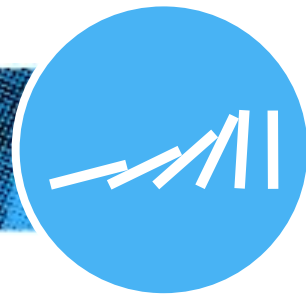


DIGITAL/YOUTUBE: LIONSGATE



OUR PROCESS

By successfully combining media, branded entertainment and unique value propositions to the digital platform, we have seamlessly translated our methodology to the next evolution of entertainment.

OVERVIEW

Lionsgate is an industry leader in producing fitness content, and is the largest fitness destination on YouTube.

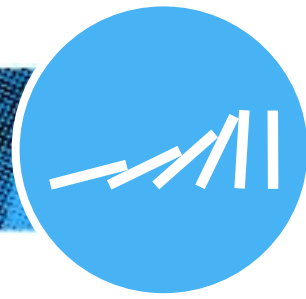
Lionsgate partnered with Populus to create new revenue streams around licensing, sponsorship, media, and production.

ACHIEVEMENTS

- ▶ 20% Fitness DVD market share.
- ▶ #1 YouTube channel for health and wellness.
- ▶ Over 2 million subscribers and over 340mm views.



DIGITAL/YOUTUBE: LIONSGATE

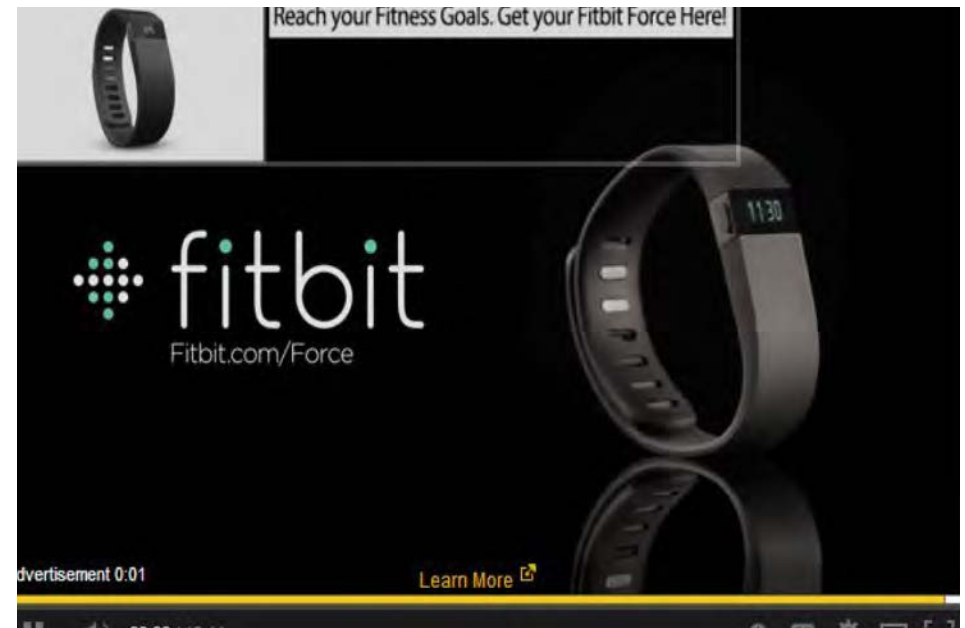


fitbit YouTube LIONSGATE

Populus worked with Lionsgate to integrate Fitbit into their extremely popular YouTube channel, BeFit. Through exclusive content, optimized media, targeted paid advertising, and social media promotions, Populus drove consumer engagement and product awareness for the Fitbit wearable technology brand.



In-video product call-outs, clickable pop-up ads



:15 and :30 custom pre-roll ads for Fitbit



Cross Promotion



Custom Banner Ad