

LIVINGLY media



CUSTOM PROGRAM FOR

RED BULL
SOUND SELECT - CHICAGO



ZIMBIO

ENTERTAINMENT POP CULTURE

SOUND SELECT OBJECTIVES

Raise awareness of the Sound Select platform in Chicago and to promote the fan experience at Lollapalooza.

LIVINGLY STRATEGY

Livingly's *Second City Combo Punch Program* will successfully introduce the Sound Select platform to music fans in Chicago via the potent combination of custom Lollapalooza editorial integration and a highly targeted, video-rich ad experience.

SECOND CITY COMBO PUNCH PROGRAM

- **Lollapalooza Content Sponsorship-** Exclusive opportunity for Sound Select to own all Zimbio coverage of Lollapalooza, including:
 - Event-Direct Coverage
 - Sound Select-Chicago Edit Series
- **Custom Ad Experience-** Ensure the discovery of the Sound Select platform and fan experience content via a thoughtfully targeted rich video experience
 - Video Spotlight Roadblocks
 - Advanced Targeting
 - Chicago Metro Region
 - Mid-West Music Enthusiast Knowledge Cluster



LOLLAPOOOZA CONTENT SPONSORSHIP

This summer, Zimbio will be on-hand to deliver complete coverage of all the Lollapalooza and Sound Select action.

DETAILS:

- **100% SOV LOLLAPALOOZA MUSIC CONTENT SPONSORSHIP, INCLUDING:**
 - Custom Skins
 - Leaderboard (728x90)
 - Half-page (300x600)
- **CUSTOM EVENT COVERAGE, INCLUDING:**
 - **Event-Direct Coverage** – Coverage of the weekend will feature news, reviews, interviews, and images directly from the event
 - **Sound Select-Chicago Edit Series** – Coverage will be expanded to focus on Sound Select artists and performances
- **NATIONAL PROMOTION-** All Lollapalooza and Sound Select coverage will be promoted via Zimbio editorial and social media posts

VIDEO SPOTLIGHT ROADBLOCK EXPERIENCE

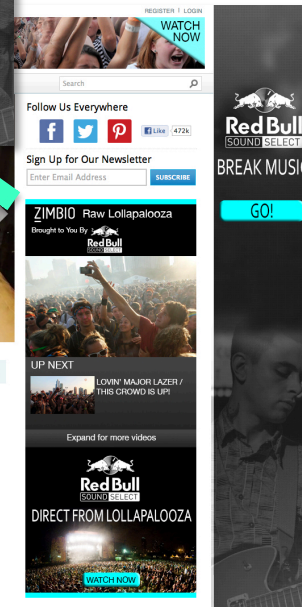
Expanded State



Mocks provided for illustrative purposes and are subject to change.

LIVINGLYmedia

Initial State



Maximize views of Sound Select fan video content with Zimbio's interactive Video Spotlight Roadblock experience.

DETAILS:

- The Video Spotlight will display Sound Select pre-roll and fan content within a rich video overlay experience
- The Video Spotlight Roadblock will also include custom clickable skins and in-page Leaderboard units
- The Video Spotlight unit can be refreshed during the campaign to include additional video content and optimize video view performance

ADVANCED TARGETING

The image shows a screenshot of a Zimbio website article. The page is titled "Thom Yorke Says 'Who the F--- is Bruno Mars?'" and is dated April 23, 2013. The article includes a video player showing a crowd at a concert, with a "WATCH NOW" button. Below the video, there are several recommendations for other music-related content, such as "Lovin' Major Lazer" and "Family of the Year". The page also features a "Red Bull SOUND SELECT" logo and a "BREAK MUSIC." banner. The Zimbio navigation menu includes categories like PICTURES, VIDEOS, CELEBS, MOVIES, TV, MUSIC, STYLE, and MORE. The article text mentions that Radiohead frontman Thom Yorke is another one who is a fedora wearing, guitar-strumming romance ballads. That's why, we think he's a better fit for the Sound Select than Bruno Mars' *Unorthodox Jukebox* that sold albums like mad.

Mocks provided for illustrative purposes and are subject to change.

Livingly will leverage audience data to effectively deliver Sound Select messaging to music enthusiasts in the Chicago area.

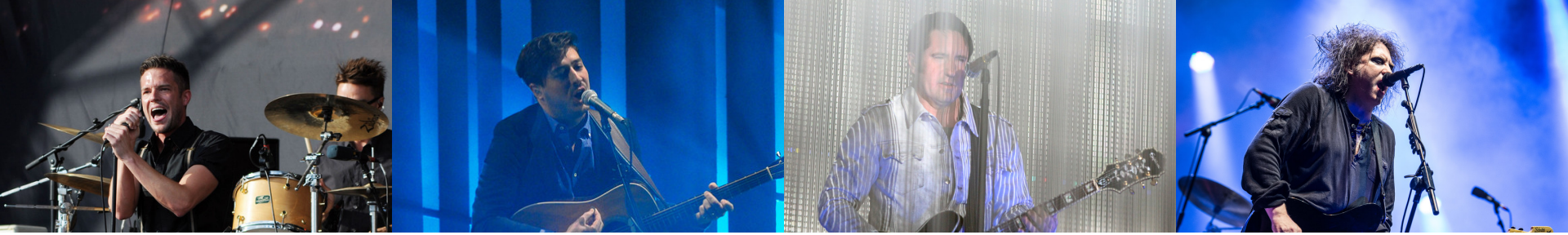
DETAILS:

- **Chicago Metro Region** – All Sound Select ad messaging will be targeted to Zimbio readers in the Chicagoland area
- **Mid-West Music Enthusiast Knowledge Cluster** - Proprietary solution achieved through a combination of contextual, demographic, and behavioral data analysis
- Livingly will target Red Bull Sound Select media to readers demonstrating an affinity for music related content throughout the Mid-West

PROGRAM SUMMARY FOR RED BULL SOUND SELECT-CHICAGO

SECOND CITY COMBO PUNCH PROGRAM ELEMENTS

- Lollapalooza Content Sponsorship
 - Custom On-Site Lollapalooza Coverage
 - Sound Select-Chicago Edit Series
- Custom Ad Experience
 - Video Spotlight Roadblocks
 - Advanced Targeting
 - Chicago Metro Region
 - Mid-West Music Enthusiast Knowledge Cluster



THANK YOU!

LIVINGLY
media