CREATING AND MONETIZING NEWCO: STRATEGY RECOMMENDATIONS
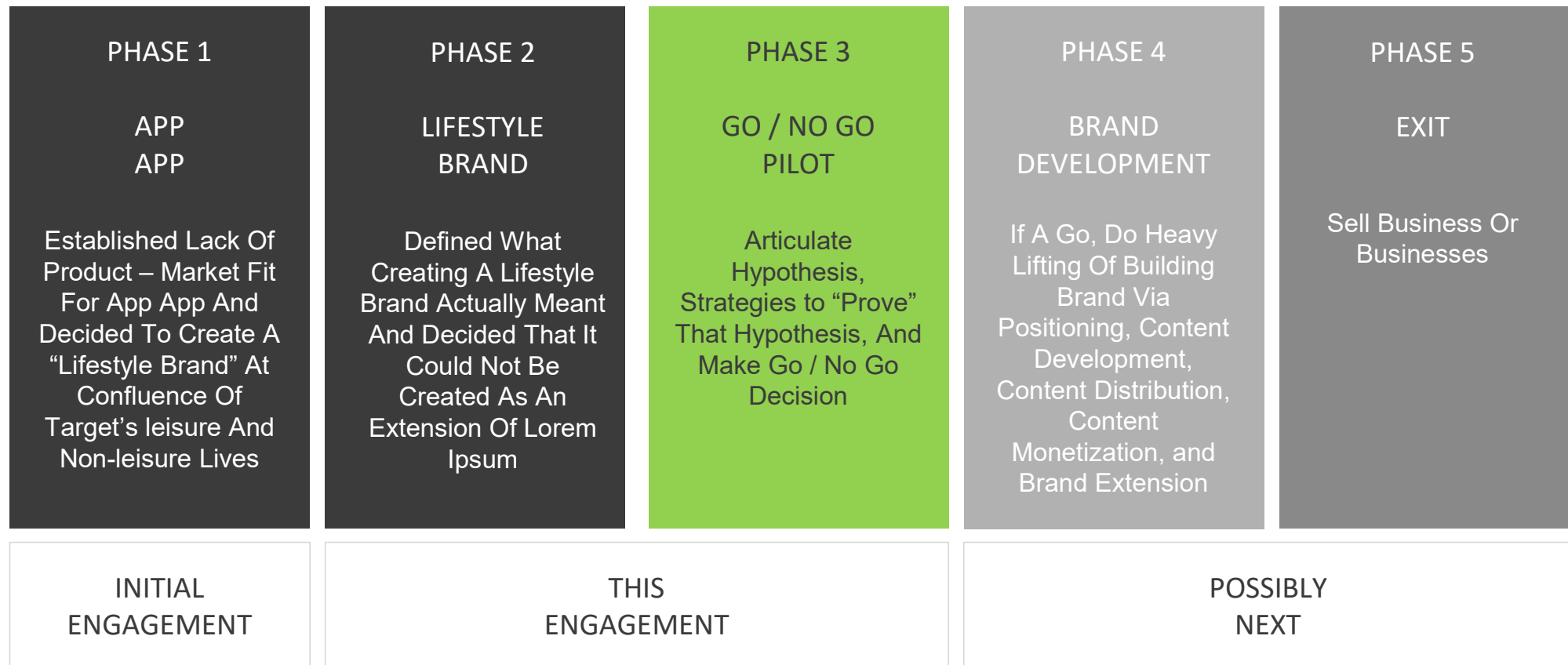
18 APRIL NEXT STEPS AND COMMENTARY SUPPLEMENT TO
24 MARCH 2017 DOCUMENT

MONTH 16
BUILD WELL. DO GOOD.

OBJECTIVE

THIS WORK BUILDS ON PREVIOUS WORK AND MAINTAINS OBJECTIVE OF 2 – 3 YEAR EXIT

PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
APP APP	LIFESTYLE BRAND	GO / NO GO PILOT	BRAND DEVELOPMENT	EXIT
Established Lack Of Product – Market Fit For App App And Decided To Create A "Lifestyle Brand" At Confluence Of Target's leisure And Non-leisure Lives	Defined What Creating A Lifestyle Brand Actually Meant And Decided That It Could Not Be Created As An Extension Of Lorem Ipsum	Articulate Hypothesis, Strategies to "Prove" That Hypothesis, And Make Go / No Go Decision	If A Go, Do Heavy Lifting Of Building Brand Via Positioning, Content Development, Content Distribution, Content Monetization, and Brand Extension	Sell Business Or Businesses

INITIAL ENGAGEMENT	THIS ENGAGEMENT	POSSIBLY NEXT

OBJECTIVE

THIS WORK BUILDS ON PREVIOUS WORK AND MAINTAINS OBJECTIVE OF 2 – 3 YEAR EXIT

PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
GOOD BOATER APP	LIFESTYLE BRAND	GO / NO GO PILOT	BRAND DEVELOPMENT	EXIT
Established Lack Of Product – Market Fit For Good Boater App And Decided To Create A "Lifestyle Brand" At Confluence Of Target's Boating And Non-Boating Lives	Defined What Creating A Lifestyle Brand Actually Meant And Decided That It Could Not Be Created As An Extension Of Lake Expo	Articulate Hypothesis, Strategies to "Prove" That Hypothesis, And Make Go / No Go Decision	If A Go, Do Heavy Lifting Of Building Brand Via Positioning, Content Development, Content Distribution, Content Monetization, and Brand Extension	Sell Business Or Businesses

INITIAL ENGAGEMENT	THIS ENGAGEMENT	POSSIBLY NEXT

3

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18 APRIL

- With this document from Month 16 and the naming work you've started, we're on track
- In terms of naming, although increasingly difficult to secure, we strongly recommend the most common domain (.com)
- Please ask outside counsel about potential conflicts between chosen URL and companies in your category with similar names / URLs
- Typically, presenting outside counsel with several URL candidates is more efficient than giving him / her one idea

---

Production Schedule 14 April AS RELEASED

Activity		Month 16	NewCo
Strategy	Completed "Creating and monetizing newco strategy recommendations 24 March"	Done	
	Add direction / POVs to "Creating and monetizing NewCo strategy recommendations 24 March"	Doing	
Naming	Naming - Conduct 1st Round 1		To Do
	Naming - Hold Conference Call To Provide Feedback	To Do	To Do
	Naming - Conduct 2nd Round		To Do
	Seek Legal Clearance		To Do
	Content - Develop Editorial Calendar		To Do
	Content - Develop Initial Content		To Do
Newsletter	Provide Strategy Direction To Designer	To Do	
	Newsletter - Get Out Door		To Do
Web Site	Provide Strategy Direction To Designer	To Do	
	Conduct WIP Calls With Designer To Develop	To Do	To Do
	Web Site - Launch		To Do
Content	Conduct 12 Weekly Calls With Writer / Manager On Content Hacking	To Do	
Go / No Go	Prepare For Conference Call	To Do	
	Participate In Conference Call	To Do	To Do

Timing columns: 17-Apr, 24-Apr, 1-May, 8-May, 15-May, 22-May, 29-May, 5-Jun, 12-Jun, 19-Jun, 26-Jun, 3-Jul, 10-Jul, 17-Jul, 24-Jul, 31-Jul, 7-Aug, 14-Aug, 21-Aug

HYPOTHESIS

PURSUING CONNECTED PILOT STRATEGIES WILL PROVIDE FEEDBACK TO MAKE GO / NO GO DECISION

STRATEGY 1	STRATEGY 2	STRATEGY 3	STRATEGY 4
BUILD LIFESTYLE BRAND	**CREATE SHAREABLE CONTENT**	**FOSTER TRUSTED COMMUNITY**	**MONETIZE TRUSTED COMMUNITY**
NewCo Will Build The Foundation For Its Brand, At The Intersection Of Target's leisure And Non-leisure Lives, By Completing Initial Branding Work And Creating A Digital Presence -	NewCo Will Craft And Distribute Relevant Content Via The Web Site, E-Newsletter, And Select Social Media –	NewCo Will Employ Activities To Instill Trust And Begin Building A Community Via A Creating Tribal Overlay And Other Techniques -	NewCo Will Nurture Its Key Corporate Asset, A Trust- And Community-Based Brand, To Begin Monetizing Short-, Mid- And Long-Term Opportunities –
Activities That Will Allow NewCo To Create And Distribute Content	***Activities That Will Begin To Attract Visitors***	***Activities That Will Begin Support A Trust- And Community-Based Brand***	***Activities That Will Provide "Looks Like / Feels Like" Feedback To Make Go / No Go Decision***

4

STRATEGY 1

BUILD LIFESTYLE BRAND

NewCo Will Build The Foundation For Its Brand, At The Intersection Of Target's leisure And Non-leisure Lives, By Completing Initial Branding Work And Creating A Digital Presence -

Activities That Will Allow NewCo To Create And Distribute Content

- [ ] LAY FOUNDATION

- [ ] BRAND SEPARATELY

- [ ] ENSURE ALIGNMENT
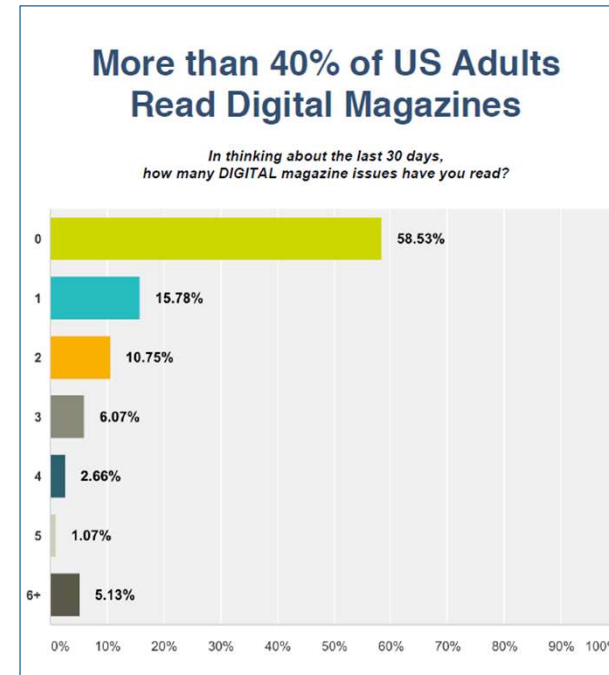
- [ ] NAME STRATEGICALLY

- [ ] CREATE FOUNDATION

STRATEGY 1

BUILD LIFESTYLE BRAND

NewCo Will Build The Foundation For Its Brand, At The Intersection Of Target's leisure And Non-leisure Lives, By Completing Initial Branding Work And Creating A Digital Presence -

Activities That Will Allow NewCo To Create And Distribute Content

- [ ] LAY FOUNDATION
- [ ] BRAND SEPARATELY
- [ ] ENSURE ALIGNMENT
- [ ] NAME STRATEGICALLY
- [ ] CREATE FOUNDATION
- [ ] ESTABLISH DIFFERENTIATION

PLEASE NOTE THAT BECAUSE THE FORMAL BRAND POSITIONING WORK WOULD NOT BEGIN UNTIL AFTER THE GO / NO GO, THE STRATEGIES IN THIS DOCUMENT ARE PREDICATED ON CREATING A "PROTOTYPE POSITIONING"

STRATEGY 1: BUILD LIFESTYLE BRAND

☐ LAY FOUNDATION

☐ BRAND SEPARATELY

☐ ENSURE ALIGNMENT

☐ NAME STRATEGICALLY

☐ CREATE FOUNDATION

"A BRAND IS A PROMISE THAT CREATES A PREFERENCE"
- WALTER LANDOR

Month 16 uses strategy pioneer Landor's definition as our North Star

Brands make promises that are supported across every touchpoint and every operation (though some touchpoints and operations are more important than others)

STRATEGY 1: BUILD LIFESTYLE BRAND

☐ LAY FOUNDATION

☐ BRAND SEPARATELY

☐ ENSURE ALIGNMENT

☐ NAME STRATEGICALLY
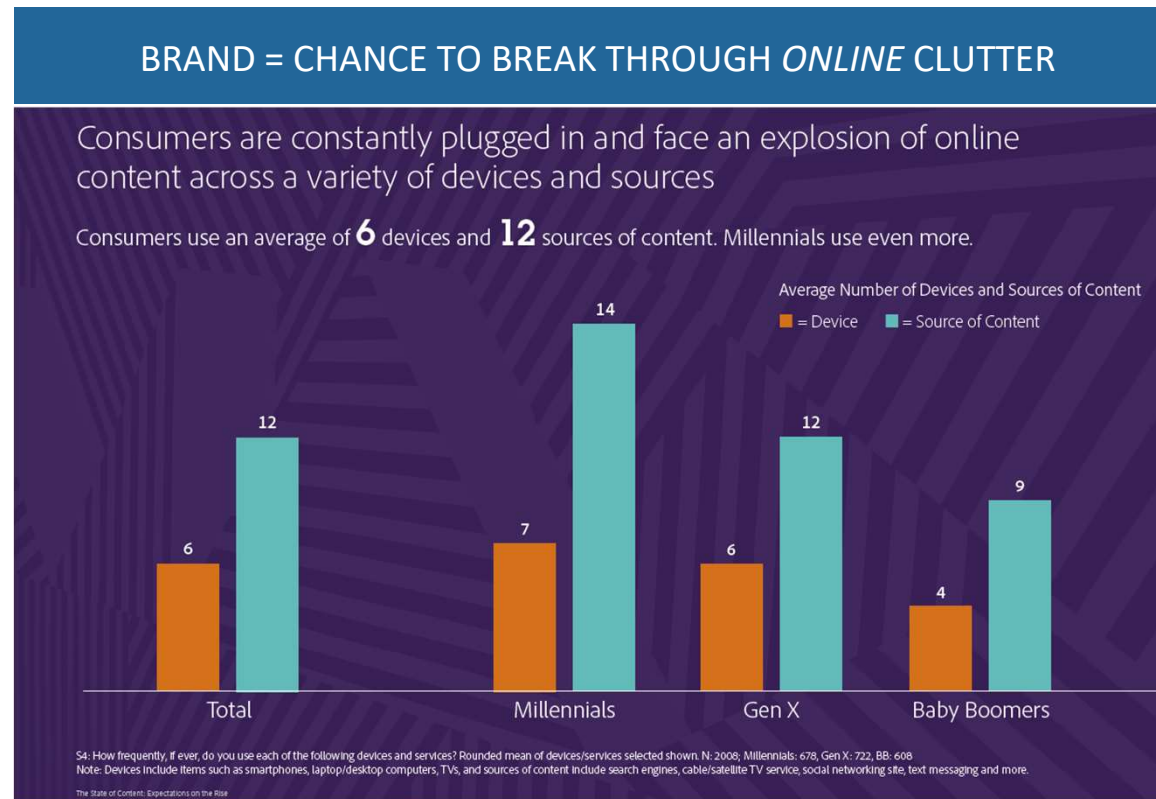
☐ CREATE FOUNDATION

STRATEGY 1: BUILD LIFESTYLE BRAND

☐ LAY FOUNDATION

☐ BRAND SEPARATELY

☐ ENSURE ALIGNMENT

☐ NAME STRATEGICALLY

☐ CREATE FOUNDATION

BRAND = CHANCE TO BREAK THROUGH DIGITAL *MAGAZINE* CLUTTER

More than 40% of US Adults Read Digital Magazines

In thinking about the last 30 days, how many DIGITAL magazine issues have you read?

0	58.53%
1	15.78%
2	10.75%
3	6.07%
4	2.66%
5	1.07%
6+	5.13%

STRATEGY 1: BUILD LIFESTYLE BRAND

☐ LAY FOUNDATION

☐ **BRAND SEPARATELY**

☐ ENSURE ALIGNMENT

☐ NAME STRATEGICALLY

☐ CREATE FOUNDATION

THE TEAM DECIDED THAT BECAUSE LOREM IPSUM WAS NOT FULLY ALIGNED WITH OPPORTUNITY, WE WOULD NEED TO CREATE A SEPARATE BRAND

18 APRIL

- With two exceptions – announcing your new venture to current readers and possibly doing some height-of-the-season guerilla marketing in Jones of the Smith – there should be no connection between your current and future brands

- This will allow you to mitigate confusion among current readers, not sow confusion among future readers, and help with a corporate portfolio strategy

STRATEGY 1: BUILD LIFESTYLE BRAND

☐ LAY FOUNDATION

☐ BRAND SEPARATELY

☐ ENSURE ALIGNMENT

☐ NAME STRATEGICALLY

☐ CREATE FOUNDATION

ALTHOUGH BRANDED SEPERATELY, NEWCO WOULD BE PART OF A LARGER CORPORATION AND *POSSIBLY* INTEGRATED VIA BRAND ARCHITECTURE

Initial POV On Role Of Businesses Within Portfolio

Holding Company Possibly Positioned As Corporate Brand

NewCo	Publishing
❑ **Description:** New Regional Lifestyle Brand for People With Broad Interests Including Boating	❑ **Description:** Local Business / News Magazine
❑ **Content:** Small Pieces For Now (e.g., Mini-Guides); High Touch Look; Photos / Videos Possibly Key; Social Now; Possible Events Later	❑ **Content:** Business and News Articles; Social ?
❑ **Targets:** Initially People From Top Markets Feeding Into Lake Expo (Chicago, Kansas City, and St. Louis)	❑ **Targets:** Lake of Ozarks
❑ **Assumptions:** Separate Brand Name and Identity From Lake Expo; Some Lake Expo Content Regularly Re-Purposed; Only Possible Branding and Link Connection to Lake Expo As "Sister Publication" Local Travel Resource; Brent and Nathan Will Put More Time Against This As Lake Expo Time Decreases; Part of Exit	❑ **Assumptions:** Editorial Oversight TBD But Trending Toward Mostly Nauticus Media Control; Time Investment Will Not Detract From Lake Expo and Newco Commitments; Revenue Not Until 1Q18 So Cannot Fund NewCo Operations; Possible Market Research Could Inform Later NewCo Activities; Unclear Impact On Exit

❑ **Assumptions:** Site Redesign Will Help With Local Revenue; Brent and Nathan Will Gradually Put Less Time Against; Some Of Content Can Be Repurposed For NewCo; Only Possible Branding and Link Connection to NewCo As "Sister Publication" Local Travel Resource; Probably Part of Exit

18 APRIL

- Month 16's general understanding is that the box on the right of this page still generally holds

- We are also under the specific understanding that NewCo will be able to leverage content from Lorem Ipsum and Publishing

- How those elements would connect would be a task of The Editorial Calendar (a document created by NewCo and commented on by Month 16) that would also take into account the role of longer-form content (the leisure life) and shorter-term content (the non-leisure life)

- Month 16 will be providing direction / feedback to NewCo's writer (s) after the site launches and before the go / no-go

STRATEGY 1: BUILD LIFESTYLE BRAND

LAY FOUNDATION

BRAND SEPARATELY

ENSURE ALIGNMENT

NAME STRATEGICALLY

18 APRIL

- Of the Elements of Lifestyle Brands, at right, strategies and content and foster a tribe will, believe provide the greatest opportunity to build long-term relevant brand differentiation, "punch above it's weight", and make the go / no go decision

TO BEGIN TO UNDERSTAND THE VIABILITY OF THIS TYPE OF CONTENT-BASED LIFESTYLE BRAND, NEWCO MUST OPERATE WITHIN THESE 6 GUARD RAILS

NewCo Must Align With Key Elements Of Lifestyle Brands

1. **Tribe -** lifestyle brands foster deep identification between activity / lifestyle and brand
2. **Transaction –** lifestyle brand are (of course) about transactions but don't feel that way
3. **Experience –** lifestyle brands often promote the experience
4. **Design –** evocative images, "clean" designs, and unique voices are essential to lifestyle brands' identifies

NewCo Must Begin To Play in White Space

6. **Scope –** current competitors create content on leisure activities, leisure products, leisure services, and "the leisure life", but don't connect (or don't powerfully connect) with boaters in the overwhelming part of their lives that they aren't on the water

STRATEGY 1: BUILD LIFESTYLE BRAND

- [ ] LAY FOUNDATION

- [ ] BRAND SEPARATELY

- [ ] ENSURE ALIGNMENT

- [ ] **NAME STRATEGICALLY**

- [ ] CREATE FOUNDATION

BECAUSE AFTER POSITIONING A NAME IS THE MOST IMPORTANT ELEMENT OF YOUR BRAND, NEWCO NAME DEVELOPMENT MUST FOLLOW STRATEGIC RIGOR

1. Evoke more "high end" lifestyle than "just" leisure
2. Probably not water-centered
3. Dot com if at all possible
4. Not limiting (e.g., Boston Chicken versus Boston Market)
5. No connection to Lorem Ipsum
6. Possibly employ tribal cues such as "my" or "your"
7. No neologisms unless there's a greater amount of marketing support than currently envisioned

Please note that Month 16 will clear names only to extent that the primary domain is available (e.g., dot com but not other top levels)

Month 16 will not undertake legal clearance and can only take the project so far until the name is cleared

CREATING A DIGITAL PRESENCE WILL ALLOW NEWCO TO DEVELOP & DISTRIBUTE CONTENT AND BEGIN BUILDING A MONETIZABLE COMMUNITY

Content Hacking

CONTENT - D
CONTENT HACKING IDENTIFIES POTENTIALLY RELEVANT TOPICS

TRAFFIC - 1
DISPLAY ADS IN 3 CITY MAGAZINES (AND POSSIBLY OTHER CITY-SPECIFIC SITES) DRIVE TRAFFIC TO MAIN SITE

TRAFFIC - 2
INCREASING COMMITMENT TO SEO IMPROVES ORGANIC SEARCH ODDS

TRAFFIC - 3
CONTENT HACKING IDENTIFIES AMPLIFIERS TO DRIVE TRAFFIC TO MAIN SITE

St. Louis Web Site (s)

Kansas City Web Site (s)

Chicago Web Site (s)

NewCo "Basic Plus" SEO

Identified Facebook Pages*

Identified Twitter Feeds*

CONTENT - C
CREATED FOR AND DISTRIBUTED TO E-NEWSLETTER SUBSCRIBERS

NewCo.Com Exclusive

NewCo.Com Main

CONTENT - A
CREATED FOR MAIN SITE

CONTENT - B
REPURPOSED CONTENT- A FOR SELECT SOCIAL SITES

*SOCIAL BASED ON 2 ASSUMPTIONS: ONLY FACEBOOK AND TWITTER HAVE SCALE AND EFFICACY FOR INITIAL EFFORTS AND NEWCO SHOULD "RENT" THESE PLATFORMS, NOT CREATE BRAND EQUITY ON OTHERS' SITES

E-Newsletter

NewCo Facebook Page*

NewCo Twitter Feed*

TRAFFIC - 4
CONTENT HACKING IDENTIFIES AMPLIFIERS TO DRIVE TRAFFIC TO FACEBOOK AND TWITTER

TRAFFIC - 5
SOCIAL SHARES DRIVES TRAFFIC BACK TO MAIN SITE

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- Traffic 1 – NewCo negotiate two to three month display packages with Kansas City, St. Louis, and Chicago magazines

- Traffic 2 – ensure that social media manager and / or writer (s) have basic SEO knowledge or allocate time and money to send him or her to online or offline SEO training

- Traffic 2 – on the SEO front, the idea is to initially just do the basics (headlines, tagging) to create internal capacity and help build a foundation for the go / no go should NewCo move forward

- Traffic 2 – on the go / no go front, as there will be 12 weeks between the site launching and the go / no go, NewCo should have realistic expectations about its display-driven click throughs and its inbound traffic from organic search

- Traffic 3 – underpinning this idea is creating a community from current readers while amplifying content to attract new readers in your three markets

- Content A - As noted on Slide 11 of this content, the idea Month 16 proposed and NewCo embraced was to segment, at least initially, leisure lifestyle as long-form content that could be used in all markets and non-leisure lifestyle content that would be used for each of the three markets

- Content B – Per Slide 31 of this document, let's start with Facebook and Twitter

- Content C – a vehicle to build the tribe, it would have exclusive content and be initially focused on / sent to the current Lorem Ipsum readership

STRATEGY 1: BUILD LIFESTYLE BRAND

- In order for the briefing call with the Web / writer (s) to be as efficient as possible, it would be helpful for him or her to survey the landscape and develop a POV on what the Points of Parity should be

- Part of that POV should be driven by the next Slid and part of that decision will be driven by the chosen platform

☐ CREATE FOUNDATION

☐ DESIGN & UX

☐ CONTENT

☐ LOOK & FEEL

☐ MOBILE

☐ SCALE

☐ SOCIAL AND NEWSLETTER EXTENSIONS
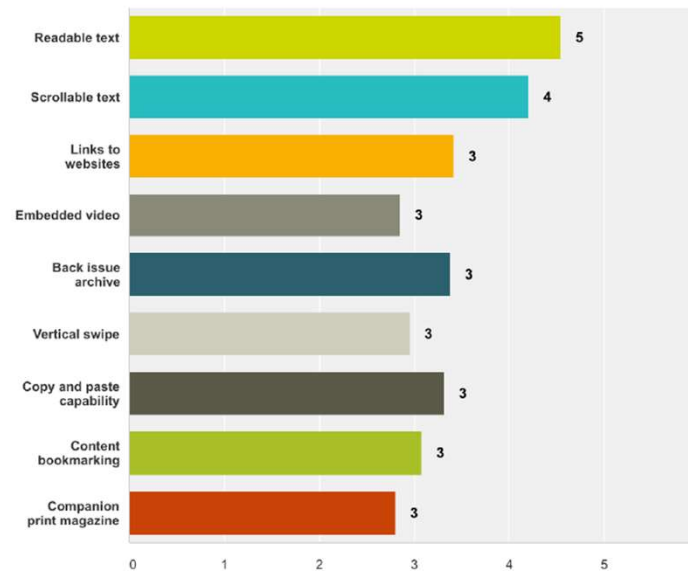
First, Nail Points Of Parity Across These Elements

Second, Begin To Create Points Of Difference

STRATEGY 1: BUILD LIFESTYLE BRAND

First, Nail Points Of Parity

Digital Magazine Readers Demand Readable, Scrollable Text

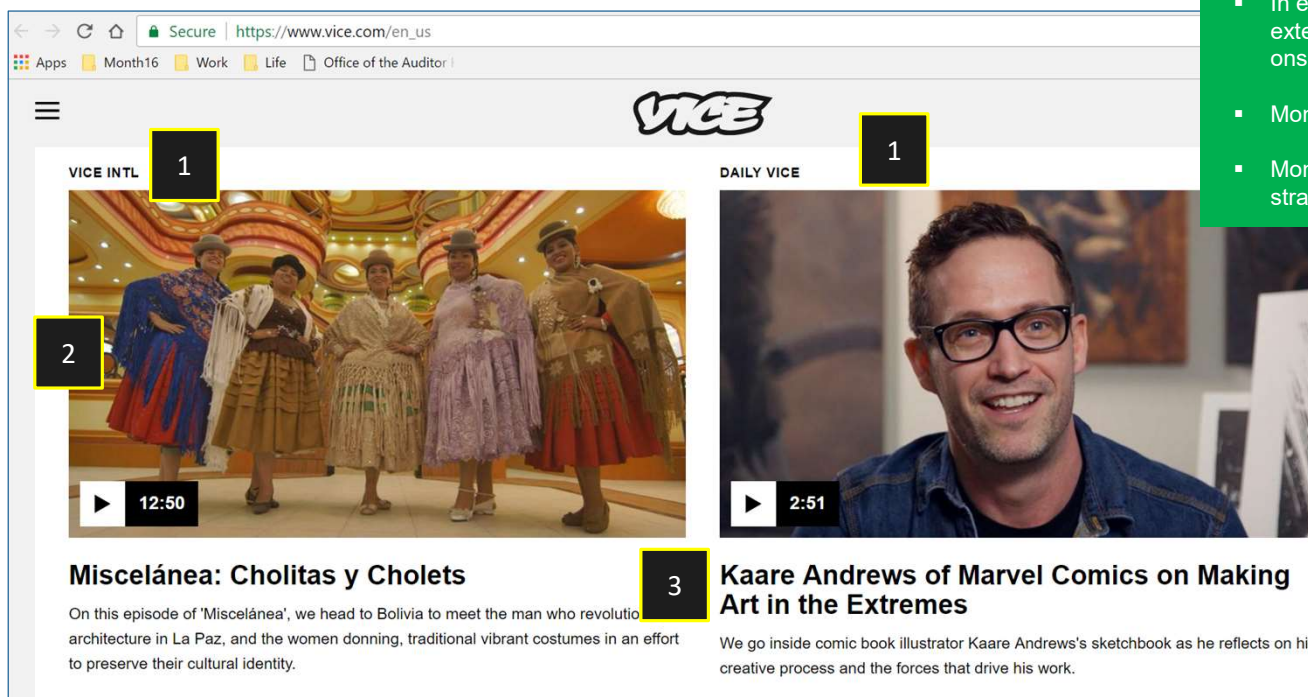In thinking about digital magazine FUNCTIONALITY, how important are each of the following to you?

- Readable text — 5
- Scrollable text — 4
- Links to websites — 3
- Embedded video — 3
- Back issue archive — 3
- Vertical swipe — 3
- Copy and paste capability — 3
- Content bookmarking — 3
- Companion print magazine — 3

18 APRIL

- Yes, a "duh" for the designer (s) but given research into mobile use among you target, nevertheless essential

STRATEGY 1: BUILD LIFESTYLE BRAND

Second, Begin To Create Points Of Diffe

1. **DESIGN & UX -** Visually segmenting major types of content builds differentiation in two ways: taps white space (1/4 boat, ¾ non-boat); and creates UX that's smart like many lifestyle brands rather than clunky like some content-heavy sites

2. **LOOK & FEEL -** Employing arresting photography and headlines that are smart (but not too smart) creates differentiation because of how little time you have to break-through and because of the design imperatives of the lifestyle space

17

STRATEGY 1: BUILD LIFESTYLE BRAND

Second, Begin To Create Points Of Difference

For example…

1. CONTENT – Visually supporting content segmentation (1/4 leisure, ¾ non-leisure) also creates possibilities for sub-branding (e.g., NewCo St Louis, NewCo Kansas City)

STRATEGY 1: BUILD LIFESTYLE BRAND

- Because a Brand Look / Brand Voice Guideline would not be developed until after the go / no go, creating the preliminary verbal and visual vocabularies will have be done more informally

- Give some thought to what that would be for the leisure content and consider using this as a starting point for the non-leisure content then modifying the non-leisure content after TBD number of content hacking rounds

Second, Begin To Create Points Of Difference

For example…

1. **SOCIAL AND NEWSLETTER EXTENSIONS** – Prominent and consistent all-To-Action supports Fostering Community and E-Newsletter strategies
2. **LOOK & FEEL –** Brand Voice, even in seemingly unimportant touchpoint of newsletter signup popup, supports lifestyle branding axiom of belonging to something

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STRATEGY 2: CREATE SHAREABLE CONTENT

STRATEGY 2

**CREATE
SHAREABLE
CONTENT**

NewCo
Will Craft And Distribute
Relevant Content Via The
Web Site, E-Newsletter,
And Select Social Media –

*Activities That Will Begin
To Attract Visitors*

FIRST, WE RECOMMEND CONTINUALLY CREATING, DISTRIBUTING, AND CONFIRMING* CONTENT RATHER THAN PROCEEDING IN MULTI-WEEK WAVES

* CONFIRM = ON-STRATEGY

CREATE
CONTENT

DISTRIBUTE
CONTENT

CONFIRM
CONTENT*

STRATEGY 2: CREATE SHAREABLE CONTENT
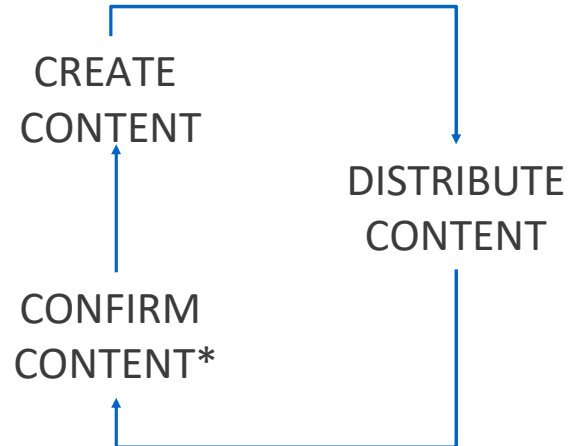
STRATEGY 2

CREATE SHAREABLE CONTENT

NewCo
Will Craft And Distribute
Relevant Content Via The
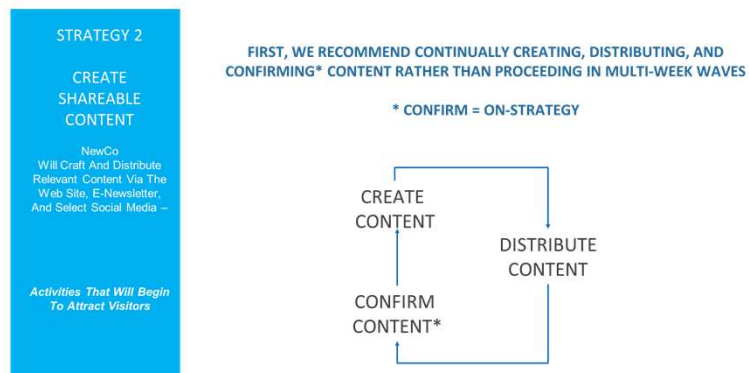Web Site, E-Newsletter,
And Select Social Media –

*Activities That Will Begin
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FIRST, WE RECOMMEND CONTINUALLY CREATING, DISTRIBUTING, AND CONFIRMING* CONTENT RATHER THAN PROCEEDING IN MULTI-WEEK WAVES

* CONFIRM = ON-STRATEGY

CREATE CONTENT

DISTRIBUTE CONTENT

CONFIRM CONTENT*

<u>18 APRIL</u>

- Month 16 is working under the assumption that content creation, distribution, and confirmation (that it's on-strategy) will be executed in the following ways:

- Editorial Calendar guides leisure / non-leisure, longer-former, shorter-form, all markets / specific market (s), Web Site / Newsletter / Social, words / visuals, new / repurposed from Lorem Ipsum / Publisher

- Writer (s) overseen by NewCo and advised by Month 16 in twelve weeks after site launches and before go / no go

- To drive local tribal connectivity, stringer / freelance writer (s) and / or photographer (s) for each market or roving writer (s)

- Brand Voice / Look developed / maintained by NewCo but with Month 16 ongoing feedback

- Developing and maintaining a brand voice and look could be an interview question for the writer (s) and / or designer (s)

Content Hacking

CONTENT - D
CONTENT HACKING IDENTIFIES POTENTIALLY RELEVANT TOPICS

TRAFFIC - 1
DISPLAY ADS IN 3 CITY MAGAZINES (AND POSSIBLY OTHER CITY-SPECIFIC SITES) DRIVE TRAFFIC TO MAIN SITE

TRAFFIC - 2
INCREASING COMMITMENT TO SEO IMPROVES ORGANIC SEARCH ODDS

Web Site (s)

Web Site (s)

Web Site (s)

NewCo "Basic Plus" SEO

Identified Facebook Pages*

Identified Twitter Feeds*

TRAFFIC - 3
CONTENT HACKING IDENTIFIES AMPLIFIERS TO DRIVE TRAFFIC TO MAIN SITE

CONTENT - C
CREATED FOR AND DISTRIBUTED TO E-NEWSLETTER SUBSCRIBERS

NewCo.Com Exclusive

NewCo.Com Main

CONTENT - A
CREATED FOR MAIN SITE

CONTENT - B
REPURPOSED CONTENT- A FOR SELECT SOCIAL SITES

*SOCIAL BASED ON 2 ASSUMPTIONS: ONLY FACEBOOK AND TWITTER HAVE SCALE AND EFFICACY FOR INITIAL EFFORTS AND NEWCO SHOULD "RENT" THESE PLATFORMS, NOT CREATE BRAND EQUITY ON OTHERS' SITES

E-Newsletter

NewCo Facebook Page*

NewCo Twitter Feed*

TRAFFIC - 4
CONTENT HACKING IDENTIFIES AMPLIFIERS TO DRIVE TRAFFIC TO FACEBOOK AND TWITTER

TRAFFIC - 5
SOCIAL SHARES DRIVES TRAFFIC BACK TO MAIN SITE

STRATEGY 2: CREATE SHAREABLE CONTENT

THIRD, WE RECOMMEND "CONTENT HACKING" TO CREATE SHAREABLE CONTENT

DON'T DO THIS: DISTRIBUTED CONTENT	DON'T DO THIS: CONTENT MARKETING	DON'T DO THIS: GROWTH HACKING	DO THIS: CONTENT HACKING
"ANY CONTENT THAT A PUBLISHER CREATES TO LIVE 'NATIVE' ON AN OUTSIDE PLATFORM"	NOT AGGRESSIVE… LONG TERM PLAY… BUILDS TRUST VIA VALUE EXCHANGE (CONTENT FOR ACCESS)…EDUCATE AND INFORM	QUICKLY ACQUIRE NEW USERS… QUICKLY EXPERIMENT AND CHANGE AS NEEDED	CREATE SHAREABLE CONTENT, WHICH PICKS-UP VALUE EXCHANGE OF CONTENT MARKETING, TAPS-INTO THE VIRALITY OF GROWTH HACKING, AND DOES NOT BUILD SOMEONE ELSE'S BRAND
BUT DUPLICATIVE AND CREATES BRAND EQUITY FOR OTHER BRANDS	BUT TIMING DOESN'T WORK	BUT WRONG VIBE FOR BUILDING LIFESTYLE BRAND	

STRATEGY 2: CREATE SHAREABLE CONTENT

THIRD, WE RECOMMEND "CONTENT HACKING" TO CREATE SHAREABLE CONTENT

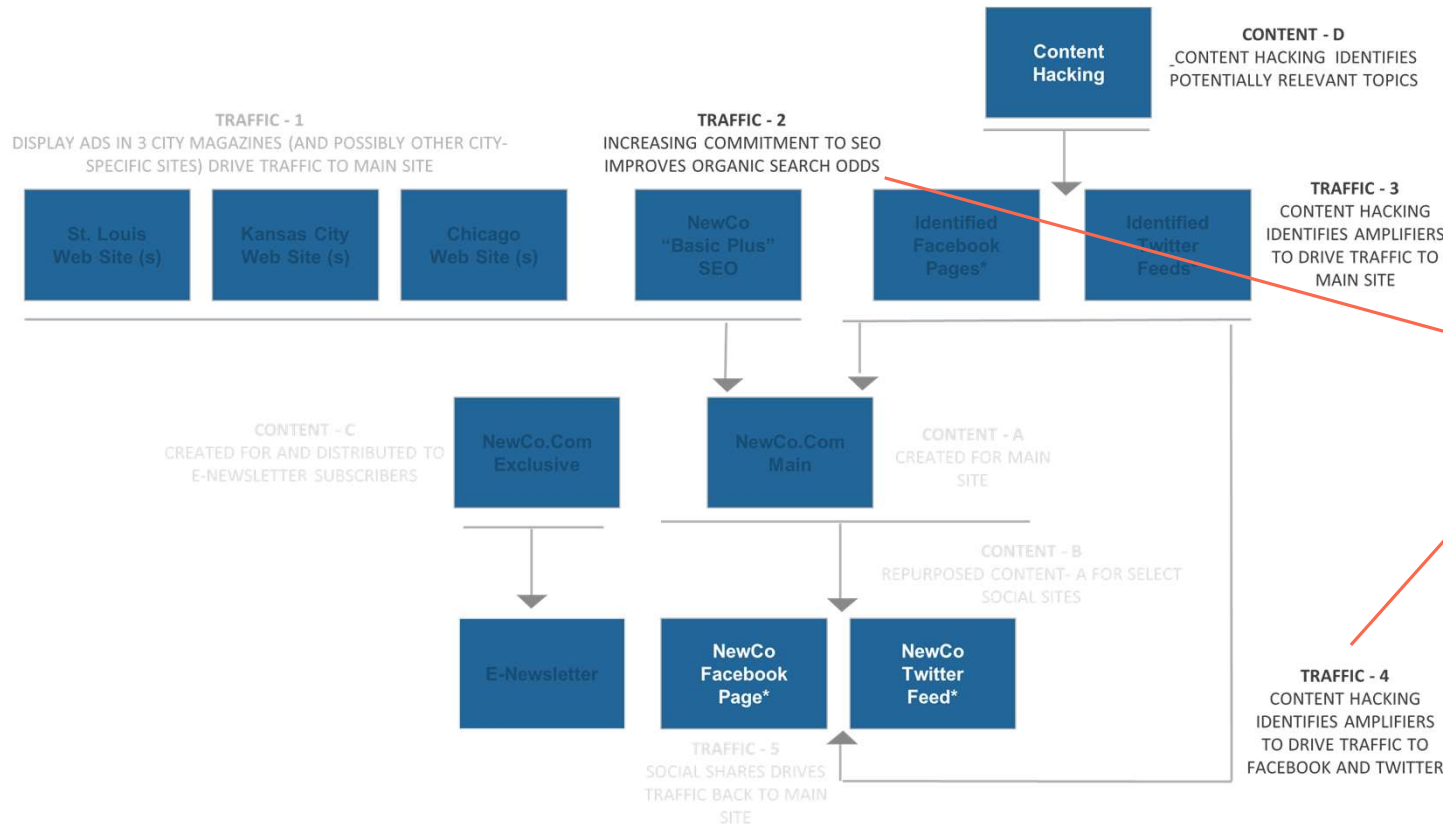| DON'T DO THIS: DISTRIBUTED CONTENT	DON'T DO THIS: CONTENT MARKETING	DON'T DO THIS: GROWTH HACKING	DO THIS: CONTENT HACKING
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BUT DUPLICATIVE AND CREATES BRAND EQUITY FOR OTHER BRANDS	BUT TIMING DOESN'T WORK	BUT WRONG VIBE FOR BUILDING LIFESTYLE BRAND	

<u>18 APRIL</u>

- Key dynamics to observe post-launch / pre-decision (a) which subjects get shared, (b) which type of content gets shared, and (c) who is sharing what

- Low tech capture: create space on The Editorial Calendar

- More robust capture: type of tools shown on Slides 26 – 28

- Considerations for low versus robust: (a) within the 12 week time frame, what will be the learning curve for the person / people you hire and (b) is good enough good enough

- If you had to choose only one dynamic to track, the type of subjects that get shared looks like / feels like the dynamic that is closest to understanding NewCo's brand positioning, a key part of the go / no go

STRATEGY 2: CREATE SHAREABLE CONTENT

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St. Louis Web Site (s)

Kansas City Web Site (s)

Chicago Web Site (s)

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Identified Facebook Pages*

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TRAFFIC - 5
SOCIAL SHARES DRIVES TRAFFIC BACK TO MAIN SITE

THIRD, WE RECOMMEND "CONTENT HACKING" TO CREATE SHAREABLE CONTENT

- **WHAT - CONTENT IS WORKING NOW?**

- **WHERE - IS THAT CONTENT BEING SHARED?**

- **WHO - IS SHARING THE CONTENT?**

- **HOW – BASIC SEO AND "BASIC PLUS" DRIVING TRAFFIC?**
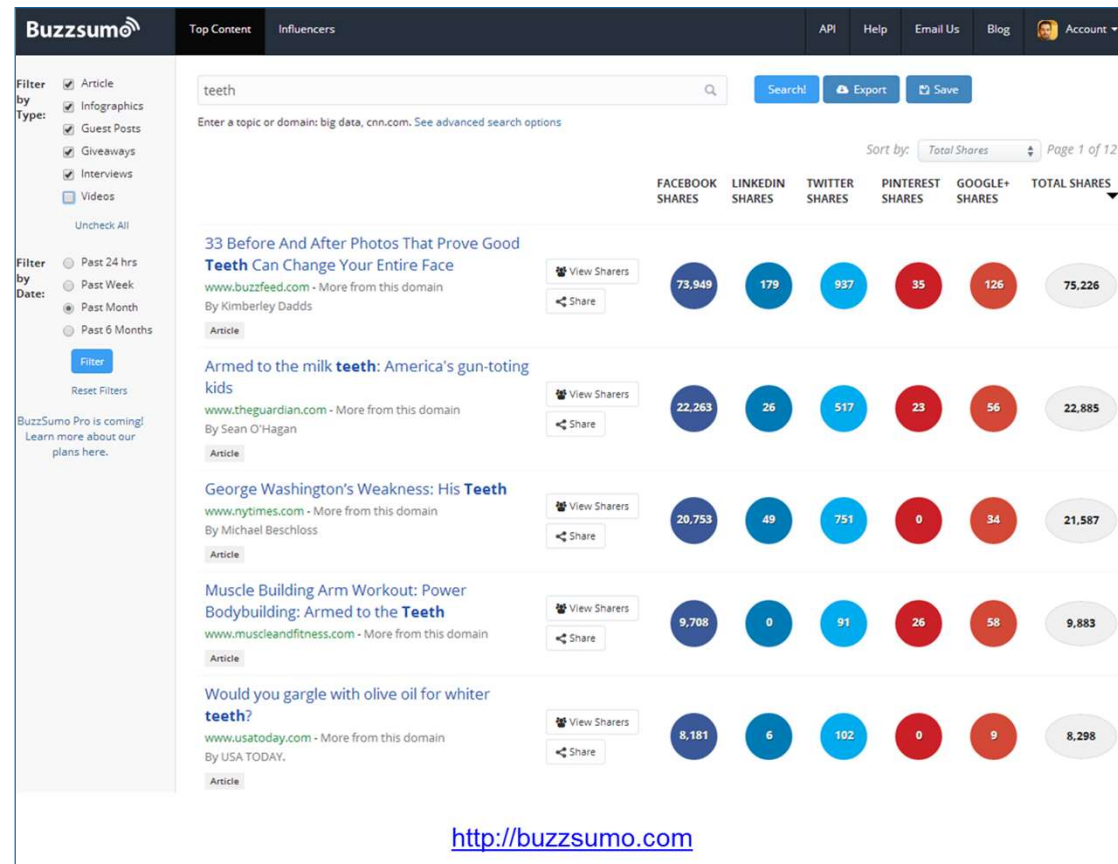
25

STRATEGY 2: CREATE SHAREABLE CONTENT

THIRD, WE RECOMMEND "CONTENT HACKING" TO CREATE SHAREABLE CONTENT

- **WHAT - CONTENT IS WORKING NOW?**

- **WHERE - IS THAT CONTENT BEING SHARED?**

- **WHO - IS SHARING THE CONTENT?**

- -

- **HOW – BASIC SEO AND "BASIC PLUS" DRIVING TRAFFIC?**

http://buzzsumo.com

- As the person / people you hire would be using tools like this - in lieu of "just" using the Editorial Calendar as a tool per the comments on Slide 24 – getting that person / people's feedback would be important

- The tools illustrated in this document were identified by the well-respected SEO Moz but there are other tools out there

- This type of technical capability could be an interview question for the writer (s)

STRATEGY 2: CREATE SHAREABLE CONTENT

THIRD, WE RECOMMEND "CONTENT HACKING" TO CREATE SHAREABLE CONTENT

- **WHAT - CONTENT IS WORKING NOW?**

- **WHERE - IS THAT CONTENT BEING SHARED?**

- **WHO - IS SHARING THE CONTENT?**

- **HOW – BASIC SEO AND "BASIC PLUS" DRIVING TRAFFIC?**

http://buzzsumo.com

STRATEGY 2: CREATE SHAREABLE CONTENT

THIRD, WE RECOMMEND "CONTENT HACKING" TO CREATE SHAREABLE CONTENT

- WHAT - CONTENT IS WORKING NOW?

- WHERE - IS THAT CONTENT BEING SHARED?

- **WHO - IS SHARING THE CONTENT?**

- HOW – BASIC SEO AND "BASIC PLUS" DRIVING TRAFFIC?

Users that shared: "How to Heal Cavities Naturally" *app.buzzsumo.com*

http://buzzsumo.com

STRATEGY 2: CREATE SHAREABLE CONTENT

THIRD, WE RECOMMEND "CONTENT HACKING" TO CREATE SHAREABLE CONTENT

- **WHAT - CONTENT IS WORKING NOW?**

- **WHERE - IS THAT CONTENT BEING SHARED?**

- **WHO - IS SHARING THE CONTENT?**

- **HOW – BASIC SEO AND "BASIC PLUS" DRIVING TRAFFIC?**

THOUGH SEEMINGLY EARLY IN NEWCO'S LIFE TO BE DISCUSSING ORGANIC SEARCHES, IT'S GREAT TO START WITH THE BASICS NOW SO WHEN IT'S TIME TO GO TO "BASIC PLUS", THERE WON'T NEED TO BE RETROFITTING

[WE'RE AWARE THAT SEO DOESN'T NATURALLY FIT IN THIS SECTION BUT WANTED TO INCLUDE IT BECAUSE OF IT'S TRAFFIC-DRIVING POTENTIAL]

STRATEGY 2: CREATE SHAREABLE CONTENT

FOURTH, WE BELIEVE BASED ON DATA AND EXPERIENCE THAT CREATING SHAREABLE CONTENT WILL, IN TURN, CREATE GREATER CONNECTIVITY

1 To bring valuable and entertaining content to others

2 To define ourselves to others

3 To grow and nourish our relationships

4 Self-fulfillment

49% say sharing allows them to inform others of products they care about and potentially change opinions or encourage action

94% carefully consider how the information they share will be useful to the recipient

68% share to give people a better sense of who they are and what they care about

73% share information because it helps them connect with others who share their interests

78% share information online because it lets them stay connected to people they may not otherwise stay in touch with

69% share information because it allows them to feel more involved in the world

<u>18 APRIL</u>

- An excellent distillation of NewCo's tribal play, this Slide should be used as a filter for the writer (s)

- That said, whether the tribal vibe can be infused in both the longer-form and the shorter-form content is to be seen – though from today's vantage point it seems achievable

- This type of filtering capability could be an interview question for the writer (s)

<u>18 APRIL</u>

PLEASE NOTE THAT BECAUSE OF AN EDITING OVERSIGHT, THE FILTERING IDEA APPEARS ON SLIDES 30, 41, AND 43

STRATEGY 2: CREATE SHAREABLE CONTENT

FIFTH, WE BELIEVE THAT CREATING GREATER CONNECTIVITY WILL BE CENTRAL TO CREATING THE TRIBAL (AKA COMMUNITY) ELEMENT OF SUCCESSFUL LIFESTYLE BRANDS

BUILDING A LIFESTYLE BRAND FROM STRATEGY 1 | CREATING GREATER CONNECTIVITY FROM STRATEGY 2
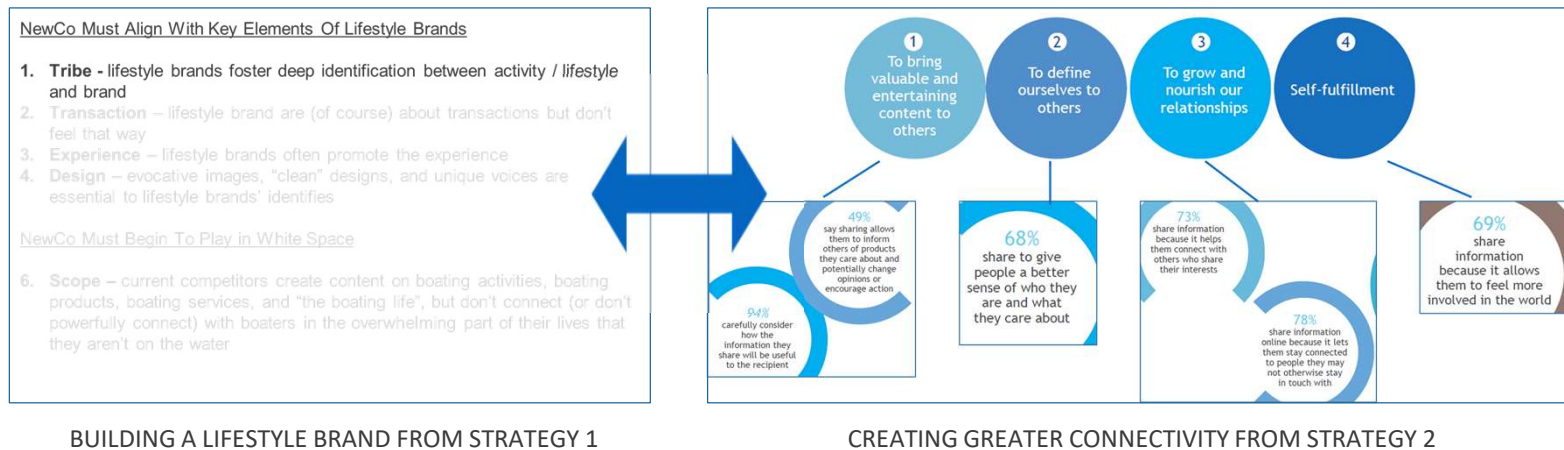
STRATEGY 2: CREATE SHAREABLE CONTENT

SIXTH, WE RECOMMEND FOUR ~~FIVE~~ TYPES OF CONTENT BASED ON EFFICACY AND OPERATIONAL BANDWIDTH

18 APRIL

- Start here

18 APRIL

- Start here

18 APRIL

- Start here

STRATEGY 2: CREATE SHAREABLE CONTENT

SEVENTH, BASED ON DIFFERENT SOCIAL PLATFORMS' REACH, EFFICACY, AND DEMOGRAPHICS, WE RECOMMEND STARTING WITH FACEBOOK AND TWITTER

Facebook Demographics
Among internet users, the % who use Facebook

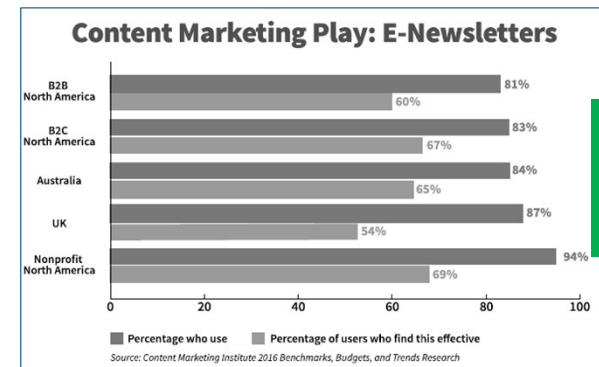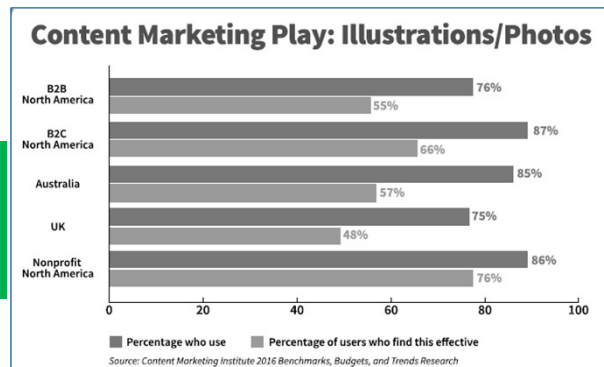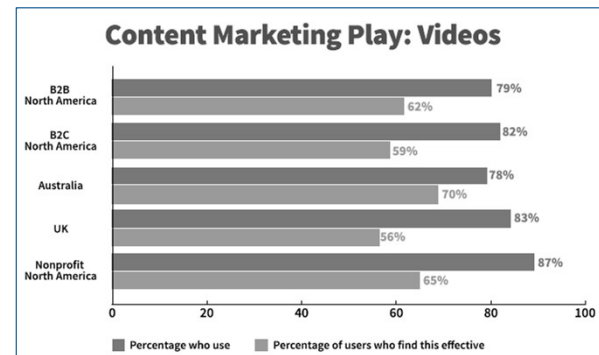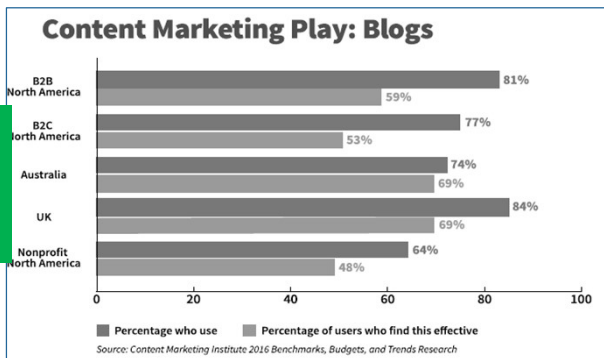|	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than $30,000/yr	73
$30,000-$49,999	72
$50,000-$74,999	66
$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Who's using Facebook to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	84%	94%	76%	78%	96%
Users who feel it's effective	30%	66%	48%	37%	70%

18 APRIL

- Start here

Twitter Demographics
Among internet users, the % who use Twitter

	Internet users
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than $30,000/yr	21
$30,000-$49,999	19
$50,000-$74,999	25
$75,000+	26
Urban	30
Suburban	21
Rural	15

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Who's using Twitter to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	87%	82%	79%	92%	93%
Users who feel it's effective	55%	50%	53%	69%	51%

18 APRIL

- Start here

STRATEGY 2: CREATE SHAREABLE CONTENT

TRAFFIC - 1
DISPLAY ADS IN 3 CITY MAGAZINES (AND POSSIBLY OTHER CITY-SPECIFIC SITES) DRIVE TRAFFIC TO MAIN SITE

TRAFFIC - 2
INCREASING COMMITMENT TO SEO IMPROVES ORGANIC SEARCH ODDS

Content Hacking

CONTENT - D
_CONTENT HACKING IDENTIFIES POTENTIALLY RELEVANT TOPICS

TRAFFIC - 3
CONTENT HACKING IDENTIFIES AMPLIFIERS TO DRIVE TRAFFIC TO MAIN SITE

St. Louis Web Site (s)

Kansas City Web Site (s)

Chicago Web Site (s)

NewCo "Basic Plus" SEO

Identified Facebook Pages*

Identified Twitter Feeds*

CONTENT - C
CREATED FOR AND DISTRIBUTED TO E-NEWSLETTER SUBSCRIBERS

NewCo.Com Exclusive

NewCo.Com Main

CONTENT - A
CREATED FOR MAIN SITE

CONTENT - B
REPURPOSED CONTENT- A FOR SELECT SOCIAL SITES

*SOCIAL BASED ON 2 ASSUMPTIONS: ONLY FACEBOOK AND TWITTER HAVE SCALE AND EFFICACY FOR INITIAL EFFORTS AND NEWCO SHOULD "RENT" THESE PLATFORMS, NOT CREATE BRAND EQUITY ON OTHERS' SITES

E-Newsletter

NewCo Facebook Page*

NewCo Twitter Feed*

TRAFFIC - 4
CONTENT HACKING IDENTIFIES AMPLIFIERS TO DRIVE TRAFFIC TO FACEBOOK AND TWITTER

TRAFFIC - 5
SOCIAL SHARES DRIVES TRAFFIC BACK TO MAIN SITE

EIGHTH, WE RECOMMEND CREATING CONTENT "A" FOR NEWCO.COM

- Use elect previous content: video and blogs
- Create new content: blogs; mini-guides; and photos / illustrations
- 1/4 leisure
- ¾ non-leisure
- Use elect previous content: video and blogs

18 APRIL
- Covered in previous comments

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STRATEGY 2: CREATE SHAREABLE CONTENT
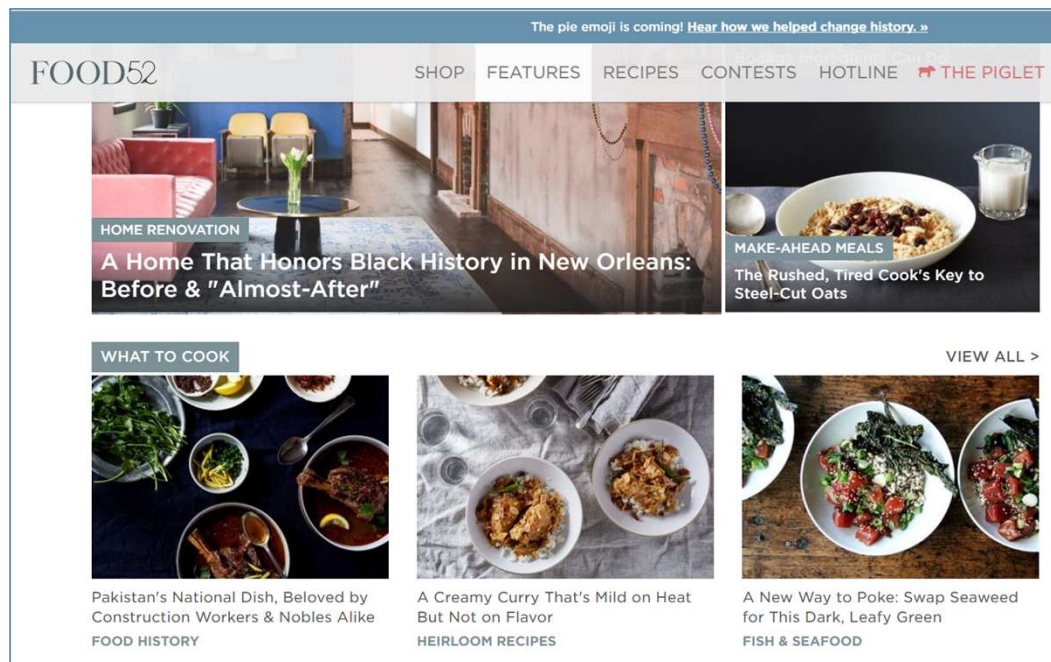
EIGHTH, WE RECOMMEND CREATING CONTENT "A" FOR NEWCO.COM

- Food 52 is an excellent example because it nails the lifestyle branding dynamics (e.g., tribal vibe, "clean" look) and has similar revenue streams to what will be shown in Strategy 4

18 APRIL

- As the writer (s) and designer (s) will be developing NewCo, a good question would be additional appealing examples

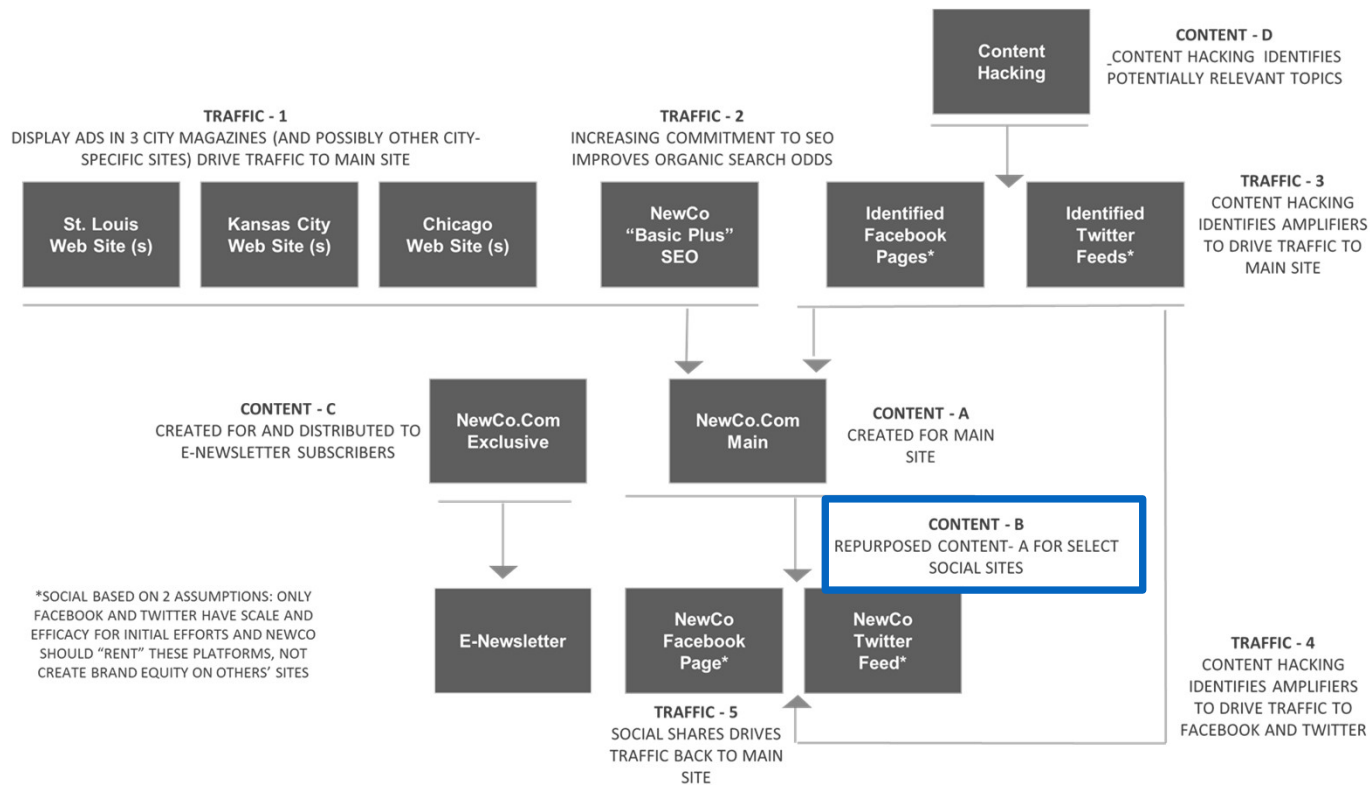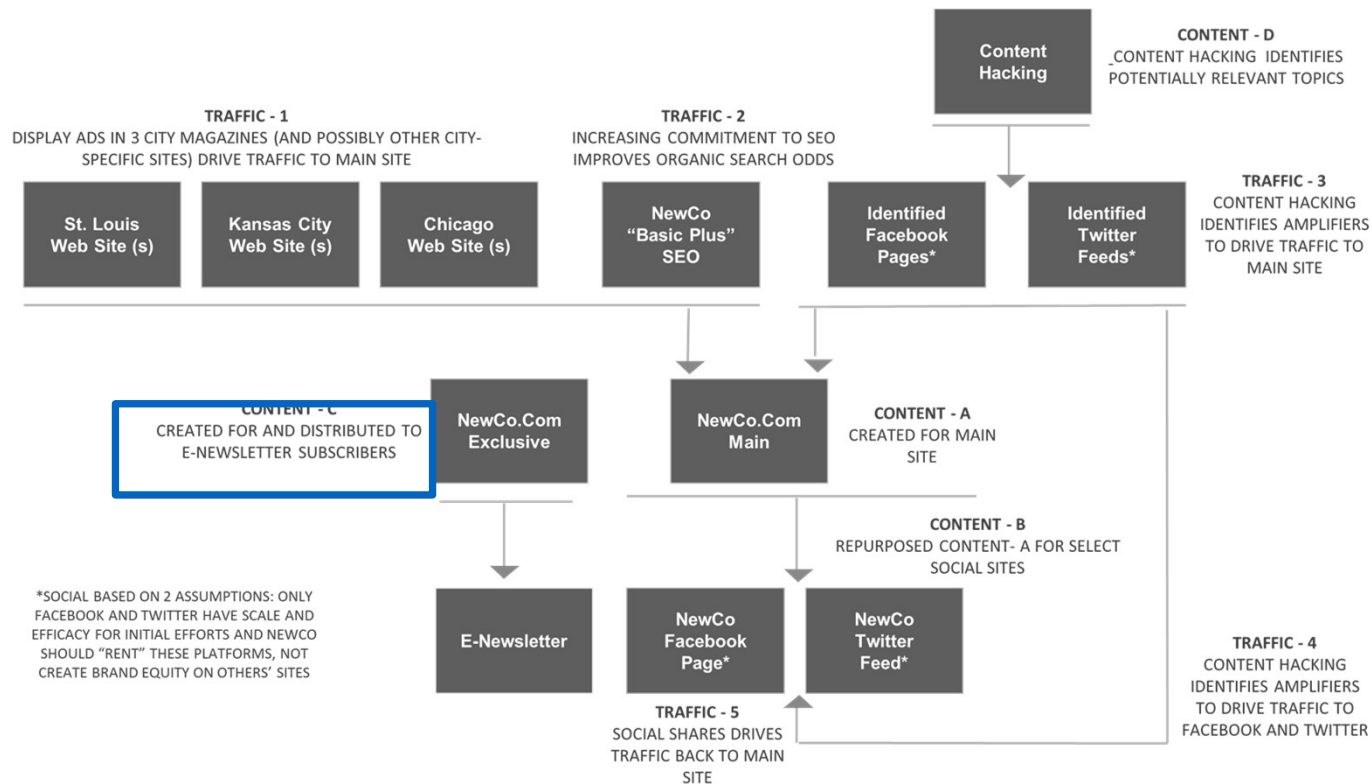# STRATEGY 2: CREATE SHAREABLE CONTENT

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E-Newsletter

NewCo Facebook Page*

NewCo Twitter Feed*

TRAFFIC - 4
CONTENT HACKING IDENTIFIES AMPLIFIERS TO DRIVE TRAFFIC TO FACEBOOK AND TWITTER

TRAFFIC - 5
SOCIAL SHARES DRIVES TRAFFIC BACK TO MAIN SITE

NINTH, WE RECOMMEND CREATING CONTENT "B", REPURPOSED CONTENT "A" FOR SELECT SOCIAL PLATFORMS

18 APRIL
- Covered in previous comments
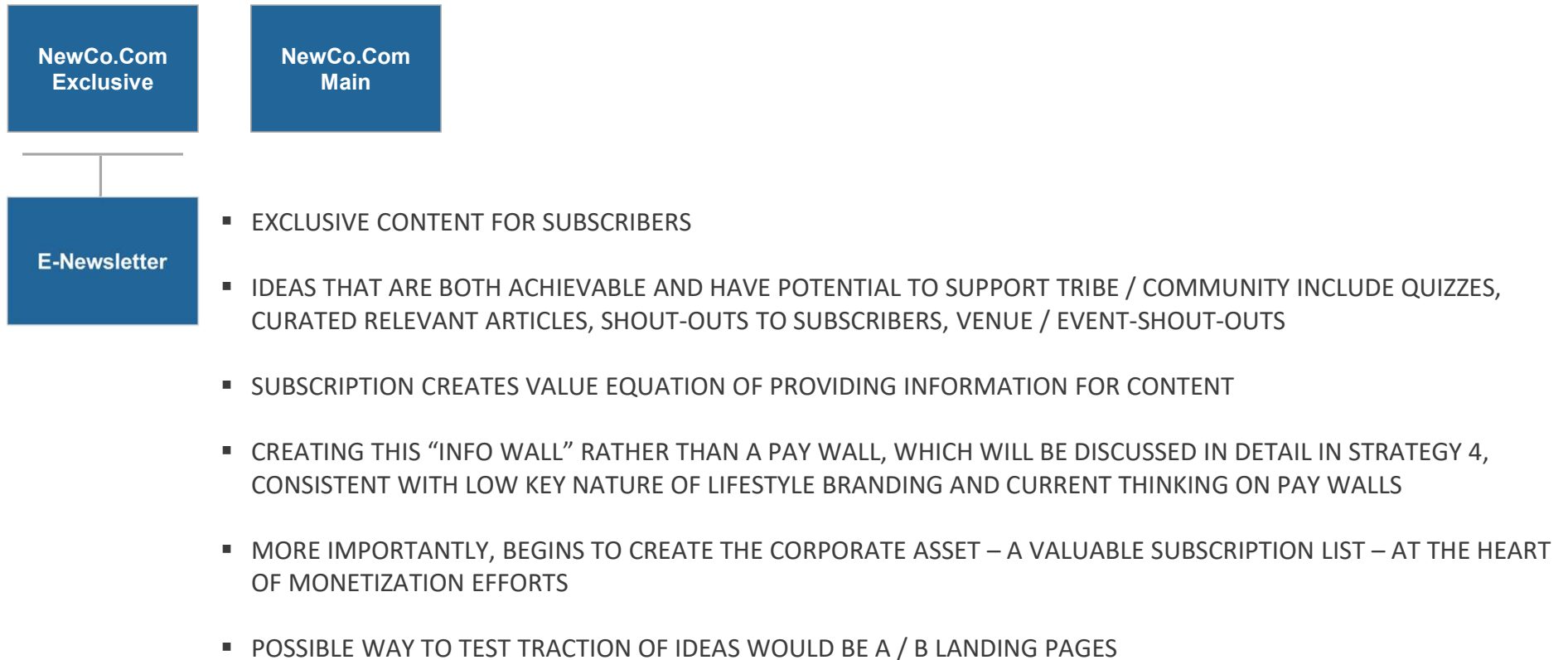
36

STRATEGY 2: CREATE SHAREABLE CONTENT

TENTH, WE RECOMMEND CREATING CONTENT "C, AN E-NEWSLETTER, AS THE LINCHPIN OF NEWCO'S COMMUNITY-BUILDING EFFORTS

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STRATEGY 2: CREATE SHAREABLE CONTENT

TENTH, WE RECOMMEND CREATING CONTENT "C", AN E-NEWSLETTER, AS THE LINCHPIN OF NEWCO'S COMMUNITY-BUILDING EFFORTS

NewCo.Com Exclusive	NewCo.Com Main

E-Newsletter

- EXCLUSIVE CONTENT FOR SUBSCRIBERS

- IDEAS THAT ARE BOTH ACHIEVABLE AND HAVE POTENTIAL TO SUPPORT TRIBE / COMMUNITY INCLUDE QUIZZES, CURATED RELEVANT ARTICLES, SHOUT-OUTS TO SUBSCRIBERS, VENUE / EVENT-SHOUT-OUTS

- SUBSCRIPTION CREATES VALUE EQUATION OF PROVIDING INFORMATION FOR CONTENT

- CREATING THIS "INFO WALL" RATHER THAN A PAY WALL, WHICH WILL BE DISCUSSED IN DETAIL IN STRATEGY 4, CONSISTENT WITH LOW KEY NATURE OF LIFESTYLE BRANDING AND CURRENT THINKING ON PAY WALLS

- MORE IMPORTANTLY, BEGINS TO CREATE THE CORPORATE ASSET — A VALUABLE SUBSCRIPTION LIST — AT THE HEART OF MONETIZATION EFFORTS

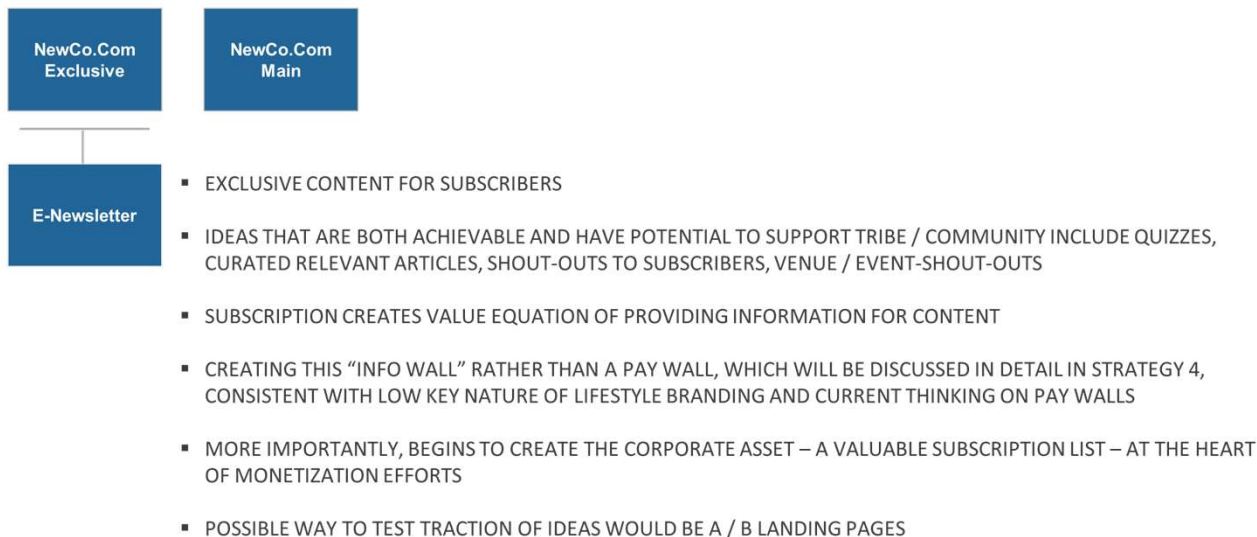- POSSIBLE WAY TO TEST TRACTION OF IDEAS WOULD BE A / B LANDING PAGES

STRATEGY 2: CREATE SHAREABLE CONTENT

TENTH, WE RECOMMEND CREATING CONTENT "C", AN E-NEWSLETTER, AS THE LINCHPIN OF NEWCO'S COMMUNITY-BUILDING EFFORTS

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- POSSIBLE WAY TO TEST TRACTION OF IDEAS WOULD BE A / B LANDING PAGES

39

<u>18 APRIL</u>

- Reflecting smart current thinking, one idea underpinning the Newsletter is an information wall rather than a pay wall; so NewCo needs to feel comfortable with a key channel driving traffic rather than generating revenue

- Testing content ideas via landing pages will be driven by the experience of new staff, the time commitment of NewCo leadership, and The Editorial Calendar (because you want provide adequate time to develop the content you're planning to test)

- Again, the key here will be to build your list en route to various monetization ideas

STRATEGY 2: CREATE SHAREABLE CONTENT

Previously Discussed Sites Make Sense If They Spark Interest – If Not, We Can Find Alternatives
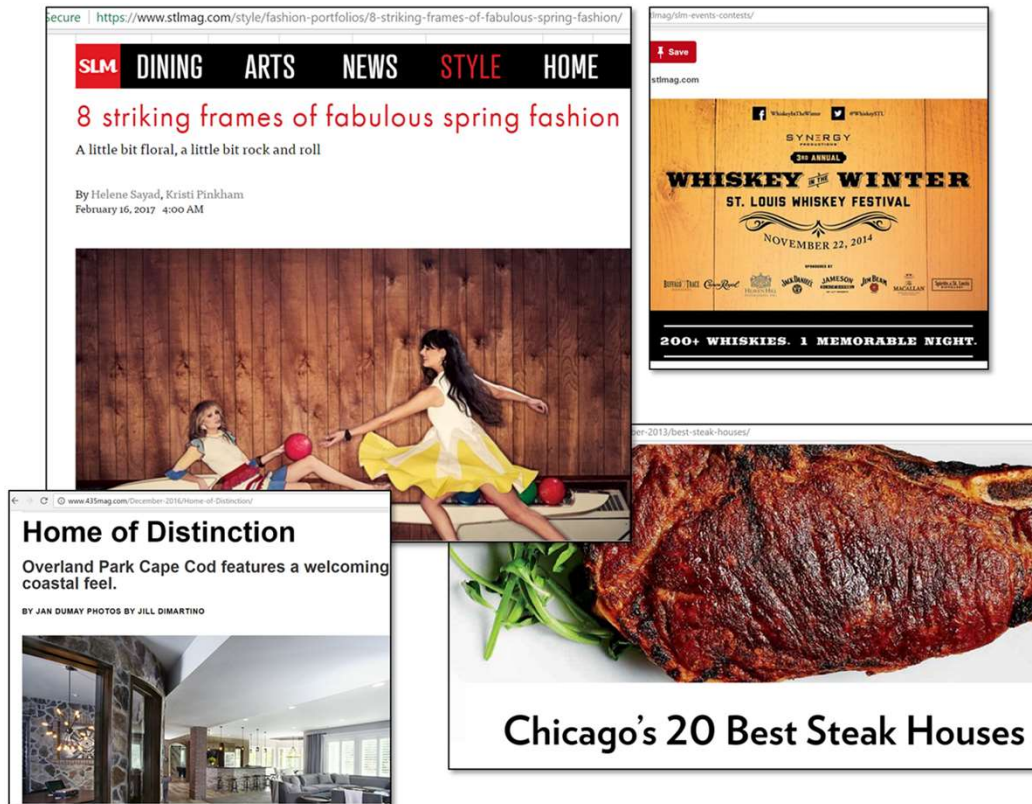
ELEVENTH, WE RECOMMEND BUYING DISPLAY ADVERTISING IN THE IDENTIFIED CITY-SPECIFIC SITES AND, POSSIBLY, OTHER TBD SITES

18 APRIL

- Somewhat obvious, but deeper relationships with smaller number of sites might yield better placements and better prices while spreading buys out among identified sites and other sites your writer (s) and / or stringers recommend might give you more feedback

- Given timing and resources, like the former

STRATEGY 3: FOSTER TRUSTED COMMUNITY
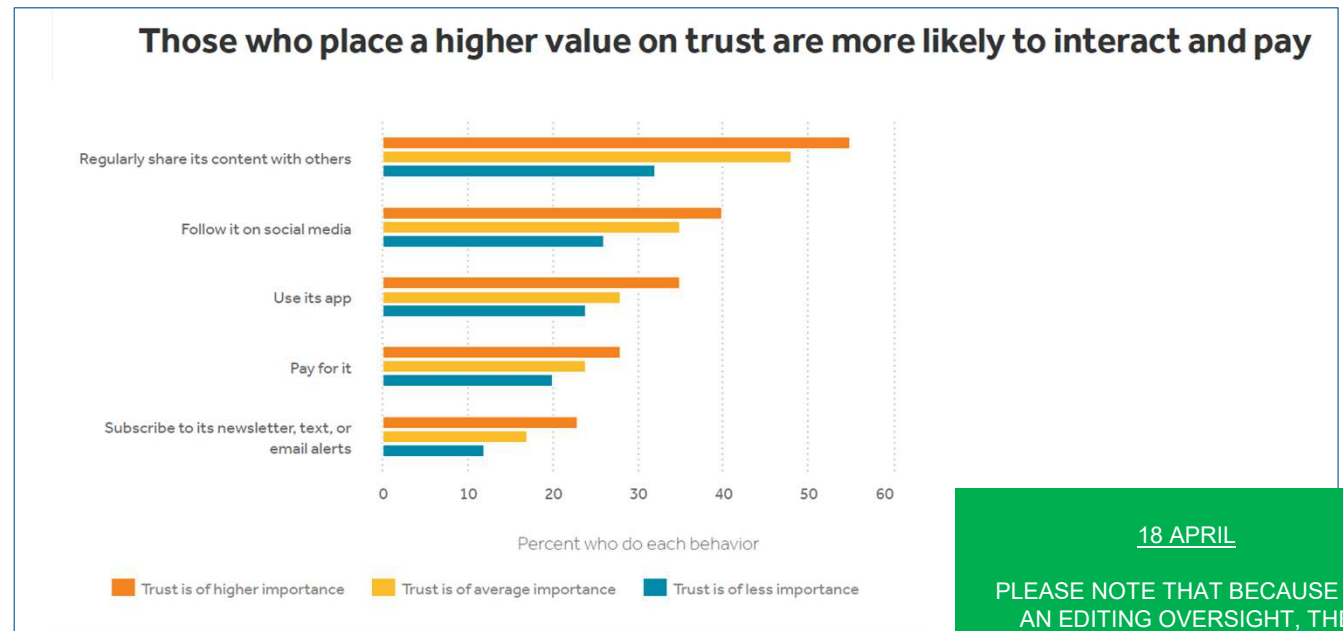
TRUST WILL BE AT THE CENTER OF NEWCO'S LIFESTYLE BRAND

STRATEGY 3

FOSTER TRUSTED COMMUNITY

NewCo Will Employ Activities To Instill Trust And Begin Building A Community Via A Creating Tribal Overlay And Other Techniques -

Activities That Will Begin Support A Trust- And Community-Based Brand

Trust Matters To Readers So Instilling It Will Impact NewCo's Success

Those who place a higher value on trust are more likely to interact and pay

Regularly share its content with others

Follow it on social media

Use its app

Pay for it

Subscribe to its newsletter, text, or email alerts

Percent who do each behavior

■ Trust is of higher importance ■ Trust is of average importance ■ Trust is of less importance

18 APRIL

PLEASE NOTE THAT BECAUSE OF AN EDITING OVERSIGHT, THE FILTERING IDEA APPEARS ON SLIDES 30, 41, AND 43

STRATEGY 3: FOSTER TRUSTED COMMUNITY

TRUST WILL BE AT THE CENTER OF NEWCO'S LIFESTYLE BRAND

STRATEGY 3

FOSTER TRUSTED COMMUNITY

NewCo Will Employ Activities To Instill Trust And Begin Building A Community Via A Creating Tribal Overlay And Other Techniques -

Activities That Will Begin Support A Trust- And Community-Based Brand

Building Trust Is Particularly Important To NewCo's Engagement and Social Media Efforts

The relationship between trust and engagement differs by news topic

As with trust in general, the relationship between trust and engagement varies based on the topic of the news. This is especially the case when it comes to paying for a source and following it on social media.

Among those who follow foreign or international issues, for instance, the people who put a premium on trust-related factors are four times as likely to pay for news as those who rate these factors as less important to them (69 percent vs. 14 percent). However, there are not significant differences between these groups when it comes to paying for news on other topics.

People who put a premium on trust-related factors are far more likely than those who do not to follow a news organization on social media to get its coverage of national politics (40 percent vs. 21 percent) and domestic issues (39 percent vs. 25 percent). But there are r substantial differences between whether people in these different trust groups are likely to follow a favorite news organization for oth topics.

Likewise, people who place a higher value on trust-related factors are more likely than those who do not to subscribe to newsletter, text, or email alerts for news about politics (23 percent vs. 11 percent) and domestic issues (25 percent vs. 14 percent) from their favorit sources. But putting a higher premium on trust factors does not correlate to engaging in these ways for most other news topics.

There is one form of engagement where a higher value on trust matters virtually no matter what the topic. People who put a higher premium on factors related to trust are more likely to share news content from a favorite source on social media, across topics. The on exceptions to that are sports and foreign or international news.

STRATEGY 3: FOSTER TRUSTED COMMUNITY

TRUST WILL BE AT THE CENTER OF NEWCO'S LIFESTYLE BRAND
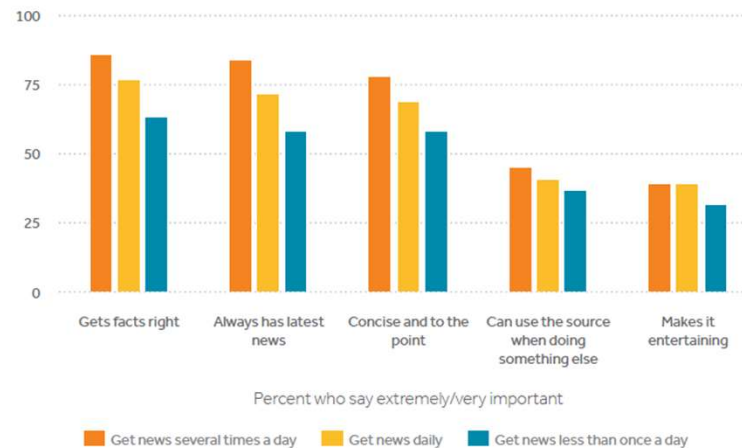
STRATEGY 3

FOSTER TRUSTED COMMUNITY

NewCo Will Employ Activities To Instill Trust And Begin Building A Community Via A Creating Tribal Overlay And Other Techniques -

Activities That Will Begin Support A Trust- And Community-Based Brand

People Who Check The News More Often – Or, In NewCo's Case, Engage With The Brand On A Regular Basis – Trust Content Providers For Reasons Such As Accuracy, Drivers That Will Impact The Type And Frequency Of Content

The importance of several specific factors related to trust vary depending on how frequently people follow news.

Percent who say extremely/very important

Get news several times a day | Get news daily | Get news less than once a day

18 APRIL

PLEASE NOTE THAT BECAUSE OF AN EDITING OVERSIGHT, THE FILTERING IDEA APPEARS ON SLIDES 30, 41, AND 43

STRATEGY 3: FOSTER TRUSTED COMMUNITY

TRUST WILL BE AT THE CENTER OF NEWCO'S LIFESTYLE BRAND

STRATEGY 3

FOSTER TRUSTED COMMUNITY

NewCo Will Employ Activities To Instill Trust And Begin Building A Community Via A Creating Tribal Overlay And Other Techniques -

Activities That Will Begin Support A Trust- And Community-Based Brand

Strategy 1 Helps Build Trust

☐ LAY FOUNDATION

☐ BRAND SEPARATELY   **= no confusion among current, future customers**

☐ ENSURE ALIGNMENT   **= brand anchored in tribal ID and non-transactional vibe**

☐ NAME STRATEGICALLY   **= no confusion about non-leisure / leisure focus**

☐ CREATE FOOTPRINT

STRATEGY 3: FOSTER TRUSTED COMMUNITY

TRUST WILL BE AT THE CENTER OF NEWCO'S LIFESTYLE BRAND

STRATEGY 3

FOSTER TRUSTED COMMUNITY

NewCo Will Employ Activities To Instill Trust And Begin Building A Community Via A Creating Tribal Overlay And Other Techniques -
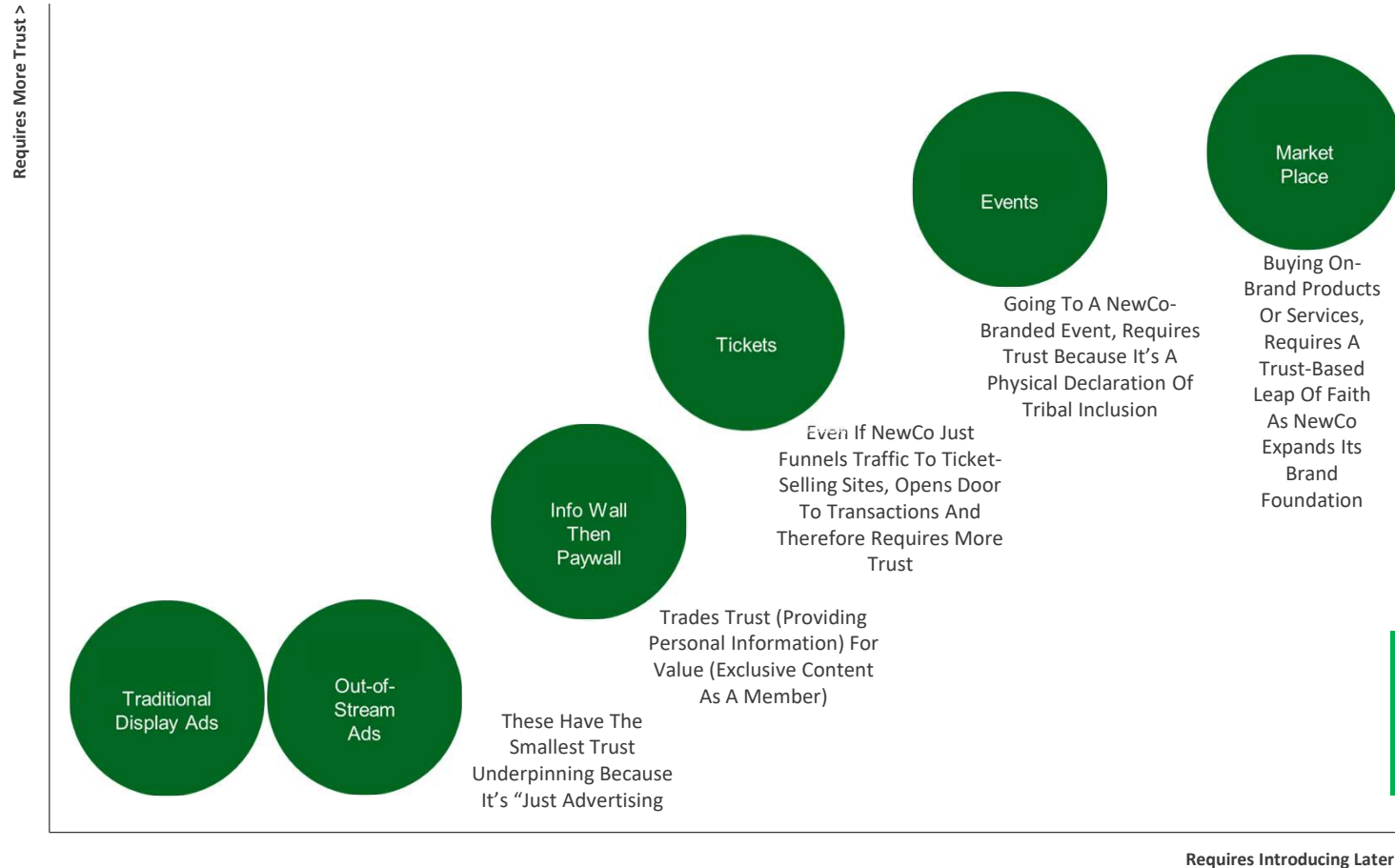
Activities That Will Begin Support A Trust- And Community-Based Brand

Strategy 2 Helps Build Trust

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1 To bring valuable and entertaining content to others

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4 Self-fulfillment

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94% carefully consider how the information they share will be useful to the recipient

68% share to give people a better sense of who they are and what they care about

73% share information because it helps them connect with others who share their interests

78% share information online because it lets them stay connected to people they may not otherwise stay in touch with

69% share information because it allows them to feel more involved in the world

AND TRUST UNDERPINS STRATEGY 4

Requires More Trust >

Market Place

Events

Tickets

Info Wall Then Paywall

Traditional Display Ads

Out-of-Stream Ads

Going To A NewCo-Branded Event, Requires Trust Because It's A Physical Declaration Of Tribal Inclusion

Buying On-Brand Products Or Services, Requires A Trust-Based Leap Of Faith As NewCo Expands Its Brand Foundation

Even If NewCo Just Funnels Traffic To Ticket-Selling Sites, Opens Door To Transactions And Therefore Requires More Trust

Trades Trust (Providing Personal Information) For Value (Exclusive Content As A Member)

These Have The Smallest Trust Underpinning Because It's "Just Advertising

Requires Introducing Later >

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STRATEGY 4: MONETIZE A TRUSTED COMMUNITY

DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

STRATEGY 4

MONETIZE TRUSTED COMMUNITY

NewCo Will Nurture Its Key Corporate Asset, A Trust- And Community-Based Brand, To Begin Monetizing Short-, Mid- And Long-Term Opportunities –

Activities That Will Provide "Looks Like / Feels Like" Feedback To Make Go / No Go Decision

Short-Term

4A Traditional Display Ads

Mid-Term

4B Out-of-Stream Ads

4C Info Wall Then Paywall
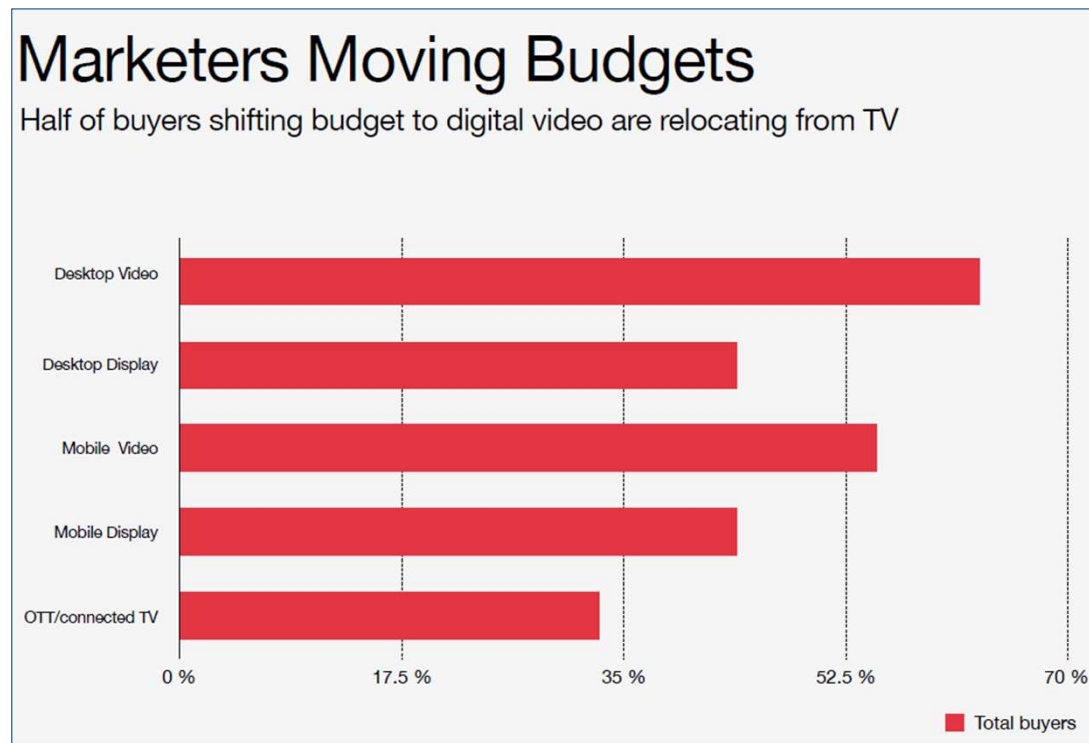
4D Tickets

4E Events

Long-Term

4F Market Place

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STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

STRATEGY 4

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Mid-Term

4B
Out-of-Stream Ads

4C
Info Wall Then Paywall

4D
Tickets

4E
Events

Long-Term

4F
Market Place

18 APRIL

- As noted on Slide 39, post-launch / pre-decision efforts will be in service of building your list which, in turn, will allow you to begin seeking advertising revenue

- That said, given the limited post-launch / pre-decision time period, selling space based on traction might be more difficult than waiting a bit longer

18 APRIL

- A line in the job description for local writer (s) might be identifying detailed information about tickets: which types of events require them; cost; and sales channel

- That way, if affiliate advertising and / or an white labeled ticketing service (Eventbrite) looks interesting, NewCo will already have market intelligence

18 APRIL

- Please see Slide 59 for an alternative POV on the Info Wall Then Paywall monetization strategy

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STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

4A: TRADITIONAL DISPLAY ADS

Rationale: Digital Ads Grabbing Larger Share Of Overall Marketing Spending
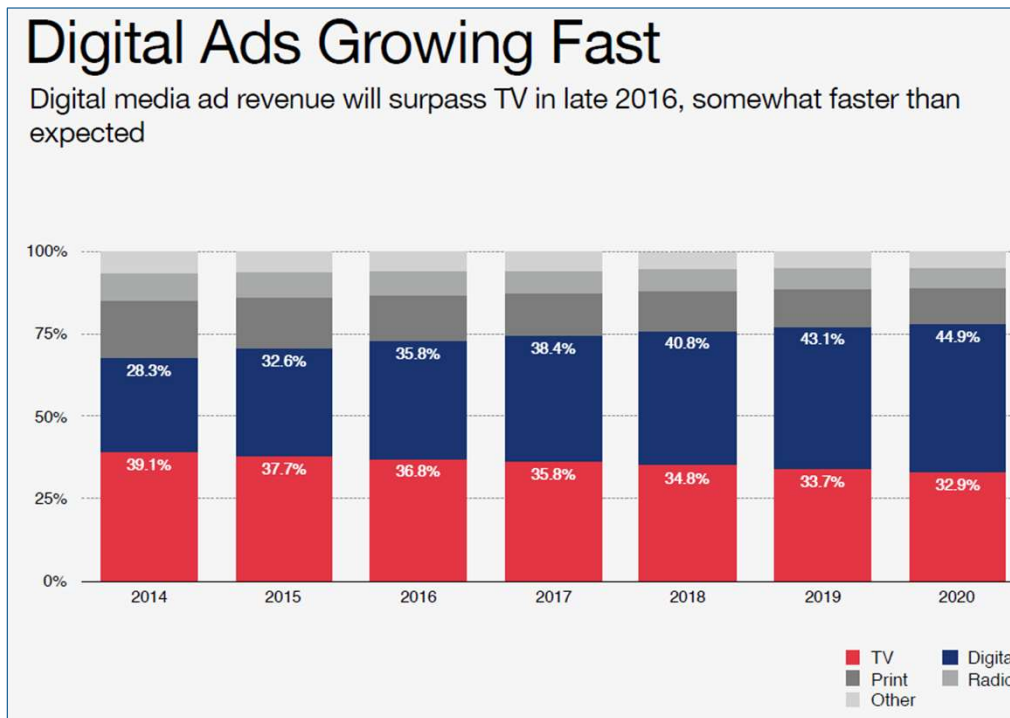
STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

4A: TRADITIONAL DISPLAY ADS

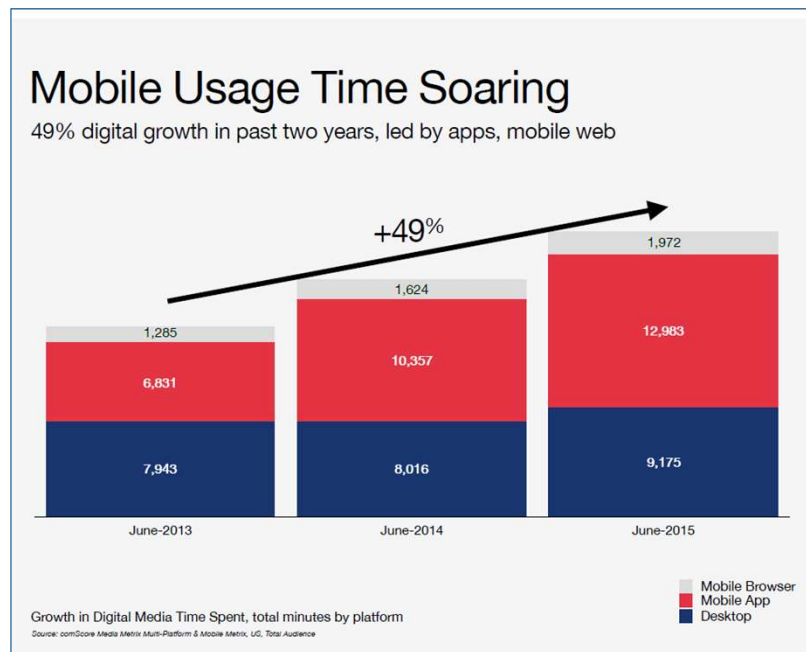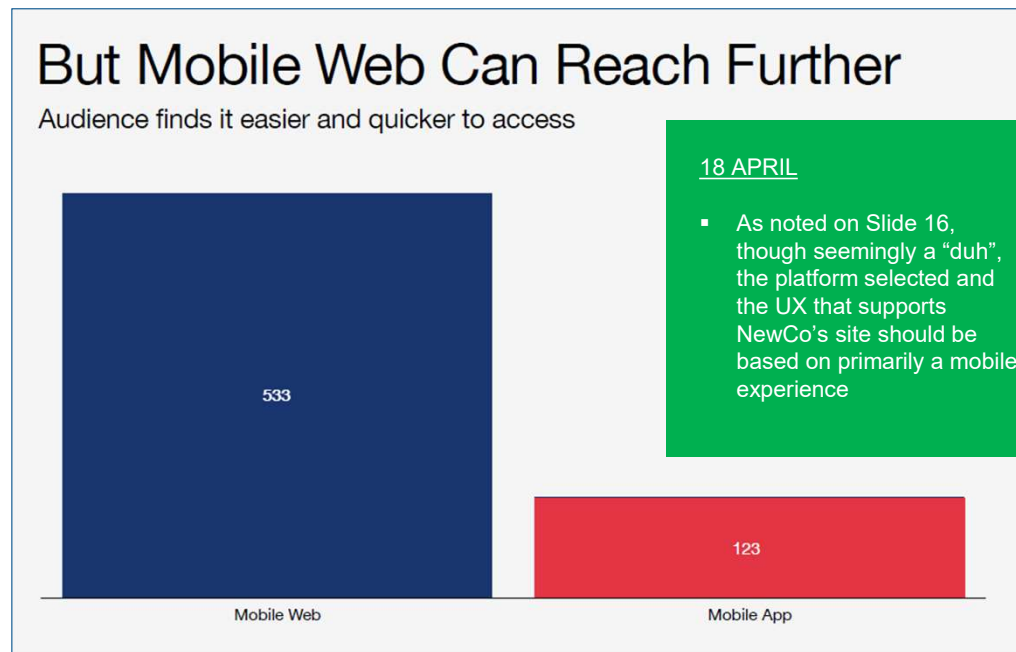**Rationale: Within Digital Ad Spending, Big Part On Mobile Display**

Marketers Moving Budgets
Half of buyers shifting budget to digital video are relocating from TV

	Total buyers
Desktop Video	
Desktop Display	
Mobile Video	
Mobile Display	
OTT/connected TV	

0 %   17.5 %   35 %   52.5 %   70 %

STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
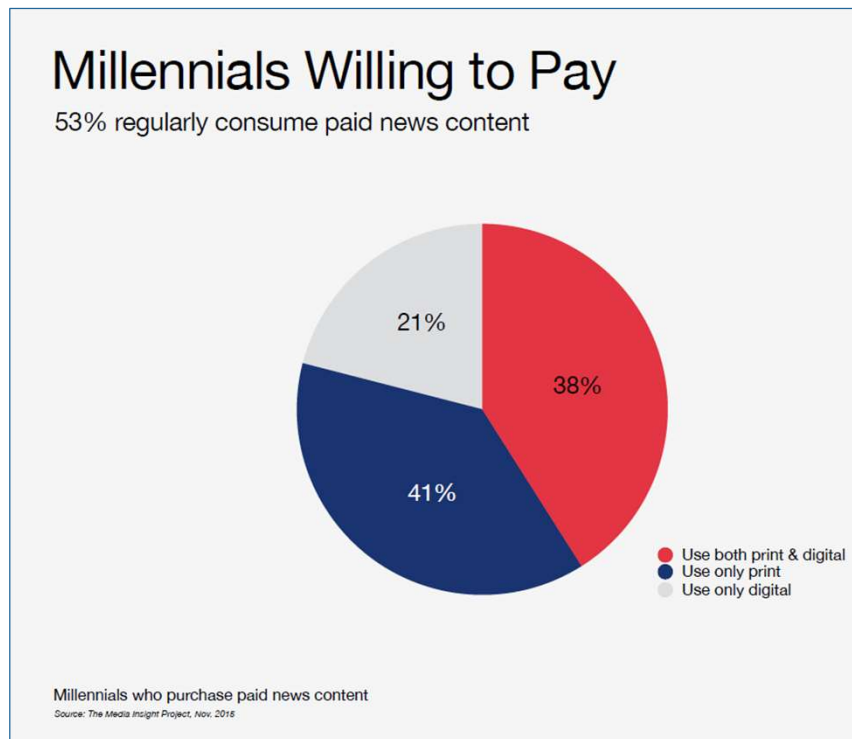## DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

4A: TRADITIONAL DISPLAY ADS

Rationale: Mobile Continues Torpid Growth

Rationale: Within News, Mobile Deemed More Effective Than Apps

Mobile Usage Time Soaring
49% digital growth in past two years, led by apps, mobile web

+49%

	June-2013	June-2014	June-2015
Mobile Browser	1,285	1,624	1,972
Mobile App	6,831	10,357	12,983
Desktop	7,943	8,016	9,175

Mobile Browser
Mobile App
Desktop

Growth in Digital Media Time Spent, total minutes by platform
Source: comScore Media Metrix Multi-Platform & Mobile Metrix, UG, Total Audience

But Mobile Web Can Reach Further
Audience finds it easier and quicker to access

Mobile Web: 533
Mobile App: 123

18 APRIL

- As noted on Slide 16, though seemingly a "duh", the platform selected and the UX that supports NewCo's site should be based on primarily a mobile experience

STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

4A: TRADITIONAL DISPLAY ADS

Rationale: Your Target Are Heavy Mobile Users

% of U.S. adults in each group who own a smartphone	
All adults	64%
Male	66
Female	63
18-29	85
30-49	79
50-64	54
65+	27
White, non-Hispanic	61
Black, non-Hispanic	70
Hispanic	71
HS grad or less	52
Some college	69
College+	78
Less than $30,000/yr	50
$30,000-$49,999	71
$50,000-$74,999	72
$75,000 or more	84
Urban	68
Suburban	66
Rural	52

STRATEGY 4: MONETIZE A TRUSTED COMMUNITY

DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

4A: TRADITIONAL DISPLAY ADS

Rationale: Lorem Ipsum Has Deep Experience In Selling Ads

= Traditional Display Ads Will Be A Natural First Source Of Revenue

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4B: OUT-OF-STREAM ADS

Out-Of-Stream Ads Related To Display But Probably Should Not Be Included In Initial Sales Push Because Of Production And Operational Requirements
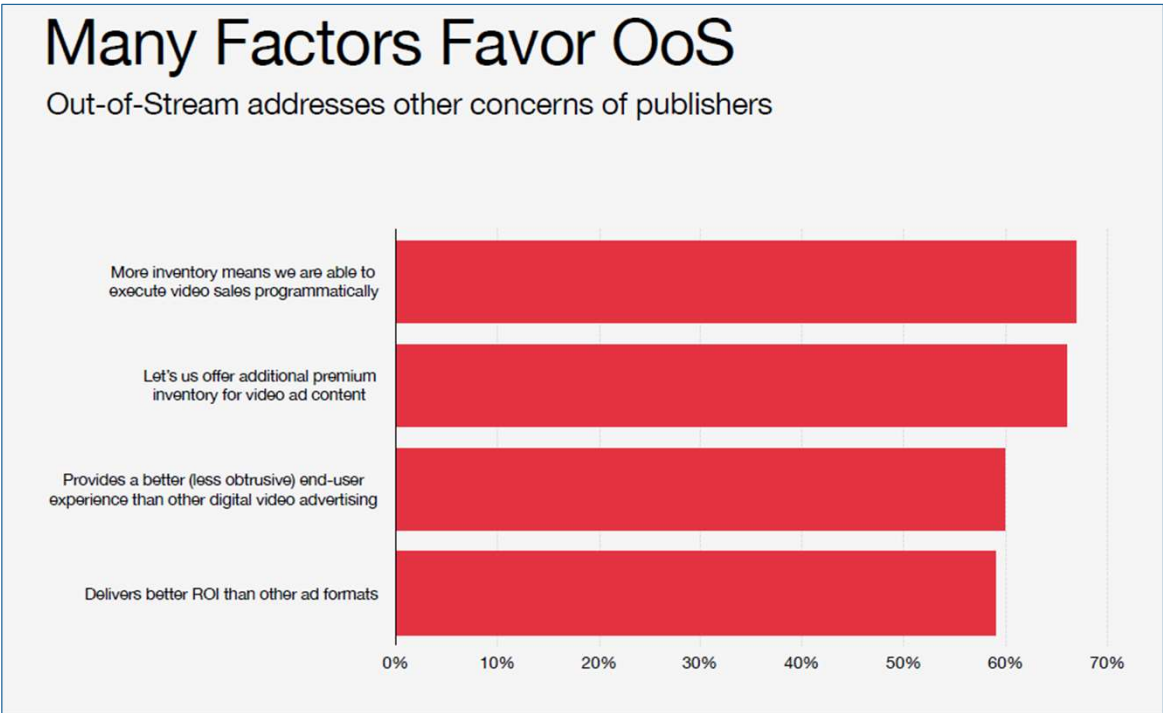
STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

4C: INFO WALL THEN PAYWALL

Millennials Willing to Pay
53% regularly consume paid news content

21%
38%
41%

Use both print & digital
Use only print
Use only digital

Millennials who purchase paid news content
Source: The Media Insight Project, Nov. 2015

**There Are Readers
Who Will Pay For Content**

For Example, Though Not Today's
Target, 2 Rationale For Targeting
Millennials: Per App Research They
Influence Target And They're A Future
Target, So Expose Them To Brand Now

18 APRIL

- Please see Slide 59 for an alternative POV on the Info Wall Then Paywall monetization strategy

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STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
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4C: INFO WALL THEN PAYWALL

Millennials Willing to Pay
Entertainment more popular on paid media spectrum, but news consumption is significant

Using paid entertainment subscriptions, products, or services
Source: The Media Insight Project, Nov. 2015
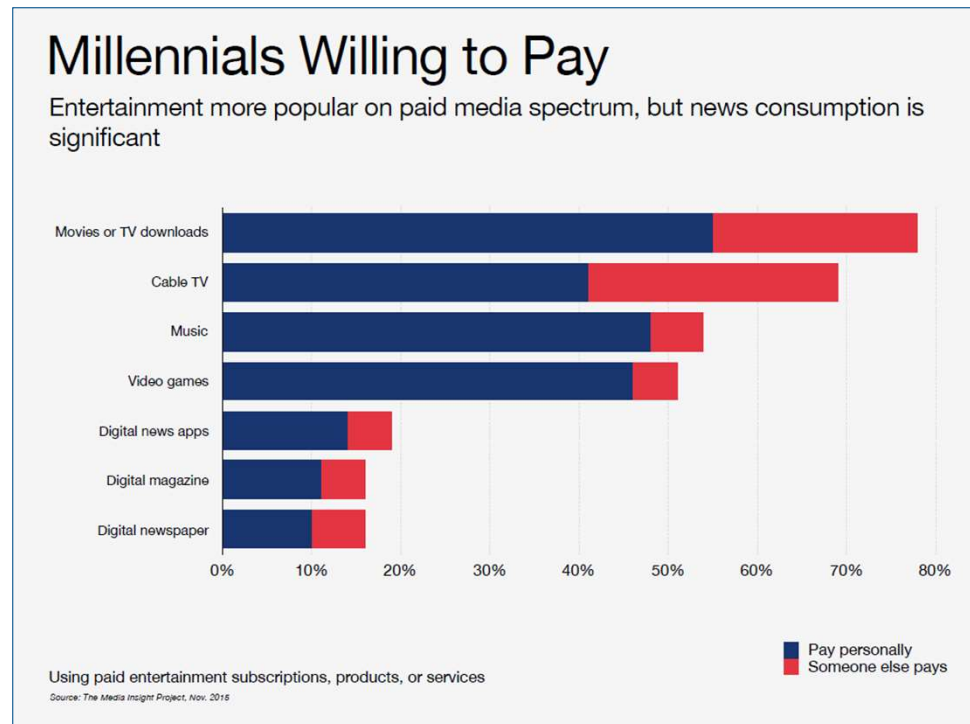
**There Are Readers
Who Will Pay For Content**

Moreover, These Millennials Are
Willing To Pay For "Entertainment" –
Which Is Good For A Lifestyle Brand

18 APRIL

- Please see Slide 59 for an alternative POV on the Info Wall Then Paywall monetization strategy

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STRATEGY 4: MONETIZE A TRUSTED COMMUNITY

DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES
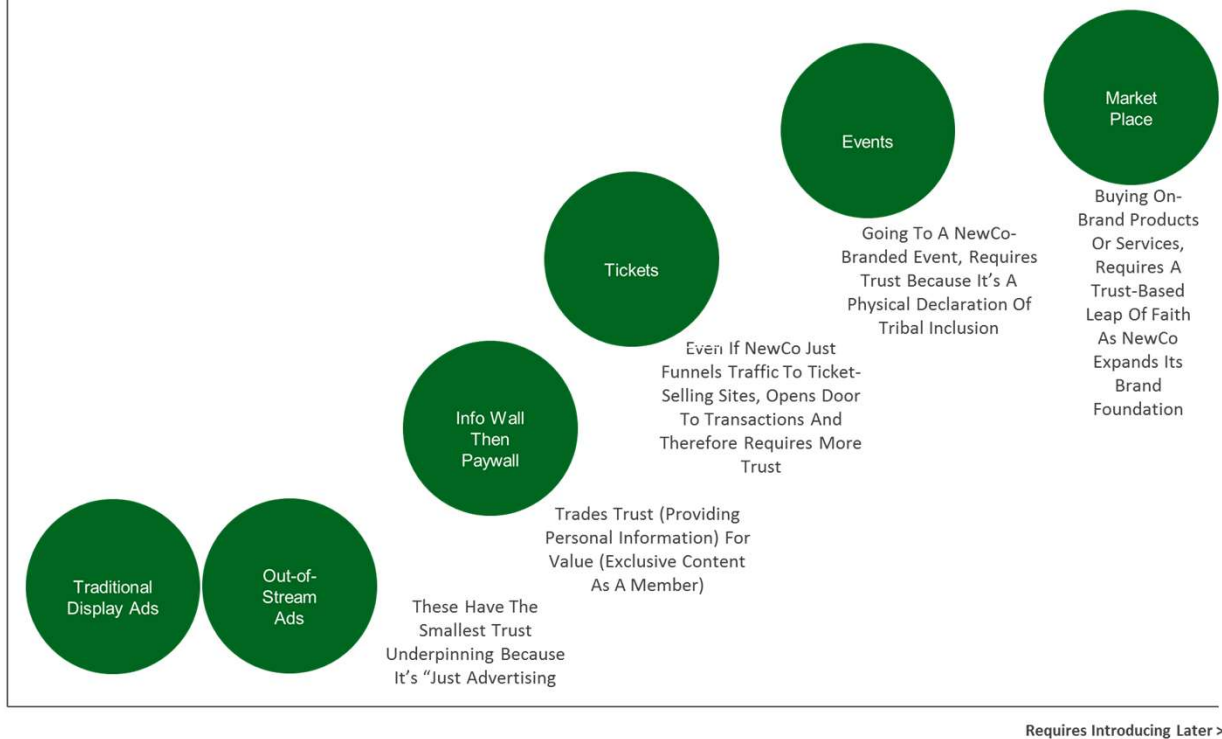
4C: INFO WALL THEN PAYWALL

Because There Are Some People Willing To Pay For Content, A Variety Of Paywall Strategies Have Been Employed

Paywall Report: Variations, drivers for adoption, examples, and future of the pay-for-content model | Andrew S

	Strict	Metered	Freemium	Leaky
What's available to non subscribers?	No content without a subscription	Certain amount of content is available without a subscription each month	Certain type of content is always available to non subscribers	Select content can become available to non subscribers either on the publisher site or through select access points (i.e. social)
Who has it?	WSJ, Newsday	NYT, The Economist	Politico, Hearst-owned newspapers	Most publishers with metered paywalls, Financial Times
Works best when content is …	Highly specialized with a niche target audience	More generalized with large target audience	Highly specialized for some coverage and more generalized for other topic areas	Distributed through other platforms; Breaking news
Take into account…	Cheaper emerging competitors	Frequency of publishing and volume of content	Cheaper emerging competitors in premium coverage areas	Significant declines in direct website traffic
Subscription Pricing	$$$	$	$$	$

BI INTELLIGENCE

BUT These Strategies Are Often Employed By Large Media Brands

BUT Estimates Range From 2% - 12% Of Users Willing To Pay For Content

BUT Asking For Money At The Early State Of A Relationship At Odds w/ Trust Strategy

SO We Believe There's A Monetizable Variant

18 APRIL

- Please see Slide 59 for an alternative POV on the Info Wall Then Paywall monetization strategy

STRATEGY 4: MONETIZE A TRUSTED COMMUNITY

DURING THE PILOT, THE TEAM SHOULD THINK ABOUT MULTIPLE MONETIZATION POSSIBILITIES

4C: INFO WALL THEN PAYWALL

SO

We Believe
There's A
Monetizable
Variant

How do you capture the other 98 per cent who are reluctant to pay for content?

The issue the industry is facing today is how to show value to the consumer. If a reader isn't willing to pay for content, they can provide something publishers do want: data. Therefore, publishers need to get into a value exchange with their customers. Access to content can be traded for an email address, for signing up to an email newsletter or for watching a video. All of these actions provide monetary value to publishers in the form of better ad targeting, increased traffic from high newsletters CTRs, etc.

That Said, We Believe That Starting With An Info Wall Does Not Preclude Eventually Creating A Pay Wall

18 APRIL

- Please see Slide 59 for an alternative POV on the Info Wall Then Paywall monetization strategy

Requires More Trust >

Market
Place

Events

Buying On-
Brand Products
Or Services,
Requires A
Trust-Based
Leap Of Faith
As NewCo
Expands Its
Brand
Foundation

Going To A NewCo-
Branded Event, Requires
Trust Because It's A
Physical Declaration Of
Tribal Inclusion

Tickets

Even If NewCo Just
Funnels Traffic To Ticket-
Selling Sites, Opens Door
To Transactions And
Therefore Requires More
Trust

Info Wall
Then
Paywall

Trades Trust (Providing
Personal Information) For
Value (Exclusive Content
As A Member)

Traditional
Display Ads

Out-of-
Stream
Ads

These Have The
Smallest Trust
Underpinning Because
It's "Just Advertising

Requires Introducing Later >

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- Since presenting the original version of this document on March 24th, I gave additional thought to starting with an info wall and eventually creating a paywall

- As you know, because of (at least) two dynamics - traditional publishers gave content away for free when they first went digital and new players never changed at all - readers came to expect, except in rare circumstances such as The New York Times, that online content would always be free

- Additional research since 3/24 confirmed this earlier finding

- So what if this option went away?

- The additional work since the 24th attempted to reconcile other alternative revenue streams, such as advertorials, with the trust-based lifestyle brand that NewCo is preparing to launch and concluded that this would be too difficult – too intrusive, too transactional

- One alternative to consider - but that you don't have to necessarily act on before the go / no-go - is to move the ticketing / events forward

- Starting with "tickets" opens new display ads. That could lead to white label / Eventbrite-like services. This builds an affiliate marketing capability. But as a trust-based lifestyle brand, NewCo would need to survey readers and the market to determine if continuing on this path toward affiliate marketing might create short-term revenue but make the Company less attractive for an exit

- Just a thought.

STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
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4D: TICKETS

Vice Includes Links Ticket Buying Opportunities – Content Appropriate Subtle So Consistent With Lifestyle / Actually Selling Tickets (e.g., Eventbrite) Another Idea

STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
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4E: EVENTS

Vice, GQ And Others Put On Target-Appropriate Branded Events – A Revenue Stream That Is Very Different Than Sponsorships...
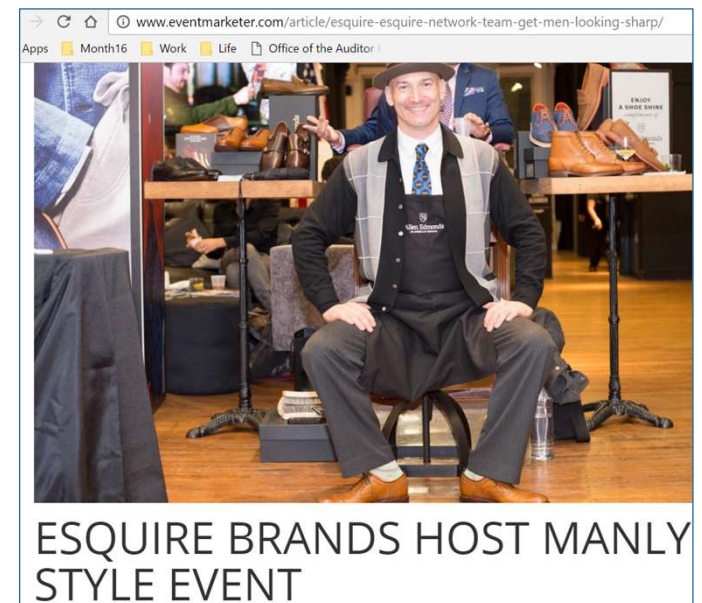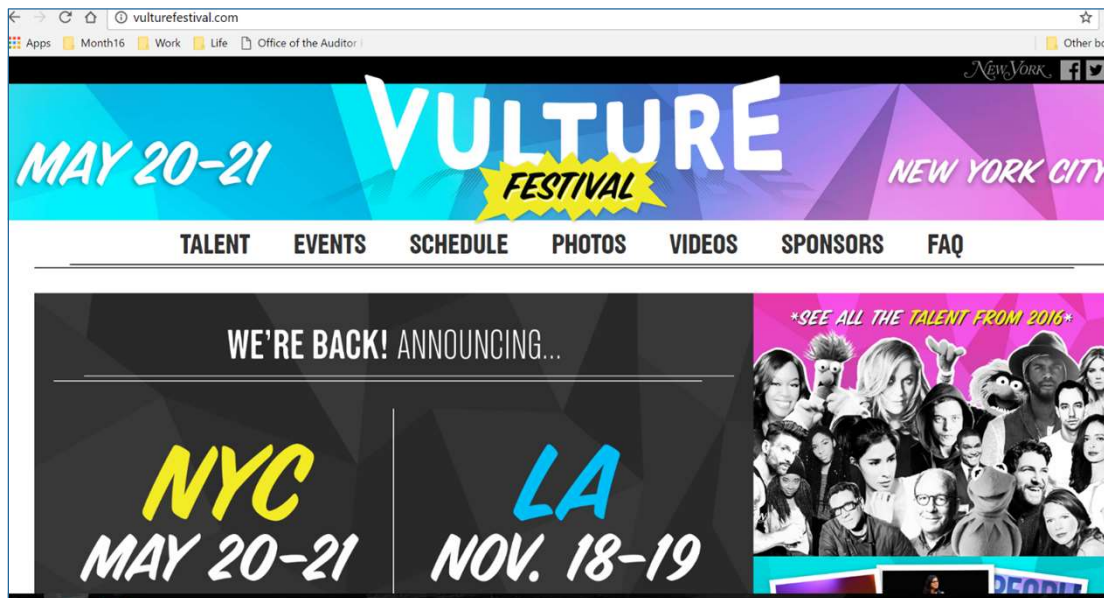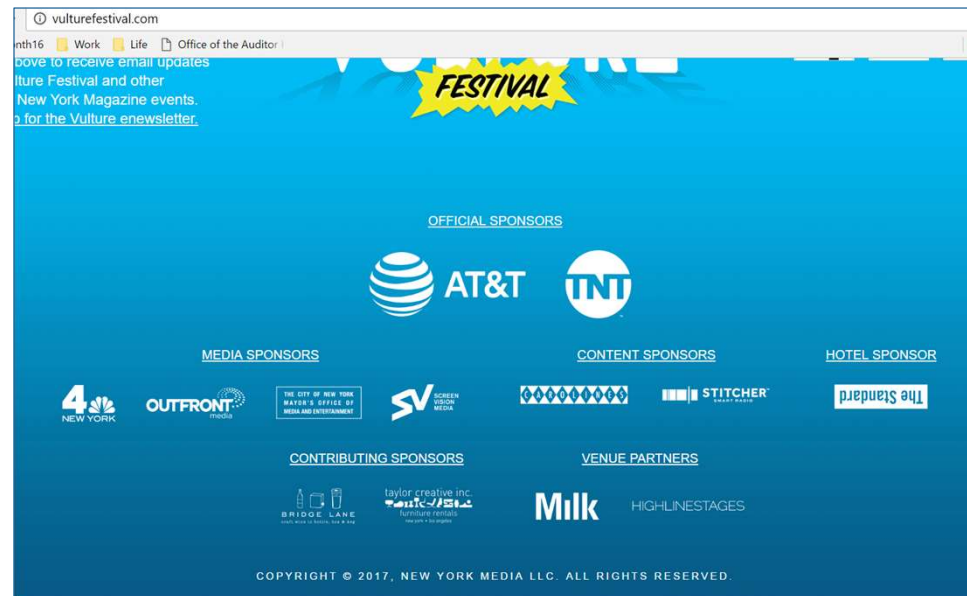

ESQUIRE BRANDS HOST MANLY STYLE EVENT

STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
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4E: EVENTS

…Which Is A Common And Maybe Yes / Maybe No Effective Brand-Builder, Not Immediate Revenue-Generator

STRATEGY 4: MONETIZE A TRUSTED COMMUNITY
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4F: MARKETPLACE

Food 52 Offers Items In Low-Key Way Via "Clean" Site Design And Connection To Overall, Specific Content / Marketplace For leisure & Non-leisure Also Picks-Up Idea From Ideation Session

THE GO / NO GO

PURSUING CONNECTED PILOT STRATEGIES WILL PROVIDE FEEDBACK TO MAKE GO / NO GO DECISION

STRATEGY 1	STRATEGY 2	STRATEGY 3	STRATEGY 4
BUILD LIFESTYLE BRAND	**CREATE SHAREABLE CONTENT**	**FOSTER TRUSTED COMMUNITY**	**MONETIZE TRUSTED COMMUNITY**
NewCo Will Build The Foundation For Its Brand, At The Intersection Of Target's leisure And Non-leisure Lives, By Completing Initial Branding Work And Creating A Digital Presence -	NewCo Will Craft And Distribute Relevant Content Via The Web Site, E-Newsletter, And Select Social Media –	NewCo Will Employ Activities To Instill Trust And Begin Building A Community Via A Creating Tribal Overlay And Other Techniques -	NewCo Will Nurture Its Key Corporate Asset, A Trust- And Community-Based Brand, To Begin Monetizing Short-, Mid- And Long-Term Opportunities –
Activities That Will Allow NewCo To Create And Distribute Content	***Activities That Will Begin To Attract Visitors***	***Activities That Will Begin Support A Trust- And Community-Based Brand***	***Activities That Will Provide "Looks Like / Feels Like" Feedback To Make Go / No Go Decision***

TIMING

	Task	Status	27-Mar	3-Apr	10-Apr	17-Apr	24-Apr	1-May	8-May	15-May	22-May	29-May	5-Jun	12-Jun	19-Jun	26-Jun	3-Jul	10-Jul	17-Jul	24-Jul	31-Jul	7-Aug	14-Aug
STRATEGIZE	Review Alternative Revenue Sources	Completed																					
	Develop Strategy	Completed																					
	Discuss Strategy	Completed																					
	Decide On Path	Completed																					
	Flesh-Out Strategy	Completed																					
	Finalize Strategy	Almost Completed	█																				
	Content - Develop Editorial Calendar			█	█	█	█																
BUILD	Newsletter - Provide Strategy Direction To Designer						█																
	Web Site - Provide Strategy Direction To Designer						█																
	Newsletter - Get Out Door							█															
	Web Site - Conduct WIP Calls With Designer To Develop							█	█														
	Web Site - Present Near-Final Via Conference Call								█														
	Web Site - Conduct WIP Calls With Designer To Finalize								█														
	Web Site - Launch									█													
	Web Site and Newsletter - Conduct Weekly Calls On Content Hacking									█	█	█	█	█	█	█	█	█	█	█	█		
DECIDE	Prepare For Go / No Go Meeting																					█	
	Host Go / No Go Meeting`																						█

- Being updated by NewCo to reflect impact of staff hires

THANK YOU.

MONTH 16
BUILD WELL. DO GOOD.