKETING SUMMARY

Today, the dominant marketing communication medium clearly is the internet, and the primary channels for reaching customers include social media via Facebook and Twitter, mobile applications, search engines like Google, content delivery sites like YouTube and Yahoo and even mobile games.

Traditional media, such as newspaper, radio, and television, are still important, but it's clear that people are spending more time today on new media enabled by the internet and mobile devices and that "influencers" and bloggers are playing an increased role in how we learn about media, receive information and interact with companies and products.

Today we can find customers, build long-term relationships with them, and measure success of engagement and profitability by providing digital content that is personalized and adaptive to diverse on-line audience groups.

The YouTube audience is exceeding 2 billion views a day - nearly double the prime-time audience of all three major U.S. broadcast networks combined.

*The average person spends 15 minutes a day on YouTube. 51 % of YouTube users visit the site weekly (or more frequently) and 52% of 18 to 34-year-old visitors share videos with their friends and colleagues. **

In addition to being the largest video platform on the web, YouTube is also the second largest search engine (after Google)

**Website Monitoring Blog: YouTube Facts & Figures*

Meet The Banks will directly link to Bank Of The West's Facebook page.



FACEBOOK/TWITTER INFORMATION

In the US, 93% of adult Internet users are on Facebook, and according to .OcomScore one out of every eight minutes on-line is spent on Facebook.

Facebook's revenue from display ads is expected to reach \$5 billion. In 2012, with respect to display ads, Facebook should eclipse Google, which is expected to generate \$2.5 billion this year.

Businesses have begun prioritizing Facebook over search engines as a way to attract customer's – social media channels, including blogs; Facebook drives 67% of B2C conversions.

Facebook isn't the only social media property driving business.

According to research, two-thirds of US Twitter users are more likely to buy brands they follow.

Other social media sites such as Yelp, Google+, and Foursquare can help draw customers through the power of recommendations and location-based searches.

Blogging and other content-based inbound marketing strategies can work in conjunction with these social media sites to attract customers.

Statistics:

**Average Facebook user has 245 friends
Washington Post February 2012*

**Average Facebook post goes to 17% of fans
Washington Post January 2012*

MEASURING THE VALUE OF A BRANDED WEB SERIES

Can you put a price on word-of-mouth?

The answer is yes.

In the new digital landscape, brand awareness and fan-consumer engagement via Facebook “likes” and comments; Tweets and RTs, has become an increased tool in marketing plans alongside the measured success of increased sales, box office, or iTunes store.

Every view of Meet The Banks will count as an advertising impression as each webisode begins with a full-frame “Presented By” mention for Bank Of The West.

Sponsoring entertainment is ‘unique’ and the fact that the branding messages in Meet The Banks are subtle helps Bank Of The West stand out among banking peers.

We need to evaluate ROI from an earned media perspective.

Metrics include social media stats like Facebook fans.

Social media strategy firm Vitruve recently developed a valuation that determined the value of one Facebook fan to be \$3.60.

Example of INCREASE in Facebook fans

Scotty Iseri (of *Scotty Got An Office Job* fame) produced the holiday-themed web series *Merry Holidays* for help desk startup Zendesk.

With approximately 35,000 views, it wasn’t a smash success — but 27% of those who watched clicked through to the Zendesk site resulting in a 48% uptick in unique hits and 22% more Facebook fans, plus press mentions on Boing Boing, Time.com and other sites that might not have otherwise covered the B2B company.

BRANDED ENTERTAINMENT EXAMPLES AND RESULTS

BANK LEUMI ISRAEL – THE BUZZER



To capture the imagination of youngsters in Israel, and change their perception that Bank Leumi is the most suitable bank for young people, Bank Leumi used the most dominant media among youngsters - digital - to tell the story of living the moment. They developed a weekly series of 7 episodes of 5-6 minutes each, with each 1 describing a night full of adventure and spontaneity in the big city.

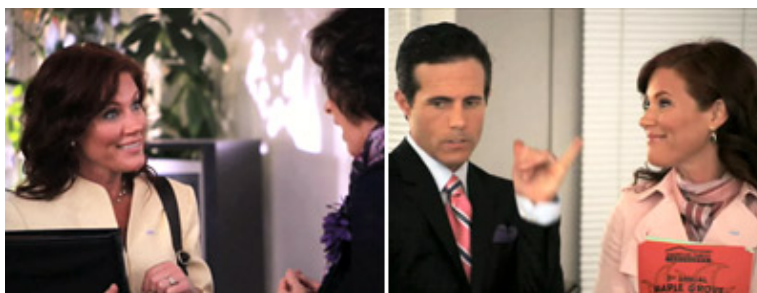
Results:

The number of youngsters who perceived Leumi Bank as the best bank for young people in Israel increased by 300%. 83% of youngsters expressed their willingness to recommend friends to join. Nearly 30% of this target audience viewed the web series (over 370K visitors). There was a surge in PR coverage of the campaign. Exposure included TV items in entertainment and finance news, articles and reviews on major websites, and the theme song of the series became a hit on the radio. Following the campaign, the joining rate for the Buzzer club rose by 97%. As well as, award nominations and subsequent press for the Agency responsible for conceiving the series.

The influential financial magazine, Global Finance, (in 192 countries worldwide) selected Leumi as the leading bank in social media in the Middle East and Africa, for 2012. Leumi's achievement in the competition was based on the strength and success of the products and services it provides to its on-line customers via social media.

Leumi's activity on social networks began in 2009, when Leumi became Israel's first bank to enter the social network arena with its launch of "Leumi Blog", a blog website for Leumi executives designed to expand the dialogue with Leumi customers and site surfers. Since this time, the blog has accumulated 304,000 visits and published 460 posts to date.

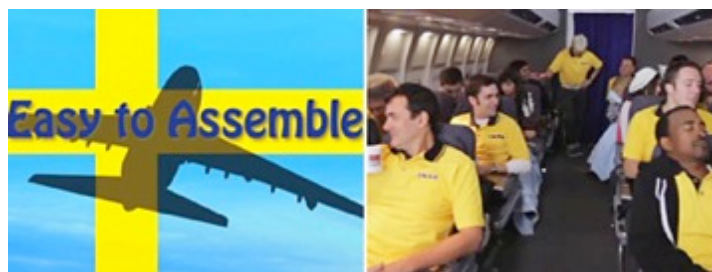
AMERICAN FAMILY INSURANCE - IN GAYLE WE TRUST



Gayle Evans ("Clueless" star Elisa Donovan) is a small-town insurance agent who tries to be all things to all people in this branded sitcom for American Family Insurance, created for NBC's Digital Studio.

Results: The first season attracted nearly 3 million views, enough for American Family Insurance to renew it for a just-launched second season (NBC Digital Studio's first multi-season pickup). American Family Insurance's branded-entertainment program yielded a 20% lift in quote starts and a 24% increase in purchase intent.

IKEA - EASY TO ASSEMBLE



Actress Ileana Douglas takes a job at an Ikea to escape the confines of Hollywood, only to find that a host of other actors (Justine Bateman, Tim Meadows, Ed Begley Jr., Tom Arnold, Cheri Oteri) are already working there. Ikea came onboard as an integrated sponsor to raise its profile among hip, cash-conscious furniture shoppers.

Results:

Produced for a mid-six-figure budget that includes a name cast, some location shooting in Burbank and no external media buys, "Easy to Assemble" in its second-season run from October 2009 to January 2010, accumulated 12 million video views, 5,000 iPhone-app downloads and more than 34,000 mentions on social media. **The series generated \$80 million worth of publicity for the Swedish furniture company.**

EASY TO ASSEMBLE 2010 was nominated for seven "Streamy" awards winning "Best Ensemble Cast" and "Best Product Integration." It also picked up a nomination for "Best Individual Performance" for Douglas at the 14th Annual Webby Awards, and won "Best Branded Content" and "Best Comedy Episode" for its spin-off series SPARHUSEN.

SPHERION - THE TEMP LIFE



Staffing and temping agency Spherion wanted to make students, recent grads and entry-level professionals aware of its job-finding services when it signed up to sponsor CJP Digital Media's "The Temp Life" in 2006. As the series evolved and the job market worsened, the "Temp Life" took on an almost meta-reality as its audience adopted the temp lifestyle portrayed by the series' characters.

Results:

Recently renewed for a fifth season, "The Temp Life" has quietly become the longest-running branded series on the web, with each season adding an average of 85% more viewers, according to web-video measurement firm Tubefilter. Spherion Corp. CEO Roy Krause has publicly declared the series his company's top marketing priority."

PROCTER & GAMBLE /BET - BUPPIES AND MY BLACK IS BEAUTIFUL



Procter & Gamble co-produced two web series with BET, "Buppies," a scripted drama, featured presenting sponsorship and product integration for Cover Girl's Queen Collection, while "My Black Is Beautiful" showcased the eponymous line of P&G products in makeover settings.

Results:

"Buppies," BET's first original web series, has attracted more than 2 million views on-line since launch, while "My Black Is Beautiful," the TV series, drew an average 3.6 million viewers in its second season on BET. The My Black Is Beautiful collection has seen sales grow 20% in the first half of 2010, while dollar-share increases during second-quarter 2010 were seen by participating brands Pantene (up 14%), Cover Girl (4%) and Olay (up 3%).

KRAFT - THE REAL WOMEN OF PHILADELPHIA



Kraft created a video contest to promote its Paula Deen-hosted brand relaunch of Philadelphia Cream Cheese last September. Fans were asked to submit videos of consumer-generated recipes using the Philly staple, with a chance to win \$25,000 and participate in a cook-off with Ms. Deen in Georgia.

Results:

More than 4,000 recipes were submitted to the contest's microsite, which has logged more than 600,000 unique visitors since its March launch. Additionally, Paula Deen's YouTube video for the contest has been viewed more than 10 million times, an indication of the campaign's broader cultural awareness.

As part of a multimillion-dollar re-launch for the brand, the contest has helped Philly Cream Cheese achieve a 6% increase in sales since last September.

CHIPOTLE – BACK TO THE START CAMPAIGN



Using local purveyors and championing a new sustainable store design, Chipotle developed a campaign to reintroduce itself. Chipotle created a stop-motion ad/video showing how they eschew the practices of factory farming, featuring a Willie Nelson cover of the Coldplay song "The Scientist."

Results:

Over 6 million views and earned over 300 million media impressions

Over 5,000 blog mentions in first 9 days

Sales up over 11% in 2011 and net income up 20% one week after airing

Multiple news outlets media coverage

Nominated for many awards

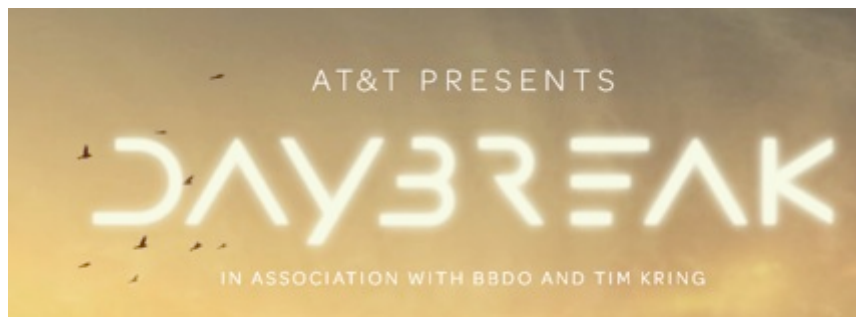
NEW/CURRENT WEB SERIES

H+



Produced by Bryan Singer, directed by Stewart Hendler (of the 2009 horror flick "Sorority Row"), and distributed by Warner Bros., "H+" asks the perpetually relevant question: What happens to us when technology goes very wrong? The HPlus of the title is a chip, that can be installed into the human nervous system giving its owner ultimate access to the Internet all day, every day. When a computer virus attacks, a third of the world's population is literally – and permanently – switched off.

DAYBREAK



Sponsored by AT&T. Made by the creators of Heroes. AT&T presents Daybreak, an original on-line drama series that reveals how AT&T's innovative technology helps unlock the immersive and engaging mystery that connects us all.

AMERICAN AIRLINES - HOMEFRONT HEROES

The screenshot shows the American Airlines website with a navigation bar at the top containing links for Home, Charities, Donate, and Videos. The main content area is titled "In Support of Those Who Serve" and features three primary sections:

- Lifting the spirits of military families:** A small graphic with the text "The USO's mission is to lift the spirits of America's troops and their families. [Read More](#)".
- Miles in Support of All Who Serve:** A graphic with the text "Earn AAdvantage miles for each dollar you donate to the USO. [Read More](#)".
- 'Homefront Heroes' Web Series Tells Wounded Warriors' Stories:** A large video player showing a man in a military uniform. Below the video, it states: "Sponsored by American Airlines, new series looks at the lives of returning service members." It includes social media share icons and a paragraph: "Homefront Heroes is a new original Web series and online community that is giving a voice to America's wounded warriors, their families and those who support them. Sponsored by American Airlines, the series premiered online Dec. 21 and shares stories of resiliency and inspiration as viewers learn of the struggles overcome by service members upon returning home from duty."

On the right side of the page, there is a sidebar with the heading "JOIN US IN THESE EFFORTS" and a list of categories: KIDS, MILITARY, WOMEN, and COMMUNITY. Below this is a promotional banner for "USO GIFT CARDS" which states: "American Airlines donates \$5 for every \$50 of travel purchased" and includes a link to "AA/USO Gift Card".

A documentary web series, that looks at the lives of returning military service members.

CLASSIC CAMPAIGNS THAT RECENTLY RECEIVED DIGITAL FACELIFTS

WENDY'S: "WHERE'S THE BEEF?"



In 2011 Wendy's revived the iconic catchphrase "Where's the beef?" to promote the overhaul of Wendy's single, double, and triple burgers.

In addition to running the campaign across traditional channels (TV, print, and radio), the campaign was launched in tandem with a promotional microsite – WheresTheBeef.com – and extended on-line via digital banner ads, content integration across Wendy's Facebook and Twitter channels, and QR codes where all campaign messaging finally answered the question and declared, "Here's the beef!"

The most buzzed-about component of the campaign was Wendy's use of Facebook to distribute tens of thousands of "Where's the Beef?" T-shirts. Consumers who "liked" the brand and completed a short series of games and questions within a branded Facebook application were able to reserve their choice of one of five styles of "Where's the Beef?" inspired tees. In addition to quickly amassing an increased Facebook following, the brand successfully reintroduced the classic tagline into pop culture lexicon and reinforced the associated value proposition (bigger burgers) to a new digitally connected audience. Today, Wendy's boasts more than 2.3 million Facebook fans.

MR. CLEAN



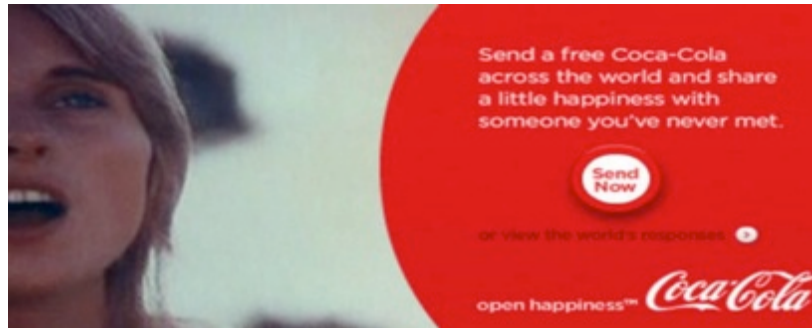
Developed in 1957, Mr. Clean is iconically clean in appearance – glistening baldhead, stark white T-shirt, clean-shaven face. That all changed this past November when P&G gave Mr. Clean a literal facelift and aligned its brand mascot with Movember, the men's health fundraiser and awareness campaign.

Over the course of the testosterone-fueled month, Mr. Clean sported a variety of different "staches" with the thickness and style being dictated in accordance with the number of "likes" the brand page received on Facebook. The campaign was tracked on the Facebook page via a "Moustache O' Meter," with Mr. Clean encouraging brand followers to donate funds to help his team of "Mo Bros" raise money to support awareness and treatment for prostate cancer and other men's health initiatives.

The campaign encapsulated the spirit of Movember – a hip, irreverent celebration of manliness rooted in a cause – while helping the brand refine its on-line voice and connect with an entirely new consumer segment. In accordance with the brand's Movember participation, Mr. Clean has developed a fun, youth-relevant personality that is helping to make Mr. Clean as much a part of the age 18-34 world as it is the age 35-54, head-of-household audience.

By aligning the status of his stache to the brand's Facebook "likes," P&G uncovered an easy mechanism for the brand to grow its fan base while providing a built-in reason to motivate sharing among friends and family.

COCA-COLA: "HILLTOP"



As part of Google's Project Re: Brief announced at South by Southwest, Coke offered refreshments to fans around the globe by refreshing its iconic "Hilltop" advertisement (in which consumers memorably sang "I want to buy the world a Coke and keep it company") through a suite of digital tools.

Consumers were able to literally enact the song lyrics featured during the original television spot by gifting an actual can of soda to someone else on the other side of the world via a technology-enabled vending machine. The digital tools that drove the campaign identified a gifter's geography based on that person's computer IP address and then virtually connected him or her with a thirsty gift recipient across the globe who was at a connected vending machine.

Before gifting the soda, consumers were able to create a video or picture message via webcam or photo upload, add a custom text message, and then hit "send" to watch their sodas travel across Google Earth to the waiting consumer. On the ground, the high-tech vending machine displayed the associated personal greeting and the city from where the coke had been "given."

In addition to the "Hilltop" commercial, the Project Re: Brief effort by Google reimagined three campaigns including Alka-Seltzer's "I can't believe I ate the whole thing" spot, Avis' "We try harder" campaign, and a 1963 Volvo campaign with the tag "Drive it like you hate it." Funded entirely by Google, Project Re: Brief is a Google marketing effort aimed to reimagine the original creative briefs of iconic marketing campaigns while simultaneously highlighting a suite of Google's products, including Google Maps, Google Mobile, Google Translate, YouTube, and Gmail.

GOT MILK



Who doesn't remember the original famous "Got milk?" commercial from the early '90s? Or the milk-mustached celebrity print ads? Over the years, the "Got milk?" campaign has slowly evolved to target new demographics and highlight various benefits of milk. But with the recent messaging shift to attack the soymilk industry, "Got milk?" has leveraged digital tools to add life to the campaign and reinforce the superiority of real milk to soymilk.

From the dedicated "Got milk?" website, consumers can conduct their own experiment in the "Science of Imitation Milk," an engaging science-themed game show experience. Visitors can use their computer or Apple or Android Smartphone or tablet device to reenact the process of creating "alternate" milk options – soy milk, coconut milk, or almond milk – through an engaging science-themed game show experience.

The interactivity of the campaign provides a fun experience to users while reinforcing the brand's key message by showcasing the multi-ingredient composition of alternate milk choices. The built-in sharing functionality through Facebook, Twitter, and Google+ Chicklets provides a nice social extension to help spread the "Got milk?" message. This "Got (real) milk?" update is an interesting extension to the traditional campaign and effectively leverages social, mobile, and interactive web technologies to extend the campaign in today's digital world.



MEET THE BANKS - CAMPAIGN GOALS

- Increase BRAND AWARENESS
- Increase Bank Of The West overall social media presence
- Increase Bank Of The West's reach to younger consumers
- Increase Bank Of The West's reach to Moms
- Extension of Go West Campaign
- Differentiating Bank Of The West from other banks and presenting a positive banking experience
- Increase off-line conversations of Bank Of The West
- Increase current customer migration (i.e. cross selling)
- Increase company wide employee team building - by enlisting employee help in spreading the word of Meet The Banks
- Extend the reach of existing and new Bank Of The West messaging on-line by building relationships with relevant audience segments, key influencers and bloggers via Meet The Banks.
- Shine a spotlight on the innovative thinking of Bank Of The West to be reached by the business community
- Attract new customers



MEET THE BANKS – CAMPAIGN OBJECTIVES

- Provide an informal, 'human' voice of the organization to promote the understanding of and engagement with the brand, content and promotions.
- Feedback from friends and followers (unsolicited and solicited)
- Feedback from followers (unsolicited and solicited), click-through, shares and mentions elsewhere in blogosphere.
- Provide an additional, low-barrier method for audiences to interact with Bank Of The West
- Provide ways for our audiences to subscribe to updates (by RSS, email and SMS).
- Monitor mentions of the brand, initiatives, engaging with our key influencers and with satisfied customers to thank them for and amplify their positive comments.
- Drive traffic and build registered users to Bank Of The West Facebook page (Consumers) and shine a spotlight on the innovative thinking of Bank of the West (Business).
- Develop topical messaging designed to engage and interest both consumers and business community.
- Provide direct links to journalists and bloggers that can be tracked from Meet the Banks/BOTW social media channels.



MEET THE BANKS – CONTEST

A central theme of the Meet The Banks marketing campaign will be an *enter to win by “liking” Bank Of The West’s Facebook page* sweepstakes.

Prize: **\$10,000** in a Bank Of The West checking account.

Existing customers will have the funds transferred into their account and new customers get to sign up for an account with the \$10,000 in it. Standard Bank Of The West contest restrictions apply.

The winner will be selected at a set date in a sweepstakes drawing – under same rules as current BOTW sweepstakes – after the initial 3 months broadcast of the web series.

The contest will be part of all Meet The Banks messaging, advertising and PR.



2013 BANK OF THE WEST EVENT SPONSORSHIPS

March

PAC-12 Basketball Tournament
BNP Paribas Open

May

Newport Beach Jazz Festival

June

Celebrates America

July

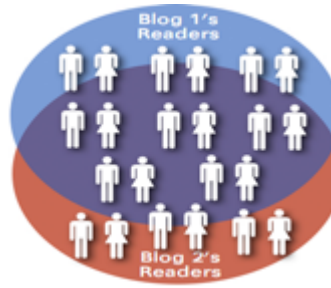
Bank of the West Classic
Cheyenne Frontier Days

September

First Tee Open

October – November

Albuquerque Balloon Fiesta
College Game Days



MEET THE BANKS TARGET AUDIENCES – KEY DEMOGRAPHICS

MOMS*

The buyer, decision maker, budgeter - 28m moms use the web and social accounts, making Moms' a valuable and easy demographic to reach.

YOUNG DEMOGRAPHICS (16-27)

Young people 16-24 years old; digital natives, digital savvy

NEW TO BANKING CUSTOMERS

The bank they choose to open their first account with is the bank that accompanies them for years, managing their money; expanding to credit cards, car loans, home loans, etc

ACTIVE INTERNET USERS

FANS OF COMEDY ENTERTAINMENT

CURRENT BANK OF THE WEST CUSTOMERS (ON-LINE)

VISITORS TO BANK OF THE WEST BRANCHES

ATENDEES TO BANK OF THE WEST SPONSORED EVENTS

INFLUENCERS

Meet the Banks is a digital campaign so it is paramount to capitalize on relationships/influence of others who are active in social media (bloggers, tweets, vloggers, podcasters, YouTube influencers, etc.) to serve our over brand message to their community.

BANK OF THE WEST EMPLOYEES

BUSINESS AND BANKING DEMOS (ON-LINE AND OFF-LINE)

****MOMS***

Report: One-Third Of U.S. Moms Own Connected Devices, 97% Of iPad Moms Shopped From Their Tablet Last Month – TECH CRUNCH ARTICLE
Monday, August 27th, 2012

- Moms are heavy-duty digital consumers across all channels, including not only social media, but also in e-commerce and on mobile.
- One third own a connected device. They spend 6.1 hours per day on average on their smartphones – that's more than magazines, TV or radio.
- 62% use shopping apps and 46% took action after seeing mobile ads.
- Moms are heavy social media users as well. Half of connected moms use social media on their mobile. 81% of these are fans of a brand, 86% post status updates, and 84% comment on social media. That also offers brands and retailers a lot of opportunity to connect with this group to encourage purchases and other types of engagement – like re-posting and sharing.

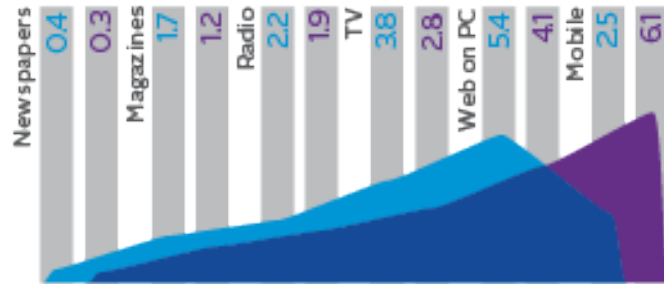
Over 60% of the moms using smartphones are aged 25 to 44 and over 77% are Caucasian, followed by Hispanic (12.4%), Black (11.5%), Asian/Pacific Islander (5.6%) and Native American (1.2%). Household income increases the likelihood that the moms are mobile, with those in households over \$100K more likely than others to be Smartphone owners.

Households with income of \$25K-\$50K have just about the same mobile penetration levels among moms as those with household income of \$50K-\$75K.

Even moms without smartphones spend 2.5 hours on average per day on mobile. One-third of moms own a connected device (a non-Smartphone). Of these, 9.8% own an iPad, 9.5% own a Kindle and 5.7% own an iPod Touch. And they like to shop from their tablet, too. In surveying 1,500 tablet-owning moms, 97% made a purchase using their tablet in the last month.

Average hours
spent daily per
medium

No Smartphone
Has a Smartphone



Mobile is:
Email,
mobile web,
apps, SMS,
voice

Tablets

In a survey of 1,500 Moms:



...made a purchase
using their tablet in
the last month.



...log more than 10
hours per week vs.
less than 2 hours
on their PC.



...plan on replacing
current iPad with the
newest one ASAP.

Shopping Behaviors



...use a
shopping app



...want to receive
information while
in a store



Buying power
in 2011



...change brands
when they have
kids

They are also more
likely to purchase
Consumer Package
Goods (CPG) products
online...



MEET THE BANKS – RELEASE SCHEDULE

The 5-month release plan includes a 2-month pre-release schedule with a 3-month release of the web series. Media will be marketing/advertising execution; heavy on advertising spends the first month and increased social media outreach during the 2nd and 3rd months.

On-line and off-line ad buys, traditional PR, extensive paid and unpaid social media efforts and a well orchestrated grass roots campaign utilizing Meet The Banks cast and crew and Bank Of The West employees/branches (playing Meet The Banks media) will be coordinated with the release of Meet The Banks media to reach a maximum audience and garner increased exposure for Bank Of The West across multiple media channels.

A few select “social” screening events will take place in San Francisco, Los Angeles, Denver and in selected markets (*TBD) of Bank Of The West’s 19 Western and Midwestern states footprint: Arizona, California, Colorado, Idaho, Iowa, Kansas, Minnesota, Missouri, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Utah, Washington, Wisconsin and Wyoming.

We’ll distribute our social media messaging widely and leverage every distribution channel we can to promote Meet The Banks and link to Bank Of The West’s Facebook page.

The first 48 hours after broadcast of videos will be a huge focus of the campaign. We’ll want to get as many people as possible commenting on Meet The Banks with the hopes that YouTube will feature the videos. Since Bank Of The West’s YouTube channel has been around for a while and consistently puts out content, we’ll have a greater chance of being featured on YouTube’s “Featured Channels” section.

PRE-RELEASE

MONTH 1 – SEARCH ENGINE MARKETING

SEM analysis across multiple channels

Develop key words and structure key words for ad creation

Print-graphics assets design

MONTH 2 – PLANNING/MESSAGING

Marketing and PR out reach – establish connections-relationships

Draft press releases/packets

Blogger and influencer outreach – coordination plans

Coordinate release plans with Bank Of The West staff

Determine and finalize ad placement/buying

Digital ad creation

EVENTS/SCREENINGS

Event(s)-screenings for Influencers, bloggers, press, entertainment professionals, business contacts, bank employees/executives – key marketing and advertising people

Locations:

- SAN FRANCISCO *PREMIERE
- LOS ANGELES
- DENVER
- SELECT CITIES

MONTH 3 – ADVANCE OF WEB SERIES MEDIA RELEASE

Broadcast music video, sizzle reel, and trailer on YouTube, Facebook, and web, as well as in branches and across targeted demographic channels

Ads in/across key demo sites

First articles/blogs/ twitter released about upcoming release

Paid ads in key industry publications

MEET THE BANKS WEB SERIES RELEASE

RELEASE WEEK 1

Press Satellite Event

Broadcast webisodes 1-5 and Stunt Behind The Scenes on YouTube/Facebook and in branches

Heavy advertising utilizing Facebook ads, YouTube/Google ads, in front of targeted TV viewers i.e. (Modern Family and The Middle fans) Moms and internet users seeking media/entertainment – heavy Grass Roots outreach including Bank Of The West employees

Entertainment, Business, Internet celebrity site - ad buys

RELEASE WEEK 2

Broadcast webisodes 5-10 and publish still photography library on YouTube/Facebook and in branches.

Heavy advertising utilizing Facebook ads, YouTube/Google ads, in front of targeted TV viewers i.e. (Modern Family and The Middle fans) Moms and internet users seeking media/entertainment – heavy Grass Roots outreach including Bank Of The West employees

Entertainment and Business ad buys

RELEASE WEEK 3

Broadcast logs on YouTube/Facebook

Heavy advertising utilizing Facebook ads, YouTube/Google ads, in front of targeted TV viewers i.e. (Modern Family and The Middle fans) Moms and internet users seeking media/entertainment – heavy Grass Roots outreach including Bank Of The West employees

Entertainment and Business ad buys

RELEASE WEEK 4

Broadcast cast interviews on YouTube/Facebook

Heavy advertising utilizing Facebook ads, YouTube/Google ads, in front of targeted TV viewers i.e. (Modern Family and The Middle fans) Moms and internet users seeking media/entertainment – heavy Grass Roots outreach including Bank Of The West employees

Entertainment and Business ad buys

POST RELEASE - MONTHS 5 AND 6

Continue On-line and Off-line ad buys, traditional PR, extensive paid and unpaid social media efforts and a well orchestrated grass roots campaign utilizing Meet The Banks cast and crew and Bank Of The West employees/branches will be coordinated with the release of Meet The Banks Media to reach a maximum audience and garner increased exposure for Bank Of The West across multiple media channels.

**Announce Sweepstakes winner. Press – release etc.*

MONTHS 4 AND BEYOND

TBD

MEET THE BANKS - CAMPAIGN ELEMENTS

SEARCH ENGINE OPTIMIZATION (SEO)

- Keyword research
- Organic search marketing
- Paid search marketing

PUBLICITY/PR

- Press releases/Press Kit(s)
- Social media and publicity (off-line and on-line)
- Twitter
- Off-line featured stories/articles
- On-line featured stories/articles
- Events/Screenings
- Partnerships

GRASS ROOTS CAMPAIGN

- Meet The Banks (cast, crew, production-creative team)

BANK OF THE WEST “INTERNAL” CAMPAIGN

- Branch Advertising
- Employee Participation
- Sponsorship/Events marketing

SOCIAL MEDIA

- Influencers
- Bloggers
- Twitter
- Weblog posts
- Email messages
- Email newsletters
- Social bookmarks
- Content marketing

DIGITAL ADVERTISING

- On-line paid advertising
- On-line paid media links
- On-line unpaid advertising

OFF-LINE ADVERTISING

- Off-line paid advertising

OUTDOOR ADVERTISING

- Select Billboards, bus, taxi marketing
- Unique marketing implementations *TBD

MERCHANDIZE

- T shirts- with QR code embeds
- Other options TBD

**Utilizing QR Codes for all off-line media*

SEARCH ENGINE MARKETING

Primary goal is to put Meet The Banks on the short list of best answers to search questions - to optimize video searches - paid and organic.

Initially, we'll perform keyword research and analysis to establish the key words to be used in:

- All search engine visibility
- All search for measurement
- All ad creation
- All social media outreach
- All press materials and on-line platform messaging
- Continue for 9 months after release



MEET THE BANKS PRESS KIT

Illumin8 Creative will create downloadable PDF(s) that include:

- Tag line
- Synopsis (short < 100 words and long < 500 words)
- Cast & crew credits bios
- Producer/Director statement(s)
- Production information
- Feature story
- Press releases
- Contact info / spokesperson or PR representative
- High res (for print) and low-res images (for Web) as well as key art, portraits or behind-the-scenes shots



GRASS ROOTS STRATEGY

"Get the word out campaign"

Utilizing email blasts, Facebook friends, social media networks etc., we'll "spread the word" utilizing everyone associated with the project - to reach as many people as possible - as early as possible.



BANK OF THE WEST “INTERNAL” MEDIA OPPORTUNITIES

We have a tremendous opportunity to utilize physical Bank Of The West branches, incorporate messaging in synch with Bank Of The West sponsorship events, activate employees to engage in organic outreach by utilizing their own social networks, and coordinate with current Bank of The West on-line and off-line marketing efforts.

IN BRANCH

Display ads (posters, flyers - signs - window displays)

Standeers (full size and desk/counter)

Stickers

Pins (for promotion)

Packet/pamphlet inserts

Balloons

Video loops on in branch TV monitors

**All will have QR code link to BOTW Facebook page*

OUTDOOR

Billboards

Bus

Cabs

SPONSORSHIP EVENTS

Meet The Banks media/spots – play on large screens/monitors

Posters and signs

T-shirt giveaways

CONTEST/SWEEPSTAKES

Preloaded \$10,000 checking account - enter on Facebook – like the page

EMPLOYEE OUTREACH

To further create an internal community - encourage employees to be part of the fun and share with friends and customers outside the bank what their bank is doing - design a push/ask for employees to reach out to at least one person to inform them about Meet The Banks



PAID DIGITAL ADVERTISING

BANNER ADS

*Best banner ads 300x250 – top right corner of webpage

PROMOTED VIDEOS THAT APPEAR ON TOP AND BESIDE SEARCH RESULTS

“PREROLL ADS” (THAT APPEAR DURING OTHER YOUTUBE VIDEOS)

COST-PER-CLICK OR COST-PER-VIEW MODEL

PAID FACEBOOK ADS

PAY FOR FANS

PAY FOR VIEWS

PAY FOR IMPRESSIONS RATHER THAN CLICKS

PAID ON TARGETED WEB SITES AND DEMOGRAPHIC

BUY TARGETED YOUTUBE VIEWS

BUY TARGETED YOUTUBE CHANNEL SUBSCRIBERS

CPM (or CPT) pay for exposure to targeted audiences.

**Some impressions may not be counted, such as a reload or internal user action.*

:15-:30 pre-roll ad spots

CPV (Cost Per View) pay for each unique user view of advertisement (pop-ups, pop-under and interstitial ads).

CPC (Cost Per Click) or PPC (Pay per click) pay each time a user clicks on their listing and is redirected to website or Facebook.=

CPA (Cost Per Action or Cost Per Acquisition) or PPF (Pay Per Performance) - performance based and is common in the affiliate marketing sector of the business. In this payment scheme, the publisher takes all the risk of running the ad, and the advertiser pays only for the number of users who complete a transaction, such as a purchase or sign-up. This model ignores any inefficiency in the seller's web site conversion funnel. The following are common variants of CPA:

eCPM: Effective CPM or eCPM calculated through other conversion events such as Cost per Clicks, Cost per Downloads, Cost per Leads etc. for example when an advertiser getting \$2 per download and for 100,000 impressions you received 10 downloads worth \$20, in this case your effective CPM or eCPM will be $2 \times 20 \times 1000 / 100,000 = \0 .

KEY DIGITAL SITES TO BUY ADVERTISING



TRUEVIEW

TrueView Video Ads give viewers choice and control over which advertisers' messages they want to see and when. Charge takes place only when a viewer has chosen to watch the complete ad, not when an impression is served.

With TrueView Video Ads we put our message at the first few seconds – so even if the viewer doesn't watch the entire ad, they'll get the initial messaging.

TRUEVIEW IN-STREAM ADS



- In-stream ads play like a TV-style ad before, during or after another video from a YouTube partner.
- Viewers see 5 seconds of our promoted video and then can keep watching or skip it.
- We pay if they watch for at least 30 seconds or to the end of the video (whichever is less).

TRUEVIEW IN-SLATE ADS



- In-slate ads show before YouTube partner videos that are 10 minutes or longer.
- Viewers choose to watch one of three ads or see regular commercial breaks during their video instead.
- We pay only when viewers choose to watch our video.

TRUEVIEW IN-SEARCH ADS



- Our video appears in a special promoted section of the video search results pages on YouTube and Google video results.
- We pay only when a viewer chooses to watch our video.

TRUEVIEW IN-DISPLAY ADS



- Our ads appear alongside other YouTube videos, or on websites on the Google Display Network that match our target audience.
- We pay only when a viewer chooses to watch our video.



facebook

Facebook Ads

Reach over 800 million people where they connect and share

Create an Ad

or contact our sales team

Overview

Case Studies

Reach Your Target Customers

- Connect with more than 800 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

Deepen Your Relationships

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business

Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

The average Facebook user is a casual browser. They're prone to leave their profile window open for hours at a time, occasionally checking up on it and viewing photos and updating their status. They enjoy following big brands that interact with them and run low-level contests for free stuff. They're on-line to keep tabs on their friends and play games, so commercial intent is not initially apparent.

Facebook users aren't looking at their profile to make a purchase or respond to advertising. To experience success on Facebook we'll target users' interests and appeal to their social bent.

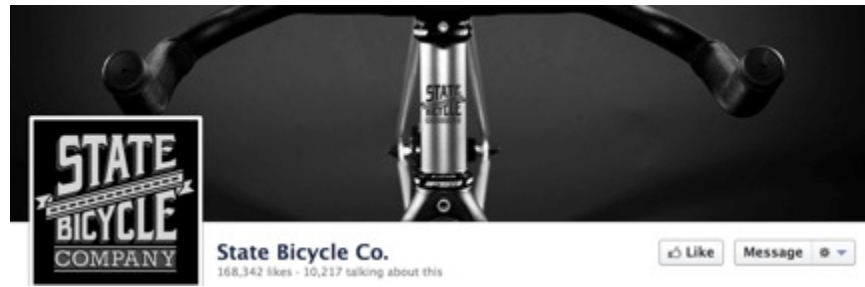
Case Study:

One of Facebook's hallmark case studies for small business advertising is CM Photographic. Utilizing Facebook's advertising platform, they were able to target their exact demographic; 24-30 year old women that listed their relationship status as engaged. With this targeting, their ads yielded over a 60% conversion rate, turning a \$600 investment into over \$40,000 of revenue.

Advertising on Facebook best for:

- Engagement
- Loyal, returning customers/fans
- Consistent user base
- Building communities
- Less effective for:
- B2B lead gen/sales

FACEBOOK AD CAMPAIGN AND RESULTS



State Bicycle: Building a strong customer base

“Facebook has been a critical partner in helping us develop a relationship with our customers.”

Goals

Arizona-based bicycle manufacturer State Bicycle Co. wanted to use Facebook to familiarize people with its brand and vision to:

- Increase engagement when communicating product releases and upcoming events
- Drive its Facebook audience to purchase directly from statebicycle.com

Approach

To familiarize people with its company, State Bicycle Co. first created a Page:

- Updated its **profile picture** with the company's logo and **cover photo** featuring an image of one of its new fixed-gear bikes
- Added milestones to the Page to define key moments, such as “State Bicycle Co. wins Wolfpack Marathon Crash Race”

The company also ran **Facebook Ads** to drive bike sales:

- To see if people interested in music would purchase bikes, they tested broad category targeting, including “Arcade Fire,” “M83,” and “Passion Pit” and specific likes and interests focusing on rival brands, such as “big shot bikes,” “mission bicycle” and general keywords “fixies” and “track bikes”.
- They targeted people living in cities with ads by promoting specific events such as a bike ride in Austin, Texas

State Bicycle Co. wanted to increase engagement on its **Page** in several ways, including:

- Hosting frequent photo contests on its **Page** (Ex. the winner of the photo of the most beat-up bike got a new bike)
- Running “Facebook Friday,” which included a discount coupon specifically for people who saw State Bicycle Co.’s posts on Fridays
- Encouraging people to like posts to see a sneak peak of new products

State Bicycle Co. ran **sponsored stories** to reach more people and drive more awareness of its brand:

- They used a **sponsored story** to increase the distribution of a **Page** post by featuring an image of a Black Friday poster with deals on State Bicycle Co. items

Results

- **\$500,000** in annual incremental sales from coupon codes and traffic exclusively from Facebook
- **12%** of traffic to the State Bicycle Co. website came from Facebook
- **1/5th** cost per click on Facebook compared to other advertising platforms
- **10x** growth in the number of people who like their Page, from 4,600 to 46,000-plus within 12 months

Advertise on Facebook

Set Up Your Ad or Sponsored Story

About 90% of a user's time on Facebook is spent on their own page, so users are more apt to pay attention to ads displayed there.

PRICING:

Niched recommended range between \$2.15 and \$3.40

Estimated cost per click is between \$1.54 and \$2.42

Facebook ads have an average cost per fan acquisition of about \$1/fan.

We'll estimate \$2.50.

Facebook ads grow stale *extremely* quickly.

We will need to run ads over a very short amount of time because users lose interest at an alarming rate.

PREMIUM LOCATIONS

Premium Ads run on the most valuable pages on Facebook in terms of engagement, time spent and quality, such as the Home Page and Profile pages. This will be our focus.

The Home Page includes the *news feed*, which shows everything a user's friends and other connections are sharing.

Profile pages are another high engagement location that rival the home page in terms of quality and time spent.

PREMIUM ADS

Premium Ads enable users to interact with our ad(s) by taking simple social actions such as "liking" the Bank Of The West Facebook page – what's key is - users can take actions without ever leaving Facebook.

Once a user has interacted with a Premium Ad, information about this interaction is displayed in the ad. Ads featuring the endorsement of trusted friends or "ads with friends" are more relevant and engaging for your audience.

A recent Nielsen study shows that there is a 68% increase in ad recall and a 2x increase in message awareness when users see a friend's name associated with an ad.

The Premium Like Ad can have news stories about friends associated with it. When users see that their friends have liked a brand or product, it increases their own trust in that brand and the likelihood that they, too, will engage with the ad unit. If none of the user's friends currently like the brand, the ad displays the total number of people who like the brand among the Facebook community.

Premium Inventory

Premium Locations

Premium Ads run on the most valuable pages on Facebook in terms of engagement, time spent and quality, such as the Home Page and Profile pages.

The Home Page includes the News Feed, which shows everything a user's friends and other connections are sharing.

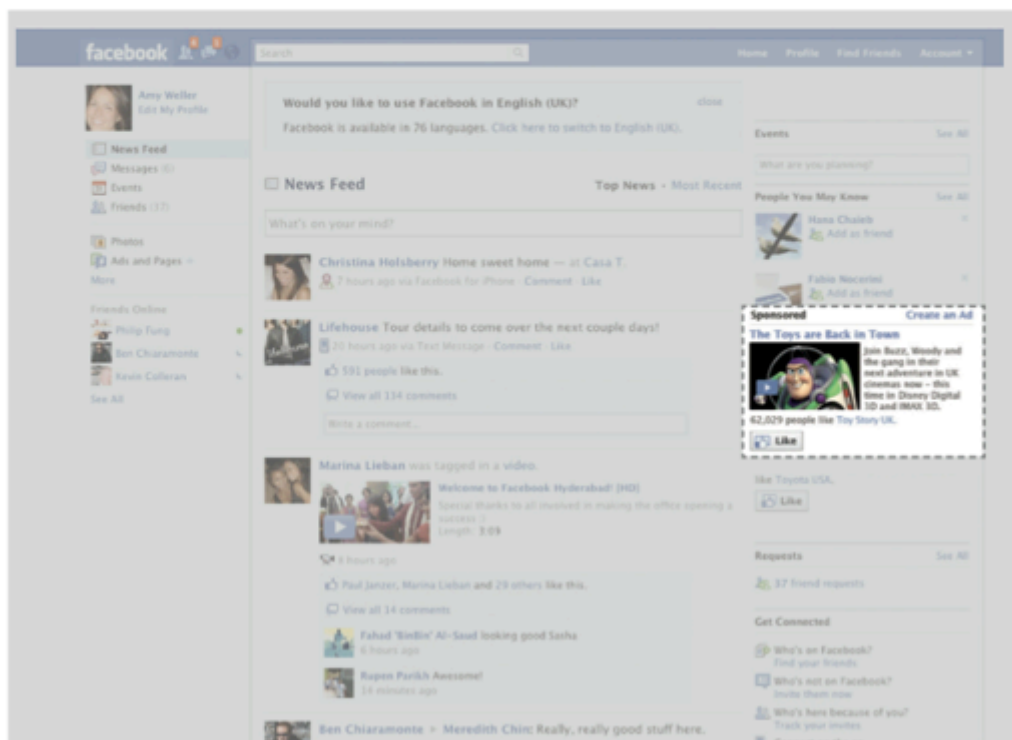
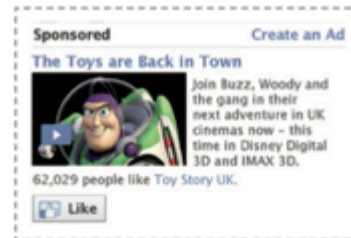
Profile pages are another high engagement location that rival the home page in terms of quality and time spent.

Premium Ads

Facebook provides marketers the chance to advertise their products and brands in premium locations.

Premium Ads enable users to interact with your ad by taking simple social actions, for example: Liking your Page, responding to a poll, RSVPing to your event or requesting a sample of your product. Users can take these actions without ever leaving Facebook.

Once a user has interacted with a Premium Ad, information about this interaction is displayed in your ad. Ads featuring the endorsement of trusted friends or "ads with friends" are more relevant and engaging for your audience.





Premium Like Ad

Premium Like Ads drive user engagement by letting Facebook users see how many of their friends have already liked your brand.

A recent Nielsen study shows that there is a 68% increase in ad recall and a 2x increase in message awareness when users see a friend's name associated with an ad.*

The Premium Like Ad can have news stories about friends associated with it. When users see that their friends have liked a brand or product, it increases their own trust in that brand and the likelihood that they, too, will engage with the ad unit. If none of the user's friends currently like the brand, the ad displays the total number of people who like the brand among the Facebook community. This is another way of providing trust and validation.

Initial state of Premium Like Ad unit

Sponsored [Create an Ad](#)

Ben & Jerry's



Every flavor creation is a tongue-teasing treat. So what are you waiting for? Grab your favorite pint and fill your life with yum!

1,749,031 people like Ben & Jerry's.



Click the Like button to connect to the brand

Sponsored [Create an Ad](#)

Ben & Jerry's



Every flavor creation is a tongue-teasing treat. So what are you waiting for? Grab your favorite pint and fill your life with yum!

You like Ben & Jerry's.



News Feed story **

**Doug Stotland** likes Ben & Jerry's.

 about an hour ago · [Like](#)

Profile story **

RECENT ACTIVITY

Doug likes Ben & Jerry's. · [Like](#)

* "Advertising Effectiveness: Understanding the value of a Social Media Impression."

April 2010, The Nielsen Company.

** The option to like the News Feed or Profile story does not appear if the user already likes the brand.

Premium Event Ad

Invite people to RSVP to an event and let them spread the word on your behalf.


1. This ad unit lets users invite users to events on Facebook before or during the dates of the event.
2. Once a user responds, the ad expands to allow the user to invite their friends to the event. The act of RSVP-ing to the event is public and may appear in friends' News Feeds.
3. Users are also given the option to write custom messages to friends they are inviting to the event and like the Page.*

1.

RSVP to event


Sponsored [Create an Ad](#)

Inception



The dream is real. From the director of The Dark Knight and starring Leonardo DiCaprio, see Inception in theaters and IMAX July 16th.

Date July 16 at 12:00am
Location Nationwide
Attendees 29,383 people

 **RSVP** ☐ Yes ☐ Maybe ☐ No


Frankie Delisle, Brent Wein, and 2 other friends are attending.

2.

Invite more friends to event


Sponsored [Create an Ad](#)

Inception




The dream is real. From the director of The Dark Knight and starring Leonardo DiCaprio, see Inception in theaters and IMAX July 16th.

Date July 16 at 12:00am
Location Nationwide
Attendees 29,383 people

 **RSVP** Attending. [Change RSVP.](#)

[Invite more friends to this event](#)

Frankie Delisle, Brent Wein, and 2 other friends are attending.


 Like Inception

3.

Users can write custom messages to friends that they invite to the event


Sponsored [Create an Ad](#)

Inception




The dream is real. From the director of The Dark Knight and starring Leonardo DiCaprio, see Inception in theaters and IMAX July 16th.

Date July 16 at 12:00am
Location Nationwide
Attendees 29,383 people

 **RSVP** Attending. [Change RSVP.](#)

[Send Invitations](#)

Frankie Delisle, Brent Wein, and 2 other friends are attending.

 Like Inception

News Feed story

 Helen Min is attending Inception - Opening Weekend.
7 minutes ago · Comment · Like · RSVP this event

Profile story

RECENT ACTIVITY

 Helen Min is attending Inception - Opening Weekend.
Comment · Like · RSVP this event

* Text will state "You like [brand]" if the user already likes the brand.

Premium Video Comment Ad

Share a compelling video about your brand and watch what people have to say.

This ad unit allows users to leave inline comments for your video without leaving the page. Additionally, users can like the video and your Page inline, without interrupting the video. Users can also share your video.

Comments made by a user's friends are seen below the ad, increasing their trust and propensity to engage with the ad. The act of commenting or liking is public and may appear on friends' News Feeds.

1.



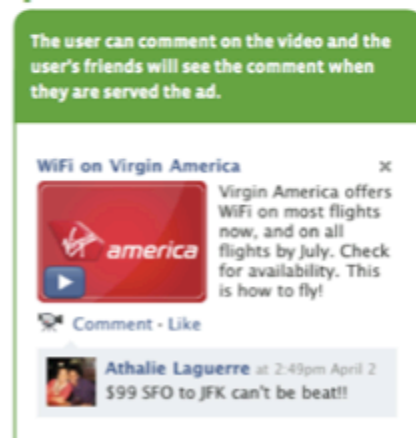
3.



2.



4.



Marketplace Ad Specifications

Marketplace Ads appear in the right-hand column of the site.

Marketplace Like and Event Ads allow users to engage with ads in the same way they interact with other content on Facebook without leaving the page they're viewing. Actions taken within the ad can generate organic stories on friends' home pages.

Key features of marketplace ads on Facebook:

- 4 ad types
- demographic targeting
- primarily drives action

Marketplace Standard Ad

Harley Farms Goat Dairy




Harley Farms is a restored 1910 dairy farm in Pescadero. Come visit us and try our award winning goat cheeses!

Marketplace Event Ad

Nissan LEAF Zero Emissions Tour



Join the Nissan LEAF™ Zero Emission Tour. See the unveiling of this revolutionary 100% electric car in Los Angeles. RSVP now.

 RSVP - Meg Sloan is attending.

Marketplace Like Ad

Seltzer Sisters



Are you looking for a fun and refreshing alternative to soda? Check out Seltzer Sisters home delivery!

 Like - Hugo Angelmar likes this.

Marketplace Application Ad

Small Office Search



Small Office Search allows people to show their office space to people who are looking for an office.

Guy Scavone and Jim Renaud used this.

Sponsored Stories

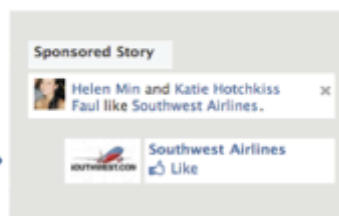
The best form of recommendation is one you get from a friend. Sponsored Stories allow you to surface word-of-mouth recommendations about your brand that exist organically in the Facebook News Feed. Sponsored Stories are different from ads, and including them in your Facebook Premium Ad campaign amplifies the actions your target audience takes with your Premium Ads during a Target Block or Sustained Media. Like Premium Ads, Sponsored Stories for Premium are the only piece of sponsored content on the Page. Sponsored Stories are also available to run in Marketplace locations, alongside other Marketplace ads.

Sponsored Stories

Page Likes:

Page Name Thumbnail

50x50px (same as thumbnail managed by Page; aspect ratio is preserved)



Page Name

Full name of Page is preserved (up to 70 characters)

Creative Requirements

None

Total size:

240 px wide (variable height)

Audience:

Only friends of the person(s) in the Sponsored Story

Links:

Friends' photo and names go to friends' profiles, Page photo and Page name go to Page (Page admin specifies which tab non-fans land), "Like" makes you a fan of the Page, inline

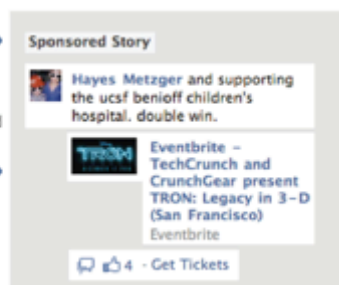
Application Interactions:

Application Name:

Full title of application story is preserved (up to 70 characters)

Application Image Thumbnail

50x50 px high (same as thumbnail managed by Application; aspect ratio is preserved)



Comment by friend

(if applicable): 100 character maximum (followed by ellipses)

Creative Requirements

• None

Total size of Sponsored Story:

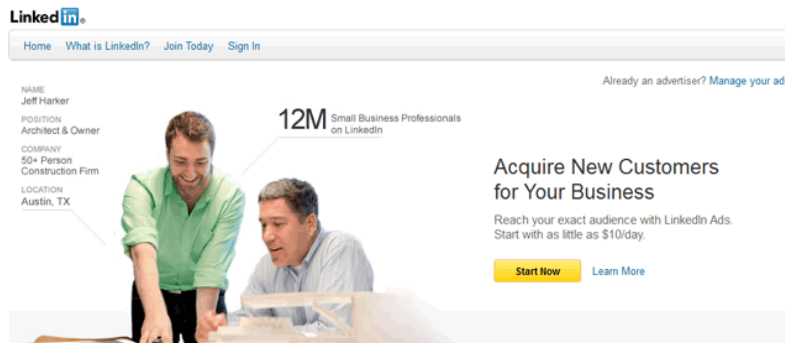
240 px wide (variable height)

Audience:

Only friends of the person(s) in the Sponsored Story

Links:

Friends' photo and names go to friends' profiles, App image and App name go to canvas App Page, action link (Get Tickets) takes you to a specific place in the canvas App Page that is designated by the App developer, Comment and Like tags take you to the permalink for the News Feed story



There are over 100 million users - creating a LinkedIn profile for professional reasons. LinkedIn is tailored for B2B transactions. Users are asked when filling out their profile if they're willing to be approached with business ventures.

The average LinkedIn user is a mid-level manager and is moderately tech savvy. 1.3 million are corporate-level executives with decision-making authority

Case Study:

With LinkedIn's "Recommendation Ads," HP grew their number of brand advocates from a few hundred to over 2,000 in just two weeks. They also received 20,000 additional followers on their professional company page on LinkedIn.

Best for:

- B2B lead gen/sales
- Major business needs, like partnerships, investments, etc.
- Professional services

Less effective for:

- Reach – You're talking directly with professionals, one-on-one; no viral potential



Reddit.com advertising allows anyone to advertise a sponsored link on its front page. They have a self-serve tool that allows setting up an ad and they have 2%-10% CTR.

reddit advertising



Reach your audience

- Get your message to millions of viewers
- Target viewers on what THEY are interested in, not what their demographic is
- Use text, images, and video in your ads



Control your budget

- Bid-based system ensures you get a fair piece of the daily pie
- Low CPM, even with low bids



Interact with customers

- reddit ads have comments, view what people think in real-time
- Up and Down vote system, see how much people enjoy your link, in one metric



Track your stats

- View graphs of your impressions and clicks
- All stats available for download

Start advertising today!

A comic that explains it all.
Have questions? Read the [FAQ](#), or send us an email.
Interested in a bigger campaign? Talk to our sales team.

[Create an ad](#)
[manage existing ads](#)

Reddit's advertising platform is severely underutilized in the social advertising world and they have more page views than any other site in the world, except Facebook.

Their advertising model is slightly more complex than others. They tally the total number of bids in their queue each day and splice out the advertising pie based on the volume of cash advertisers are willing to pump out in a day.

Ex: if 10 people are bidding one day and they're each bidding \$10 for that day. If you bid \$50, you get 33% (50/150) of ALL of the advertising traffic for that day. In other words, if you hit a day with low ad competition or you've got deep pockets, this is an insanely great way to get traffic.

Case Study:

Patrick Avella, a blogger and web developer, tested out the Reddit advertising waters with a small affiliate campaign. With \$100 to start, he ran his ad for four days, yielding 58,587 unique impressions, 1,150 clicks and a 37% conversion rate.

Best for:

- Viral content promotion/ignition
- Traffic
- Cause awareness
- Feedback



**Recently passed Facebook as the highest traffic referrer of any website.*

The Paid Stumbles platform is simple.

Three tiers of advertising: a “Light” version, a “Standard” version and a “Premium” version. They each cost \$.05, \$.10, and \$.25 per visitor, respectively. *Whether you pay for the stumble or not depends on how engaged the user is, and the more you pay per-user, the more likely you are to get engaged viewers (and the more likely you won't be paying for all of them).*

If the paid stumbles like the content and thumb it up, we'll continue to receive referrals from StumbleUpon in the future. Excellent way not only to send traffic to our content - it's also one of the highest-return investments to be made in social media advertising.

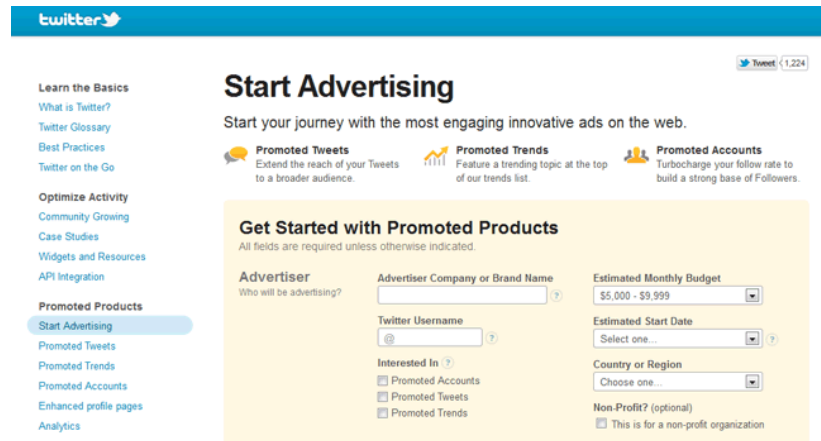
The average Stumbler is generally one of two things - either 1) looking for some cool new content in areas that interest them or 2) bored and killing time.

Case Study:

Mint.com's financial planning web service (recently acquired by Intuit) has been one of the more successful users of StumbleUpon's Paid Discovery platform. After initiating a PD campaign, their average monthly traffic from StumbleUpon rose to over 180,000 visitors, of which only 44% were brought in by Paid Discovery. After their content caught on with the paid Stumbles, the rest of their campaign took off on its own.

Best for:

- Viral content promotion/ignition
- Traffic
- Product launches (if significantly interesting/unique)
- Less effective for:
- Direct sales
- Conversation



Profile of a Tweep

Case Study:

Best for:

- Branding
- “Get the word out” campaigns
- Social conversation
- Less effective for:
- Traffic
- Direct sales

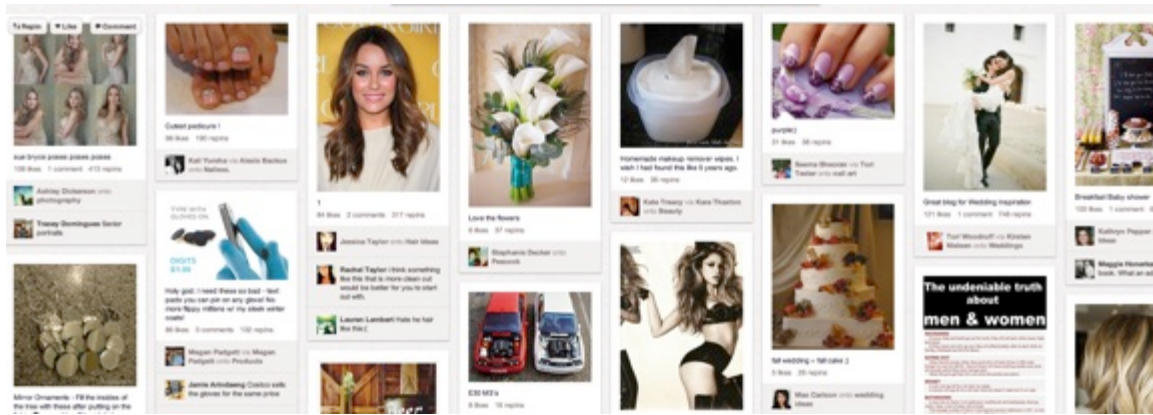


The cost for a seven-day rotation is \$40 for a fun message, a single eBay auction, or a link to our own content.

According to their testimonials:

"The traffic on my website doubled and even tripled at times after I got a Fark classified ad. I pulled the best numbers I've had since the page reopened 5 weeks ago. This is the deal of the century if you ask me." – John Hawkins, Right Wing News

"The Fark Classifieds are by the far the most cost-effective way I've been able to reach tens of thousands of people. You'd be insane not to take advantage of it. The numbers speak for themselves." -Brooks, SportsByBrooks.com



Pinterest is a social bookmarking site where users collect and share photos of their favorite events, interests and hobbies; it's the third largest network of its kind behind only Facebook and Twitter.

A new report from Pew says that one-fifth of all women in the U.S. who go online belong to Pinterest.

Of women that use the internet, 19 percent said they use Pinterest. The same percentage of adults (12 percent) also reported they use Instagram, the photo-sharing app acquired by Facebook earlier this year.

Pinterest has an estimated 23 million users and refers more traffic than Twitter or Yahoo to outside websites.



Instagram is a free photo-sharing program and social network (owned by Facebook) that enables users to take a photo, apply a digital filter to it, and then share it with other Instagram users on the social network as well as on a variety of social networking services like Pinterest, Tumblr, and Facebook.

Instagram currently has 100 million registered users.

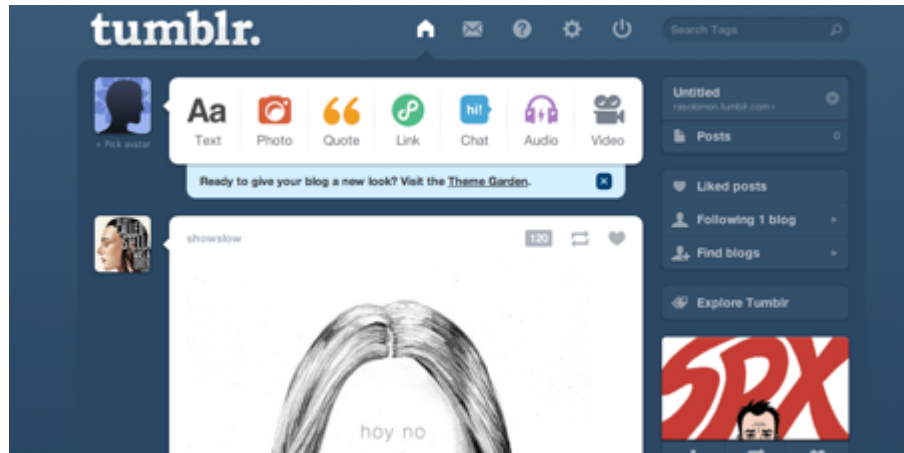
We'll use Instagram to help build our community and enagage our team and Band Of The West staff to help share photos from the shoot, events, in branches, at sponsorships - and have everyone participate in sharing photos.

Starbucks is a great example and has been referenced by many marketers for their use of Instagram. Often their pictures range from their brand to the fields in which the coffee beans are grown.

When a user likes a photo on Instagram it appears in their newsfeed on Facebook.

And if one of their friend's clicks on that liked photo they immediately go to Instagram's hosted picture and can see all of the comments and the hashtags we incorporate - this is a great possibility for a viral effect.

SimplyMeasured has a fantastic study into engagement with Instagram showing which tags, filters, and times have the greatest correlation to comments on photos. From their work we can derive that the best time to post pictures for engagement is between 5-6pm.



Tumblr is considered the third member of the social media “holy trinity” along with twitter and Facebook and the New York Times’ makes it official with this headline: “Facebook and Twitter’s New Rival.” It has over 6.6 million users and those users are considered “highly engaged.”

Tumblr is where actors, comedians, musicians, artists, writers, bloggers, directors, people from all walks of life are creating over 2 million posts per day sharing ideas or inspirations, of culture or sub-culture etc - across any form of media – photo, text, quip, video, audio clip, chat transcript. The sum total contributes to a unique online identity through sharing with followers.

Two very important elements of Tumblr:

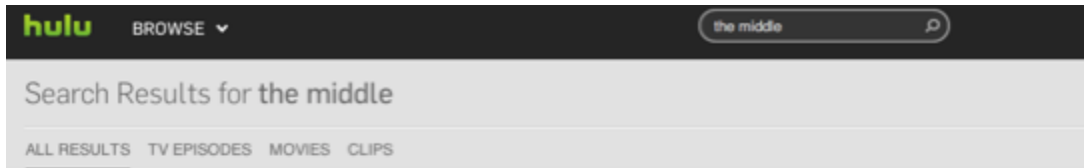
the ability to “follow” other users
and to “reblog” their posts.

before there was retweeting on Twitter, there was reblogging on Tumblr.

Many web writers and editors scour Tumblr just like Twitter for content to aggregate

The New York Times, Newsweek, the New Yorker, The Atlantic, Rolling Stone, NPR, HuffPost, the Today Show – are examples of large media companies using the platform.

KEY ENTERTAINMENT SITES TO BUY ADVERTISING



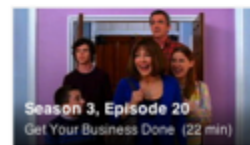
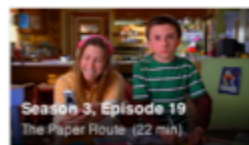
The Middle

★★★★★

Family | ABC

huluPLUS Subscribe to Hulu Plus to watch this show in HD on your TV, mobile and computer. Try it FREE

EPISODES



2 options examples at \$25K budget level.

Option #1- Targets Comedy genre and A18-34 (removed any TV-MA and TV-14 rated shows to keep it family friendly)

Option #2- Targets Comedy genre and F25-54 to reach the mom's audience (again removing TV-MA, TV14 programs)

Option One: \$25K (A18-34)							
Flight Dates	Ad Placements	Creative Dimension	SOV %	Guaranteed Imps	Net CPM	Total Net Cost	Notes
10/1 - 10/31	Hulu Video Commercial	<:30s	1%	789,474	\$ 30.00	\$ 23,684.22	Targeting A18-34 in Comedy
	Companion Banners	300X60 / 300x250		263,156	\$ 5.00	\$ 1,315.78	
				1,052,630	\$ 23.75	\$ 25,000.00	
Option Two: \$25K (F25-54)							
Flight Dates	Ad Placements	Creative Dimension	SOV %	Guaranteed Imps	Net CPM	Total Net Cost	Notes
10/1 - 10/31	Hulu Video Commercial	<:30s	1%	789,474	\$ 30.00	\$ 23,684.22	Targeting F25-54 in Comedy
	Companion Banners	300X60 / 300x250		263,156	\$ 5.00	\$ 1,315.78	
				1,052,630	\$ 23.75	\$ 25,000.00	

Sample show lists to give an idea of the types of programs that over-index against targets (not guaranteed – as programming changes)

A18-34 and Comedy

Family Guy
New Girl
Community
The Office
Saturday Night Live
Modern Family
American Dad!
South Park
Parks and Recreation
Don't Trust the B— in Apt 23
The Colbert Report
Bob's Burgers
The Simpsons
Cougar Town
30 Rock
Suburgatory
Hart of Dixie
Late Night with Jimmy Fallon
Up All Night
Raising Hope
Whitney
Daria
Best Friends Forever
Melissa & Joey
I Hate My Teenage Daughter
Unhitched
Perfect Couples
Comedy Central Presents
Grounded For Life
Portlandia
The League
Man Up!
The Soup
Dating Rules from my Future Self
Samantha Who?
Wilfred
Louie
Happy Endings
The Office
Mongrels
Dorm Life
CollegeHumor Sketches
It's Always Sunny in Philadelphia
Harold

F25-54 and Comedy

New Girl
Modern Family
Don't Trust the B— in Apt 23
Cougar Town
Hart of Dixie
Suburgatory
Up All Night
The Middle
Raising Hope
Hot in Cleveland
Monk
Reba
Whitney
Best Friends Forever
The Cosby Show
Melissa & Joey
Daria
America's Funniest Home Videos
3rd Rock from the Sun
Bent
I Hate My Teenage Daughter
Happily Divorced
8 Simple Rules
Portlandia
What About Brian
The Dick Van Dyke Show
Samantha Who?
The Soup
Dating Rules from my Future Self
Major Dad
Reed Between the Lines
Let's Stay Together
Breaking In
Happy Endings
ALF
Rodney
Green Acres
Coupling
Muriel's Wedding
Full House
Free Agents
Whoopi
That 80's Show
The Tracy Morgan Show

KEY BUSINESS SITES TO BUY ADVERTISING

THE WALL STREET JOURNAL. Digital Network

WSJ.com

THE WALL STREET JOURNAL.
BARRON'S

THE WALL STREET JOURNAL.
BARRON'S

SmartMoney
THE WALL STREET JOURNAL

All Things D

BARRON'S

MarketWatch
THE WALL STREET JOURNAL

VIRTUAL STOCK EXCHANGE
from MarketWatch

BigCharts
from MarketWatch

FINS

WELCOME!

WSJDN Ad Specifications Document

What you'll find here:

Overview

IAB Standard and Network-Wide Units - Ad Specs for accepted IAB Standard Units and other Ad Units found on multiple WSJDN properties.

Rich Media - Ad Specs for accepted Rich Media Units

Video & Podcasts - Ad Specs for WSJDN interactive products

Mobile - See Mobile Ad Spec document

WSJ Only (& Custom) Units - Ad Specs for Units found only on WSJ.com

MKTW Only (& Custom) Units - Ad Specs for Units found only on MarketWatch.com


BOL Only (& Custom) Units - Ad Specs for Units found only on Barrons.com

SmartMoney (& Custom) Units - Ad Specs for Units found only on Barrons.com

Glossary - commonly used digital terms and definitions

ADVERTISEMENT GUIDELINE: Ads should avoid language of a promissory nature or exaggeration. For example, avoid words such as "the only one of its kind" ... guaranteed ... etc. Ads with these words can only run with a disclaimer.

ALL ADS SHOULD BE SENT TO: ads@wsjones.com



FORTUNE
media kit

Money
media kit

Contact a Sales Representative
1-212-522-8007

Home Audience Profile Advertising Opportunities Targeting Ad Rates Ad Specs Ad Gallery Press Center

Overview

Content Channels

Editorial Specials

Roadblocks

High Frequency

Mobile

Video

ADVERTISING OPPORTUNITIES

Overview

Whether as a stand-alone online platform; integrated with print in **FORTUNE** or **MONEY**; or as part of a larger broadcast platform with CNN and other Time Warner properties, CNNMoney.com delivers advertising opportunities that accomplish your marketing objectives.

All of CNNMoney.com's advertising opportunities offer three key benefits:

Premium Placement

CNNMoney.com provides an uncluttered environment consisting of fewer advertising units to enhance visitors' experience and your marketing message.

High-Impact Sizing

Rectangles, roadblocks and half-page ads appearing above the fold offer high visibility to your creative.

Trusted Brands

Power and resources of the most trusted brands in the industry combine to create the ultimate business and finance destination.

UNCLUTTERED ENVIRONMENT



HOMEPAGE ROADBLOCK



TRUSTED BRANDS



SAVE 85%
SUBSCRIBE

Global Economics
Companies & Industries
Politics & Policy
Technology
Markets & Finance
Innovation
Lifestyle
Business Schools
Small Business
Video & Multimedia

Zuckerberg on Facebook's Stock, Mobile, and Morale

By Brad Stone

Headlines

Last Update 02:16 am

Bloomberg
Most Popular
Recommended

- Deutsche Bank Overhaul Leaves Firm Trailing Peers on Capital
- Burberry's Stagnating Sales Show End to Luxury Boom
- Andy Murray Win Costs U.K. Bookmakers \$1.6M
- Asian Stocks Rise on Bets China, U.S. to Stimulate Growth
- China to Provide Weather Forecasts for Disputed Islands
- Rudd Says People Too Excited by China Vice President Absence
- Lose Weight Forever With Abili Implant as Obesity Cure
- Aston Martin Races to Record \$12 Million Asking Price

Zuckerberg on Facebook's Stock...
How Did Stocks Get So High?
China's Silence Only Fans Speculation Over

New Posts
+1 posts this hour

Most Popular
Shahid Khan: The New N...

Lists
Innovative Companies

Video
Hip-Hop's Top Earne...

Top Stories

U.S.
Europe
Asia

Follow Forbes

Treasury Sells More AIG Shares:
\$20.7B Total Cuts Stake To 15.9%
 Steve Schaefer, Forbes Staff

Facebook's Mark Zuckerberg:
'Everything I Do Breaks'
 Jeff Bercovici, Forbes Staff

Intuit: The Thirty-Year-Old Startup
Forbes Sep 5, 2012
 Caroline Donahue
Senior Vice President
Sales & Marketing, Intuit
www.newsinc.com

PR - SOCIAL MEDIA - ON-LINE AND OFF-LINE STRATEGY

Establish marketing “hooks”/angles to get Meet The Banks in front of as many relevant influencers, bloggers and writes as possible in both traditional and new media outlets.

Engage influencers/blogger/twitter outreach:

- Mom centric targets
- Entertainment
- Digital entertainment (web series)
- YouTube channel and YouTube Celebrity
- Advertising/Marketing
- Young/hip demos
- Business
- Banking

Stimulate discussions of Meet the Banks with a strong focus on Entertainment and Business outlets

Build the Meet the Banks presence across the web by creating social media accounts and “brand voice”

Leverage existing relationship with journalists to develop social media partnership programs to increase visibility of the brand and to drive registered users

Fuel positive conversations about Meet the Banks/BOTW by conducting proactive on-line media relations to entertainment and branded content outlets

Drive registered users through carefully crafted and executed editorial calendar of social media messaging and media pitches

Creating robust account profiles on social media networks to eliminate potential of brand jacking and to ensure corporate message consistency

Provide top news and content sharing sites a steady stream of news links and multimedia assets to increase natural search engine results for Meet the Banks/BOTW

TWITTER ACCOUNT

Illumin8 Creative will customize a Meet The Banks twitter account:

- Design a branded background.
- Set-up profile, description of web series tagline
- Include one or more keywords in the tagline
- Replace the default Twitter “egg” with a personal photo,
- Add link so people can link through to Bank Of The West Facebook page.
- Respond to fans / engagement.

OFF-LINE ADVERTISING

Digital is the base and center point for Meet the Banks. We also must integrate off-line and real-time placements, partnerships and opportunities to cast the net that much wider. With a targeted goal to tap into demographics that may not be web savvy or trusting of banks on-line.

Achieved through:

- Traditional Media Buys
- Events Sponsorships
- Promotions
- Traditional Public Relations Outreach
- Branch Advertising; Marketing Materials, Video Display
- Partnerships

MEET THE BANKS – MEDIA TARGETS/OUTREACH

WEB SERIES SPECIFIC BLOGS

**News item or review on an industry blog can sometimes result in pick-up from more mainstream media.*

- INDIE INTERTUBE
- NEWTEEVEE
- SLEBISODES
- TUBEFILTER
- WEBSERIESTODAY

HIGH TRAFFIC “COOL” TRENDING SITES TO SUBMIT TO

- BOINGBOING
- LAUGHING SQUID
- NEATORAMA
- NOTCOT
- WAXY.ORG
- WE MAKE MONEY NOT ART
- POPSCREEN
- SHORTFORM
- REDUX.
- CLICKER

SOCIAL NEWS SITES TO SUBMIT TO

- DIGG
- MIXX
- REDDIT
- SPHINN

TUBEMOGUL

Video advertising and analytics platform - distribute to multiple video and social networking sites.

MOM SITES TO TARGET

- MOM'S BUZZ TIPS FOR BUSY MOMS
- MAINSTREAM MOM
- PARENT'S MAGAZINE ON-LINE
- MOM'S BUDGET
- TOP MOMMY BLOGS
- MODERN MOM
- THE MOM'S VIEW
- CAFÉ MOM
- HOME-BASED WORKING MOMS
- OFFBEAT MAMA
- MOMVERSATION
- MOMMIES WITH STYLE
- MOM BLOGGERS CLUB

TV SHOWS TO TARGET FANS

- MODERN FAMILY
- THE MIDDLE
- PARENTHOOD
- THE OFFICE
- UP ALL NIGHT
- ARRESTED DEVELOPMENT
- HOW I MET YOUR MOTHER
- RAISING HOPE
- COMMUNITY
- PARKS AND RECREATION
- 30 ROCK
- MY NAME IS EARL
- COUGAR TOWN
- BROTHERS AND SISTERS
- BETTER OFF TED
- PARTY DOWN
- THE BIG BANG THEORY
- THE LEAGUE

MEDIA OUTREACH

- BRANDWEEK
- ADFREAK
- SOCIALMARKETING JOURNAL
- BNC MAGAZINE WEBSITE MAGAZINE
- PCMAG.COM
- MEDIAWEEK
- PROMO MAGAZINE
- WEBSITE MAGAZINE
- ADVERTISING AGE
- ADWEEK
- COMMUNICATION ARTS
- SOCIALTIMES.COM
- CREATIVITY-ON-LINE
- REELSEO
- WIRED
- PROMO MAGAZINE
- WEBSITE MAGAZINE
- PCMAG.COM
- HOWDESIGN
- SMASHING MAGAZINE
- MASHABLE.COM
- TECH CRUNCH
- DIRECT MARKETING NEWS
- CLICKZ.COM
- HOLLYWOOD WEEKLY
- NPR
- STUMBLEUPON
- TUBEFILTER
- MEDACITY.COM
- VODPOD.COM
- TVLINE.COM
- BLIP.TV
- TUMBLR
- EMARKETER
- VIMEO
- DAILYMOTION
- FUNNY OR DIE
- TODAY

NEWSPAPERS

- SAN FRANCISCO CHRONICLE
- NY TIMES
- LA TIMES
- WALL STREET JOURNAL
- LA TIMES MAGAZINE

ENTERTAINMENT RELATED TRADES/SITES:

- DATELINE HOLLYWOOD
- VARIETY **See below additional info*
- HOLLYWOOD REPORTER
- HOLLYWOOD WEEKLY
- USA TODAY
- PEOPLE

DEADLINE | HOLLYWOOD

Today's News


Best Of


Awards Coverage

Jobs

<<
Deadline
BREAKING NEWS

Toronto: Joss Whedon's 'Much Ado About ...


Christine Woods To Star In Stephen Merchant's



HOLLYWOOD
NEW YORK
LONDON
PARIS

Advertise With Us



THE *DAILY* SOURCE OF
ENTERTAINMENT BUSINESS
NEWS AND ANALYSIS

PERSONAL STATUS¹

Male: **68%**

Female: **32%**

Median age: **51**



FEATURE	BENEFIT
45% OF READERS VISIT VARIETY.COM ONCE A DAY ¹	Variety.com has a loyal audience that interacts with the site on a day to day basis
16 MINUTES IS THE AVG. AMOUNT OF TIME SPENT ON VARIETY.COM ¹	Variety.com readers are fully engaged when on the site, either with our advertisers' messaging or our editorial content.
NEARLY HALF OF READERS HAVE VARIETY.COM SET/BOOKMARKED AS THEIR HOMEPAGE ¹	Variety.com is the first page users see when they open up their browsers, meaning there is immediate exposure to an ad.
83% OF READERS FEEL VARIETY.COM IS MORE TRUSTWORTHY THAN OTHER INDUSTRY INFORMATION SOURCES ¹	This gives advertisers the comfort that they are aligned alongside and associated with credible information and a respected brand.
AVERAGE HHI OF \$560K PER YEAR ¹	Advertisers on Variety.com reach some of the most affluent and influential readers in America.
PROVIDER OF NECESSARY DAY-TO-DAY BUSINESS INFORMATION AND DATA	Variety.com provides more data and information than other online competitive news sources, making it a must-visit site throughout the course of the day.
LOYAL B2B AUDIENCE	As a subscription site, Variety.com collects audience demographics to continually verify that readers are senior entertainment industry executives.
PLATFORM AGNOSTIC	Online access to the site comes with all <i>Variety</i> print subscriptions, so advertisers reach their target audience regardless of whether readers are choosing the print version or the online version on any given day.

FEATURE	BENEFIT
DAILY PAPER	Tangible asset in the hands of more than 25,000² industry professionals every day. Delivered first thing in the morning and carried around from meeting to meeting. Shared with others and used as a discussion point. Opportunity for placement against specific content.
TRUSTED, ESSENTIAL CONTENT	Described by readers as 'the gold standard' and 'a must have' for professionals in the industry. <i>Variety</i> is something that readers "never leave the house without". It is as important to them as their "Daily Vitamins"
SEEN AS AN EXCLUSIVE 'CLUB'	<i>Variety</i> offers brands the opportunity to reach and be associated/aligned with this exclusive audience.
INFLUENTIAL DECISION MAKERS	79% are in top management positions. ¹
NICHE B2B AUDIENCE	We are proudly B2B and reach our niche audience when they are in a business frame of mind.
AUDIENCE OF INFLUENCERS	<i>Variety</i> readers are at the epicenter of global entertainment, and influence the world over when it comes to popular culture.
AVERAGE HOUSEHOLD INCOME OF OVER \$700,000 ¹	<i>Variety's</i> audience is comprised of highly affluent readers.
FILM / TV CENTRIC	Two-thirds of <i>Variety</i> readers primarily work in the film or TV space. ¹
DIVERSE AUDIENCE	Nearly a third of our readers are in diverse areas of entertainment-music, gaming, technology, below-the-line and legit. ¹
HEAVY REPRESENTATION OF GUILD MEMBERS	68% of our readers are guild members – a targeted decision-making audience for "For Your Consideration" ads. ¹
VARIETY READERS ARE SAVVY ABOUT OUR ONLINE PRODUCT, VARIETY.COM	62% of readers regularly visit Variety.com and around 1 in 5 frequently use the <i>Variety</i> Twitter, iPhone app, YouTube page and Facebook. ¹

BUSINESS/BANKING TARGETS

- BUSINESSWEEK
- FORBES
- BARRON'S
- BUSINESS NC MAGAZINE
- FUTURES MAGAZINE
- MARKETWATCH.COM
- RTTNEWS.COM
- FINANCIAL TIMES NEWS
- FINANCIALPOST
- THESTREET.COM
- CNN MONEY
- MSN MONEYCENTRAL
- REUTERS
- YAHOO! FINANCE
- QUOTE.COM
- FUTURES MAGAZINE

PRESS RELEASE SITES

- PRNEWSWIRE.COM
- MARKETWIRE.COM
- PRWEB.COM
- PR.COM
- PRLOG.COM
- 24-7PRESSRELEASE.COM
- TRANSWORLDNEWS.COM
- SEOPRESSRELEASES.COM
- ON-LINEPRNEWS.COM
- PRESSRELEASEPOINT.COM
- IMPACTWIRE.COM
- WIREDPRNEWS.COM
- BEFOREITSNEWS.COM
- FREEPRESSRELEASE.COM
- FREEPRESSINDEX.COM
- PRESSRELEASESPIDER.COM
- PRESSMEDIAWIRE.COM

AWARDS PROGRAMS TO SUBMIT TO

- THE SHORTY AWARDS
- THE STREAMY AWARDS
- THE WEBBY AWARDS
- LA WEBFEST
- THE NEW MEDIA FILM FESTIVAL
- HOLLYWEB WEB SERIES FESTIVAL

BUDGET BREAKDOWN/ALLOCATION

SEARCH ENGINE MARKETING (SEO)

\$15,000

Keyword research and strategy to be used across all channels, organic search marketing, paid search marketing, SEO into online ad design, social media integration, meta-data, and metrics.

Pre campaign release, during release and 9 months post release

Monthly (6 months)

\$18,000

\$33,000

PUBLICITY/PR

Offline and Online PR - press outreach

\$60,000

(Initial press release - on wire and subsequent follow-ups, Talent pitches, stories about cast, stories about how series came to be, trade stories, etc., entertainment and business outreach)

Synching with Social Media (Bloggers, Influencers, Twitter)

SATELLITE RADIO AND TV TOUR

(recorded in Los Angeles)

Sync with PR efforts – to go out to multiple media sources

Satellite Radio Tour (with one talent, producer, director)

\$12,000

Satellite TV Tour (with 2-3 talent, producer, director)

\$17,000

SOCIAL MEDIA

\$70,000

Coordinate with SEM, PR, Project Manager and Bank Of The West Social Media personal

Outreach to consumers – link to Influencers, Blogger, Twitter weblog posts, email messages

email newsletters, social bookmarks, content marketing

**Facebook ad design/implementation*

TOTAL PR/SOCIAL MEDIA

\$159,000

CONTEST

\$10,000

Award prize

**Does not include any fees associated with creating contest legal, documents, etc.*

Contest will be incorporated in all messaging and advertising/PR

PREMIERES/SCREENINGS

\$45,000

SF Premiere Event/Screening-Launch Party , Los Angeles premiere screening, Denver screening, 3x smaller market events (includes travel expenses)*

- Cast, director, Illumin8 staff, key production crew – Social Media and PR team, at SF premiere with Bank Of The West team, staff and LA premiere*
- Select group to attend smaller market events*

ADVERTISING SPEND

YOUTUBE <i>Across various channels, shows, videos – ad buying ex: pre-roll views (that cannot be clicked off) and Tru-views that can be clicked off)</i> <i>Includes top content producers/web celebrities</i>	\$60,000
FACEBOOK <i>5-month ad push- targeting key (multiple) demos</i> <i>Variance of ads styles</i>	\$60,000
HULU <i>2 months targeting entertainment fans of comedy entertainment,</i> <i>Video and banner ads</i>	\$50,000
LINKEDIN <i>\$200.00daily x 90 days</i>	\$18,000
REDDIT <i>\$100.00 daily x 120days</i>	\$12,000
STUMBLEUPON <i>\$500.00 daily/ 5,000 visitors (\$0.10 per visitor) x 60 days</i>	\$30,000
TWITTER <i>(\$2,500 x5months)</i>	\$12,500
FARK	\$2,000
BANNER ADS	\$5,000
PAID VIEWS (for YouTube views)	\$20,000
DEMOGRAPHIC SITES <i>Across various channels - Moms, fans of entertainment,</i> <i>Business, youth</i>	<u>\$20,000</u>
DIGITAL AD SPEND TOTAL	\$289,500
OFF-LINE ADVERTISING SPEND <i>Business, and entertainment publications</i>	\$50,000
DIGITAL AD AND OFF-LINE SPEND AD TOTAL	\$339,500

CREATIVE

DESIGN CREATIVE

\$30,000

Offline an online ad creation, key-art, merchandising materials
Finishing, supervision, delivery

**Does not include finishing fees*

EDITORIAL CREATIVE

\$20,000

Create multiple ad videos – incorporating graphics, keywords,
Messaging – for multiple media uses

CAMPAIGN PRODUCTION AND EDITORIAL

\$50,000

Production and editorial to cover all additional PR-press
and event coverage, video, still photography, editorial,
deliver across multiple media and for all Bank Of The West use.

CREATIVE TOTAL

\$100,000

PROJECT MANGEMENT COORDINATION/AGENCY FEE

\$80,000

Managing and supervising total project elements –
PR, social media, advertising, grass roots campaign,
Including all Bank Of The West branch/Facebook social media team
Integrations i.e. Branch Advertising,
Employee participation, sponsorship/events marketing

TOTAL

\$766,500

PAYMENT TERMS

80% fee due upon project start (January 2013)

\$613,200

20% due launch of webseries

\$153,100

CONTINGENCIES

Project budget does not include printing fees/costs of artwork, potential merchandize including T-shirts and bank branch giveaways or any potential outdoor advertising. These fees will be billed in separate invoice(s).

Revisions to ad spends may apply to adjust campaign – some systems may prove to be more effective and some may need to be modified. Ads may need to be edited and modified.