



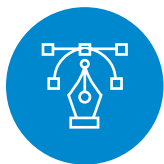
### 1. CREATIVE STRATEGY

We begin with your message and audience to develop a creative strategy that remains true to your brand. Our strategy provides value to your audience while rooted in tangible business outcomes.



### 2. STORY CREATION

We bring the idea to life through a detailed run of the show – the script, design, pre-recorded elements, host and guests, and key brand messages.



### 3. CAMPAIGN DESIGN

All of our shows are run as campaigns. We develop the earned, owned and paid plans that will put your live show in front of the right people at the right time. This includes media strategies and social media content.



### 4. LIGHTS. CAMERA. LIVE.

And we're live! All of the elements come together to tell an informative and entertaining story for your live show.



### 5. AUDIENCE DISTRIBUTION

Your show is distributed in real-time to your audience with our digital media distribution. This includes: paid discovery, social media, media partnerships, media coverage, email marketing and multi-channel simulcasts.



### 6. MEASUREMENT

We measure everything – viewership numbers, watch times, impressions, media hits, etc. We pull the data, analyze it and use it to optimize future campaigns.