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SMASH UPS

+

Celebrity - Kevin Nealon

the CELEBRITY Source

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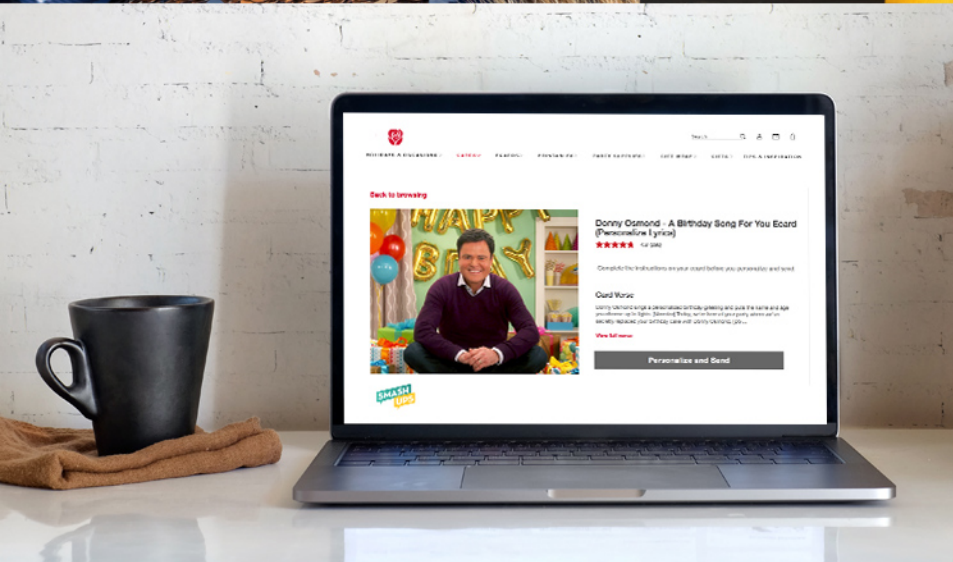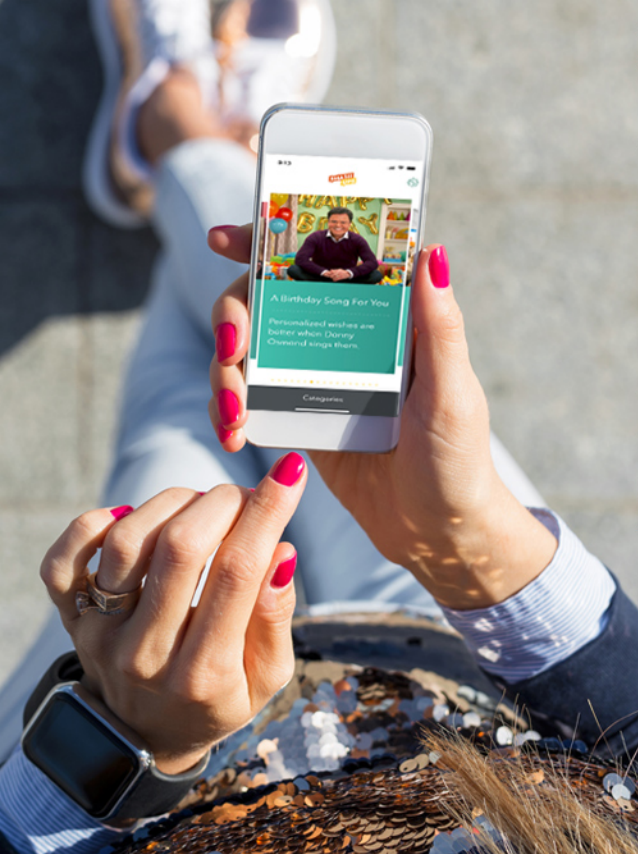
SMASHUPS EXIST IN THE FOOTBALL-SHAPED
SPACE WHERE PERSONALIZED AND FUNNY MEET.

WHEREVER YOU ARE, WE ARE.

SmashUps are platform-agnostic-omni-channel-ready-to-be-used-anywhere-even-in-the-bathroom videos. People don't schedule time to send digital greetings – they engage in the moment. So we make sure that SmashUps are available in those moments to make connecting more meaningful (and funny, very funny).

PLATFORMS: Online, Apple iOS, and Android.

ADD CELEBRITIES TO THE MIX:

PARTNERING WITH CELEBRITY TALENT SHOULD ALWAYS PAYOFF IN SALES AND ADD VALUE TO THE BRAND
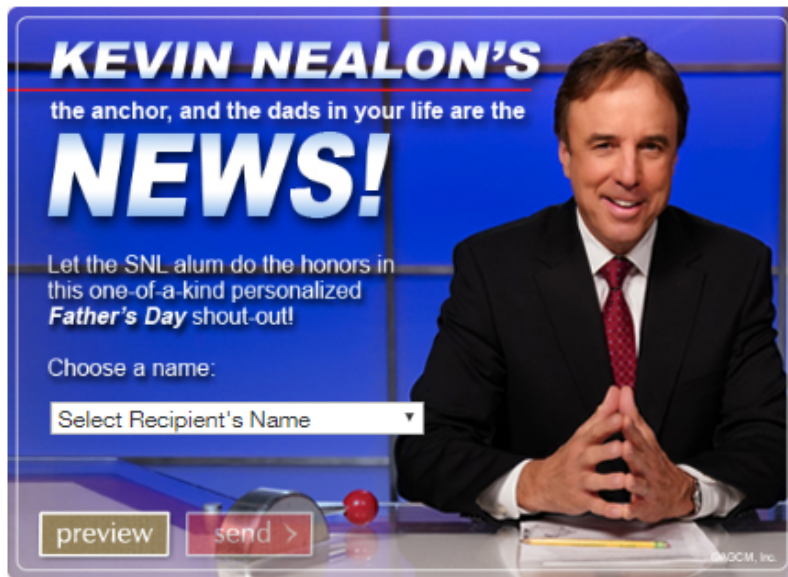
CAMPAIGN OBJECTIVES

1. Increase sends among existing subscribers
2. Increase new subscriber base

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Kevin Nealon Father's Day SmashUp

KEVIN NEALON FATHER'S DAY VIDEO ECARD (PERSONALIZE)

★★★★½ 4.4 (15)

Complete the instructions on your ecard before you personalize and send.

Card Verse

Kevin Nealon's the anchor, and the dads in your life are the News! Add a dose of Kevin Nealon to your personalized Father's Day message!

- We launched a Father's Day only Kevin Nealon SmashUp instead of the Multi-Occasion approach

- Goal was to bring more visibility to the holiday option for SmashUps that contain holidays within their Multi-Occasion dropdown menu

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Father's Day Results

Subscriptions

2019 AG Father's Day - Top 5 Subs		
Thumb	**Prod #**	**Product Title**
	3490270	Kevin Nealon Father's Day Video Ecard (Personalize)
	3480366	Rappin' Father's Day Ecard (Fun Song)
	3152833	You're A Special Man Ecard
	3495933	Owl the Best on Father's Day Ecard
	3456928	'When You're Smiling' Father's Day Ecard (Famous Song)

Kevin Nealon FD SmashUp generated 900 subs, **2.5X more subs than the #2 card**

YOY FD content subscriptions were **up 12%** and Site-wide subs were **up 24%**

Unique Sends

2019 AG Father's Day - Top 5 UNIQUE Send		
Thumb	**Prod #**	**Product Title**
	3490270	Kevin Nealon Father's Day Video Ecard (Personalize)
	3480366	Rappin' Father's Day Ecard (Fun Song)
	3495933	Owl the Best on Father's Day Ecard
	3456928	'When You're Smiling' Father's Day Ecard (Famous Song)
	3334613	Father's Day Symphony Ecard

Kevin Nealon FD SmashUp was sent 13,832 times, **3.25X more than the #2 card**

YOY FD sends were up 11% and Site-wide sends were up 14%

Father's Day results include the week leading up to and including Father's Day

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Kevin Nealon Multi-Occasion SmashUp

KEVIN NEALON VIDEO ECARD (PERSONALIZE)

★★★★★ 5.0 (1)

Complete the instructions on your ecard before you personalize and send.

Card Verse

Kevin Nealon's the Anchor & Your Friends are in the News! Add a dose of Kevin Nealon to your personalized Birthday message, Thank-You note or Congratulations shout-out.

Kevin Nealon's multi-occasion card has been the number one most sent card and the number one subscription generating card since it went live on 7/23/19. Over 20,000 sends since going live and over 500 new subscriptions for American Greetings.com.

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Objectives Met!

- Signing a big-name endorser can increase a company's sales by $10M annually – *Harvard Business School*

- Researchers have found that 85% of people surveyed say that celebrity endorsements enhance their confidence in and preference for a product.

- A brand that inks an endorsement contract with a celebrity can see their stock rise as soon as the news is made public – *Ad Age*

- One endorsement can increase sales by 4%, almost immediately. "Businesses, even small businesses, would be foolish to resist the mere exploration of celebrity influencers to promote their brand." – *Marketwatch*

- Studies show that consumers show greater recall of products that have been endorsed by celebrities – regardless of whether they are actual fans or not.

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