



DUAL AUDIENCE

Cartoon Network is prepared/excited to execute a bespoke partnership opportunity with LEGO Super Mario: one that's certain to make huge waves in the toy market and capture our fans' attention. We're building out a 360-program that starts with a fully custom **INTERACTIVE CONTENT HUB** that'll serve as a springboard for enormous user engagement.

Along with the hub, we will distribute LEGO's custom created content across CN's vast digital and social ecosystem, while utilizing our audience targeting tools. By establishing multiple consumer touchpoints, we'll be able to reach an extensive dual audience, recruit new builders and generate tremendous buzz for the starter set launch.



CONTENT INTEGRATION

Viewers know that when they see the “**HEY, THAT’S COOL!**” motion graphic, it means that Cartoon Network is about to show off a really cool and highly-anticipated new product. It’s a familiar image for our fans as well as a creative strategy for establishing a concrete connection between CN and its partners.

We can offer this colorful graphic as a fun way to integrate CN into approved LEGO Super Mario custom content. Potential to include pre-existing/recorded voiceover associated with this element as well.

HEY!
THAT'S COOL!

All concepts/elements subject to final network, creative, brand, and legal (KidVid & COPPA) approvals. Production/licensing fees may apply. Should it be necessary to make custom content more compliant, Cartoon Network reserves the right to make edits to the full length video for use on O&O channels.

Click the image above to check out a video!



DISTRIBUTION PLANS

By tapping into Cartoon Network's expansive portfolio, LEGO will be able to engage both kids and parents across screens (and achieve significant scale). Through our distribution platforms, we can showcase LEGO Super Mario's new play pattern and encourage fans to try it out for themselves.



INTERACTIVE CONTENT HUB

We can create a fully immersive digital hub that will live across devices and showcase custom LEGO Super Mario content/activities as well as LEGO-provided videos, static cards, slideshows, product shots, etc.

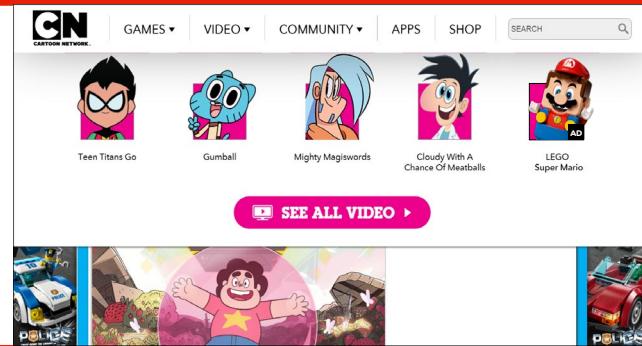
HUB WITH ALL THINGS LEGO SUPER MARIO

- Custom cobranded hub on CN.com to house 970x90/728x90 LEGO branded banner and clickable LEGO logo
- Homepage Campaign Card driving to the custom hub
- Co-branded media driving to the custom hub



VIDEO BRAND DRAWER

Custom hub will be easily assessible for kids by being displayed under the “VIDEO” tab on the CN.com homepage (and across every single page of the .com property). LEGO Super Mario icon will be featured to organically drive users to the hub.



SWEEPSTAKES

CN can create a sweepstakes page with no barrier to entry tied to the hub. Kids, with the help of a parent, can submit their email address for a chance to win a LEGO Super Mario expansion set (prizing from LEGO, fulfillment by CN)*.



CERTIFICATES

Score big and collect as many coins as possible with the LEGO Super Mario starter kit + expansion sets! Through the hub, kids can enter the number of coins they've collected and print an auto-generated certificate of their achievement.



VIDEO CHAT BACKGROUNDS

Hub can host downloadable LEGO Super Mario backgrounds, perfect for video chatting with friends and family.



CN ARCADE APP

LEGO Super Mario can integrate into high impact placements throughout the CN Arcade App: CN's singular app experience that's part gaming destination and part brand interaction!

Potential to create a fully custom in-app experience that can host LEGO-provided videos, product shots, etc. Consistent editorial promotion within the Arcade App will drive to the interactive hub; elements may be paired down to accommodate app functionality.

ARCADE APP + CONTENT DISTRIBUTION ELEMENTS



CN VOD

CN is the #1 Kids TV Network, the #1 Cable TV Network and #2 TV Network Overall on Video On Demand! Episodes from our stacked and non-stacked original/acquired series are available on VOD the next day after airing on linear. LEGO can utilize dynamic ad insertion to further distribute custom content and/or LEGO Super Mario creative assets.

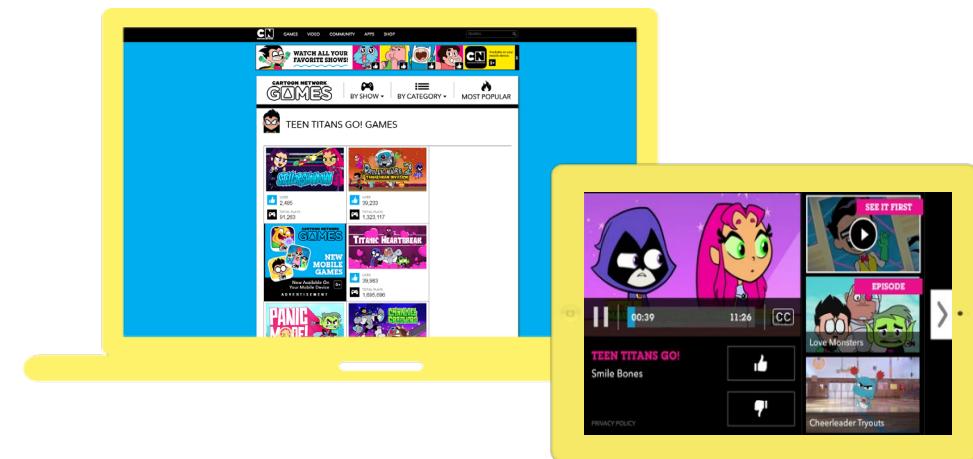
LEADING WITH TV EVERYWHERE



CN OLV

With targeted digital distribution, we'll align LEGO Super Mario brand messaging and product priorities with thematic content across CN's digital platforms (.com, mobile apps and OTT connected devices)! Custom content and brand creatives will surround video/games and connect with kids wherever/whenever.

DIGITAL DISTRIBUTION ELEMENTS



SOCIAL

Leveraging the combined power of our social followings, we'll develop a robust social package with the aim of reaching both builders and buyers during key moments of purchase/consideration.

ENGAGING FANS IN REAL TIME

CN Social Amplification: To drive further awareness amongst our fans, we'll tweak approved LEGO Super Mario custom content specifically for social distribution. Utilizing Launchpad, we'll seed and distribute the custom videos/cut-downs* to parents with kids (ages 6-12) as well as those with high affinities towards LEGO and/or Super Mario on FB, IG and/or YT** (during priority purchasing period).

LAUNCHPAD ADVANTAGE

WarnerMedia has a proven four-prong strategy to help deliver your brand messaging to our fans. Through custom content and targeted distribution, WarnerMedia guarantees your story will be shared with the right audience in the right way.

HERE'S HOW IT'S DONE:

PROGRAM PRODUCTION CONSIDERATIONS

PRODUCTION LEAD TIME & ELEMENTS

Custom LEGO Super Mario Hub Interactive Hub + Video Brand Drawer

- Custom Features
 - Sweepstakes
 - Certificate of Achievement
 - Video Chat Backgrounds
- Lead Time: 8 weeks
 - Mock-ups and wireframes available in 6 weeks

ASSET REQUEST LIST

- Logos/key art/images/backgrounds/product shots (.eps, .ai, .psd, vector files)
- Videos (.mov files)
- Style guide
- Fonts/colors
- Copy/taglines
- Any particular direction (what not to use, guidelines on the IP, copy that is required, etc.)

ONLINE VIDEO

Cartoon Network is ready to bring LEGO Super Mario **ALIVE** through contextual alignment with our IP – a unique blend of humor and heart – and extended reach across our digital platforms.

We can help consumers feel more connected than ever with these two powerful brands by showcasing the new play pattern and soon-to-be-available starter set against one of our highest performing series for K6-12: **WE BARE BEARS!**

By displaying LEGO Super Mario's creative assets in the CN Video App, CN Arcade App, CN.com and VOD, we'll create massive awareness while driving demand from kids and purchases from parents.



WE BARE BEARS

The story follows three adoptive bear brothers: Grizzly, Panda and Ice Bear. The bears attempt to integrate with human society, such as by purchasing food, making human companions or trying to become famous on the Internet, but the bears often struggle to do so due to the civilized nature of humans and their own animal instincts. However, in the end, they know that they always have each other for support.

We Bare Bears will be a huge network priority going into Q3'20 as the first ever WBB Movie will be airing this September!



ELEMENTS INCLUDE: