DEFINING & REDEFINING BRANDED ENTERTAINMENT
**Populus Brands** is a first-of-its-kind branded entertainment and business development company rooted in storytelling across every platform.

We synchronize the power of content by forging partnerships between content creators, sponsors, licensees, marketers, retailers, and venture capitalists.

*We capture the audience like never before.*
OUR DIFFERENTIATION

Did you know?

- 63% Broadcast ads are ignored.
- 30K Marketing messages the average consumer is hit with daily.
- 5K Marketing messages the average consumer was hit with daily 5 years ago.
- 70% Consumers who skip digital pre-rolls.
- 78% Chief Marketing Officers who think custom content is the future of marketing.
- 89% Fortune 100 brands that utilize entertainment marketing strategies.
- 97% Rise in purchase interest when entertainment marketing is used in traditional marketing.

How we succeed

- We ask how, what if, and what else.
- We strive for multi-dimensional deals and thrive on every detail of execution.
- We connect the dots others don’t (even internally within organizations).
- We apply our robust insights and proven track record across diverse business types to every deal.
- We are inspired by storytelling & emotional connectivity.
- We work to be different and we work to change business landscapes.
- We ask why it’s always been done that way.

(Source: IPG Media Lab, Yume, Neilsen, Hanley-Wood Business Media)
OUR CRAFT

TRIGGERING MAXIMUM BRAND POTENTIAL

OUR SERVICES
- Branded Entertainment Partnerships
- Integrations and Sponsorships
- Content Development
- TV and Digital Production
- Intellectual Property Licensing - traditional & non-traditional
- Trade Outs and Product Placements
- Cross Promotional Marketing around Content and IP
- Business Development - domestic & international

OUR CLIENTS
- Production Companies and Studios
- Brands and IP Holders
- TV and Digital Networks
- Content Distributors and Syndicators
- Creative, Media, and PR Agencies
- Publishers
- Retailers
- Manufacturers
- Celebrities
OUR EXPERIENCE

BUILDING MODERN CONSUMER LIFESTYLE BRANDS

**Long Standing Partnerships** - We have developed hundreds of successful relationships between content creators, media companies, brands, retailers, manufacturers, and celebrities.

**Audience Awareness** - We have delivered billions of deep-seated marketing impressions by focusing on the most vital element of any brand-building endeavor: the emotional connectivity to the audience.

**Strategic Storytelling** - We have taken existing products and brands and used branded entertainment to exponentially elevate their popularity and profitability.

**Breaking Paradigms** - We have used our proven model to turn TV shows and intellectual properties into powerful domestic and global consumer and lifestyle brands.
We map short and long term strategies, utilizing our proven paradigm-shifting model, that intersects entertainment and media with consumer product sales, marketing, and manufacturing, connecting with points of sale like never before.

Our highly dynamic and refined process utilizes the emotional hooks of storytelling to grow both new and existing brands in the ever-changing landscape of media and consumer products.

We strive for high-impact, deep-seated marketing impressions, to create dynamic connectivity with the audience and immediate consumer spending driven by content.
OUR STRENGTHS

MEDIA & CONTENT
We create and produce award-winning content, including:
- Hit network & cable TV shows
- Robust digital shows & sub-sites
- #1-selling fitness DVD series
- NYT bestselling book franchises
- State-of-the-art mobile apps
- Major release video games (multi-console)

BRAND MANAGEMENT & BUSINESS DEVELOPMENT
We drive diverse deal structures across many business categories:
- Marketing and Media Buying
- Product Development and Sourcing
- Product Sales and Merchandising
- Publicity and Social
- Retail Partnerships

IP LICENSING & PRODUCT DEVELOPMENT
We build big brands that cross categories:
- The Biggest Loser (NBC)
- MasterChef (NBC)
- American Gladiators (NBC)
- Jack Hanna (ABC)
- Blow Out (BRAVO)
- Recipe Rehab (CBS)

FOSTERING AN ENVIRONMENT OF TRUE COLLABORATION
We partner with industry leaders to develop, patent, distribute, and launch consumer products, simultaneously managing every detail from idea to retail shelf.
RESULTS

- **Over $1 billion** generated in consumer spending.
- **1000 product SKUs** and brand extensions developed and launched for global brands.
- **700 hours** of network, cable and digital programming developed and produced.
- **Thousands** of successful product integrations executed across TV, digital and print.
- **Most recognizable branded entertainment** from Nielsen research.
- **Billions of deep-seated marketing impressions** delivered to partners through cross promotional press, marketing, digital and retail campaigns.

ACCOLADES

- **Maverick in the Marketplace**
  Royalties Magazine
- **Marketing 50**
  Advertising Age Award
- **Best Brand Extension**
  Global Licensing Magazine
- **Making a Difference Award**
  Feeding America
- **Alumni of the Year**
  Furman University Award
We view every client and company we work with as our partner, and we strive to deliver upon what that truly means.
CASE STUDIES

We know that actions speak louder than words. We know that trust is earned through a proven track record. We know that success today means always pushing the boundaries.

These examples of best practices outline some specific successes, but also an evolution of a methodology that remains ahead of the curve.
By season 3, The Biggest Loser transformed from a reality show to a robust consumer brand, connecting storytelling, sponsorship, licensing, and marketing partnerships like never before.

The Biggest Loser changed the face of branded entertainment. It quickly became a worldwide phenomenon as a primetime television show that became a billion dollar health and lifestyle consumer brand by leveraging the stories in the show as the most powerful commercial that exists.

The show has been a primetime hit with 15 seasons (over 330 hours). It has been sold into over 90 countries and locally produced in 30 countries.

ACHIEVEMENTS

- The Adweek Buzz Award
- NATPE’s Innovator Award
- “Top Brand” in Advertising Age’s Marketing 50
- Global Licensing Brand Extension of the Year
THE BIGGEST LOSER - SPONSORSHIP

Sold in more than **50 brands** and executed over **200 integrations**, driving **tens of millions in revenue**.

6,248 **product placements**, according to Nielsen in 2008, the **most product placements for the year**, while ratings were increasing.

The Biggest Loser attained the **best audience recall** and was one of the **top shows for integration**, according to Nielsen in 2011.

Created and integrated diabetes awareness campaign in show that included **marketing a nationwide tour** with Bob Harper.

Launched the Filter for Good PSA campaign and delivered **100s of millions of impressions**. Integrated products into a dozen seasons.

A multi-season integration partner in show that included the winner of each season getting an **iconic “Got Milk?” ad**.

Leading the way in branded entertainment

Brita cross-platform integrated campaign

“Got Milk?” integrated campaign
Integrated 10 different brands, resulting in over 300 million packages and 100s of millions of impressions via FSIs, commercials, and in store.

Integrated across almost every season with branded menu footers, register toppers, and counter mats in 22,000 restaurants with over 35 million unique visitors per week.

Integrated into 12 seasons, branded exposure in 425 gyms nationwide, online, marketing, radio, and commercials.

Integrated into multiple episodes across seasons, with tune in on 80 million packages, as well as in store displays, branded commercials, and website promotion.

In store radio promotion that aired every day for 5 months, hourly in 7,700 stores.

Integrated across multiple seasons, promoted both their vehicles and their breast cancer awareness campaign, resulting in co-branded commercials, print ads, and digital media.
Global Licensing Brand Extension of the Year.

Over 45 licensing deals with manufacturers that were also integrated into the fabric of the show content.

Multifaceted licensing deals with partners like Rodale to produce NYT Best-Selling Books, The Biggest Loser Magazines and The Biggest Loser Club - one piece of content sold 3 times.

Turned sponsors, like 24 Hour Fitness and Walgreens, into licensing partners to create branded products.

Built #1 best selling products across diverse categories - including scales, food, fitness DVDs, and video games designed to be weight loss tools.

Created out of the box extensions, such as The Biggest Loser medical test, resorts, and even a Visa Credit Card with healthy rewards.

Video game promotes other licensed products - cookbook, DVD, equipment

Cookbook promotes licensed cookware, online Biggest Loser Club, and licensed meal plan delivery service.
THE BIGGEST LOSER - ADDITIONAL PARTNERSHIPS

We combine the marketing might of all of our sponsors, licensees, and any extensions of the TV show to drive unprecedented marketing value for the collective.

The show, as well as every off-network touchpoint, drives promotion back to the show and to the sale of another product.

**LICENSEE**
- 5K/1 Mile Event setting records with people traveling from 34 states and Canada
- Bodybugg state-of-the-art caloric burn calculating device
- Life Certification training for personal trainers
- SlimCoach Accelerometer
- Meal Bars and Shakes exclusively at 7,700 Walgreens
- At Home Food Delivery
- Dry Erase Boards
- Simply Sensible Entrées
- Exercise Ladder
- Active & Shape Wear Apparel Lines
- Coach Network
- Wii Accessories
- Appliances
- Weight and Food Scales
- State-of-the-art Bike/Elliptical Hybrid
- Visa Credit Card
- Cookware
- Jennie-O Licensed Promotion

**SPONSORS**
- Progresso Soup
- Fiber One
- Yoplait
- Green Giant
- Cheerios
- MultiGrain Cheerios
- Wheaties
- Larabar
- Nature’s Valley
- Total Cereal
- Bisquick
- Starter
- Mazda
- Motorola
- Penta Water
- El Pollo Loco
- Ziploc
- Jennie-O Turkey
- Planet Fitness
- Macy’s
- Verizon
- Wholly Guacamole
- Pam
- Orville Redenbacher Popcorn
- Avocados from Mexico
- B&G Foods
- Glad
The “Pound for Pound Challenge” was an ongoing custom-built philanthropy program for The Biggest Loser. The campaign challenged America to lose weight along with the show contestants. For every pound they pledged to lose, we donated a pound of food to their local food banks.

The program was promoted by brand partners like Subway, Walgreens, 24 Hour Fitness, and General Mills, as well as celebrities like Ben Affleck and Rachel Ray. Each episode contained a one minute unbranded package telling real participants’ stories.

**Results**
- Millions of dollars raised for Feeding America.
- 13 million pounds pledged by 450,000 participants.
- 13 million pounds of food delivered to local food banks.
- Nearly a billion marketing impressions.
- Won the PR Week Cause-Related Campaign of the Year Award.
- Won the Adweek Buzz Award.
- Won the Cause Marketing Forum’s Golden Halo Award.
Fox’s MasterChef is a worldwide phenomenon that continues to expand with multiple spinoffs in the US, including the hit MasterChef Junior. By Season 2 of MasterChef, eight licensing deals with best in class partners were locked in providing ancillary revenue streams, tradeout and cross promotional marketing.

**ACHIEVEMENTS**
- Series premiere was highest-rated debut show of 2010.
- Season 1 watched by over 50 million viewers.
- MasterChef Australia is most watched show in its country.
- Original versions in over 40 countries.

OverVIEW

The MasterChef brand had a faster growth trajectory than The Biggest Loser, redefining the value propositions and timelines of traditional brand building and licensing for reality TV programming.
Magazine
The MasterChef Magazine was produced by the largest cooking media brand in the world and distributed as a custom magazine tied to the creative of Season 1 and Season 2.

Cookbook
Multiple books launched, tying together the creative of each season with a prelaunch on QVC.

Kids Cooking Kit
A dozen different kids cooking sets, from cookies to burgers, inspired by the show. This paved the way for MasterChef JR, which launched years later on Fox.

Mobile App
Custom app development that included interactive ingredient and recipe guide, in addition to exclusive custom video tutorials from show talent and contestants.
MASTERCHEF - LICENSING

COOKING CLASSES
A series of non-professional cooking classes geared towards the home chef with curriculum based on recipes from the show.

CUTLERY
Three piece cutlery set by Global Knives, promoted in show and on the packaging of other licensed products.

APPLIANCES
Full line of home appliances inspired by the show and used on the show.

COOKWARE
MasterChef licensed cookware produced for the show and inspired by its chefs.

“Want to cook like a MasterChef?”

This document contains Populus Brands’ confidential information, do not distribute.
Nominated for a 2013 Daytime Emmy, Recipe Rehab is the first program to cross from a YouTube original channel and premiere on broadcast television. The goal of the show is to educate and inspire children and their families to cook better and to live healthier lives.

To date, Populus has driven over seven figures from sponsors, and delivered a six figure cookbook publishing deal with Harper Collins.

ACHIEVEMENT
- Emmy nominated for Outstanding Cooking Program.
- 1.2 MM households per week viewership.
- Over 177 million PR impressions to date.
- Winner of two Parents’ Choice Awards.
- Winner of two Bronze Telly Awards.

Click here for Recipe Rehab integration examples
Populus lands six figure integration deal with Jennie-O, a Hormel company providing sponsor revenue and brand equity.

Populus secures Recipe Rehab Show Tune In and Cookbook Promotion on more than one million Jennie-O packages on shelf for 3 months sold at major retailers.

Populus works with Jennie-O to return for Season 2 landing another six figure integration deal in addition to other sponsorships from Fortune 500 companies.

Populus works with Litton, the distribution company, to secure and create over 80 on air promos over 4 months for the cookbook, as well as a major on air sweepstakes.

Populus works to ensure integrations and on air promos of the book are compliant with all areas of the network.

Populus connects Jennie-O and Harper Collins to create marketing synergies. Jennie-O is integrated into recipes in the Recipe Rehab cookbook.

Populus connects Everyday Health and their businesses into the book with strategic editorial, ad pages and direct calls to action.

Populus connects Trium and Harper Collins to integrate Everyday Health and their businesses into the book with strategic editorial, ad pages and direct calls to action.

Populus works with Trium, the production company, to build out story lines and execute in show integrations. Populus also works with the story and culinary teams to ensure the cookbook is a direct and authentic extension of the show content.

Populus works with Harper Collins and QVC for exclusive prelaunch of cookbook and celeb chef guest host. Book is distributed nationwide at all major book and grocery retail stores.

Populus works with Harper Collins to integrate Everyday Health and their businesses into the book with strategic editorial, ad pages and direct calls to action.

Populus lands six figure publishing deal with industry leader, Harper Collins, creating a licensed product off the show. The Recipe Rehab consumer brand is born.

Populus manages book creation day-to-day with Harper Collins overseeing all hires, edit, celebrity chefs, and synergizing all marketing and press for launch.

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Launched new Green Giant Veggie Blend-In product, that saw 300% lift in sales.

Integration partner since Season 1 with more than 24 episode airings to date. Integrations included pack cross promotion and Recipe Rehab cookbook.

Integrated into multiple episodes, focusing on breakfast and lunch recipes, with air dates tied to January’s back to school and New Year, New You.

Woven into the fabric of multiple episodes and used as a key tool by the chefs.

Integrated multiple products across many episodes. Cross promotion included a full microsite build out with exclusive behind-the-scenes content.

Integrated as the main cooking tool for both chefs in the show.
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.
Integration and cross promotional marketing partnership for a major Jane Fonda DVD release.

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.

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.

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

Licensed Promotion
Cross promotional marketing at retail.
DIGITAL/YOUTUBE: LIONSGATE

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.

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.
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.
Fuller Brush, a successful personal care and cleaning products company, has always been a Hollywood icon with its roster of celebrity endorsers, ranging from Jack Nicholson, Dennis Quaid, and even Lucille Ball in the film *The Fuller Brush Girl* - an early example of branded entertainment.

We continued their Hollywood tradition and integrated them into AMC’s hit series, *The Pitch*, to help them reach a younger consumer and add brick and mortar retail to their product sales strategy.

**ACHIEVEMENTS**

- Most downloaded episode of *The Pitch* on iTunes (by 50-75%).
- Moved from only door-to-door sales force to being in 60 brick-and-mortar retailers.
- Highest rated episode of *The Pitch* in Season 2.
Integrated Fuller Brush brand into AMC's popular hit series, *The Pitch.*

Planned and implemented a rebranding campaign, to appeal more to the millenial generation.

Cross-promotion on Fuller Brush’s social media and website, along with AMC’s digital channels

Rebranded logos

Facebook campaigns

Promotional giveaways/contests

Entire episode featuring the Fuller Brush brand
OUR PROCESS

Continuing to bridge storytelling and brand development, we are modernizing traditional publishing by partnering with Ora TV to broaden reach and create 360-degree solutions for advertisers.

OVERVIEW

News From the World of Medicine is a longstanding column within Reader’s Digest magazine, and in an effort to broaden its reach, we partnered with Ora TV, a leading digital content network.

This collaboration united Larry King, the icon of news, with Liz Vaccariello, the editor-in-chief of Reader’s Digest and multiple NYT bestselling health and wellness author. Together, they bring the classic content of News From the World of Medicine from the magazine to life through video.

ACHIEVEMENTS

- Created cross promotional marketing opportunities for Ora TV and Reader’s Digest.
- Delivered gratis video assets for the Reader's Digest brand.
- Combined separate ad sales groups into one team.
Ora TV produced the video adaptation of Reader’s Digest’s “News From the World of Medicine” and distributed it as part of their Larry King Live program. Reader’s Digest promoted the program across their magazines, the In Pharmacy Network, and on their digital sites.
Thank you for your interest in Populus Brands!

Let’s chat now!

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