Mind Your Own

MARKETING OVERVIEW - HEATHER BATEZEL



WARNER MUSIC GROUP

INTERVAL presents

IN AUDIO MARKETING

IN EPISODE AD BUYS

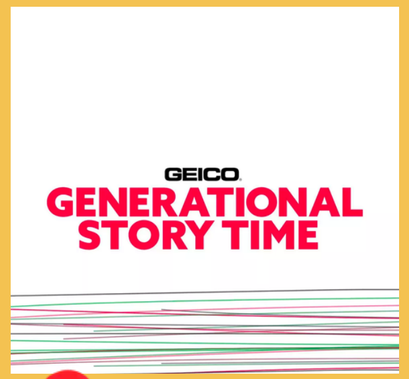
IN-EPISODE AD BUYS ALLOW US TO TAP INTO POTENTIAL NEW LISTENERS WHO ARE ALREADY LISTENING TO PODCASTS IN THE SAME GENRE AS MIND YOUR OWN

•OUR MEDIA PLAN WILL CONSIST OF A MIX OF FICTION AND NON FICTION PODCASTS THAT ARE WITHIN THE SOCIETY AND COULTURE SPACE.

•BELOW ARE A FEW SHOWS WE'D LOOK TO AS POTENTIAL TARGETS:











CROSS-PROMO OPPORTUNITES

THIS TYPE OF AD PLACEMENT ALLOWS INTERVAL PRESENTS TO WORK WITH OTHER PODCASTING NETWORKS AND CROSS PROMOTE EACH OTHERS PROMO

THIS OPTION WOULD GUARANTEE A LARGE LISTENER SPACE AND REACH VARIOUS DEMOGRAPHICS, AROUND THE WORLD

WE ARE ABLE TO TRACK THIS PERFORMANCE THROUGH CHARTABLE, WHICH WILL HELP US TO BETTER OPTIMIZE THESE CAMPAIGNS AS WE MOVE FORWARD AND DECIDE WHAT PODCASTS ARE PERFORMING BETTER WITH MORE CROSS PROMO

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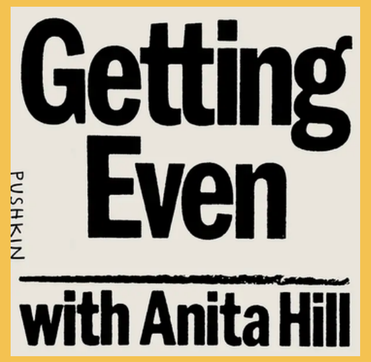
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PUSHKIN



iHeart



PUSHKIN



iHeart

FEED DROPS

Feed drops, to date, are the most effective proven in-audio marketing tactic. We work with AdvertiseCast which helps us to secure feed drop placements on various relevant shows through their network of independent creators.

With a feed drop, a clip from our show will live on another show's feed as a full episode, taking valuable real estate on a feed and notifying each of their listeners of a new episode available.

We want to focus on story telling podcasts, not involving coversation back and forth between a host and co-host, more story like.











ARTIST DROP AD (WARNER MUSIC GROUP)

If a Warner Music Artist from the contient is featured in Mind Your Own, with a song insertion into the podcast.

The artist could potentially promote new music, buying an ad share into a Mind Your Own episode to promote new song of their choosing

For example: If an artist featured on any Mind Your Own episode has new music come out before or after their episode feature- they can opt in for an option “artist” read ad drop, promoting their new song and where to stream it on all streaming platforms.

Another option: Artist promo within Mind Your Own can also be within the Metadata of the show itself - leading to the artists main page, as well as promoting new artists tracks that are newly released. This could be done in the Youtube description section after an episode is posted.

DSP PITCHING AND SUPPORT

To support Mind Your Own at launch and throughout the run, Interval Presents will pitch the DSP platforms for key featuring of placement to garner support of the show.

- Through some of our DSP relationships, we have the potential opportunity to work on playlist integrations of music from the “continent” based playlists, featuring songs from the ending credits of Mind Your Own on playlists on Apple Music, Pandora and Spotify.

Create an exclusive playlisting section for the songs featured from Mind Your Own

Adding a “You may also like” section on the playlist recommendations for all Warner Music Group artists from the continent- Dropping a new song added to the playlist each week for exposure, of more artists than what is on each episode.

IP SOCIAL SUPPORT

Interval Presents will look to promote Mind Your Own each week throughout the run through the following tactics across TikTok, Instagram and Twitter:

- Paid social media campaigns run on an ongoing basis

- Weekly organic episodic social support across all Interval Presents channels

- Amplification efforts with Warner Music Group social accounts (where applicable)

- PR amplification of viral content

- Interval Presents is also available to help consult and provide content ideas for the cast associated with the show, as well as provide the assets we will be creating for our own promotion

TIKTOK CONTENT IDEAS

We will also allow for TikToks using the sound of the music segment from the show, making a TikTok sound in partner with the artist features on the segment “ song from the continent”

- Along with this we will also give artists the option to create a 15 second real promoting their artistry and music featured in each new Mind Your Own Episode

“If you wanna hear my new song __ then make sure to listen to Mind Your Own, on ___ wherever you stream your podcasts/or On Apple Podcasts (to create clarity and intent where to listen)

General Content:

Favorite Character of the Month
- This would be a interactive post on Instagram allowing for fans to comment their favorite character/story so far

Fun facts with the host/Tiktok/Instagram live:
-Allow for the host to go live and share about her day or recent experiences with fans of Mind Your Own- as the host is personable and stories are true.

What would you do?
- Allow for fans to interact and collaborate via comment section, on various stories from Mind Your Own and how they would have reacted in those situations.

Episode hints:
- Images that hint to a story that will be talked about in the upcoming episode: for example the Grave digger story- An image of a Grave and a question mark would appear - any guesses on what the episode may be about?