



ACCESS MILLIONS OF  
DEMOGRAPHICALLY TARGETED  
CUSTOMERS THROUGH IMMERSIVE  
EXPERIENCES—**EVERY DAY.**



With traditional print and broadcast advertising on the decline, place-based advertising and promotions present high-visibility opportunities to reach people where they routinely spend their days shopping, exercising, banking or eating. When customers tune in to in-store TV, greet them with original branded entertainment experiences fused with custom promotions that drive your business.

In-store networks amplify your brand message outside of regular marketing channels through immersive, integrated campaigns. Engage with video, connect with collateral and extend your reach through touch points not previously available or accessible.

Our advertising networks run on more than 5000 screens across 2,500 locations, touching more than nearly 1 million shoppers each day.

**This reach means brands can leverage these opportunities to:**

- Reach an active audience with high purchase intent.
- Lift sales of featured and advertised products.
- Cross-sell and market to different audiences in-store.
- Offer specific promotions tied to time of day or day of week.
- Generate ad and sponsor revenue from complementary brands.
- Blend the digital and physical space to fully immerse the target audience (store to social media).

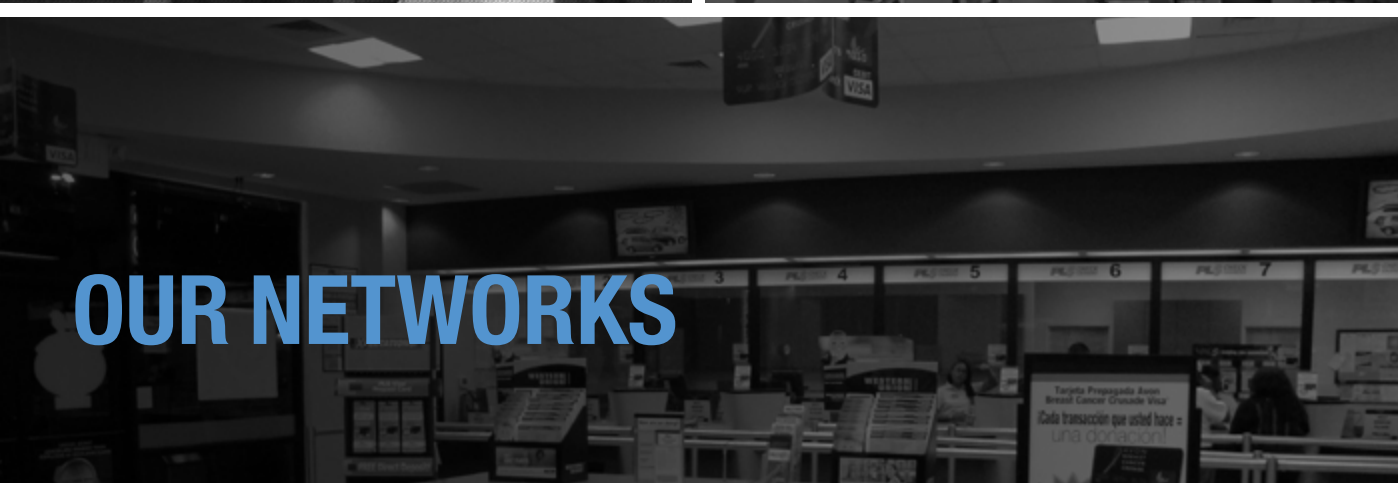
**Some of the world's top brands advertise on our networks, including:**



The WALT Disney Studios







**OUR NETWORKS**



# Alpha Moms Network

The Alpha Moms Network offers a rare opportunity to immerse your brand into the busy lives of influential moms as they shop and spend time with their kids at upscale retail and activity centers for children. With the effectiveness of traditional media eroding, this network offers a chance to cut through the clutter and capture mom's attention.

Alpha Moms connects in an ideal environment where families are social, engaged and receptive to your brand messages. Not only does it reach nearly 8 million moms and their children each month, but the "Word of Mom" will be a powerful form of marketing for your brand. After all, moms in the U.S. are responsible for spending nearly \$2 trillion a year on consumer products.



## Reach Moms and Kids with Immersive Programs

All Alpha Moms Ad Network locations facilitate highly effective, immersive branded content opportunities including static signage, digital out-of-home TV networks, sampling, literature/coupon distribution plus static advertising placements. Examples include:

- Sponsored segments that seamlessly integrate with your message.
- Category exclusivity and the ability to dominate a program and venue.
- Distribution of samples, coupons and literature in waiting rooms to reinforce video messages.
- Ability to post in-store signage such as posters, windows clings and counter cards.
- Email and mobile inclusion to get your message into the hands of this highly educated, tech-savvy audience.

### Core Demographic

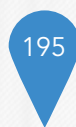


Women 25–49



Kids 1–12

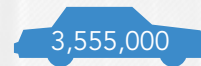
### Market Coverage



DMAs



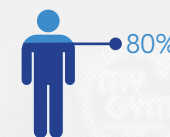
Number of Venues



Weekly Traffic



Monthly Impressions



Brand Awareness Average

### Network Partners



PUMP IT UP



GAME TRUCK



Kidville

# Young Adults Network

The Young Adults Network reaches the elusive 18–34 year-old demographic in more than 1,000 retail stores and restaurants around the United States. This segment represents more than 68 million individuals or roughly 23% of the total U.S. population, and are a prime target for this network because:

- Their awareness of digital out-of-home media is strong, with 75% reporting that they are aware of the media vs. 62% of general adults.
- About 50% report that they pay some or a lot of attention to digital signage advertising.
- Young adults are more likely than general adults to take action as a result of seeing digital signage advertising, with 43% reporting that they took action.



## Reach Young Adults with Integrated Programs

All Young Adults Network locations offer large HD video screens which feature standard 15-second and 30-second video ads with audio. Engaging, multi-frame video content featuring music videos, trivia, action sports, original productions and other short-form segments keep audiences watching. Plus, complementary marketing programs are available to build additional awareness, including:

- In-store signage
- Online placement: homepage kicker, event page, contests
- Email blasts
- Receipt advertising
- Sampling
- SMS/mobile extensions

Sources: OTX Digital Out-of-Home Media Awareness and Attitude Study –2007, Ipsos Reid, APM Marketplace, and the 2009 Arbitron Digital Out-Of-Home Video Display Survey; 2007 OTX Digital Out-of-Home Media Awareness & Attitude Study, A Portrait of “Generation Next,” Pew Research Center, January 2007

## Core Demographic



Young Women & Men 18–34

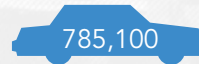
## Market Coverage



DMAs



Number of Venues



Weekly Traffic



Monthly Impressions



Brand Awareness Average

## Network Partners





# Check Cashing Network

The Check Cashing Network is composed of leading financial service locations and offers exclusive access to this largely Hispanic audience of 2.9 million consumers through in-store TV advertising.

Our primary network partner, PLS Financial Services, Inc., manages more than 300 financial service centers across the country. PLS is one of the largest and most distinguished organizations in the check cashing industry. PLS TV is an in-store television network that was specifically designed to engage consumers as they wait for service. This network is a very efficient way to reach the Check Cashing community.

## Reach a Captive Audience of check cashing Individuals

The Check Cashing Network helps engage audiences by:

- Offering access to a very specific target audience precisely at the moment when they are ready to purchase.
- Delivering in-store television reach and an element of immediacy that is unavailable with more traditional media forms.
- Leveraging equity in PLS, a leader in the check cashing industry who maintains a very positive relationship with their customer base.



## Core Demographic



Blue Collar & Hispanic Families

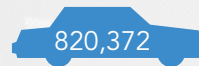
## Market Coverage



DMAs



Number of Venues



Weekly Traffic



Monthly Impressions



Brand Awareness Average

## Network Partners







# Disney Channel: Jake Saves Bucky

## CHALLENGE:

Promote viewership of the television release of the *Jake and the Neverland Pirates* special “Jake Saves Bucky” to a targeted audience of moms and children nationally in PlayNetwork’s Alpha Moms Network at 398 locations. PlayNetwork offered Disney Channel unparalleled access to a targeted audience in a receptive environment through multiple activation points.

## CAMPAIGN ASSETS:

- :30 Commercial Airing 1x10 minutes
- Animated Billboard airing 1x10 minutes
- :10 second Digital Ticker airing 1x10 minutes
- “Jake Saves Bucky” 24x36 Poster
- “Jake Saves Bucky” Boat/Sticker Distribution
- Jake Mini Poster Distribution
- “Jake Saves Bucky” Coloring Sheets
- Class Integration Building “Jake Saves Bucky” Boats
- Website Post on Kidville.com — Added Value
- Social Media Post on Facebook — Added value

## RESULTS:

The “Jake Saves Bucky” program in My Gym, Kidville, JW Tumbles, and LittleGym was a success with a total of 10,854,135 impressions delivered. The special debut recorded 2 million viewers and was the 19th most watched program for the day. *Jake and the Neverland Pirates* ranks as the week’s top cable TV series with kids 2–5 years old.

“When My Gym teachers announce that they have stickers, posters and boats available, every mom is quick to grab.”

**-Matt Hendison, My Gym Chief Officer, Marketing & Entertainment**

“The gyms are always excited when Disney is doing another promotion.”

**-Stacey Way, Kidville Director of Marketing**





# Ubisoft: *Just Dance Kids 2* Launch

## CHALLENGE:

Ubisoft partnered with PlayNetwork for a three-week campaign to promote the release of *Just Dance Kids 2* to a targeted audience of moms and children nationally in My Gym locations (part of PlayNetwork's Alpha Moms Network). Fifty locations were selected in the top-10 DMAs for this event.

## CAMPAIGN ASSETS:

- DOOH—out-of-home TV content and commercial spots
- Online content
- Sponsored parties (included in parties: snacks and refreshments; kids had the chance to play the *Just Dance Kids 2* video game on a Nintendo Wii and the opportunity to win the game in a raffle)

## RESULTS:

Ubisoft's overall launch campaign won a 2011 National Effie Award, and *Just Dance Kids 2* is the "#1 Wii game of all time not published by Nintendo.

"When they heard the buzz about Ubisoft *Just Dance Kids 2* coming to My Gym, the parents and kids were ecstatic! Great way for kids to test out the game as well as good exercise."

**-Matt Hendison, My Gym Chief Officer, Marketing & Entertainment**



# Huggies

## CHALLENGE:

Develop a unique product integration campaign for Huggies in 160 My Gym locations across the nation.

## CAMPAIGN ASSETS:

- In Gym Posters/Counter Card Signage/Crew Buttons
- Complimentary Huggies Diapers for Moms
- Custom Huggies *Mymo's Adventures* DVD
- Kids Cubbies Branded by Huggies
- Online Research
- Huggies Sponsorship of Waddlers Class
- 150 Huggies Waddlers Parties
- Hug Hug Huggies Obstacle Course
- Huggies Coupons
- Huggies Bathroom Signage & Refreshing Station
- Huggies Wipes Sampling
- Huggies Shampoo and Lotion Sampling
- Huggies Soap Distribution
- Huggies Changing Station Stickers

## RESULTS:

The promotional campaign in My Gym locations brought more awareness to the Huggies brand and to their efforts to give back to their loyal customers. The campaign successfully generated 15,360,000 impressions.

"The Huggies promotion was one of our greatest partnerships. Every mom loves the convenience of diapers, wipes, lotion, and coupons at our My Gym locations. This is a perfect brand partnership to have!"

**-Matt Hendison, My Gym Chief Officer, Marketing & Entertainment**





# Nitro Circus: The Movie 3D

## CHALLENGE:

Build brand awareness for teens and young adults for Godfrey Entertainment's theatrical release of *Nitro Circus: The Movie 3D*.

The Young Adults Network was utilized throughout Dick's Last Resort, Journeys and Underground by Journeys to deliver movie trailers and special segments to the target audience.

## CAMPAIGN ASSETS:

- :30 Movie Trailer Airing 1x20 min
- :10 Bumper Airing at 1x20 min
- :20 Custom Dick Bumper (Dick's Last Resort) Airing at 1x20 min
- 2:00 Journeys All Access Segment Airing at 1x20 min
- Integration of Dick's Last Resort Character, Dick Into the Promotion

## RESULTS:

The digital-out-of-home-based campaign helped the movie rise from a 6,539 to a 177 movie search ranking on IMDb, rated highest among females aged 18-29 with an average of 9.2 out of 10, garnered an 8.1 out of 10 average rating from males under 18 and delivered 15,722,072 impressions—5,000,000 more than guaranteed.

"The *Nitro Circus* movie clips on 'Dick's TV' was simply amazing! Dick's Last Resort's crazy guests across the country were mesmerized with the trailer and employees were pleasantly surprised with the verbal interaction from our guests as they viewed the laugh-out-loud previews. A win-win for Dick's Last Resort's guests and the *Nitro Circus* movie!"

**-Ralph W. McCracken, President & COO of Dick's Last Resort**

"I simply don't think there is a better fit for Journeys TV than *Nitro Circus*. Promotions such as these are perfect for our customers. We don't have to think twice about our participation. They are both engaging and entertaining."

**-Brigette Jennings, Journeys Group Director of Marketing**



# PlayNetwork produces unrivaled media experiences for the world's top brands.

The PlayNetwork philosophy has always been that being generic is not an option for businesses. Companies who are true-to-brand and stand out, win. Our faith in this notion inspires us to deliver the purest customization in the industry. We partner with brands to extend their identities and bring them to the world in a remarkable way. This opportunity to stir emotion and affect brands on this core level is PlayNetwork's passion.

**We are passionate about media that will entertain, educate and motivate. Our programs include:**

- Custom music programming, playlists, music sync rights and supervision for ad campaigns
- Video media and digital signage
- In-store and on-hold messaging
- Best-in-class audio/video systems
- Technology innovation including Web Radio, Web TV and mobile campaigns
- Artist promotions such as live performances & exclusive releases

Every day, we connect customers to over 75,000 media subscribers in over 90 countries, totaling a reach of more than 100 million consumers.

From Fortune 500 companies to local establishments, we work with a diverse range of high-profile brands, including:



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