

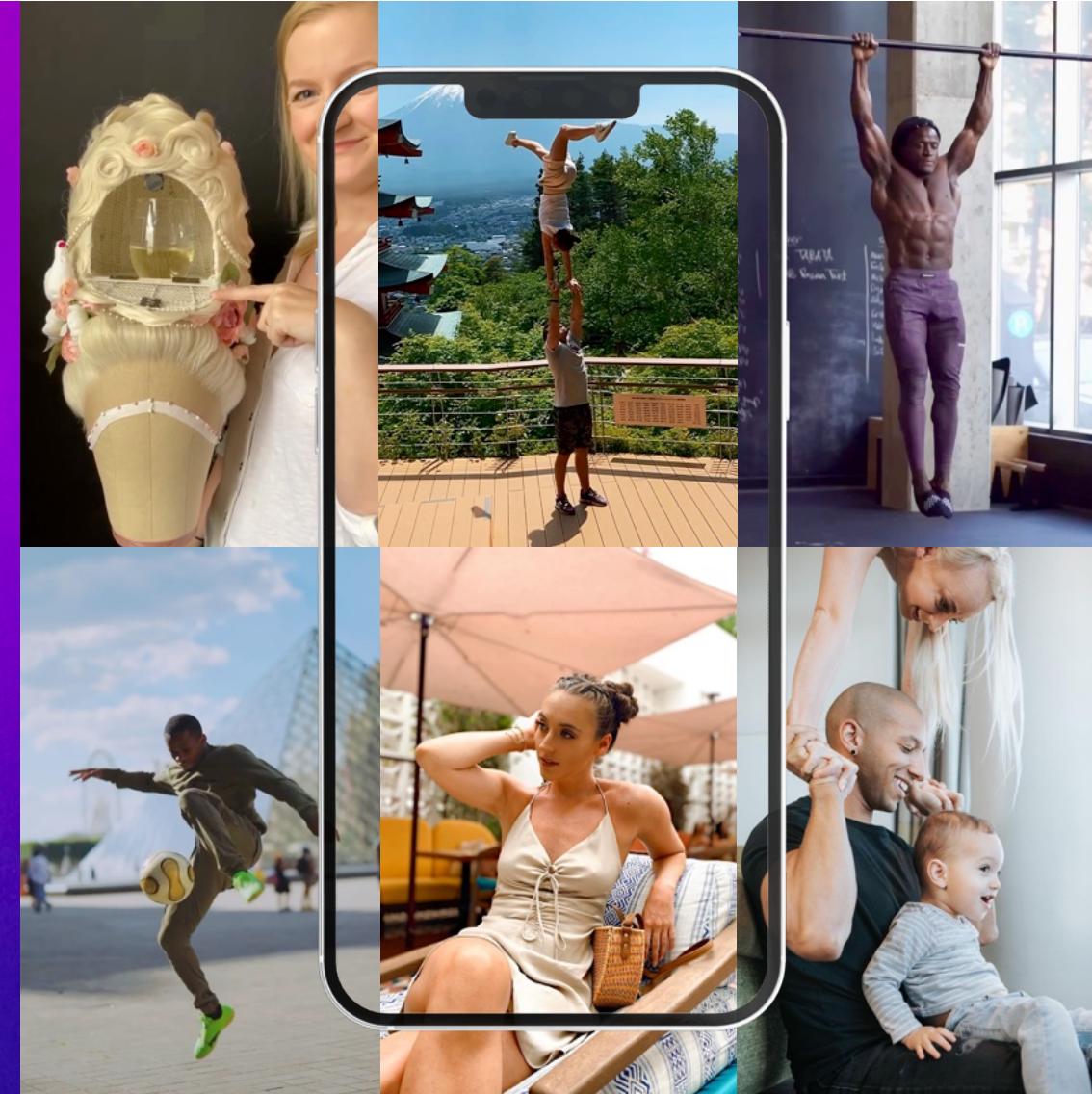
CIRQUE DU SOLEIL®
ARTIST INFLUENCER
NETWORK

RÉSEAU D'ARTISTES
INFLUENCEURS DU
CIRQUE DU SOLEIL®

2024

OVER 1,500 PERFORMERS, MUSICIANS, STAGE TECHNICIANS, COSTUME DESIGNERS, COSMETOLOGISTS, AND MORE...

bring Cirque du Soleil's otherworldly performances to life.



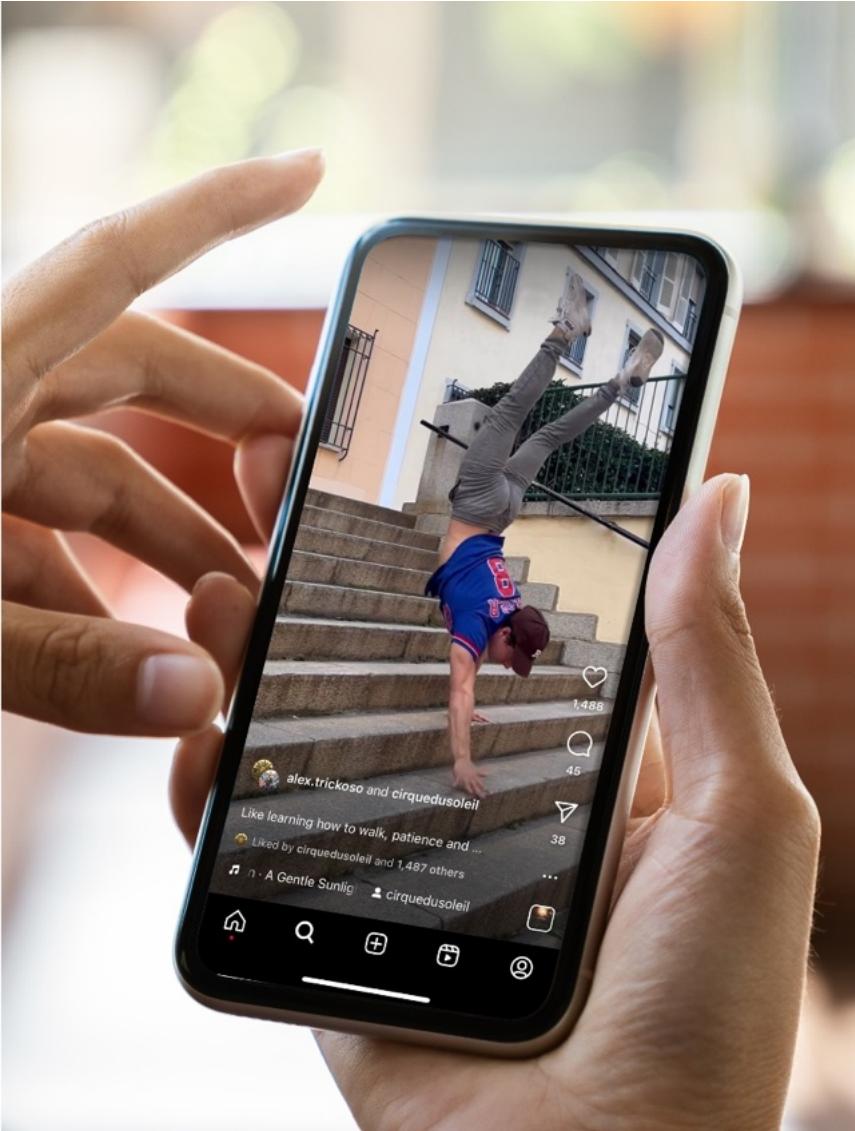


OUR ARTISTS PERSONIFY
CIRQUE DU SOLEIL AS...

**RULE BREAKERS, MOMENT MAKERS,
GLOBAL TRAVELERS, AND CREATIVES.**

They push the boundaries of what a circus can be in their day-to-day and deliver awe-inspiring spectacles for audiences around the world, whether through their efforts on or back stage.

Unsurprisingly, their unique roles + real experiences have captivated social media users, while their individual voice, vision, and creativity, conveyed through content, keep followers returning for more.



ARTISTS + SOCIAL INFLUENCERS

Over the past two years, Cirque du Soleil has seen **tremendous social growth** with the introduction of **Artist-Generated Content** (AGC), which empowers employees to be authentic social ambassadors and deliver content that reveals what happens behind-the-curtain from their POV.

A dedicated team supports our talent in growing/engaging their followers, and in doing so, augment CDS' own handles via collaboration efforts. This symbiotic relationship has allowed Cirque to form a new **influencer opportunity** for our artists **AND brand partners**.

SEE APPENDIX:
WHAT HAPPENED TO CIRQUE DU SOLEIL ON TIKTOK?

INTRODUCING THE...

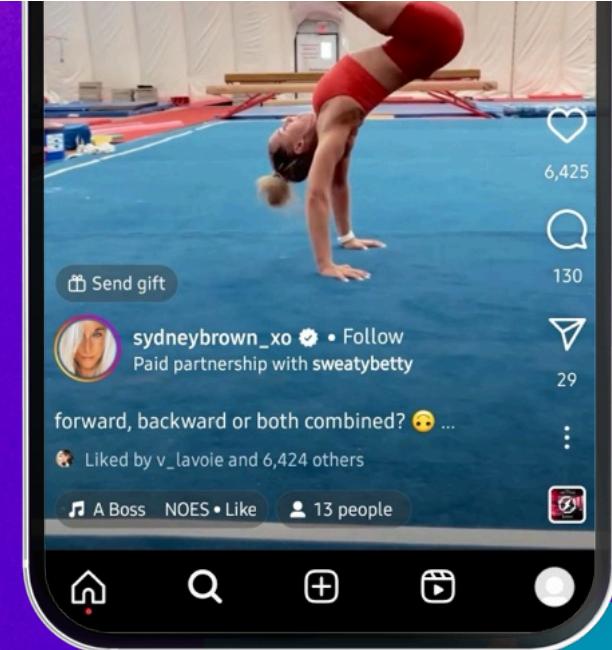
CIRQUE DU SOLEIL® Artist Influencer Network

Gain exclusive partnership access to Cirque du Soleil's diverse roster of talent. Engage our artists to produce **sponsored social content** as part of a collective creative campaign to drive brand awareness and/or actions among their expansive fanbases.



35MM+

TOTAL FOLLOWERS
ACROSS NANO,
MICRO, & MACRO-
AUDIENCES WITHIN
THE CDS AIN



THE POWER OF INFLUENCE

DISCOVERY

31% of social media users prefer to discover new products through an **influencer** they follow*

↑43%
Gen Z

ACTION

21% of social media users (18–54) **made a purchase** (Oct.–Dec. 2022) based on an influencer's recommendation*

↑32%
Gen Z

ENGAGEMENT

Top types of influencer content to engage with include...**

42% **How-to content**, e.g., recipes, tutorials, step-by-step

35% **Stories** with bits of information with video and/or photos

33% **Photo or image based posts** with information in captions



SOURCE: *HubSpot Blog Research, 2023 Consumer Trends Report, global survey of 600+ consumers in Jan. 2023.

**Matter Communications, 2023 Influencer Marketing Survey: Consumers Continue to Seek Influencers Who Keep It Real, survey of 1,000 U.S. consumers.

INFLUENCERS ACROSS PASSION POINTS

Outside their work with Cirque du Soleil, our artists further connect with fans through a variety of interests and content themes.



Acrobats / Tricks



Travel



Family / Kids



Fitness / Wellness



Fashion



Beauty



Comedy



Dance



Art / Music



Male Lifestyle



Female Lifestyle



LGBTQIA2S+

HOW WE BUILD YOUR CAMPAIGN

Our award-winning team of social media/content experts provide **white glove service** — overseeing **all critical functions** to ensure successful influencer campaigns and provide a seamless process for your convenience.



OUTREACH & ONBOARDING

Data-driven creator tools combined with our established relationships to specially curate genuine talent for your creative needs.



CREATIVE STRATEGY

Thorough analysis of your brand values + campaign themes/goals to develop a thoughtful creative approach and guide our artists in creating authentic content that appeals to the desired audiences.



PROJECT MANAGEMENT

Full oversight of the program from inception to delivery — our process emphasizes close collaboration to align on final scope, ensure brand safety, and drive results.



PAID SOCIAL & MEASUREMENT

Diversified content, organic posts, strategic media placements, and paid amplification to reach your target consumers and deliver on KPIs.

HOW TO WORK WITH US

STEP 1: Proposal Creation

Upon reviewing your brand goals and/or marketing objectives, we develop a campaign with **unifying creative themes/concepts** and match influencer archetypes.

We recommend an **AIN** package, customize the deliverables based on your KPIs, and calculate estimated paid impressions.

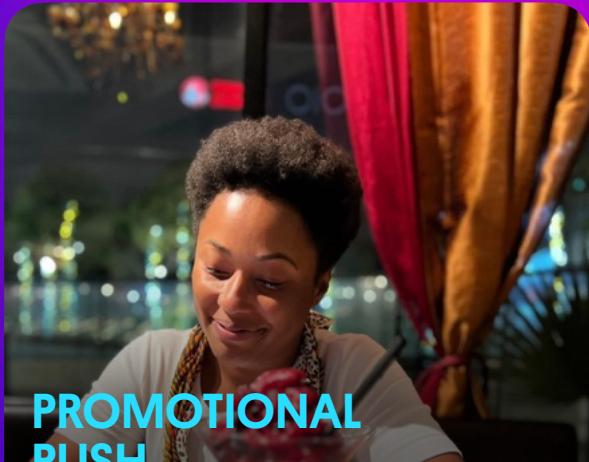
Examples of **proposed talent types** are provided for illustrative purposes but outreach has not occurred at this stage.

STEP 2: Talent Evaluation

STEP 3: Artist Engagement

STEP 4: Partnership Execution

WAYS OF PARTNERING WITH OUR ARTISTS



PROMOTIONAL PUSH

Generate more content, more conversation, and more engagement for your campaign by activating authentic influencers to co-create in ways that better connect with audiences.

Duration: 2-3 Months



EXTENDED COLLABORATION

Work with a curated group of artists over a longer period of time for a broader partnership scope and increased visibility through an ongoing media strategy.

Duration: 6 Months



PREMIUM VIDEO + SOCIAL EXTENSIONS

Leverage Cirque's talent in both digital-first, custom creative(s), crafted by our in-house Content Studio, and impactful influencer content for a holistic content partnership.

Duration: Varies

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STEP 2: Talent Evaluation

After refining the campaign and confirming our partnership, we leverage a **suite of tools + proprietary data** combined with **human expertise** to identify intersections of your brand and artists, taking **multiple metrics + factors** into consideration.

Brand safety and any existing relationships with the client or competitors are also evaluated.

Curated talent lists are delivered for approval and ranking.

STEP 3: Artist Engagement

STEP 4: Partnership Execution

TALENT DISCOVERY PROCESS

Our team combines science and art for a full service approach towards selecting creators for your partnership. Through our extensive AGC and custom content initiatives, we've cultivated **powerful relationships + knowledge** of internal talent and show leads.

Data & Analytics

- Follower Count
- Audience Fit
- Engagement Rate
- Brand Affinity
- Audience Integrity
- Viewership / Subscribership Growth Rate

Human Expertise

- Talent Occupation / Role
- Background
- Content Style + Tone of Voice
- Artists' Personal Passions + Non-Starters
- Competitive Associations
- Brand Safety

Sergio Sasaki
Brazil - Male - Portuguese
Artist at @cirquedusoleil
Ex Gymnast
3x Olympic Finalist
2012, 2016

Social Reach
115.9K 115.8K FOLLOWERS 136 FOLLOWERS

Audience
67% FEMALE 33% MALE

TOP INTERESTS: Friends, Family & Relationships, Television & Film, Restaurants, Food & Grocery, Toys, Children & Baby, Clothes, Shoes, Handbags & Accessories

TOP BRANDS: Wal Disney, Apple, Dc Entertainment, Netflix, Starbucks

TOP CITIES (GLOBAL): 1. São Paulo, Brazil 12%; 2. Rio de Janeiro, Brazil 10%; 3. Belo Horizonte, Brazil 3%; 4. Manaus, Brazil 2%; 5. Campinas, Brazil 2%

Brazil 91.53%
United States 2.08%
Mexico 0.86%
Italy 0.43%
Argentina 0.3%

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STEP 3: Artist Engagement

With approved talent choices and agreed-upon partnership scope (usage, exclusivity requirements, etc.), we lock in the “right” talent, prioritizing those who already have positive associations of your brand.

We carefully review the **creative theme(s) and expectations** with artists before presenting the contract. The final list of influencers is shared as an FYI.

STEP 4: Partnership Execution

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STEP 4: Partnership Execution

While creative discretion is given to artists, we provide guidance on social media best practices, platform trends, and **FTC influencer regulations**. By representing both creators + client, we streamline the collaboration process – ensuring content strikes the proper balance of sponsored messaging and entertainment, while checking for **brand and talent safety**.

Multiple review rounds in the treatment development and video edits ensure talent partnerships align with program needs.

Once content is live, paid amplification is used to expand audience reach.

CONTENT DISTRIBUTION

By keeping paid media distribution with the same team managing the creative deliverables and creator relationships, it allows for agile decisions + strategic shifts.



CREATOR LICENSING + PAID AMPLIFICATION

Content is pushed out and promoted organically across social channels via talent's accounts – adding a layer of authenticity to the messaging. Paid amplification is used to reach a wider audience and increase awareness.



AUDIENCE TARGETING

Our team leverages Cirque du Soleil's 1st and 3rd-party data to optimize your paid campaign throughout the flight — ensuring targeted delivery of impressions/views.



PLATFORM TESTING

To achieve optimal performance, we create and test multiple audiences by spanning demo and age targeting, interests, lookalikes, and potential 3rd-party audiences, while ultimately optimizing towards the best performers.

CREATE BESPOKE OPPORTUNITIES WITH US

- Partnerships with World-Class Athletes/Former Olympians, Artistic Innovators, Global Travelers, etc.
- Association with Cirque du Soleil IP + Brand
- Internal Talent Relationships/Expertise
- Creative Oversight/Strategy Development
- Access to Cirque du Soleil's in-house Branded Content Studio
- Diversity of Influencers
- Customizable Package Options
- Full Campaign Management/Dedicated Account Lead
- Brand Safety + Legal Checks
- Organic + Paid/Targeted Reach
- Category Exclusivity*

*Client category to be further defined in contracting stage; limited exclusivity term to be set with participating artists.

**Exact cost subject to change/increase pending full partnership scope.

APPENDIX





CONTENT STUDIO

Cirque du Soleil is opening new doors beyond the Big Top for partners. Our in-house Content Studio is expanding its creative outputs and inviting brands to lean more extensively into our **renowned IP, multicultural talent, and imaginative storytelling**.

Gain access to a full suite of production capabilities enabled by Cirque's team of creative visionaries, and let's collaborate in creating **premium sponsored** and/or **branded content** that spotlights our brands as a powerful onstage duo.



(Click images to watch videos.)

WHAT HAPPENED TO CIRQUE DU SOLEIL ON TIKTOK?

In 2022, Cirque du Soleil transformed our social presence by bridging the gap between our brand, performers, artists, crew, and fans through the launch of Artist Generated Content. From these efforts, we saw...

+341MM Video Views

+30.2MM Likes, Comments & Shares

+1600% Increase in Followers

See the full story [HERE](#).

...as well as industry recognition for our efforts.



2023 Webby Winner in
Social Arts & Culture

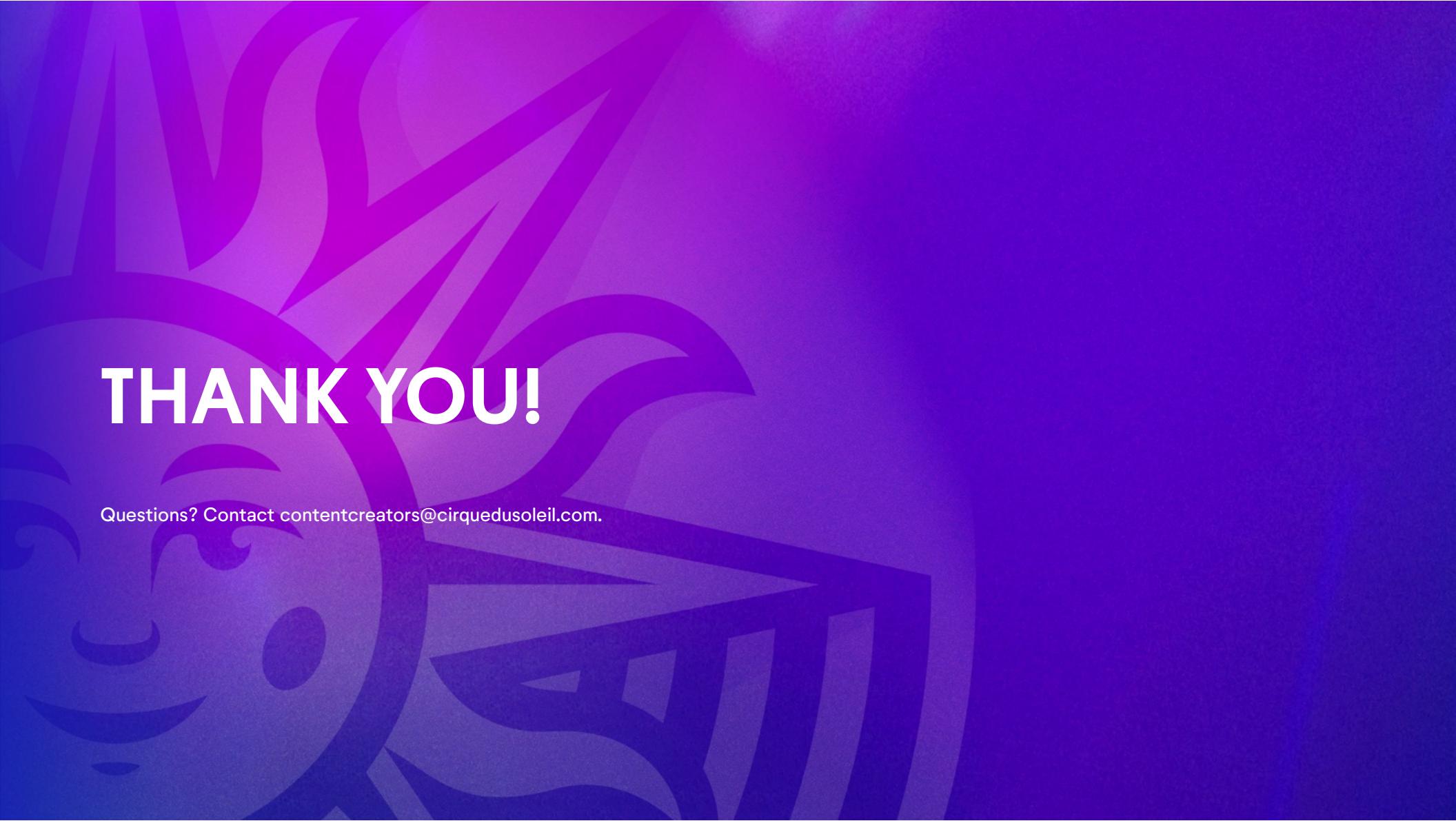


2023 Shorty Award in
Overall TikTok Presence



2023 TikTok Power of
Entertainment Award –
Bronze



A large, faint watermark of the Cirque du Soleil logo is visible in the background, featuring stylized, swirling, and flame-like shapes in shades of purple and blue.

THANK YOU!

Questions? Contact contentcreators@cirquedusoleil.com.