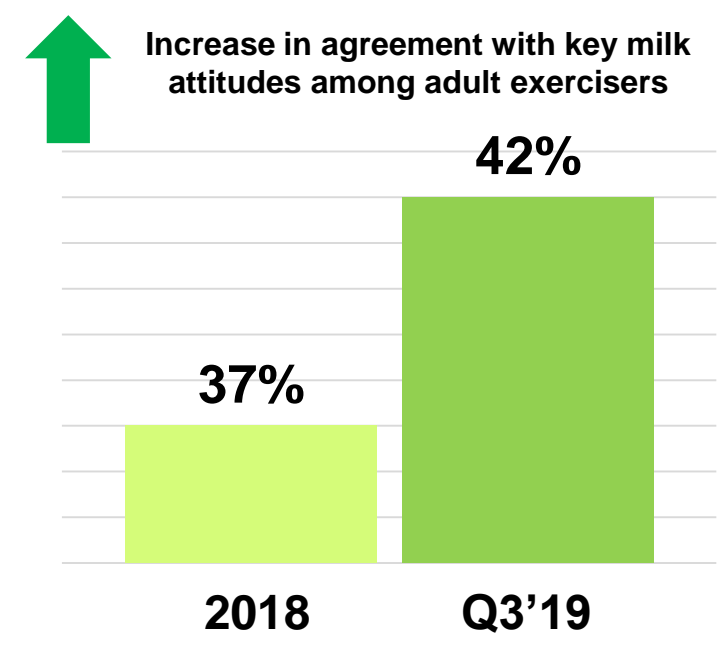
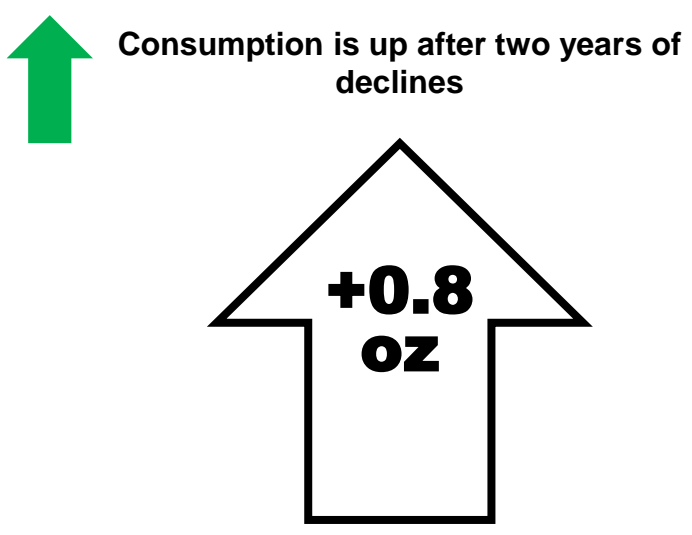
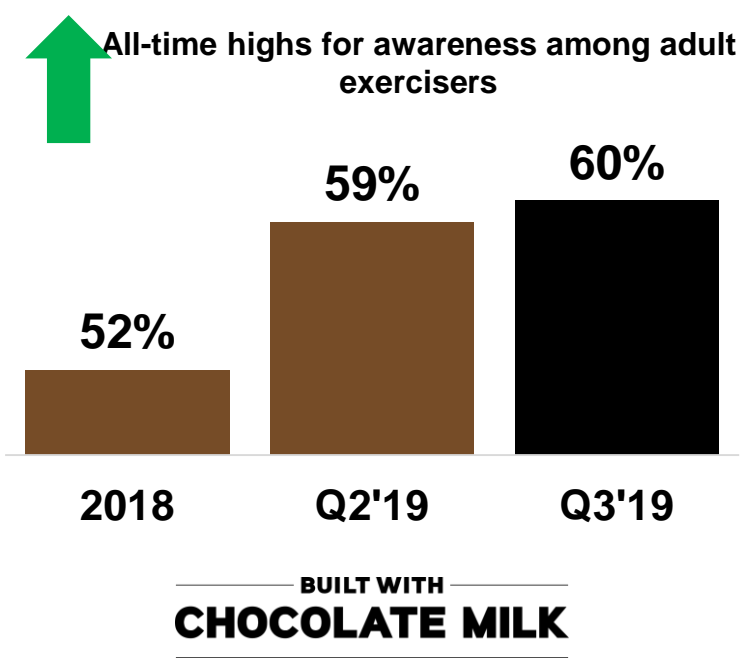




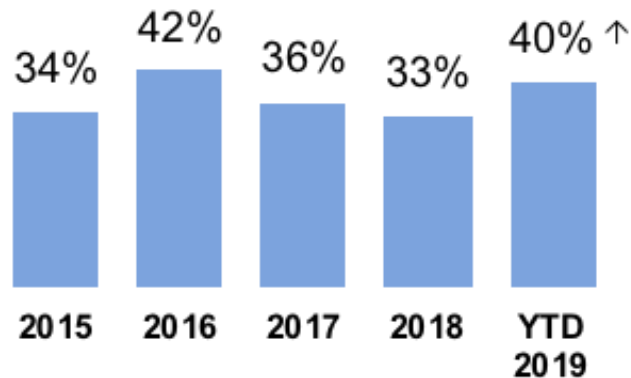
**BUILT WITH CHOCOLATE MILK**  
**DIGITAL RECOMMENDATION**

# our strategic shifts in 2019 have already yielded positive results



# recovery messaging is resonating with the adult exerciser target

**“The Benefit of Drinking Chocolate Milk after Exercise or Sports”**



In addition to increased BWCM advertising awareness, recall of the “benefits of drinking chocolate milk after exercise or sports” reaches a level similar to the 2016 peak.

This corresponds with an increase in Extremely Healthy/Very Healthy perceptions by 8 percentage points since Q1’19 and a decrease in Not Very Healthy/Not At All Healthy perceptions to levels not seen since Q4’17 at 15%.

# doubling down on proven performance in 2020



## Digital Video Hijack

Athlete hijack strategy has garnered above benchmark performance for view rates and video completion.

By exploring new contextually relevant digital video environments for the sports events and tentpoles the target is most passionate about, BWCM can promote video completion and further engagement with the site.



## Shifts in Social Allocation

Increased paid social support through the addition of Snapchat and Twitter Amplify products has delivered strong video and social engagement by qualified audiences.

We tasked our endemic sports partners with providing opportunities to leverage their hyper-engaged social audiences.

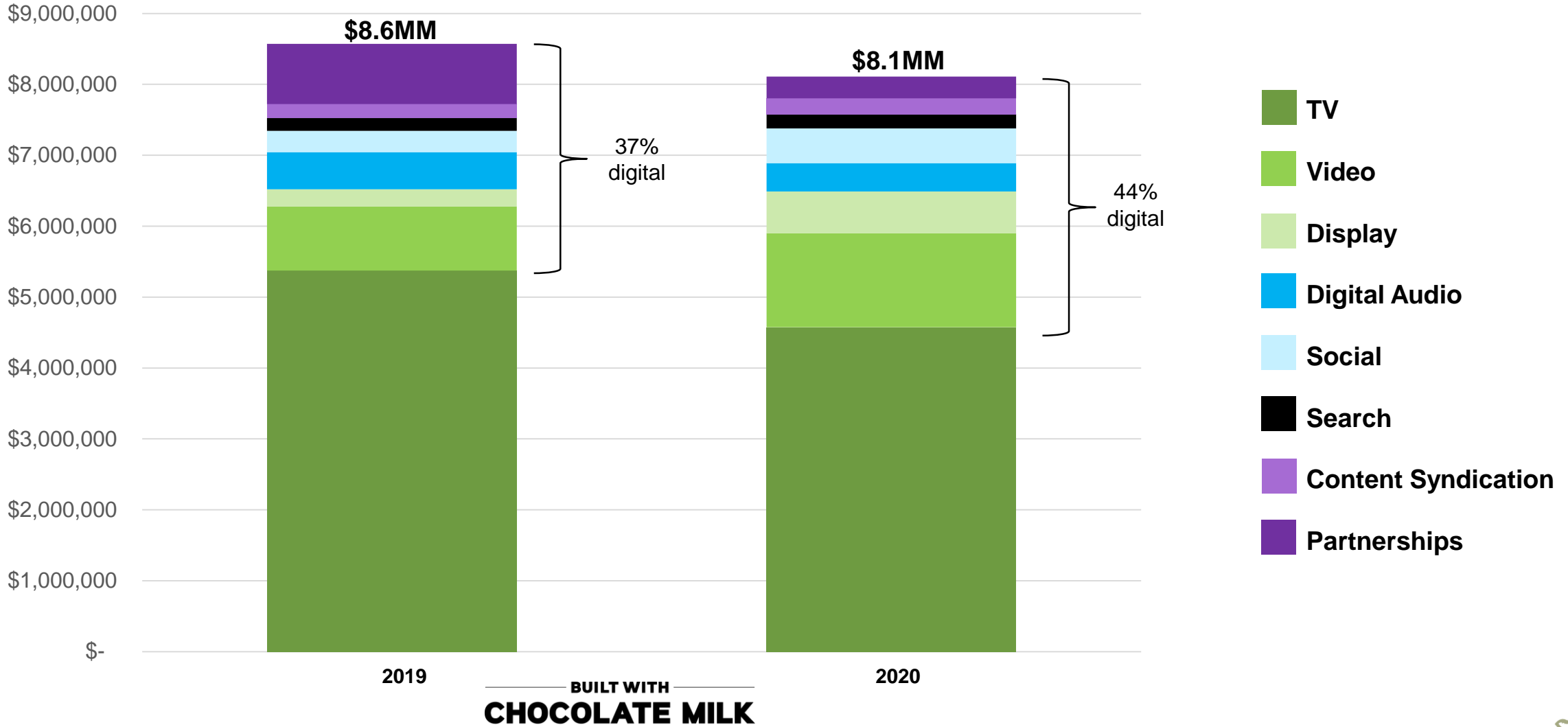


## Spanish Language with AI Horford

In 2019, the debut of the BWCM Hispanic effort saw at-or-above benchmark performance across all digital channels as audiences responded to this new effort.

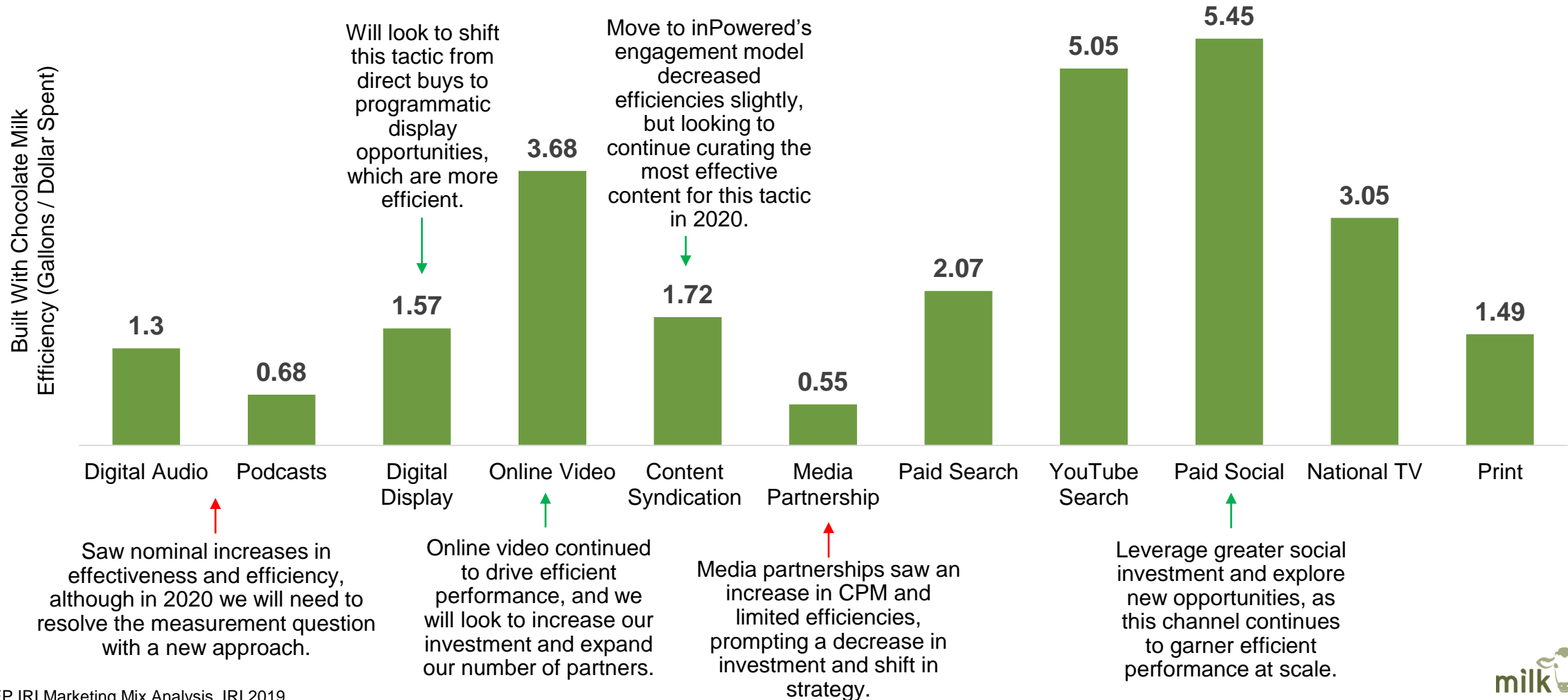
Following suit with the Love What's Real campaign, we will allocating a flat 10% allocation towards Hispanic-targeted efforts for any partners who can provide a robust targeting solution and demonstrate ample reach and scale.

# shifting greater investment to digital YoY to drive efficiencies



\*Total budgets represent working media; do not include fees or shopper media

# 2H'18 - 1H'19 MMX initial readouts support our shift in allocation



# REVISITING OUR 2020 APPROACH

**more  
total household**



Across audiences, athletes and sports tentpoles, especially around the Olympics

**more  
relevant**



Within relevant sports and lifestyle environments

**more  
efficient**



Through media channels and partner allocations

# drive demand, consumption and sales of chocolate milk by increasing the number of adult exercisers who drink it post-workout

## More Real, More Content

- Heavier investment in online video, social media
- Content-first, journey-based
- Empowerment, Esteem, Achievement

## Reinforce Science, Expand Messaging

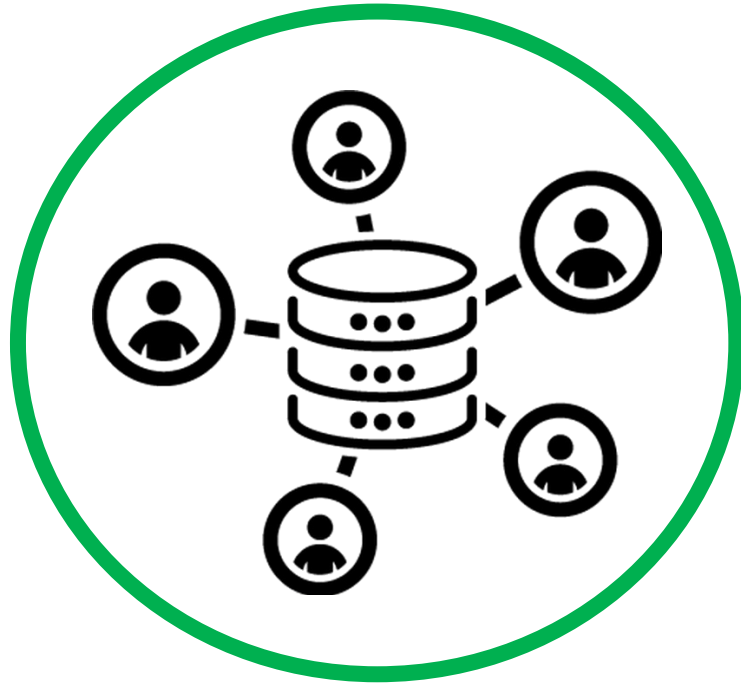
- Success in doubling down on RTB messaging
- Address new barriers and opportunities

## Elite Athlete / Olympics Led

- Focus on our highest profile ambassadors
- Activate USAS partnership
- Al Horford and Hispanic audience

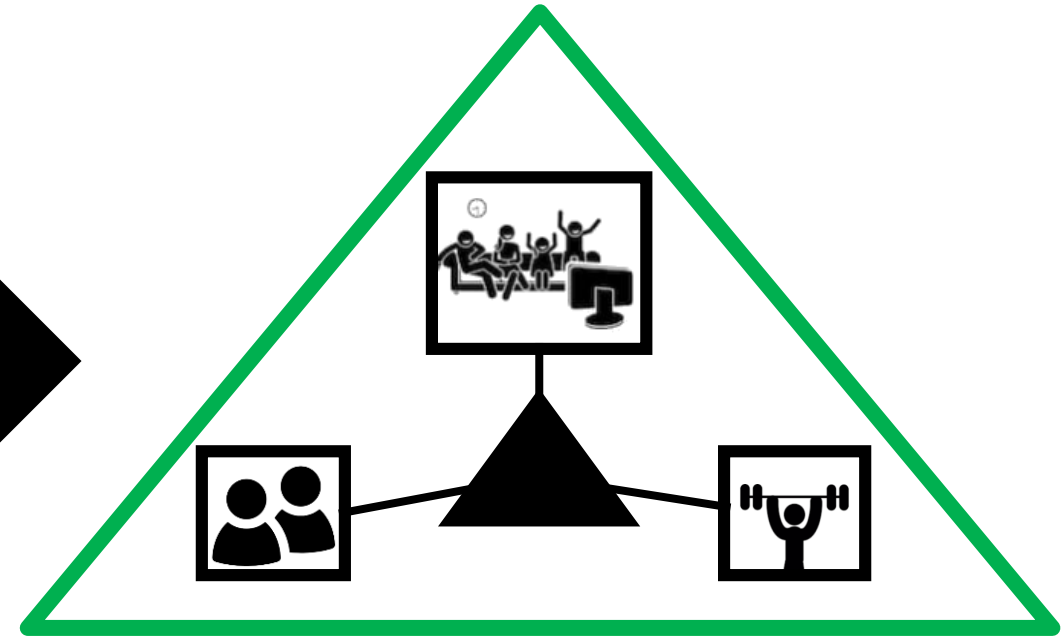
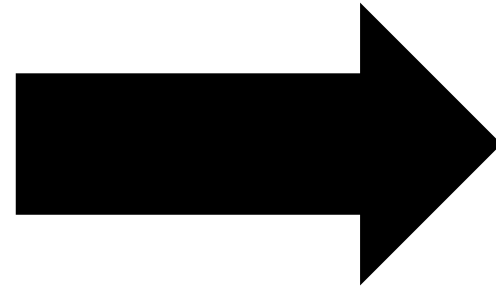


data was a foundation in 2019, continue to build  
in 2020 for BWCM



**DATA-FIRST**

- Increased efficiency through focus on highest propensity audiences
- More message customization
- Bring consumers through the journey



**FUELED BY DATA**

- Efficiently reach multiple audiences for a truly total household approach, leveraging 2019 learnings
- Optimize to the strongest performing messaging and creative to increase ad effectiveness with viewability as a KPI
- Drive demand, consumption and sales

# 2020 BWCM flowchart



BUILT WITH  
**CHOCOLATE MILK**

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



\*Includes upfront ESPN buy  
\*\*Pending further discussions with IAT around C-store test

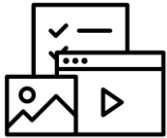
A close-up photograph of two young children sitting at a table. The child on the left is a young boy with light hair, looking towards the right while drinking from a glass of chocolate milk through a straw. The child on the right is a young girl with blonde hair, looking towards the left while drinking from a glass of white milk through a straw. The background is softly blurred, suggesting an indoor setting like a kitchen or dining room. The overall lighting is warm and natural.

recommended partners

# partner qualifications



Live into our total market approach by balancing support behind Adult Exercisers, Sports Fans, Fitness Enthusiasts and barrier audiences for each with opportunistic targeting and relevant messaging



Drive efficiencies by reducing exclusively content-led deals and prioritize endemic sports, fitness and lifestyle partners that can efficiently deliver across multiple video/social formats and channels



Access exclusive and premium inventory environments to adequately surround the most relevant and high profile sports and fitness environments



Unlock the 2020 Tokyo Olympics while remaining compliant to the USOPC's Rule 40 governing messaging and campaign activity



Optimize based on most viewability, video metrics, engagement across creatives, audiences, and placements to drive efficiencies

# partner consideration set



BUILT WITH  
**CHOCOLATE MILK**

## Video



## Display & Programmatic



## Partnerships



## Audio



## Content Syndication



## Social



## Search



\*Search and Social to be determined through ongoing opportunities with Weber Shandwick team

# partner ecosystem

## CULTURE / CONNECTION

General  
Cable TV  
Hulu  
CW  
Amobee  
Shopper  
Soundcloud  
Spotify

## USAGE / SHOPPER

Sports TV      Social  
Bleacher Report      Search  
ESPN      Partnerships  
Tennis  
Stadium  
VideoAmp  
YouTube GP

*Tactical shopper plans to be aligned on with the Arc team on an ongoing basis through 2020.*

## BARRIER / OPPORTUNITY

Adform Display  
Adform Video  
Adform Digital OOH  
Content Syndication

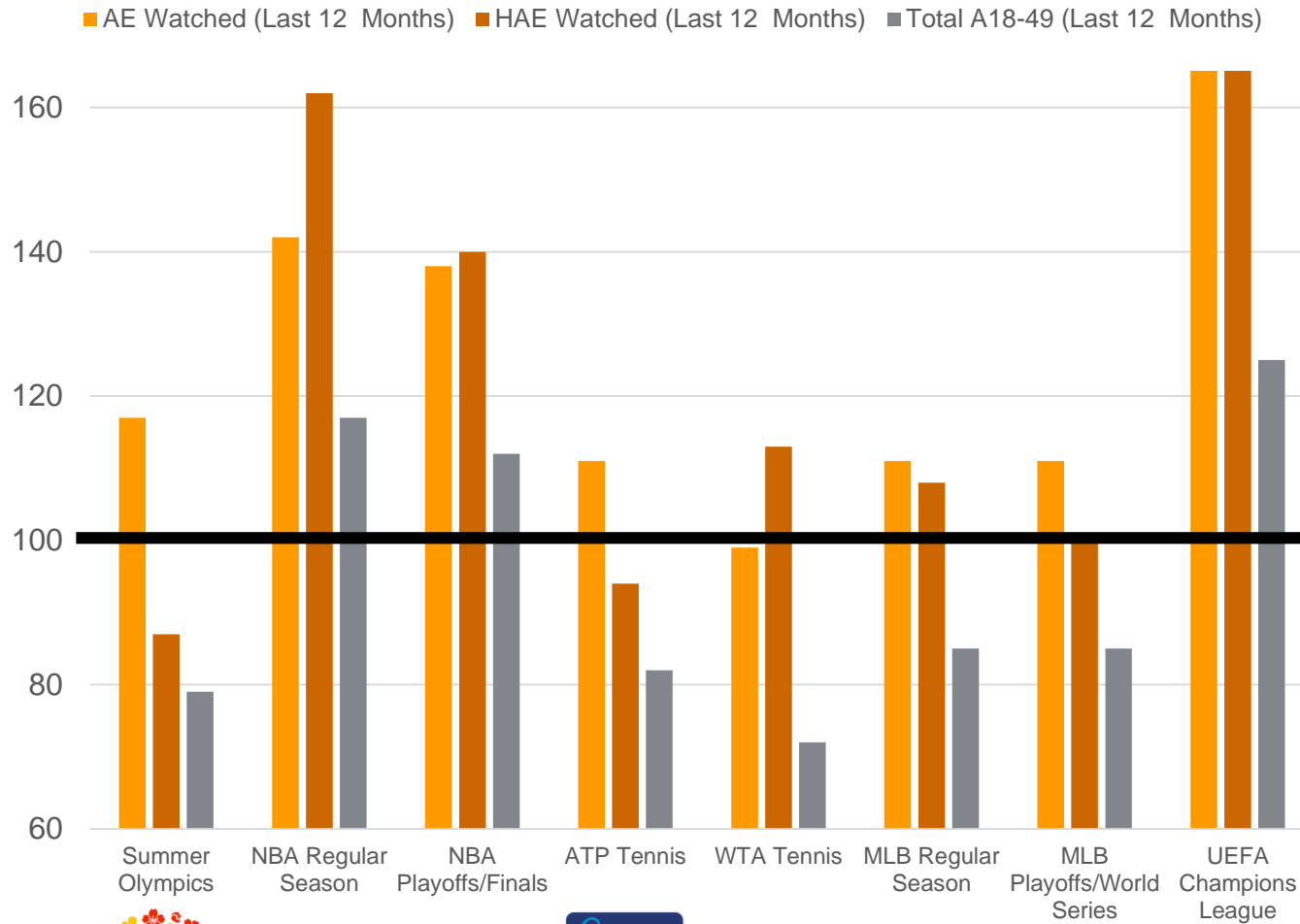
A black and white photograph of a person in a white tracksuit running on a treadmill in a gym. The person is leaning forward, holding the handrails, and appears to be in motion. The background is slightly blurred, showing other gym equipment.

video

expanding our presence within  
sports-endemic environments to reach  
fans and fitness enthusiasts



# hijacking the 2020 sports landscape



**Adult exercisers and Hispanic adult exercisers** are passionate sports fans, and historically show interest in tuning into sport's biggest events and leagues throughout the year, **outpacing the total population.**







# continuing Katie Ledecky coverage into the Tokyo Olympics and throughout 2020

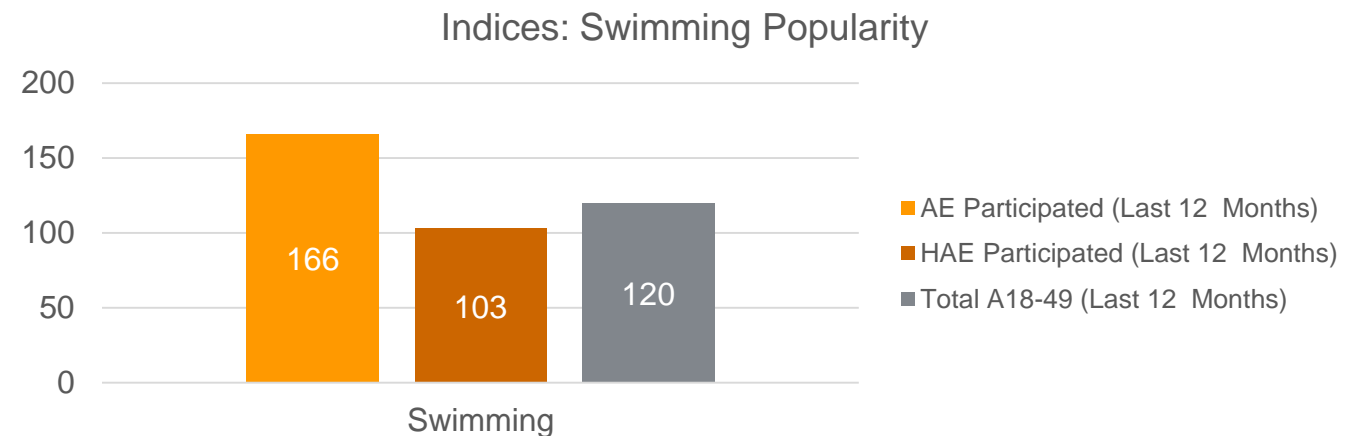


Olympic and World Champion swimmer Katie Ledecky posed an interesting challenge for the 2020 plan.

Swimming is considered by many to be a more niche sport, but we explored our options to find opportunities to align...

- **BWCM and Katie Ledecky**
- **2020 Tokyo Olympics**
- **Other swimming events and environments**

...across our digital video plan.



# maximize reach against multiple audiences leveraging TV and digital data segments



## Available Partners



## Demographics

- National
- Adults 18-49

## Where They Browse

Frequently browses content relating to:

- Exercise & Fitness
- Health & Wellness
- Sports Recovery Drinks



Fueled by Data



Adult Exercisers



Total Market Reach



Sports Hijack

Leverage **TV Maximizer Moments** to reach **general market and Hispanic adult exercisers** on their second screens while they are fully engaged in real time with events, including NBA Playoffs and Finals, the UEFA Champions League, French Open, Wimbledon, Summer Olympics and the US Open

19MM Smart TV Households Data:

- Sports Programming Watched
- Commercial Exposure & Frequency

Optimized towards viewability on a cost per completed view (CPCV) model with cross-platform inventory (CTV, Mobile, Tablet, Desktop)

# unlocking swimming content and unduplicated sports-viewing audiences



Fueled by Data



Adult Exercisers



Sports Hijack

	% of Stadium's A18-49 Audience <u>NOT</u> Visiting Each Sports Property
	43%
	69%
	73%
	91%

Stadium's audience is largely unduplicated across other key sports-endemic partners and features a number of exclusive relationships with individual sports properties, conferences and leagues.

Through its exclusive inventory partnerships and scaled audience (45MM monthly uniques), Stadium will provide **coverage of 10 collegiate swimming events and 5 collegiate water polo events** throughout the year.

Outside of swimming events, BWCM will also have significant **NBA coverage** across All-Star Weekend, playoffs and finals and 2020/2021 season kick off.

Video inventory across Stadium's O&O site and app environments, and on Apple TV, Roku, Sling TV, Amazon Fire, FuboTV, Samsung TV and more.

# hijack video

## Sports Tentpole Coverage

BWCM will have the heaviest coverage for NBA and WTA tennis grand slams (Australian Open, French Open, Wimbledon, US Open) to promote chocolate milk as a recovery beverage, aligning with our athlete talent.

## Expansion Into New Tentpoles

New this year is the addition of the MLB World Series and UEFA Champions League (European professional soccer) to test these audiences and determine if the recovery message will resonate.



# reaching adult exercisers and competitive purchasers with video at scale

## AMOBEE



In addition to their TV consumption data through Nielsen, Amobee has access to a wealth of other respected data sources.



Fueled by Data



Adult Exercisers



Total Market Reach

Amobee's demographic and lifestyle data will assist BWCM in reaching an estimated 1.1MM individual **general market adult exercisers and Hispanic adult exercisers** throughout 2020. By leveraging digital ad rating for total audience (DARTA), we will be accounting for spill and ensuring that we are guaranteeing our buy against specific targets.

We will also be tapping Amobee's purchase data to message **competitive purchasers of sports drinks**, including Propel, Gatorade, Muscle Milk, Powerade and isotonic beverages.



# employing proven video partnership with an engaged audience network

## CONDÉ NAST



Fueled by Data



Adult Exercisers



Total Market Reach



Sports Hijack

Distribute BWCM pre-roll assets across GQ Sports, Conde Nast sports content and Conde Nast Olympic content.



CONNECTED TV



MOBILE/TABLET

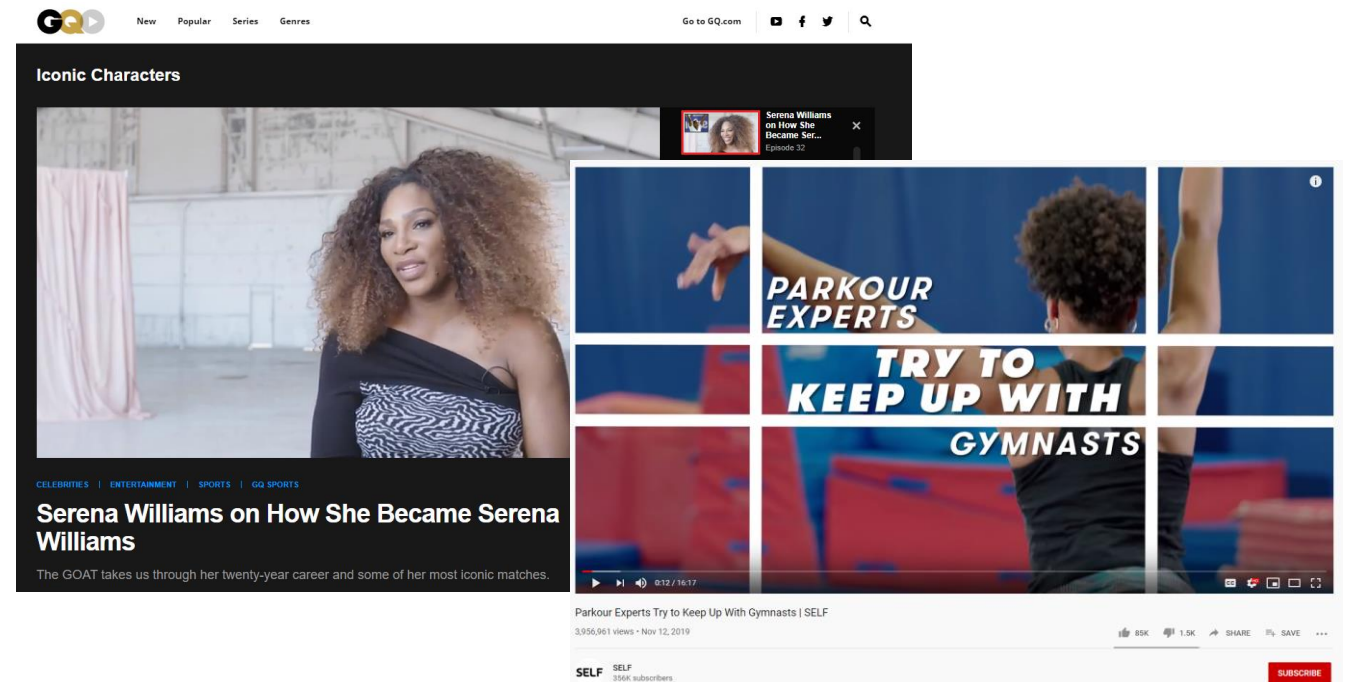


DESKTOP

CONDÉ NAST



CN YOUTUBE INVENTORY



Capitalize on the success of the WIRED Explainer video, we will look to continue to engage this audience with BWCM content.

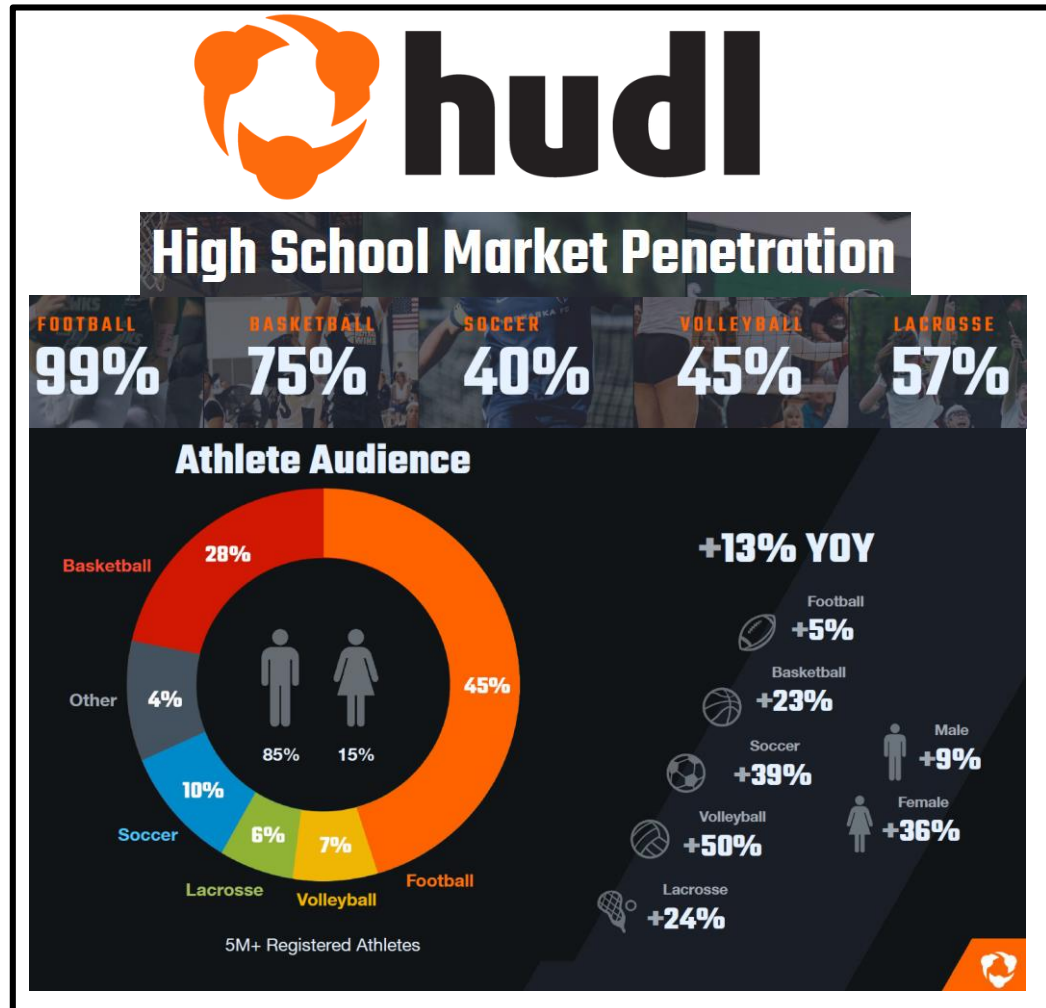
# recruit aspirational audiences through total market targeting on a wide-reaching video platform



Total Market Reach



Sports Hijack



Hudl reaches 9MM monthly unique users, 150K active high school teams and over 20K games a week, making it the one of the most prolific platform for high school sports, boasting significant engagement across audiences.

By maintaining broad targeting, BWCM will be reaching aspiring **high school athletes**, the **coaches** that monitor their development, the **trainers** that monitor their nutrition and their **parents** who support their overall well-being and long-term goals for achievement.

# total household video

## Reaching Total Market Audiences

In addition to hijacking tentpoles, we will also look to reach broad audiences with contextual and demographic targeting with a handful of partners.



Total AE

## Expansion Onto New Platforms

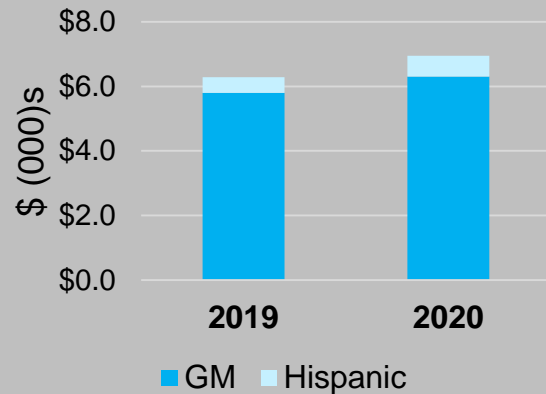
As we continue to explore new audiences, we have added Hudl to the buy, and we are excited to see how we can reach teen athletes, coaches, trainers, parents and fans while maintaining broad targeting parameters.





# 2020 hijack video snapshot

budgets YOY



With video being the backbone of the plan, our investment has increased here and we have shifted allocation between a number of partners to ensure we are simultaneously moving forward with sufficient coverage and efficiencies.



Budget: **\$20,000 (+33% vs 2019)**  
 Impressions: **1.0MM**  
 CPM: **\$20.00**  
 Target: **Adult Exercisers (GM)**  
*Place our Sloane Stephens video content on Tennis.com surrounding Australian Open, French Open, Wimbledon Open, Olympics Tennis and US Open.*



Budget: **\$100,000 (new vs 2019)**  
 Impressions: **4.3MM**  
 CPM: **\$23.00**  
 Target: **Adult Exercisers (GM)**  
*Utilize Hudl's platform to target athletes, sports fans, sports parents, coaches, trainers through mobile-only targeted pre-roll*



Budget: **\$97,500 (+7% vs 2019)**  
 Impressions: **5.0MM**  
 CPM: **\$19.66**  
 Target: **Sports Enthusiasts\*\***  
*Surround premium GP content targeted to adult exercisers, tennis enthusiasts, NBA fans, soccer fans, Olympic viewers and World Series viewers.*



Budget: **\$250,000 (+67% vs 2019)**  
 Impressions: **2.0MM**  
 CPV: **\$0.14**  
 Target: **Adult Exercisers + sports fans and Bleacher Report social followers**  
*Support Twitter Amplify surrounding premium NBA content and push out co-branded partner social video content.*



Budget: **\$120,000 (flat YoY)**  
 Impressions: **4.2MM**  
 CPCV: **\$0.03 (\$28.57 CPM)**  
 Target: **Adult Exercisers\*\***  
*Utilize VideoAmp's fast-twitch retargeting to find Adult Exercisers on their second screen during our key tentpoles.*

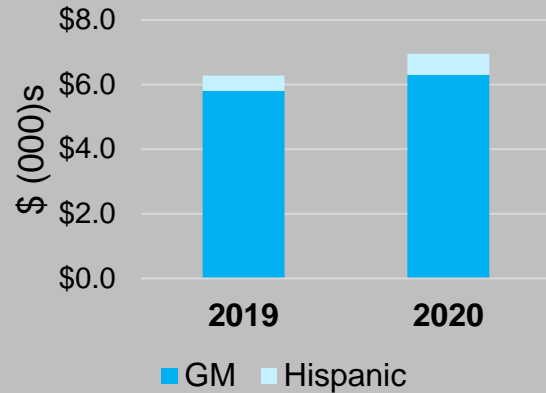


Budget: **\$100,000 (-67% vs 2019)**  
 Impressions: **3.2MM**  
 CPM: **\$29.00**  
 Target: **Adult Exercisers\*\***  
*BWCM will have pre-roll presence in LiveStream, NBA and All Sports video inventory throughout the year.*

\*\*Hispanic + GM targets included

# 2020 total household video snapshot

budgets YOY



By leveraging these broad-reaching partners, we will be able to extend our reach to new audiences and truly live into a more total household approach.

Year-over-year, by prioritizing partners with robust Hispanic targeting opportunities, we have increased our investment in the BWCM Hispanic effort.



Budget: **\$150,000 (new vs 2019)**  
 Impressions: **6.5MM**  
 CPM: **\$17.57**  
 Target: **Adult Exercisers\*\***  
*Hulu is not only a key player in the OTT space for exclusive content, but they can efficiently target live sports segments (basketball, soccer, etc).*



Budget: **\$174,799 (-7% vs 2019)**  
 Impressions: **1MM**  
 CPM: **\$25.88**  
 Target: **Adult Exercisers (GM)**  
*Purchased as part of the Upfront, we maintained flat pricing YOY with below market rates, reaching Adult Exercisers on digital on-demand programming in Q2'20.*



Budget: **\$150,000 (new vs 2019)**  
 Impressions: **7.8MM**  
 CPM: **\$19.24**  
 Target: **Adult Exercisers + light TV viewers\*\***  
*Extend our TV presence by targeting Adult Exercisers who are light TV viewers, focusing on the key mobile and OTT environments.*



Budget: **\$50,000 (new vs 2019)**  
 Impressions: **1.9MM**  
 CPM: **\$26**  
 Target: **Adult Exercisers (GM)**  
*Utilize Hudl's platform to target sports fans, athletes, coaches and trainers through mobile-only targeted pre-roll*



Budget: **\$60,000 (-66% vs 2019)**  
 Impressions: **2.2MM**  
 CPM: **\$26.40**  
 Target: **Adult Exercisers (GM)**  
*Distribute our content across Conde Nast's sports and Olympic content. Extend our presence on YouTube by placing targeted custom pre-roll in front of Conde Nast content (such as GQ Sports, SELF etc).*



Budget: **\$52,5000 (+7% vs 2019)**  
 Impressions: **2.7MM**  
 CPM: **\$19.66**  
 Target: **Adult Exercisers\*\***  
*Leveraging Google Preferred inventory to reach Health and Fitness Buffs A18-49 in English and Spanish.*

\*\*Hispanic + GM targets included



**programmatic**

bridging barriers with efficient  
programmatic display and video

# as the BWCM programmatic effort continues to roll out with Katie Ledecy in q4'19, we are driving promising performance efficiently

## Q4'19 Katie Ledecy Plan At-A-Glance

**Investment:** \$25K  
**Total Impressions:** 4.4MM

**Format:** Display (Standard Banners) and Video (:06, :15) at a 50/50 split



**Targeting:** 1P campaign engagers and site visitors based on Adform data, build out LAL audiences based on engagement and 3P audiences interested in swimming and Milk enthusiasts

## Q4'19 Katie Ledecy November Highlights

**November Spend:** \$7.8K  
**November Impressions:** 1.4MM

**Top performing creatives for CTR:** Katie Ledecy :06s Pre-Roll and Katie Ledecy :15s Pre-Roll are driving two-thirds of all clicks.

**Top performing creative for viewability:** BWCM-Ledecy 160x600 is driving an average viewability of almost 43 seconds.

**Top performing creatives for time spent on site:** Katie Ledecy :15s Pre-Roll is driving an average of 1min and 14 seconds time spent.

# addressing barriers and business priorities with efficient programmatic tactics

## Sample Business Priority

## Programmatic Resolution

Consumption data indicates that chocolate milk is down with women



Leverage demographic data available to seamlessly target women and optimize creative/messaging based on engagement

Water is incrementing market share and emerging as a significant competitor to chocolate milk



Target competitive purchasers of water with hydration message

Teens and dads remain an area of interest based on historical consumption data.

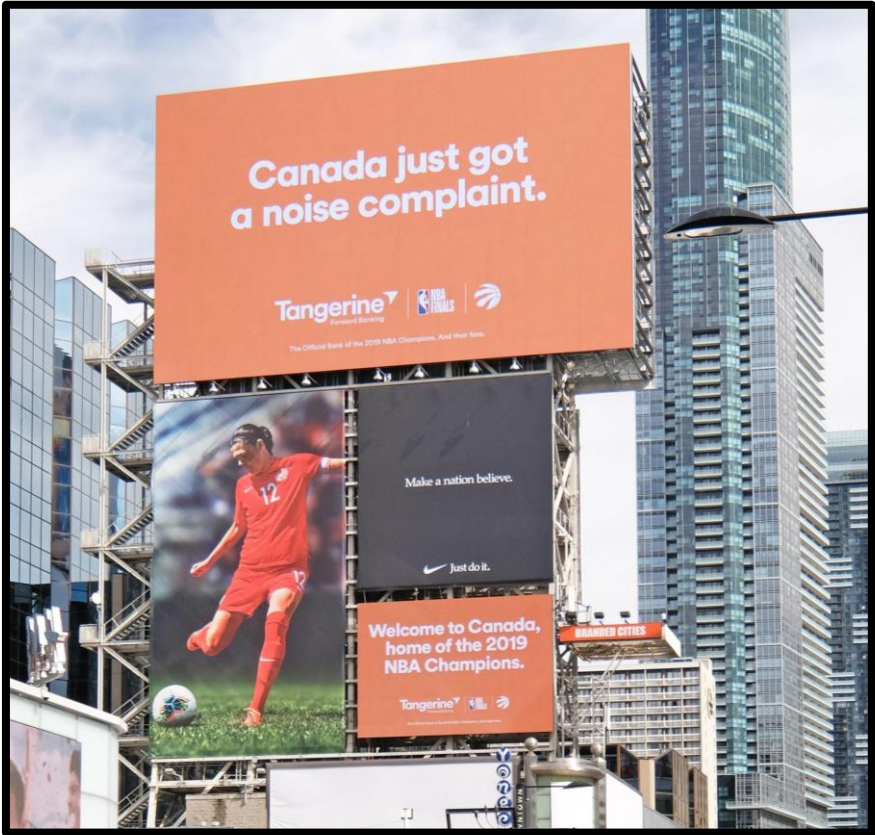


Create segments of male parents and teens 13-17 using demographic data with the peace of mind that the data is reliable, compliant and efficiently priced.

# opportunity to test digital out-of-home to hijack sporting events or reach adult exercisers at the beginning or end of a workout

**Sample Plan:** Focused delivery during specific dates & locales tied to Chocolate Milk’s talent roster to “hijack” relevant high-profile sporting events.

NBA All-Star Game	Chicago	Feb 15-16
NCAA Men's Basketball Tournament	Dayton, NYC, Spokane, St. Louis, Tampa	Mar 17-18 Mar 19-21
	Greensboro, Omaha, Sacramento, Cleveland	Mar 20-22 Mar 26-28
	Indianapolis, Los Angeles	Mar 27-29
	Houston, New York	
NCAA Women's Basketball Tournament	Dallas, Ft. Wayne, Greenville, Portland	Mar 27-30
New York Open	New York	Feb 9-16
Delray Beach Open	Delray Beach	Feb 14-23
BNP Paribas Open	Indian Wells	Mar 9-22
Miami Open	Miami	Mar 23-31

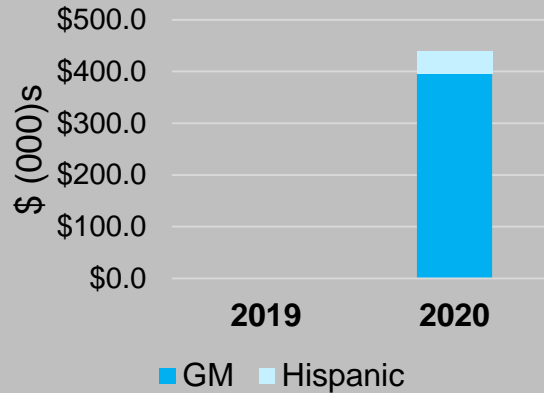


**Still investigating this opportunity based on:**

- Measurement and metrics
- Asset requirements
- Inventory and locations

# 2020 programmatic snapshot

## budgets YOY



With only the \$25K investment with Adform programmatic in Q4'19, BWCM is making a splash with a significant increase in spend across video and display.

As with LWR, BWCM will look to make ongoing optimizations seamlessly across formats and creatives, with monthly recommendations to address any evolving business needs.



Total budget: **\$440,000 (+16x vs 2019)**

- **\$125,000** for Q1'20

Impressions (Q1): **26.2MM**

CPM (Q1): **\$4.78**

## initial budget breakdown

Display budget: **\$62,500**  
Impressions: **16.3MM**  
CPM: **\$3.53**

*Even split between display and video with the opportunity to shift towards top performing formats and creatives based on viewability and engagement (clicks) among priority audiences.*

Video budget: **\$62,500**  
Impressions: **5.0MM**  
eCPM: **\$11.45**

*Initial performance indicates that video is driving a substantial number of clicks and time spent on site. Will continue to optimize to ensure that we are seeing efficient delivery and performance.*

An underwater photograph of a swimmer in a pool, viewed from below. The swimmer is in the center, moving upwards. Lane lines are visible on either side, and the water is a deep blue color. The text 'audio' is overlaid in the center.

audio

powering the adult exerciser's  
fitness journey



# audio

With an decrease in investment, we will reactivate some of the most successful tactics from 2019 while shifting to newer, more efficient podcast opportunities with the hopes of continuing to reach adult exercisers at the point of sweat and answering the critical question of podcast measurement.



## Proven Performance

Audio in 2019 continues to outpace benchmarks through Q3, driving strong VCR and CTR metrics. Throughout the year we have tested additional tactics like retargeting and playlist targeting and are excited to bring some of these insights to our 2020 buy.



## Emerging Platforms

As the digital audio space continues to expand and new players join the ranks of established heavyweights, BWCM has kept a finger on the pulse of listenership trends, and has explored emerging partners in 2020 that reach the younger skew of adult exercisers during their fitness journeys.



## New Measurement

Measurement, specifically for any podcast activations, has previously been limited to downloads and impressions. Our 2020 RFPs emphasized the importance of more insightful metrics such as podcast starts, completions, quartile listening and more.

# flight audio to align with tentpoles

Q1

Q2

Q3

Q4



**Podcasts**

Align BWCM to sports and entertainment podcasts to boost reach and campaign awareness to launch the 2020 campaign, in addition to keeping a quarterly presence on key podcasts.

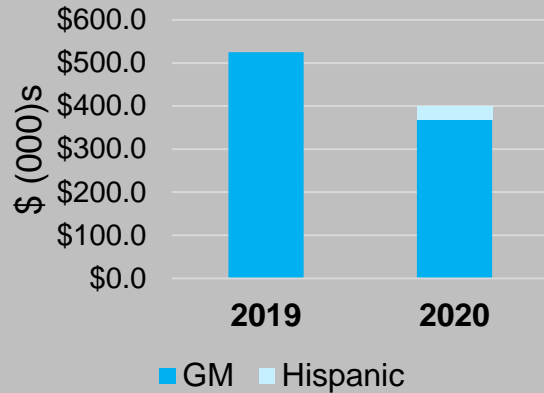


**Sponsored Listening  
Streaming Audio**

Our always-on Soundcloud and Spotify campaign will allow BWCM to maintain presence throughout the year but also amplify key total market tentpoles throughout the year.

# 2020 audio snapshot

## budgets YOY



While digital audio decreased slightly in efficiency in the FY'2018 MMX data, we are seeing nominal increases in effectiveness and efficiency in the 1H'19 readout.

By moving away from Barstool and its less efficient rates for podcasts, we were able to leverage MAGNA rate cards, ensure transparency in reporting and focus on efforts in more automated and tested formats.



Total budget: **\$325,000 (+44% vs 2019)**  
Impressions: **7.7MM**  
CPM: **\$32.44**  
Target: **Adult Exercisers\*\***

*\$50K to Spotify's podcast offerings which can report on each episodes starts and streams as well as listener demographics. Holding \$75K for a later recommendation based on initial performance.*



Total budget: **\$75,000 (new vs 2019)**  
Impressions: **7.4MM**  
CPM: **\$10.05**  
Target: **Adult Exercisers\*\***

*With Pandora's acquisition of Soundcloud, BWCM has the opportunity to run within more playlist and emerging artist music content and reach a younger skew of adult exerciser with all of the same metrics and targeting options.*

*\*\*Hispanic + GM targets included*



**partnerships**

excite and inspire with efficient  
content partnerships

# partnerships

For 2020, we were tasked with three key challenges for partnerships:

- ✓ Drive efficiencies by looking to include production of assets and distribution wherever possible
- ✓ Surround Olympic timing, especially the new sports arriving to the games in 2020, while remaining compliant to Rule 40
- ✓ Unlock Sloane Stephens and leverage her two media days in 2020 to give her more of an editorial voice



CONDÉ NAST

COMPLEX

✓	✓	✓
✓		✓
	✓	

**The proposals selected will allow BWCM to live into a truly cross-audience, total household approach.**

# partnerships



Social video series, distributed across CBS Sports' massive social channels

OLYMPICS SOCIAL FEATURE -

## NEW SPORTS, NEW FACES

With new sports entering the fold for the 2020 Summer Olympics and Baseball and Softball returning, there will be new sports and new athletes to cover. CBS Sports Digital will be there to educate viewers on the competition formats and who among the teams and individual athletes is primed to earn a spot on the podium.

SPONSORSHIP ELEMENTS:

- Six (6x) Facebook Videos Using Graphics And Captions
  - Logo Placement On The Intro Slate
  - Handshake Tag
- Six (6x) Instagram Stories Promoting One Of The New Sports
  - Swipe Up To The Facebook Video
  - Handle Tag
  - Logo

**Timing:** 6/15 – 8/9  
**M/F Skew:** 69/31  
**Gen X Skew** (72%)  
**Investment:** \$150K  
**Additional Elements:** RON Targeted Video



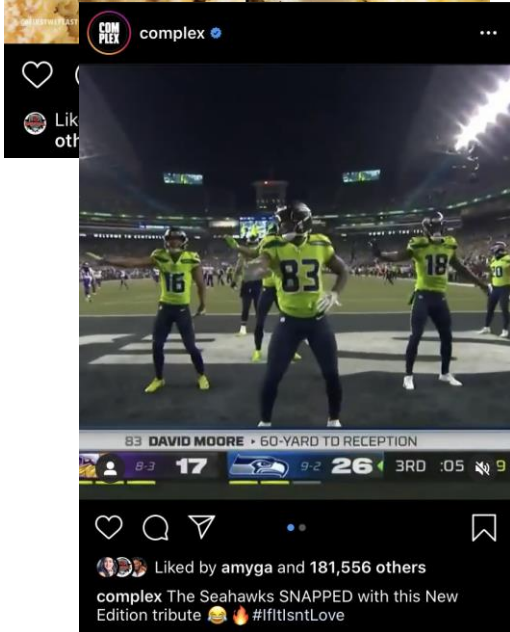
CONDÉ NAST Custom video editorial feature and athlete integration



**Timing:** Q2 – Q3  
**M/F Skew:** 43/57  
**Millennial Skew** (35%)  
**Investment:** \$100K  
**Additional Elements:** Product integration, Production of video asset for BWCM distribution for 1 year



# partnerships



Complex boasts over **5.2MM Instagram followers** who passionately engage with their sports, food, fashion, music, humor and lifestyle content.

**COM  
PLEX**

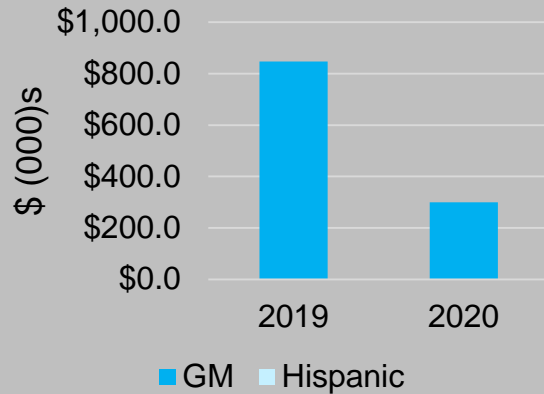
Complex averages **over 2.6 engagements per follower** on their channels which is more than 2x the national average

Complex is the **3rd most engaged publisher per follower on Instagram** behind Nat Geo and Cosmo

**Timing:** Q2 – Q3  
**M/F Skew:** 62/38  
**Millennial Skew** (48% )  
**Investment:** \$50K  
**Elements:** 2x Targeted Instagram Posts

# 2020 partnerships snapshot

## budgets YOY



With the budget shifts YoY, the partnerships budget was one of the more impacted based on the inefficient performance we saw in both the FY'2018 and 1H'19 MMX readouts.

In 2020, we pushed our partnerships proposals to move away from strictly content driven deals, to capitalize on partner social, digital video distribution and production of assets for BWCM use.



Budget: **\$150,000 (new vs 2019)**  
Estimated impressions: **5.8MM**  
Estimated CPM: **\$25.93**

*Highlight 2020 Tokyo Olympic debutantes in paid social and align them to BWCM, as well as support with always on RON video support to surround Olympic and other sports video content.*

## COMPLEX

Budget: **\$50,000 (new vs 2019)**  
Estimated impressions: **6,666,667**  
Estimated CPM: **\$7.50**

*With the success of partner social and partnering with more lifestyle and apparel partners like Under Armour, we will test the engagement of Complex's robust Instagram audience.*

## CONDÉ NAST

Budget: **\$100,000 (-66% vs 2019)**  
Impressions: **TBD**  
CPM: **TBD**

*Feature Sloane Stephens in GQ Sports' 10 Essentials and work with Conde Nast's renowned editorial team to produce a video asset for BWCM distribution on O&O's. Will work with Weber Shandwick to manage production and ideation.*

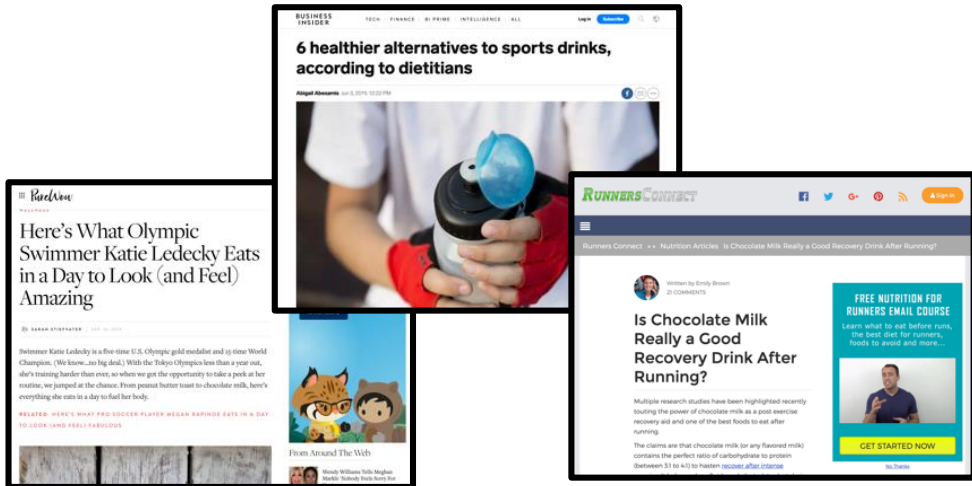


A basketball player in a blue Philadelphia 76ers jersey with the number 42 is running on a court. The jersey has "PHILIA" and "42" visible. The player is looking upwards and to the right. The background is a blurred crowd in a stadium.

# brand publishing

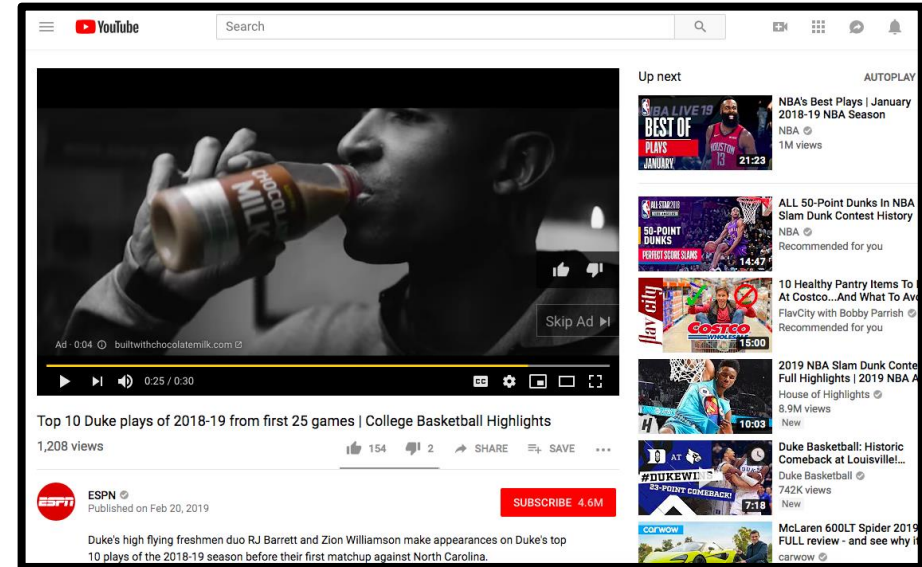
push out recovery messaging across  
top-performing social, search and  
content syndication channels

# content syndication in 2020



## Content Syndication – Native Article Content

In 2019, we amplified our owned content using inPowered's engagement model pricing, driving thousands of engagements with science-based recovery messaging (+15 seconds time spent with content) at efficient costs per engagement under \$1.00. We will bring our learnings from 2019 into 2020 to continue this valuable tactic.



## Content Syndication – Long-Form Video

After some difficulties working with Sightly, namely poor account management and issues with creative rotations, we are exploring new partners for our long-form video content running within YouTube True-View, layering on demographic and affinity/interest targeting.

# expanding further in social



## Execute always-on video and static content calendar

With the plethora of tentpole events in 2020, work with Weber Shandwick to push out topical content as well as maintain always-on presence for consistent recovery messaging.



## Leverage ongoing 2019 learnings with newer platforms

Work with the Weber Shandwick team to optimize copy, creative and budget allocation to drive results based on scorecard reporting and best practices.



## Surround Olympic conversations and real-time highlights on Twitter

With BWCM needing to remain compliant to Rule 40, look for opportunities to bookend the excitement of the Olympics and drive engagement with BWCM video and website content.



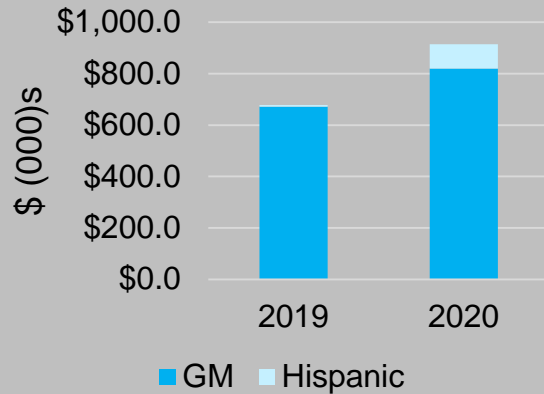
Tik Tok

## Test new social video platforms and formats

As TikTok and other players enter the cluttered social space, continue to look for opportunities to test and learn.

# 2020 brand publishing snapshot

## budgets YOY



We have increased budget behind all content syndication, social, and search budgets to allow for support of hypertargeted content and increased support of barrier messaging.

Hispanic support will make up 20% of the content syndication budgets, but the remainder of the search and social processes will remain unchanged with monthly recommendations and reporting.



Budget: **\$150,000 (-11% vs 2019)**  
Estimated impressions: **1.3B**  
Estimated CPC: **\$0.45**

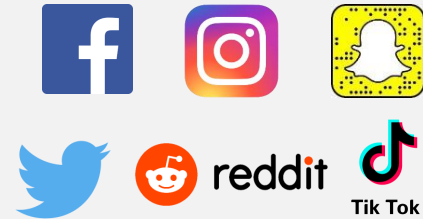
*With a decrease in efficiency in the 1H'19 MMX readout, reallocated a slightly smaller budget for syndicating recovery messaging via native. Will continue to work with Weber Shandwick to make content recommendations.*



TrueView Advertising

Budget: **\$75,000 (-25% vs 2019)**  
Estimated Completed Views: **725K**  
CPCV: 0.10

*Shifted some of the content syndication budget into YouTube TrueView to support long-form content.*



Social budget: **\$489,000 (+145% vs 2019)**

*Work with the Weber Shandwick team to allocate budgets by platform and target based on ongoing content priorities, capitalizing on 2019 learnings and insights.*



Search budget: **\$200,000 (flat vs 2019)**

*Similar to social, work with the Weber Shandwick team to allocate budget according to opportunities across terms and platforms.*

A large crowd of runners is gathered at a marathon finish line. In the foreground, a woman in a bright green tank top and sunglasses has her arms raised in celebration. Next to her, a man in a black tank top with a race bib number 11580 also has his arms raised. The background is filled with other runners, some in blue shirts, and several large banners hanging from a structure above the street. Two green lights are visible at the top of the frame. The overall atmosphere is one of excitement and accomplishment.

other considerations

# additional considerations



Putting aside \$100k for USA Swimming partnership with a 360 sponsorship package including display and video, in-app integration, newsletter integrations, print insertions, co-branded social and more.



In 2020, our contracts with Sloane Stephens and Al Horford will expire, so look to leverage as much content as possible from the multiple service days we have across all of our BWCM talent



Working with Arc to ideate around a c-store test and a potential summer activation





# appendix



# 2020 BWCM budget breakout



BUILT WITH  
**CHOCOLATE MILK**

Channel	Budget	Notes
TV	<b>\$4,574,633</b>	Slight decrease by <b>15%</b> for a more efficient sports buy and continuing cable
Video	<b>\$1,325,000</b>	Increase in 2020 budget by <b>46%</b> to leverage online video to efficiently extend reach against engaged audiences
Display/Programmatic	<b>\$590,000</b>	Explore programmatic data-driven efforts and engagement display opportunities, with a <b>146%</b> increase in 2020
Digital Audio	<b>\$400,000</b>	Reinvest at more conservative levels ( <b>24%</b> decrease in 2020) and potentially reduce Bar Stool spend
Social	<b>\$489,000</b>	Increase investment by <b>63%</b> in 2020 due to strong MMX results, opportunity to tap into the excitement around BWCM 2020 athletes
Search	<b>\$200,000</b>	Push science-based messaging, adding increased support by <b>12%</b> due to MMX efficiencies
Content Syndication	<b>\$225,000</b>	Seed owned and third-party content to relevant browsers, with a <b>13%</b> increase in 2020 spend based on MMX efficiencies
Partnerships	<b>\$306,640</b>	Decrease in 2020 spend by <b>64%</b> , based on efficiency, but maintain ample support with important contextual players
<b>Total</b>	<b>\$8,110,273</b>	

*Does not include Shopper media dollars*



# Spotify – Digital Audio

## Target: Adult Exercisers (GM & Hispanic)

- Demo: A18-49 + 3P: Fitness Enthusiasts + Real-Time Playlist: Workout (90%)
- Demo: A18-49 + 3P: Fitness Enthusiasts + Real-Time Playlist: Workout + Language: Spanish (10%)

## Budget: \$275K

- Allocating \$200K
- Holding \$75K pending performance of podcasts

Flighting: 1/1 – 2/4, 4/1 – 5/5, 7/10 – 8/13, 10/1 – 11/4

Impressions: 7,705,813

## Ad Formats:

- Mobile Audio (<:30s Audio + Companion Banner, billed at 100% completion)
- Sponsored Sessions (<:30s Video + Companion Banner, purchased on CPCV)

## General:

- Based on our success with targeting adult exercisers at the “moment of sweat”
- Sponsored listening has historically driven high VR% and CTR%.
- Can produce 2 A/V audio spots, pricing based on the IPG 2020 rate card



# Spotify – Podcast Test

Target: Adult Exercisers (Total Market)

- Podcast listeners

Budget: \$50K

Flighting: 1/1-1/23, 4/1-4/28,

Episodes: 33 across various programs

Ad Formats:

- :75s Audio Spot/Host Read in The Hottest Take (100% SOV), Certified Buckets (33% SOV), Riggle's Picks (33%) and/or Jemele Hill (33% SOV) (flat fee)

General:

- Average starts per episode: Estimates for each show below.
  - The Hottest Take: estimate 42,000 starts/episode
  - Certified Buckets: estimate 80,000 starts/episode
  - Riggle's Picks: estimate 4,000 starts/episode
  - Jemele Hill: estimate 50,000 starts/episode
- *Reporting:* We can report out on starts and streams, as well as demographic data of who listened (age, gender, device).
- *Host Reads:* For shows that air weekly, we record 1 host read per month and can refresh monthly. For shows that release daily (like The Hottest Take), we re-fresh reads every 2 weeks.

# Soundcloud – Digital Audio



Target: Adult Exercisers (GM & Hispanic)

- Fitness Enthusiasts A18-49
- Hispanic Bilingual/Spanish Preferred A18-49
  - **Bilingual:** SoundCloud listeners who are identified as likely being of Hispanic descent. Data derived via multiple data sources such as consumption of Spanish-speaking programming, U.S Census Data, DMV, public records, and survey data where consumers self-identify as Hispanic. Includes premium.
  - **Spanish Preferred:** SoundCloud listeners whose time spent listening to the Latin genre is 70% higher when compared to the overall SoundCloud listener base in the last 30 days. Data derived via proprietary SoundCloud data.

Budget: \$75K

Flighting: 1/1 – 12/31

Impressions: 7,462,798 (total, includes companion banners)

Ad Formats:

- Mobile Audio and Companion Banner (:15s)
- Mobile Video (<:30s)
  - The placement is strictly mobile video that runs when someone is engaging with the platform. If a user closes their phone with the video running, the video will not resume again until the phone screen is back on.

General:

- Negotiated audio rate down 6.25% to match historical rate (\$16 CPM)
- Reach amongst targets
  - Soundcloud A18-49 Reach: 21.7M, 17%
  - Soundcloud HA18-49 Reach: 4.6M, 19%

# Amobee – Digital Video

## Target: Adult Exercisers (GM & Hispanic)

- Adult Exercisers (Epsilon, Nielsen Marketing Cloud, Oracle, PRIZM, Experian)
  - Estimated reach 910,285
- Competitive Purchasers (Bluekai IRI and CPG, eXelate, Kantar Shopcom, Lotame)
  - Competitive Products: Propel, Gatorade, Muscle Milk, Powerade and isotonic beverage
- Hispanic Adult Exercisers (Cross Pixel, Lotame)
  - Estimated reach 237,165)

## Budget: \$150K

- Current CPMs are technically dCPMs (maximum goal CPMs) and are likely to come in more efficiently

## Flighting: 1/1 – 12/31

## Impressions: 7,795,455

- Frequency capped at 3x/day

## Ad Formats:

- Cross-Platform Pre-Roll (<:60s)
  - PC Web/Mobile App & Web/CTV inventory (e.g. PlutoTV, Xumo, Sling TV, Newsy) is included

## General:

- Buy includes Nielsen Digital Brand Effects Survey and linear planning credits (still negotiating), used to explore cross-platform (TV vs digital) reach and frequency
- Structured with DAR as well, to account for outside-demo and co-viewing delivery, aggregate CPM coming in at \$19.24

# Bleacher Report – Digital Video

Target: Adult Exercisers (GM)

- Sports Fans/Bleacher Report Social Fans

Budget: \$250K

- \$100K Twitter Amplify surrounding premium NBA content

Flighting: 4/1 – 9/30

Impressions: 2,071,429

Ad Formats:

- *Built with Elite* Facebook, Twitter Partner Social Video Posts with BWCM social handshake
- *Built with Elite* Distribution B/R O&O Pre/Mid/Post Roll (:15s) and Banners (Various Sizes, Custom Skin)
- Twitter Amplify Pre-Roll (:06s)
  - This will run in front of our social storytelling videos (sports agnostic vs. a particular sport) or premium NBA content.

General:

- Could not unlock House of Highlights at current investment (would need an additional \$100K)

# Conde Nast – Digital Video

Target: Adult Exercisers (GM)

- Sports Fans/Browsers of GQ Sports, Conde Nast Sports & Olympic Content

Budget: \$60K

Flighting: 1/1 – 3/31, 10/1 – 12/31

Impressions: 2,272,727

Ad Formats:

- Conde Nast Prime LineUp Targeted Pre-Roll Package (:06s, :15s, :30s)
  - Pre-roll will run across GQ Sports, CN Sports + Olympic Content during flight, running across O&O, OTT & YouTube.

General:

- Saw great success with WIRED explainer video.
- Will have usage rights for 12 months from launch.



# The CW – Digital Video

Target: Adult Exercisers (GM)

- Demo A18-49

Budget: \$174,799 net

Flighting: 4/1 – 6/30

Impressions: 1,028,229

Ad Formats:

- Pre-Roll (<:30s)

General:

- Flat pricing YoY, negotiated in the upfront



# ESPN – Digital Video



Target: Adult Exercisers (GM & Hispanic)

- Livestream viewers and NBA/sports fans viewing ESPN content online

NBA and all sports fans

Budget: \$100K

Flighting: 1/1 – 12/31

Impressions: 3,229,354

Ad Formats:

- NBA LiveStream Video (<:30s)
- NBA Video (<:30s)
  - Moved away from tennis due to issues with delivery in full
- All Sports Video (<:30s)

General:

- Significant increase in rates YoY, only including in digital video due to alignment and scale
- Strong VCR% performance in 2019 for both BWCM and BWCM Hispanic
- Shifted Twitter Amplify to Bleacher Report based on inflexible pricing
- Negotiated display support as added value

# Hudl – Digital Video

Target: Adult Exercisers (GM)

- No demo targeting
- Hudl platform users (Sports fans, participants, athletes, coaches and trainers)

Budget: \$50K

Flighting: 7/1 – 9/30

Impressions: 1,923,077

Ad Formats:

- Targeted video pre-roll
  - Mobile-only, as that is where the app sees the majority of its activity

General:

- Hudl's presence in the amateur sports space is what makes us unique, with 99% High School programs in the United States using Hudl, our extensive reach will speak to athletes nationwide.
  - Avg ~9MM monthly uniques over the course of the year on Hudl that in that 18+ demo
- Majority of our activity as a whole on Hudl takes place on mobile
- Negotiated mobile video costs down more than 15% (\$30 - \$26 CPM)

# Hulu – Digital Video



Target: Adult Exercisers (GM & Hispanic)

- 3P Target Fitness A18-49
- 3P Target Fitness A18-49, Latino

Budget: \$150K

Flighting: 1/1 – 12/31

- Adding a 10% heavy up around our key tentpoles and using the flight scheduler automation to ensure delivery

Impressions: 6,454,969

Ad Formats:

- Video Commercial (<:30s)
- Ad Selector Video and Slate (<:30s, custom slate)
- Internal Sports Watchers Segment Video (targeting viewers who have watched all live sports on the live platform)

General:

- We are testing Hulu Live Sports targeting targeting segment allows us to target all live sports on our Hulu Live platform (basketball, tennis, Olympics, swimming, in addition to other sports like football, baseball, etc.), but cannot target specific sports



# Stadium – Digital Video

Target: Adult Exercisers (GM)

- A18-49

Budget: \$100K

Flighting: 1/1 – 12/31

- Heavy-ups during key tentpoles

Impressions: 4,347,826

Ad Formats:

- Cross-Platform Pre/Mid Roll (:15s, :30s)
  - Inventory across WatchStadium.com and mobile apps
  - Devices include Apple TV, Roku, Sling TV, Amazon Fire, FuboTV and Samsung TV

General:

- Stadium’s audiences A18-49 see limited duplication on other sports properties, including ESPN (57%), NBC Sports (31%), Bleacher Report (27%) and Fox Sports (9%), based on Comscore
- Greater presence in swimming competitions/aquatics including 10 college swimming and diving and 5-10 collegiate water polo (men’s and women’s) matches
- Will also air three swimming documentaries in Q4’19 which will continue to air into 2020 (see example [here](#))
- Significant NBA coverage across All-Star Weekend, playoffs and finals and 2020/2021 season kick off

# Tennis Media – Digital Video



Target: Adult Exercisers (GM)

- Video content on Tennis.com

Budget: \$20K

Flighting: 1/17 – 2/3, 5/22 – 6/8, 6/26 – 7/13, 7/21 – 8/10, 8/28 – 9/14

- Surrounding Australian Open, French Open, Wimbledon Open, Olympics Tennis and US Open

Impressions: 1,000,000

Ad Formats:

- Non-Skippable Pre-Roll (:15s)

General:

- Historical partner that has delivered niche tennis interest presence

# VideoAmp – Digital Video

Target: Adult Exercisers (GM & Hispanic)

- A18-49 Non-Hispanic Exercisers
- A18-49 Hispanic Exercisers
- Surround the NBA Playoffs and Finals, the UEFA Champions League, French Open, Wimbledon, Summer Olympics and the US Open

Budget: \$120K

- Flat YoY, costed out via \$0.03 CPCV

Flighting: 4/1 – 8/31

- Coverage of key NBA, Olympic and [UEFA Champions league](#) final timing through TV moments product; condensed to ensure significant weight

Completed views: 4,200,000

Ad Formats:

- Cross-Platform Video (<:30s)
  - Includes Desktop, Smartphone, Tablet and OTT

General:

- Leveraged VideoAmp in 2019 to execute our tentpole hijack strategy for NBA and tennis

# YouTube – Digital Video



Target: Adult Exercisers (GM & Hispanic)

- Google Preferred Line Up: Health and Fitness Buffs Aged 18-49
- Google Preferred Line Up: Health and Fitness Buffs Aged 18-49 (Spanish)
- Google Preferred Line Up: Tennis Enthusiasts Aged 18-49 (Australian Open, French Open, Wimbledon, US Open)
- Google Preferred Line Up: Basketball Fans Aged 18-49 (NBA All-Star, Playoffs/Finals, NBA Regular Season)
- Google Preferred Line Up: Soccer Fans 18-49 (Champions League, Euro 2020)
- Google Preferred Line Up: Sports & Fitness Aged 18-49 (Olympic Trials)
- Google Preferred Line Up: Baseball Fans Aged 18-49 (World Series)

Budget: \$150K

Flighting: 1/1 – 12/31

Impressions: 7,629,705

Ad Formats:

- YouTube Google Preferred Non-Skippable Pre-Roll (:15s)
  - Breakout line items are no longer required as part of a GP buy

General:

- Top 5% of content on YouTube
- Health and fitness buffs refers to people and not content. Google (with greater than 95% accuracy) is able to reach people we consider to be in this category (health and fitness buffs). This is determined through their historical browsing behavior across Google properties.
- First exploration of baseball fans as a target; leaning into soccer fandom will also reach bilingual/English dominant Hispanics
- Adform is now approved by YouTube to use VAST tags, pending troubleshooting

# Adform – Programmatic



Target: Adult Exercisers (GM & Hispanic)

- Age 18-49 Exercisers & Sports Enthusiasts
- **3P:** eyeota, Lotame, Oracle
- **PMP:** AppNexus, Freewheel, rubicon
- **Contextual:** Admantx, Oracle+Grapeshot
- **1P:** Historical MilkPEP campaigns and Adform

Budget: \$440K

- \$125K for Q1

Flighting: 1/1 – 12/31

Impressions: 26,155,927 (for Q1)

Ad Formats:

- Digital Display – Desktop, Mobile App & Web
- Digital Video (:15s, :30s) – Desktop, Mobile App & Web, Tablet App & Web
- Digital OOH Display
  - Digital Out of Home placements around relevant high-profile sporting events
  - Included at a test budget of \$10K for Q1

General:

- Will have learnings from Q4'19 Katie Ledecky plan
- Will make quarterly recommendations



# Under Armour – Digital Display



Target: Adult Exercisers (GM)

- Competitive Targeting: Protein Bar or Shake Loggers, Drink Mixes Loggers, Non-dairy Milk Loggers, Gatorade Consumers
- Consumer Targeting: UACF Dairy & Milk Loggers

Budget: \$150K

Flighting: 1/1-3/31 & 7/1-9/30 (Q1 and Q3)

Impressions: 13,854,642

Ad Formats:

- Mobile App and Desktop Web Banners

General:

- Shifting to a programmatic buying model in 2020, will drive additional efficiencies
- Dairy Complete has historically high engagement, users will typically only see this ad only once per day (after saving their daily food logs) and it is the focal point of the screen

# CBS Sports – Digital Partnership



Target: Adult Exercisers (GM)

- A18-49 Adult Exerciser
- CBS Sports Digital Content Browsers and Olympic Fans

Budget: \$150K

Flighting: 1/1 – 12/31

Impressions: 5,785,714

Ad Formats:

- New Sports, New Faces Social 6x FB/IG Video Series 6/15 – 8/9
  - Might include some new athletes like Louie Lopez
- CBS Sports RON Targeted Video 1/1 – 12/31 (:15s, :30s) across O&Os

General:

- Lean into video and social to drive efficiencies and scale
- Negotiated RON targeted video CPM down 14% (from \$32 to \$28)
- Boasts 23MM monthly social engagements, 44MM monthly social video views and over 41MM followers across social networks
- Provides relevant Olympics coverage with a trusted authority
- Highlight new sports and competitors in the summer Olympics

# Conde Nast– Digital Partnership

Target: Adult Exercisers (GM)

- Use Conde Nast’s proprietary data platform to target new sports and fitness-focused audiences

Budget: \$100K

Flighting: **TBD**

Impressions: **TBD**

Ad Formats:

- Episode of GQ Sports’ 10 Essentials featuring Sloane Stephens and chocolate milk
- Sloane video production for CE use

General:

- Chocolate milk product placement in the GQ Sports’ 10 Essentials episode
- Custom Sloane pre-roll video for distribution across channels

# Complex – Partner Social

**COMPLEX**

Target: Adult Exercisers (GM)

- Instagram age demo and health/fitness enthusiast segments

Budget: \$50K

Flighting: TBD Q2/Q3

Impressions: 6,666,667

Ad Formats:

- Targeted Instagram Social Posts 2x

General:

- Capitalize on the success of other apparel and sports equipment partner Under Armour to explore sports lifestyle and content
- Complex averages over 2.6 engagements per follower on their channels which is more than 2x the national average
- Complex is the 3<sup>rd</sup> most engaged publisher per follower on Instagram behind Nat Geo and Cosmo
- Social reach by O&O:
  - Complex Facebook = 5.3 MM Followers
  - Complex Twitter = 2 MM Followers
  - Complex Instagram = 5.2 MM followers
  - ComplexSports Facebook = 370K Followers
  - Complex Sports Twitter = 212K Followers
  - ComplexSports Instagram = 300k Followers

# USAS – Olympics Partnership



Target: Adult Exercisers (GM)

- Swimming enthusiasts and participants on USA Swimming O&Os

Budget: \$100K

Flighting: 1/1 – 12/31

Impressions: 1,666,694

Ad Formats:

- Standard Display (728x90, 300x250, 240x400, 300x100, 250x250, 234x60)
- Deck Pass on Team Unify Banners (728x90, 300x100)
- USA Swimming Live Stream/VOD Pre-Roll (:15s)
- A/V digital integration into Splash Magazine
- Monthly newsletter integration
- Social posts 3x

General:

- Required \$100K investment to unlock swimming athlete Katie Ledecky