

“Pop in!” Stand out.

An Integrated Marketing Program for Tide

December 10, 2010



Our Approach



CABLE	
BROADCAST	
LOCAL MEDIA	
DIGITAL/MOBILE	
FILM & PARKS	
INTERNATIONAL	
LIFESTYLE MARKETING	



We Deliver Women



A one-stop shop to reach nearly **95%** of U.S. Women 18–54 monthly
and **95%** of all moms 18-54 monthly

Source: Nielsen 8/09 on-air and comScore online

Source: Nielsen NPower. Frequent Moviegoer = 12+ times per year. Total day reach 6+ minute qualifier. L+7. Includes NBC, Telemundo, Mun2, Syfy, Oxygen, Bravo, USA, CNBC, MSNBC.

Source: MRI Spring 2009 Study. F18-49. Movie Category Super Influential Consumers. Saw movies in theaters. Source: comScore PlanMetrix December 2009 Base: W18-49



We Deliver Women

Women at NBCU reaches more than:

- The **REST** of broadcast TV combined
- **ALL** other cable networks combined
- Top Women's magazines combined
- The female reach of **ALL** radio

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The Idea

Your breakthrough product inspired a **BIG IDEA...**

- Marry the “pop-in” qualities and modern sensibilities of the new Tide with “pop culture”
- Reach female consumers in a way that has “never been done before” on any platform
- Develop a short form **custom content series** that **regularly “pops into” programming** in a way that is entertaining, engaging and that breaks through the clutter

Truly put a new spin on an old standard.

“Pop in!” Stand out.



The Idea

Our approach...

- Develop a **“Pop in!” integrated marketing program** across the most relevant female targeted properties in the NBCU portfolio
- Create a **series within a series -- :60 episodes premiere weekly across 8 of our on-air & 8 digital properties**
- Deliver pop culture news with a distinct POV

“Pop in!” Brought to you by Tide.
“Pop in!” Stand out.



Sample Treatment

Tide's "Pop in!" episodes would be filled with fresh pop culture trends, ideas & news appealing to women, particularly moms, who want to be "in the know" **NOW**.

In each episode, a **Pop In! Host** would "pop off" with a little attitude about the latest trends, newest guilty pleasures - tidbits of information women would love to have to "wow" their friends or to **STAND OUT** as the hippest mom in their circle.

The Host would provide a dose of pop culture from a **"Pop in!" set** – a trendy design with bright, vibrant colors, with perhaps a circle or bubble scheme.

Topics can include fun-to-know info that busy moms don't have time to find.

- Positive, interesting or funny conversation pieces, like last year's Bacon Explosion - a recipe that became an overnight sensation on the web, garnering 500,000 hits from closeted "baconistas" across America!
- Or maybe a dose of hope, like the fact that scientists have successfully reversed the aging process in lab mice? Forget what this might mean to Hollywood - what does it mean to you? A second shot at high school?



Sample Treatment (cont'd)

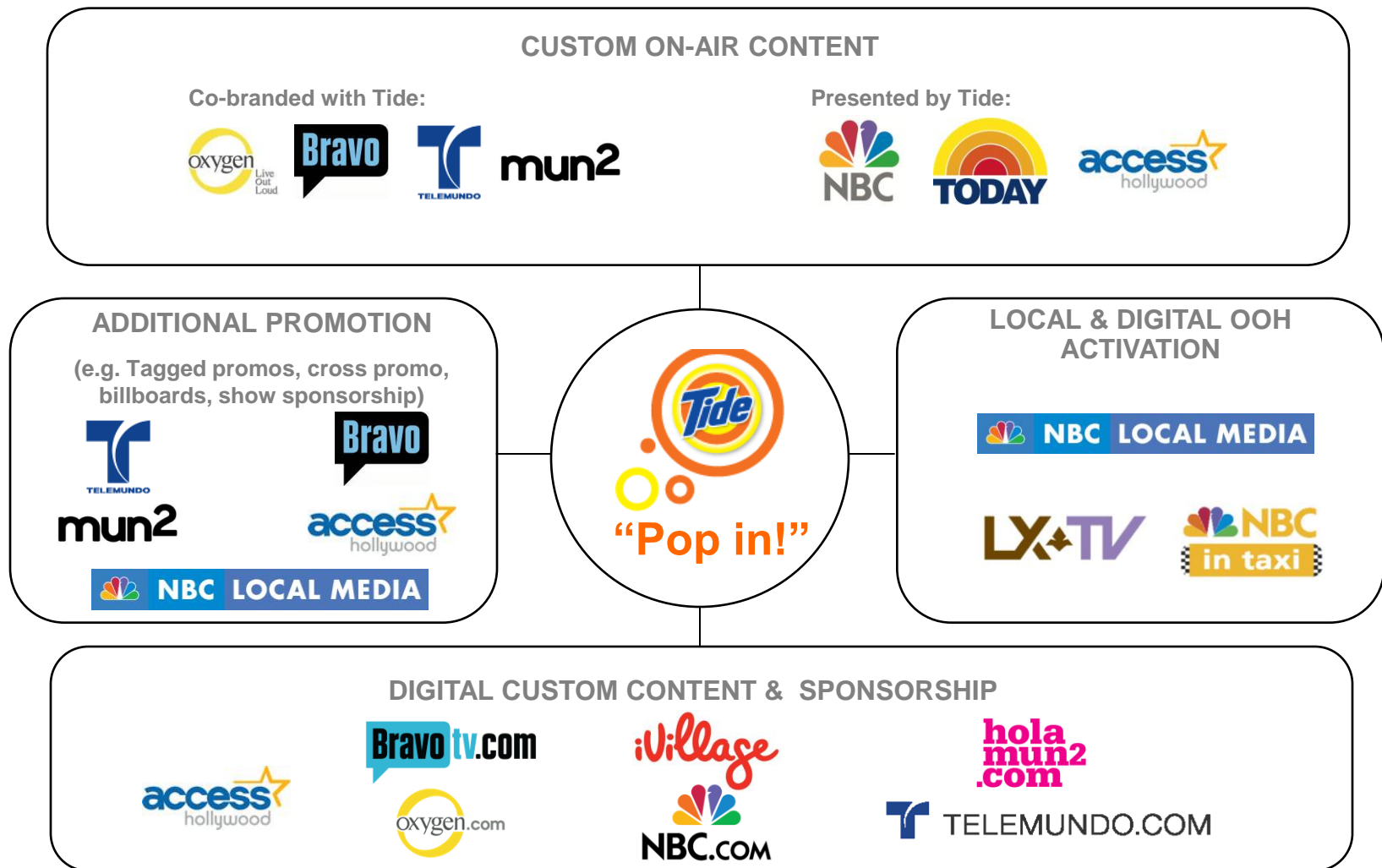
These highly energized **episodes** could also **reinforce the “Pop in!” concept with how they appear on air.**

- For example, the Pop In! episode could appear as an **interruption to a network bumper** at the top of a commercial break with **popping sounds** used to announce the episode
- **Bubble graphics** could showcase pop trivia or bits of supportive information as floating thought bubbles or circle graphics move around on a digital display behind the Host
- Our Host would drive viewers online to **“pop into the conversation”** themselves and then sign off as the **image finally pops off screen.**

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Program Overview



Sample Script

SCENE: Picture. You're tuned in to AMERICA'S GOT TALENT. An NBC 'MORE COLORFUL' ID comes on, branding the show you're watching.

ANNOUNCE (V.O.): *You're watching AMERICA'S GOT TALENT on NBC.*

SCENE: A TRANSLUCENT SOAP BUBBLE floats into frame. Then another. Still another. Soon the screen is filled with BUBBLES. A large BUBBLE rolls into frame -- inside we see a MCU of OUR HOST. She rotates inside the Bubble in 3 dimensions -- like she's literally inside it. The Bubble bursts, revealing Our Host on a small set with prop signage that reads: "Pop In!"

**The set and the Pop In logo are subtly infused with the Tide logo color palette.*

HOST: *"Hi Everyone - welcome to Pop In! The only show that gives you a daily dose of pop culture in less time than it takes to log online! I'm (TBD). Attention, Moms! Those Justin Bieber bangs you just sprung for at the salon are about to get covered with the newest trend in head gear."*

SCENE: GRAPHIC: a cool rotating picture of a mohawk hat.

HOST: *Say hello to the coolest way to keep warm this winter -- the Mohawk hat. Can't you just picture Gwen Stefani and Gavin Rossdale's kids keeping warm in one of these?*

SCENE: She takes one out and plays with it.

HOST: *These spiky hats are seeing a huge spike in sales, and all of the biggest retailers are getting in on the action. (trying it on) What do we think? Very Zuma. Very Kingston Rossdale. Okay, enough of that.*

SCENE: She takes off the hat.

HOST: *And so we move from heads to heels.*

SCENE: GRAPHIC: Foot Fetish

(more)



Sample Script (cont'd)

HOST: *As we all know, the fashion world is crazy for shoe collaborations. And so we bring you the latest craze in fashion forward footwear. Remember those Velcro sandals you used to wear on family trips to the Cape during your awkward phase? Well, an outdoor footwear company has teamed up with an LA-based clothing label to create the ultimate sandal they claim is "the most comfortable performance high heel on the planet."*

GRAPHIC: Our Host puts Teva's Performance Heel on her crescent shaped desk.

HOST: *Behold. "The Performance high heel." Talk about versatile.*

SCENE: GRAPHIC: A picture of a model wearing the heels.

HOST: *These outdoor stilettos have Hollywood Hills written all over them. I mean, who knows who you might run into when you're on a long sweaty hike, right?*

SCENE: We cut closer to our talent.

HOST: *And on that high - very high - note, we're out of time right here...*

SCENE: Our Host is enveloped in a giant 3D BUBBLE. Camera pulls back to reveal the BUBBLE is surrounded by several other similar BUBBLES.

HOST: *But we're keeping things going online where you can pop into the conversation at [NBC.com/Pop In](http://NBC.com/PopIn). See you next time!*

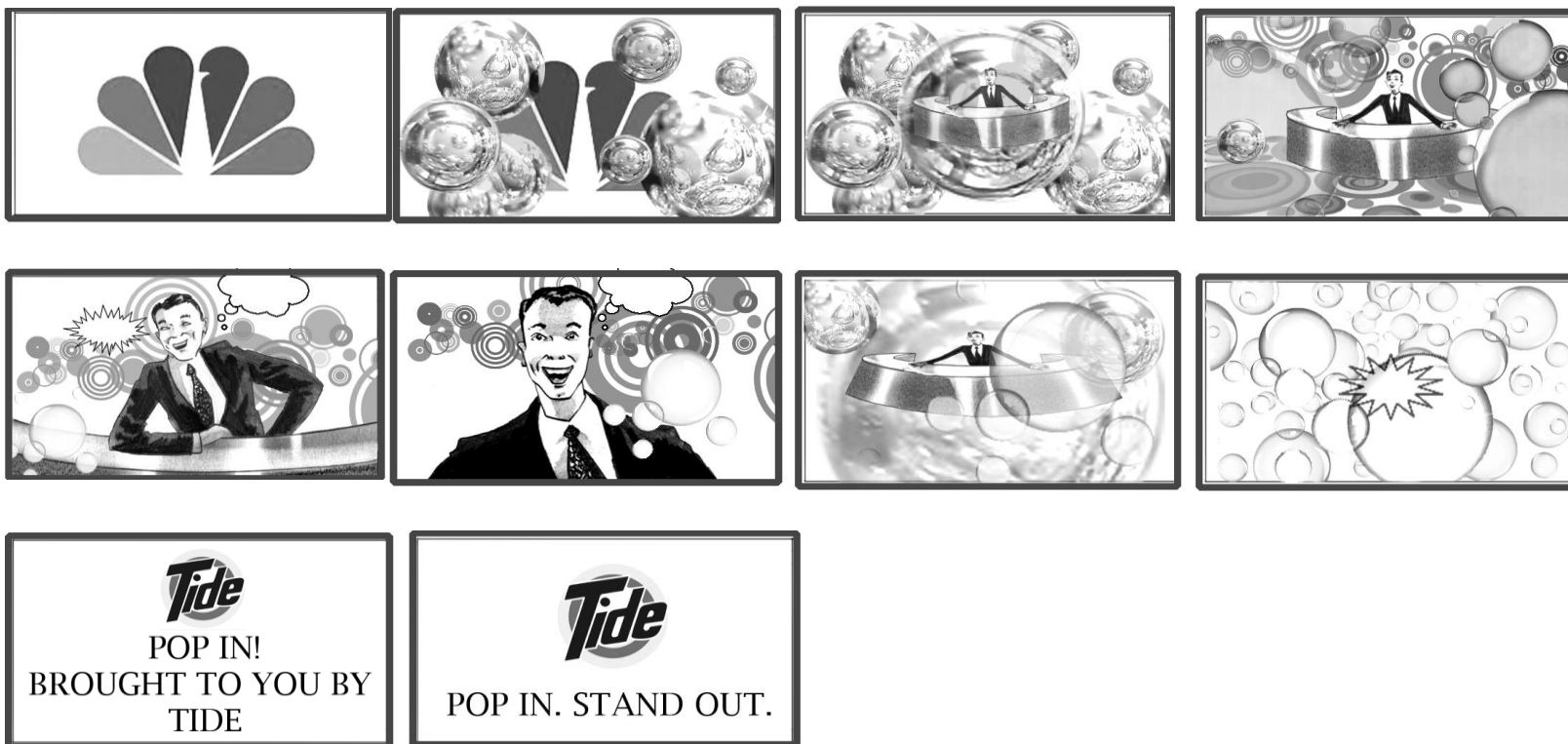
SCENE: Graphic: Pop In.

Our Host's BUBBLE POPS! Revealing the TIDE logo.

HOST (V.O.): *Brought to you by Tide.*

SCENE: Graphic: POP IN. STAND OUT.

Sample Storyboard



“Pop in!” Stand out.

Unique executions that leverage strong existing property franchises



The iVillage 5

A pop-culture franchise hosted by Kelly Wallace on iVillage, offers an organic tie-in to our concept. The iVillage 5 episodes are 2 ½ to 5 minutes in length and could be sponsored by Tide with the Pop In! graphics woven naturally into sponsored episodes.



Tras El Lente

“Pop in!” messaging can be integrated into weekly Tras El Lente (Behind The Lens) episodes with extensions to Telemundo.com. Co-branded episodes possibly hosted by Kenya Hijuelos, to include tune in promos, morning show teasers & customized segments.



mun2 Look

Sponsored by Tide and hosted by Paula Garces, to include tune in promos, open & close billboards and online extensions.



Custom Digital Executions



On-air drivers encourage fans to go online and 'Pop into the Conversation'

Social Media



- **America's Got Talent** message board ownership, featuring fans weighing in on all of the contestants' performances and all of the judges' decisions



- **AccessHollywood.com** Twitter feed aggregating top tweets of the stars and the fans who love them
- Advertorial included at bottom of custom page



- **@Bravo TV**, a real-time social media product that allows fans to follow water cooler conversations across Bravo shows 24/7
- On-air driving to the social experience



- **OxygenLive.com** provides a real-time social media dashboard where fans can socialize, interact, and react through live chat, Facebook, and Twitter all in one place while the show airs. Oxygen talent chats, tweets, and connects via live video to answer questions directly from fans.

Show Page Opportunity

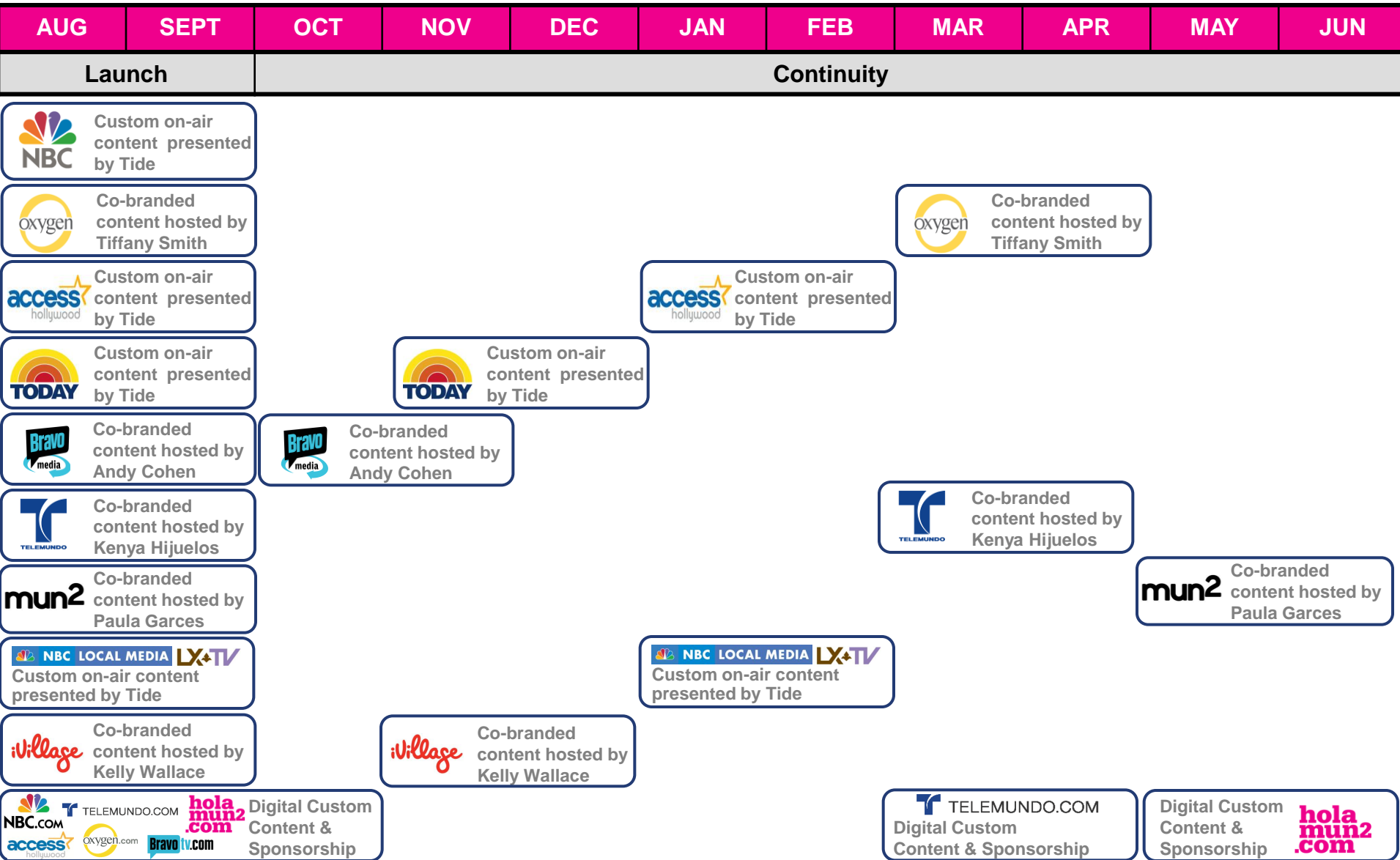
- America's Got Talent site-wide **"pop-ins"**
 - Interstitials in contestant photo galleries
 - Video ads during highlight clips from the show
 - AGT message boards

- Access Hollywood site-wide **"pop-ins"**
 - Interstitials in Star Sightings photo gallery
 - Video ads during key clips from the week
 - AH Twitter feed

- **Watch What Happens Live** Show Page Sponsorship
 - Photo Galleries, pre-rolls and standard media to run throughout

- Relevant Show Page Sponsorships
 - Potentially Bachelorette Party and/or Hair Battle Spectacular
 - Custom Photo Gallery titled **"Pop" Pics**
 - Standard Media and pre-roll

Timing



For illustrative purposes only.
 Timing, hosts and content subject to change.
 Continuity timing to be developed in collaboration with client

Estimated Media Commitment: \$25MM - \$30MM