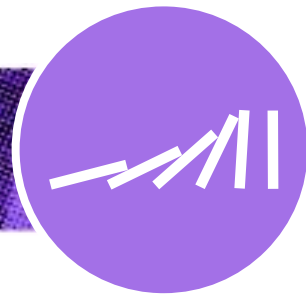


# CABLE TV: NAT GEO SPECIAL - THE '80s



## OUR PROCESS

Proving the model further, sponsorship and licensing partnerships were built out on a National Geographic Channel Special, which rarely have ancillary marketing and revenue streams.

## OVERVIEW

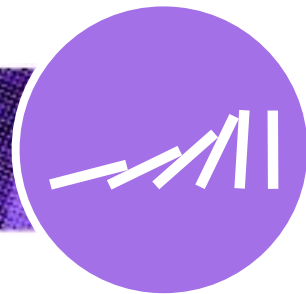
National Geographic Channel aired The '80s, a special, to celebrate the people, pivotal moments and inventions that shaped our future. Audiences were able to experience classic '80s music, inspirational sports moments, scenes from iconic movies and TV shows, and the best and worst of hair and fashion.

## ACHIEVEMENTS

- ▶ 20 - 30 million unique viewers at premiere.
- ▶ Over 7 million social media engagements to date.
- ▶ Over 1.5 million Facebook fans.



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LIONSGATE

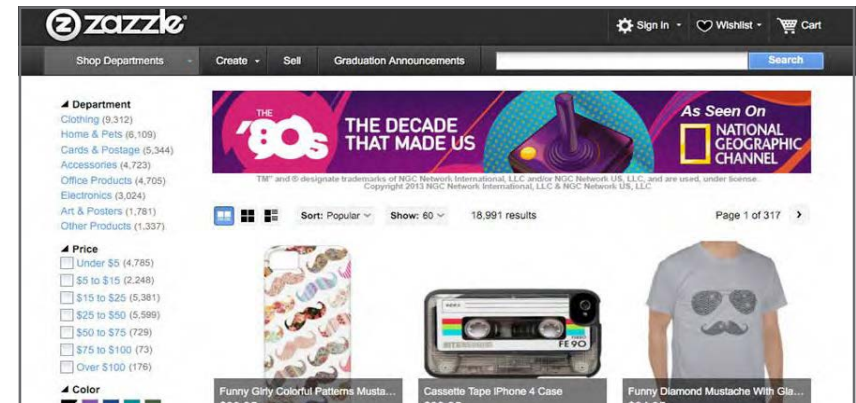
Integration and cross promotional marketing partnership for a major Jane Fonda DVD release.

zazzle

Multifaceted licensing deal to create a merchandising hub for all things 80's, and tap into the nostalgia of the content.



Power Music created a custom 80's soundtrack with music from the show and other hits of the 80's, which was promoted through the show.



## Custom Microsite

Zazzle developed and launched products to coincide with the show, promoting the DVD and CD as well.



## Licensed Soundtrack

Produced in collaboration with Power Music, The 80's Non-Stop Dance Party Mix was promoted on-air during the show and online through Nat Geo's channels.

## Licensed Promotion

Cross promotional marketing at retail

