

bubblyTM
sparkling water



WarnerMedia
HOLIDAY PARTNERSHIP OPPORTUNITIES



HAPPY HOLIDAYS

FROM: **bubly**™ & Warner
sparkling water Media

Now, more than ever, everyone could use a little joy and laughter in their lives. bubly and WarnerMedia can partner to inspire Generation Play fans to crack a smile and celebrate the good things that bubble to the surface with their family/friends.

We can integrate your “crack a smile, no calories, no sweeteners, all holiday smiles” brand messaging into smile-worthy moments/custom content with truTV’s **Impractical Jokers**, our immensely popular **acquired sitcoms** on TBS and/or **blockbuster titles** on TNT. Through high-impact, cross-platform media placements and the creative capabilities of Ignite Studios, our in-house creative studio for brands, we’ll position bubly as an integral and playful part of the 2020 holiday season.



WarnerMedia

IGNITE STUDIOS

(IMPRACTICAL) **JOKERS** DINNER PARTY

We all know the typical shenanigans the Impractical Jokers get up to. Now they've adapted their signature comedy style to fit with current events. Every Thursday night, Sal, Q, Joe and Murr get together for a video call, share a meal and dish about their week. A shift from their prank show/hidden camera format, the guys get back to their improv roots and celebrate the fun you can only have with your best friends, no matter how far apart you are.

With Season 2 premiering this October, bubly can be integrated into the show as the perfect companion to a good meal and lots of laughs.

Check it out [HERE](#)

PROGRAMMING INSIGHT: *IJ: Dinner Party* S1 premieres ranked **Top 5** in timeslot for **P/M/W18-34, P/M18-49 & M25-54**

Source: Nielsen, C3 Data. Period: S8d (5/21/20-6/28/20), Premieres Only vs. ad-supported cable excluding news, sports, Thursdays 10p-10:30p. Excludes dates of specials and when no premieres ran.



(IMPRACTICAL)
JOKERS
DINNER
PARTY

× bubbly
sparkling water

THOUGHT-STARTER:

The Impractical Jokers* are being their usual hilarious, slightly mischievous selves and toasting to this festive occasion with bubbly! Whether they prefer drinking from the can or using a Sodastream drop, they'll grab a drink and don their goofiest holiday sweaters to celebrate life and express gratitude for being given the opportunity to do so. Fans will no doubt be cracking a smile while watching these four jokesters and lifelong friends share in the holiday spirit.



HOLIDAY SPECIALS, FAN-FAVORITE SERIES, BINGEWORTHY MOVIES

Our unmatched Entertainment Portfolio is home to some of the most iconic IP and a wide variety of holiday favorites/classics. Our networks offer opportunities across 4Q'20 to tap into nostalgic programming like *Friends* and *Seinfeld*, breakout hits like *Big Bang Theory* and *Impractical Jokers* or all-around fun movies like *The Wizard of Oz* and *A Christmas Story*.

Through sponsored elements (billboards, tagged tune-ins, digital open slates, social posts, etc.) and strategic placements of custom creatives within our holiday stunts/marathons, we can ensure top-of-mind awareness for bubly throughout the holiday season.

CONSUMER INSIGHTS:

- With social distancing protocols in place, more than 63% of families with kids 6-12 are watching shows together more often.
- Families with kids 6-12 are watching a lot more content than before, with **movies** leading, followed by news, kid shows, cartoons and **comedy**.
- Culture, tradition and nostalgia are all strongly trending in importance as passion points among families during this time. **Familiar/nostalgic content** is expected to continue resonating well during these uncertain times.

Source: The Family Room Passion Points June 2020



OCT. + NOV. PROGRAMMING OPPORTUNITIES

HALLOWEEN DAY MOVIE MARATHON

10/31/20



Titles may include *Disturbia*; *The Blair Witch Project*; *Blair Witch*; *The Nun*; *The Meg*

THANKSGIVING DAY MOVIE MARATHON

11/26/20



3x Titles TBA

BIG BANG THEORY HALLOWEEN STUNT

10/31/20



BAZINGA! Join these geniuses for some Halloween pranks that'll have viewers laughing all night long.

IMPRACTICAL JOKERS BLACK FRIDAY STUNT

11/27/20



Tune in to a *Jokers* marathon featuring some of their most hilarious hijinks at retail stores.

CARBO-HOLICS THANKSGIVING STUNT

11/26/20



Make sure you save room for magic... *Carbonaro Effect* is back for its annual Thanksgiving celebration.

AFTER THANKSGIVING MOVIE MARATHON

11/27/20



Titles may include *Miss Congeniality*; *Monster In Law*; *Sweet Home Alabama*; *Beauty and The Beast*.

FRIENDSGIVING STUNT

11/26/20



Get your turkey heads out for this Thanksgiving-themed marathon of *Friends*.

AFTER THANKSGIVING MOVIE MARATHON

11/27/20



3x Titles TBA

BOB'S BURGERS THANKSGIVING STUNT

11/26/20



Join Bob, Linda and their rambunctious kids for some turkey and holiday mischief

CYBER MONDAY MOVIE MARATHON

11/30/20



3x Titles TBA

DEC. PROGRAMMING OPPORTUNITIES

ANIMATION CHRISTMAS STUNT

12/21/20



Features holiday-themed episodes of
Family Guy and *American Dad*

BIG BANG THEORY CHRISTMAS STUNT

12/23/20



FRIENDS CHRISTMAS STUNT

12/23/20



SEINFELD FESTIVUS STUNT

12/23/20



Features the fan-favorite "The Strike"
episode of *Seinfeld*

CHRISTMAS SITCOMS STUNT

12/24/20



All day marathon of holiday-themed
episodes from *Family Matters*; *Everybody
Loves Raymond*; *George Lopez*; *Bob's
Burgers*; *Friends*; *The Big Bang Theory*

FEATURED HOLIDAY MOVIE PRESENTATIONS

JINGLE ALL THE WAY PREMIERE

NOVEMBER + DECEMBER



Network Premiere

TYLER PERRY'S A MADEA CHRISTMAS PREMIERE

NOVEMBER + DECEMBER



Network Premiere

24 HOURS OF A CHRISTMAS STORY

12/24/20 - 12/25/20



WIZARD OF OZ

NOVEMBER + DECEMBER



WONDER PREMIERE

12/5/20 - 12/25/20



Network Premiere

A CHRISTMAS CAROL (1999)

12/22/20



2019 HOLIDAY PROGRAMMING RANKER

(AMONG P18-34)

NETWORK	PROGRAM	RANK
TBS	<i>24 Hours of A Christmas Story</i>	1
TNT	<i>24 Hours of A Christmas Story</i>	2
TBS	<i>The Wizard of Oz</i>	3
TBS	Day After Thanksgiving Movie Marathon	4
TNT	<i>The Wizard of Oz</i>	5
TBS	<i>Friends</i> Thanksgiving Day Stunt	6
TBS	<i>Family Guy</i> Thanksgiving Special	7
TBS	<i>Friends</i> Christmas Stunt	8
TNT	After Thanksgiving Movie Marathon	9
TNT	Thanksgiving Day Movie Marathon	10
TBS	<i>Bob's Burgers</i> Thanksgiving Special	11
TBS	<i>Seinfeld</i> Festivus Stunt	12
TNT	<i>A Christmas Carol</i> (1999)	13

4Q'19 – ACQUIRED SERIES RANKER

(AMONG P18-34)

NETWORK	PROGRAM	RANK
TBS	<i>Family Guy</i>	1
TBS	<i>The Big Bang Theory</i>	2
TBS	<i>American Dad</i>	3
TBS	<i>Bob's Burgers</i>	4
TBS	<i>Friends</i>	5
TBS	<i>Seinfeld</i>	6

CUSTOM CONTENT

Our creative teams are ready to toast with bubly! We can highlight bubly as a playful sparkling water by creating quick, snackable content that strongly resonates with the Generation Play audience. These pieces would seamlessly showcase your brand messaging within our network tone and voice – making them a powerful compliment to any holiday programming sponsorship. Check out some potential options that are all certain to spread holiday cheer, while ranging in the level of customization.

**THEMATIC
VIGNETTES**

**SPONSORED
POSTS/EDIT**

**HOLIDAY
MOCK/
COCKTAILS**

**MY
CHRISTMAS
STORY**

THEMATIC VIGNETTES

LINEAR

We can create fun, smile-worthy content for viewers by stitching together clips/scenes from fan-favorite series and/or movies. Think the Saturnalia miracle on *Big Bang Theory* when Sheldon hugs Penny for the first time. Or on *Friends* when Ross makes a special appearance as the always festive Holiday Armadillo!

Potential to further engage fans by incorporating a bubly-aligned theme like “Toasting to the Holidays,” “How to Have a Festive Celebration,” or “Staying Connected this Holiday Season,” presented by bubly.

These thematic vignettes can air on our networks and drive tune-in to bubly’s sponsored holiday stunt(s).

Example [HERE](#)

SPONSORED POSTS

SOCIAL

Social extensions can boost brand messaging, form deeper fan connections and raise awareness of sponsored holiday stunt(s). We will push/amplify post(s) that align with bubly’s themes of playfulness, fun and positivity in everyday life. By featuring popular characters and hilarious moments from our culturally relevant programs, we’ll share just how the holidays become better with friends and bubly around.

Additionally, through our Launchpad capabilities, we can use 1st and 3rd party data for targeted promotion towards bubly’s Generation Play audience across channels.

Creative may come to life through GIFs, clips, memes, etc. Final sponsored content TBD.

Examples [HERE](#)



Thought-starters for illustrative purposes ONLY. Additional network/legal approval required. Final creatives TBD.

TIME FOR A HOLIDAY MOCK/COCKTAIL

Let's ring in the holidays with a cocktail/mocktail courtesy of bubly. We'll invite a comedian/amateur mixologist to share some tasty and simple drink recipes, while cracking jokes about his/her favorite holiday traditions. We'll source talent that aligns with bubly's Generation Play target: a big personality, playful sense of humor and spontaneous spirit.

This custom piece will show that whether you're sitting down for a *Big Bang Theory* marathon or toasting with family/friends, bubly can be there to brighten the holidays; it's all smiles with no calories or sweeteners! Potential to feature bubly cans, Sodastream drops and/or holiday sweaters.

DISTRIBUTION OPTIONS:

- Holiday Programming Stunts on TBS/TNT/truTV
- Digital/VOD Platforms (STB, OLV, OTT)
- TBS/TNT Social Handles (FB, YT)

FORMATS / LEAD TIMES:

- (1-2x) :20-:30 Video(s)
- 4-6 Weeks (pending final scope of content and distribution elements)



berryfine

3-4 oz. **strawberrybubly**®
1½ oz. vodka
sliced strawberries, garnish

Serve over ice in a highball glass. Garnish with a couple slices of strawberries.



CROSS-PLATFORM

merrymule

1½ oz. vodka
5 oz. **limebubly**®
splash of ginger beer

Fill highball glass with ice. Add vodka. Top with **limebubly**®

haybayhay

4 oz. **pineapplebubly**®
2 oz. pineapple juice
1 oz. cranberry juice

Combine and serve over ice.

MY CHRISTMAS STORY

Nothing brings a smile to the face more than looking back at silly and fun holiday memories. We all have a personal Christmas Story, and this holiday season, bubly will invite comedians to share their unique stories and inspire fans to crack a smile. Although they may have never worn a pink bunny costume or gotten their tongue stuck on a pole, we're spreading a bubbly spirit throughout our network(s) by having nostalgic holiday moments bubble up to the surface.

Content to feature bubly branding and product placements. Potential to have talent's narrative focus on a specific theme and launch a social campaign/custom hashtag to encourage viewers to share their own Christmas Story.

DISTRIBUTION OPTIONS:

- Holiday Programming Stunts including network airings of *A Christmas Story*
- Digital/VOD Platforms (STB, OLV, OTT)
- TBS/TNT Social Handles (FB, YT)

FORMATS / LEAD TIMES:

- (1-2x) :20-:30 Video(s)
- 4-6 Weeks (pending final scope of content and distribution elements)



CROSS-PLATFORM



Final talent and concept for custom content TBD. All elements subject to change, availability and additional Network/Brand/Legal approvals.

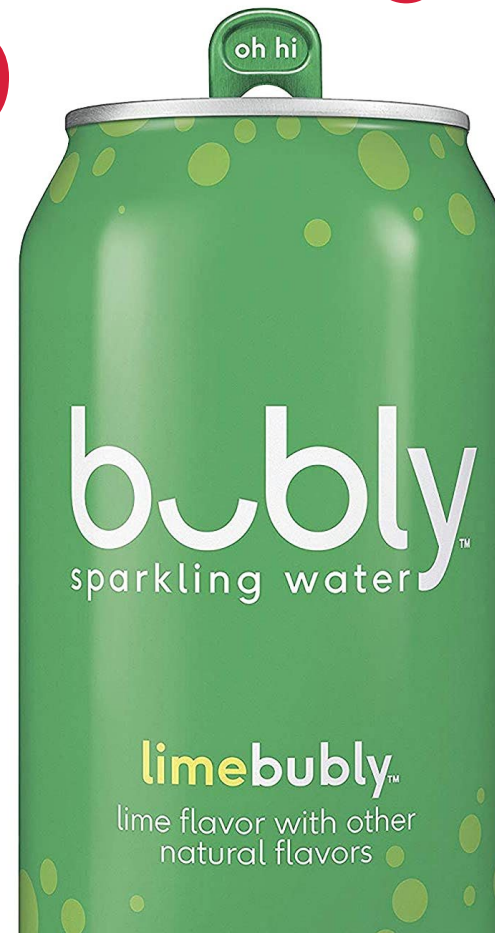
PARTNERSHIP EXTENSIONS

LAUNCHPAD+
SOCIAL
COMMERCE

DIGITAL/
ON
DEMAND

IPGAS +
QR CODES

HOT
STARTS



ON DEMAND

Branded Open Slate airs on all On Demand transactions of sponsored episodes/series (STB, OTT, OLV). Sponsored content/creative can be ad-served to allow for measurability and flexible lighting.

ON DEMAND OPENING +
DISCLAIMER

AD BREAK 1

ADDITIONAL AD BREAKS RUN
IN-BETWEEN ACTS 2-4



ACT 1



ACT 2-4



Branded :05
Open Slate

“Wizard of Oz On Demand Presented by Kohl’s”



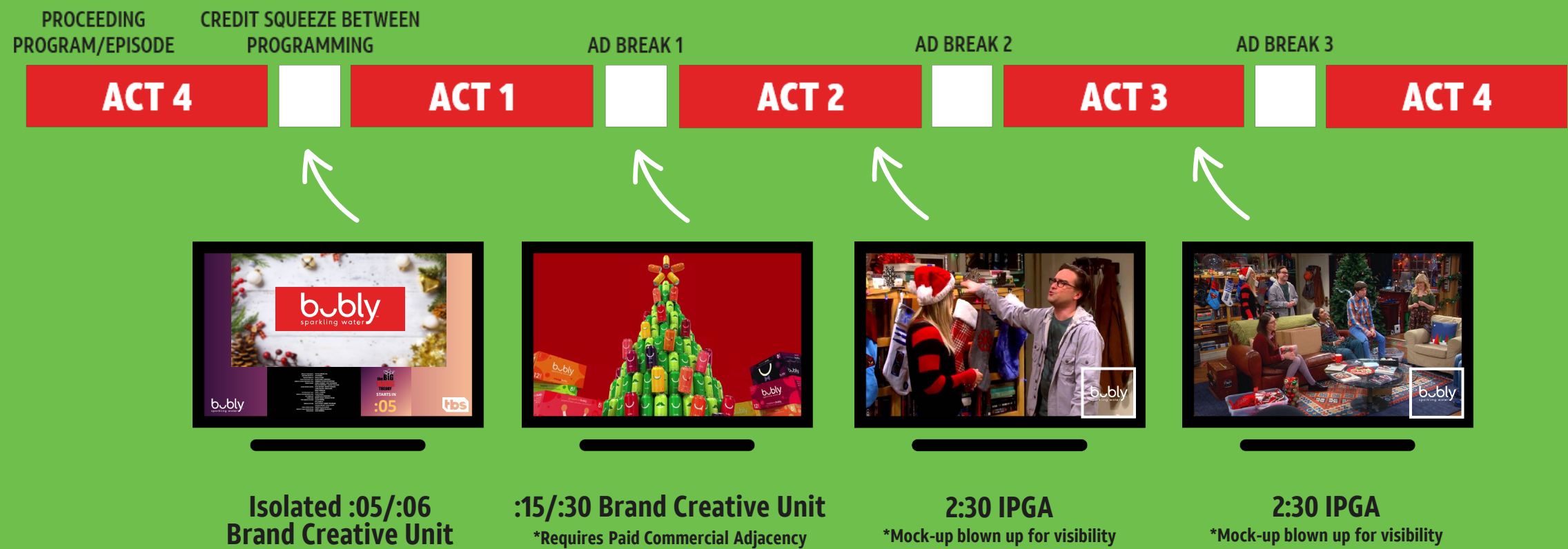
:15/:30 Brand Creative Unit

**Requires Paid Commercial Adjacency*

Open Slate + Brand Creative Built into Media Plan | 5 Weeks Lead Time

HOT STARTS

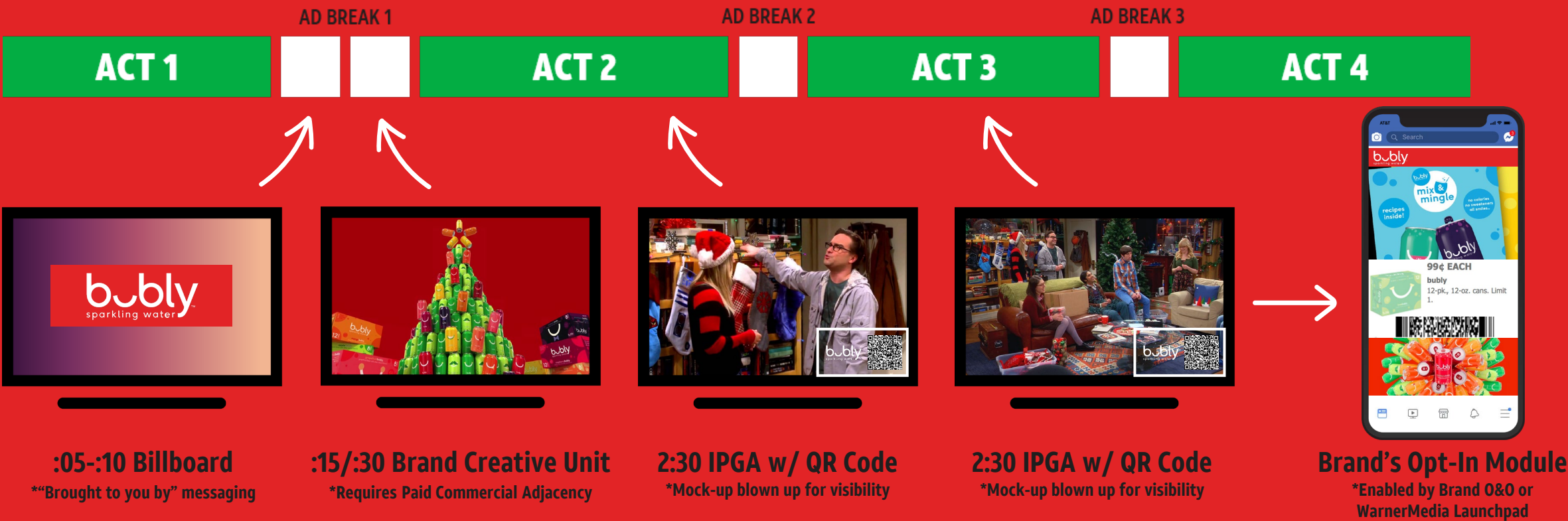
Hot Starts are five second ads that run during the credit squeeze between two episodes/programs on linear TV.



:05/:06 & :15/:30 Brand Creative + IPGAs Built into Media Plan | 3 Weeks Lead Time

IPGA WITH QR CODE INTEGRATION

In Program Graphic Ads or IPGAs are the appearance of a brand’s logo on-screen for an extended amount of time during top-tier programming. Addition of a QR Code assists in further driving viewers to a brand’s mobile/product site.



Brand Creative + IPGAs Built into Media Plan | 4 Weeks Lead Time