



# 2017 PARTNERSHIP DISCUSSION

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October 17, 2016

# A SHARED HERITAGE.

*DISRUPTERS AT OUR CORE*

**Turner**

**SoFi**



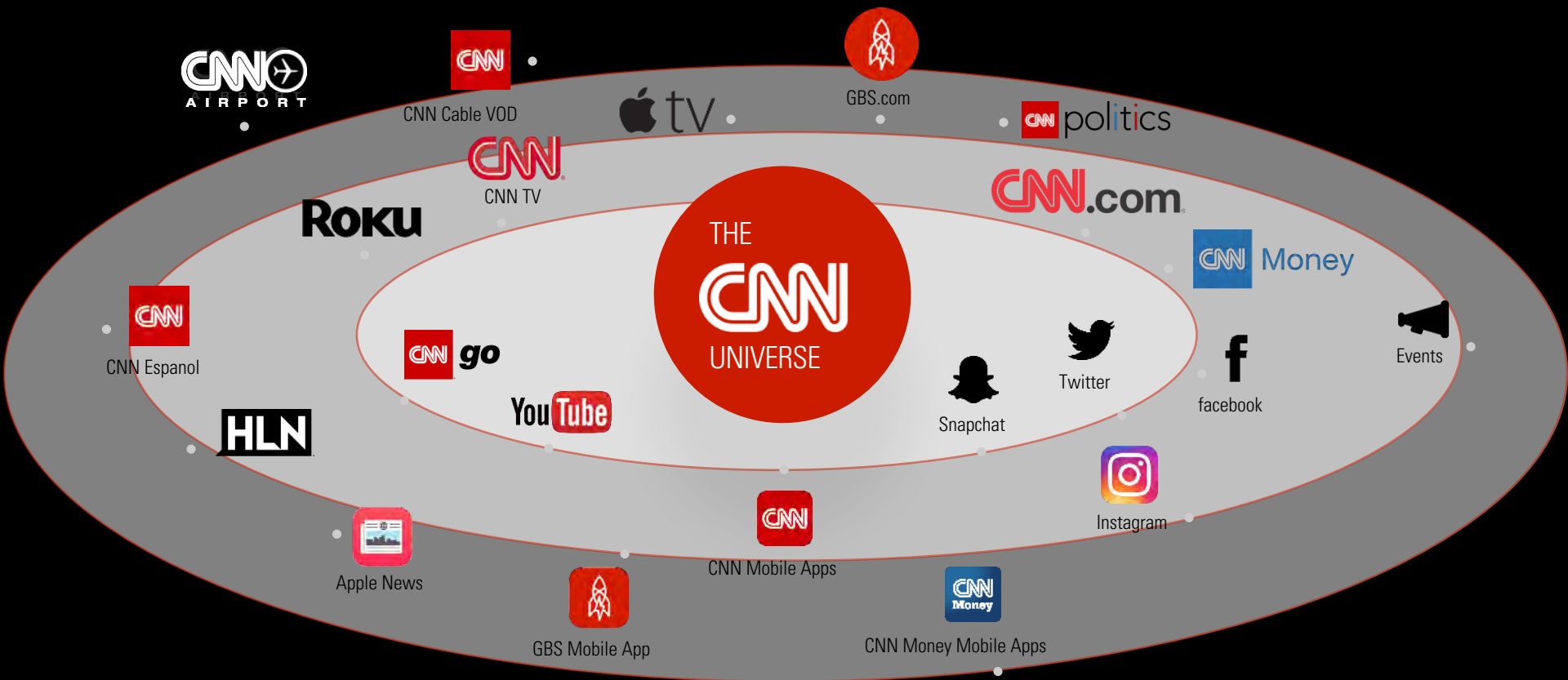






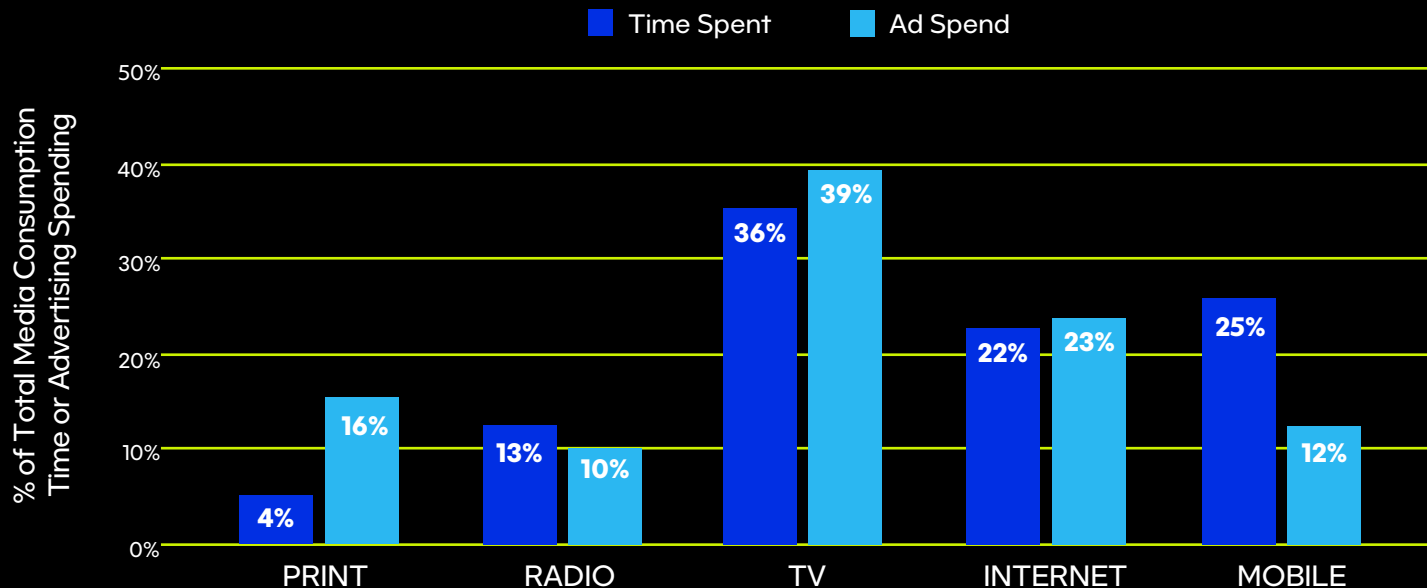
# FIRST TO MARKET MATTERS





# MEDIA CONSUMPTION.

% of Time Spent in Media vs. % of Advertising Spending USA 2015



# THE BEST BRANDS IN THE BUSINESS.



# NEW STRATEGIC PARTNERSHIPS.



REFINERY29

*mass  
appeal*

Mashable

wattpad



SoFi



# HENRY'S ACROSS TURNER.



Cool Fact  
Here.

SOURCE:



Cool Fact  
Here.

SOURCE:



Cool Fact  
Here.

SOURCE:



Cool Fact  
Here.

SOURCE:



Cool Fact  
Here.

SOURCE:



GREAT BIG STORY

Cool Fact  
Here.

SOURCE:

# SOCAL INSIGHTS.

# TURNER & SOFI HENRYS

## SOCIAL AUDIENCE AFFINITIES



72x



71x



70x



61x



58x



53x



48x



40x



35x



34x



21x



11x

## HENRY'S TOP SHOWS



246



245



EARLY START

193



NEWSROOM

162



152



143

MRI FUSION  
INDEX

Source: Turner proprietary Launchpad data  
Source: Nielsen MRI Fusion, 4Q15, based on P2+, Live+SD with Digital, Linear with VOD

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# SOFI BRAND STORY

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# SOFI AUDIENCE

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TV • DIGITAL • SOCIAL •

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# SOFI RESULTS

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A photograph of two men in an office environment. The man on the left, wearing glasses and a brown sweater, is looking down at a laptop. The man on the right, with long hair and a plaid shirt, is smiling and looking towards the first man. The background is a blurred office space with warm lighting.

# CHALLENGE: HELP SOFI OWN THE CAREER SPACE

# THE AMERICAN DREAM.

## FROM HUMBLE BEGINNINGS TO THE TOP

- A fully integrated program – across all screens – aligning SoFi with aspirational leaders from the worlds of finance, fashion, sports and music
- CNN Money editorial series is the base for the program that can deliver massive reach and awareness for SoFi across: on-air, digital, mobile, social and in-market
- American Dreams is a scalable platform that SoFi can own across one, or multiple quarters

Video Here

# THE AMERICAN DREAM.

## ON-AIR

- 30-minute limited commercial special on CNN
- Branded content driving tune-in anchored in Inauguration programming on CNN and HLN
- Branded content airs in the Special and in native pods in programming with a high percentage of HENRY'S
- Weekly career segments in CNN's *Early Start* and HLN's *Morning Express*
- VOD and Streamed

## DIGITAL

- 12-part premium, digital video series Hosted by CNN's Cristina Alescio  
Introduction video, 1 historical video and 10 character driven videos – all with SoFi "Presented By" open
- Dedicated American Dreams Hub on CNN Money – promoted across all channels
- Branded content woven seamlessly into the landing page on the Hub
- High impact road-block kicks off the series across CNN.com and CNNMoney
- Potential for a SoFi owned vertical within CNNMoney (e.g. Success) that houses The American Dream content and more career content
- Audience Targeting via CRUX

## MOBILE /SOCIAL

- Ownership position of MoneyStream for one month
- Dedicated tile in CNNgo with pre-roll, mid-roll, dynamically inserted ads as well as custom native content
- Bespoke Snapchat Discover edition to support the series with SoFi video ads
- Editorial alignment and custom content with Great Big Story
- Seed branded content via Turner handle – SoFi receives targeted

## LIVE EVENTS

- Careers on Tap events targeted to HENRY's in SoFi priority markets
- Lively discussion led by CNNMoney's Christine Romans, with a guest speaker
- SoFi breakout sessions following the panel
- Discussion will be streamed via Facebook Live
- The event venue will screen the SoFi branded content
- Potential for a more blown out capstone

# COURAGEOUS BRANDED CONTENT

AMERICAN DREAMS BRANDED CONTENT



# ABOUT COURAGEOUS

Courageous was developed to help brands find their storyline, using journalistic instincts to identify stories that the CNN and SoFi audience will find relevant—delivering value by deepening their understanding, providing utility, provoking action, and raising a smile along the way.

We are staffed by a full-time team with international production experience, which allows us to capture high-quality footage quickly and affordably anywhere in the world on your behalf.



# CONCEPT 1

## THE NEW AMERICAN DREAM

***Stories that show “making it” as a work in progress***

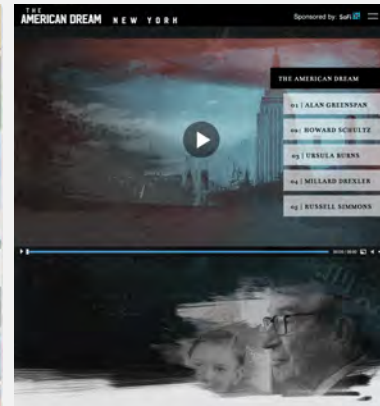
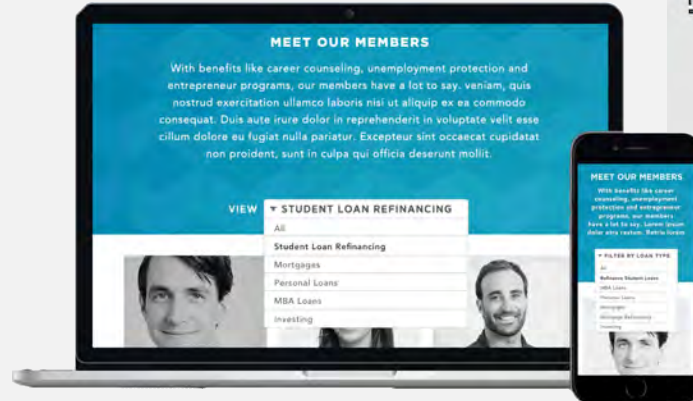
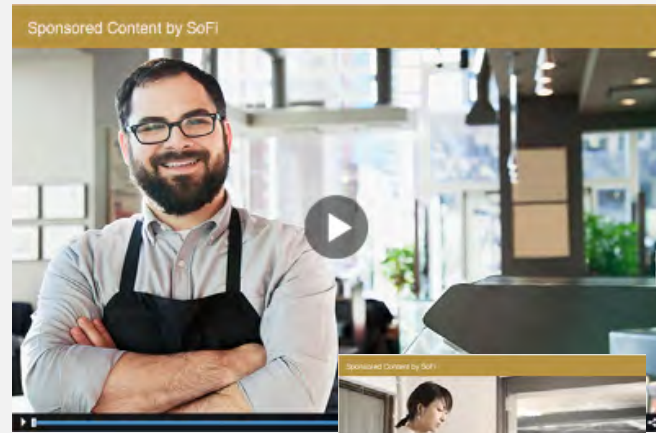
In this content series, Courageous journalists will show how SoFi members are redefining the American Dream and disrupting traditional notions of career and personal finance. These inspiring stories will show new possibilities for careers and managing assets and debt. The American Dream is rapidly shifting from material-based to meaning-based, and SoFi is empowering bold individuals to blaze a new trail—with a bit of planning. This is a look at the future of making it, thanks to advice, tools, and support that fits the lifestyle and technology needs of the emerging movers and shakers throughout their life journey.



# STORY OPTIONS

## THE NEW AMERICAN DREAM

- A first- or second-generation American breaking away from traditions and expectations to follow her own path.
- A gifted technologist who leaves a high-paying career and restructures debt to join a non-profit
- A group of friends who are innovating their industry (such as housing/home construction)
- A young entrepreneur who is taking out a loan to revive or reboot a family business



# CONCEPT 2

## THE SOFI GLOBAL COMMUNITY

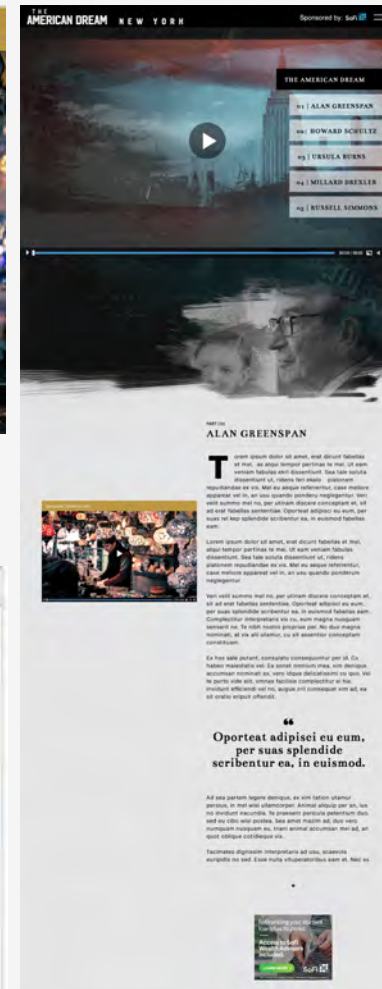
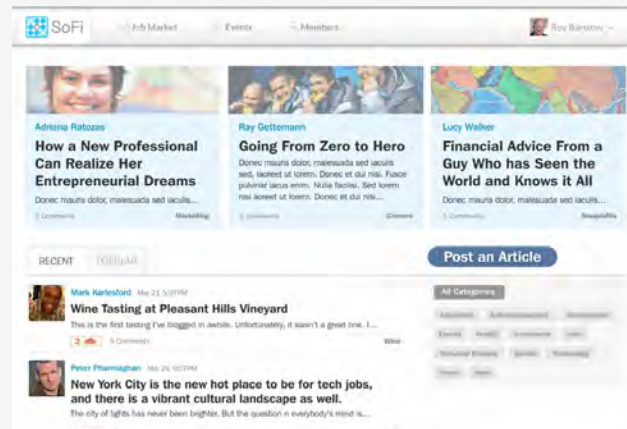
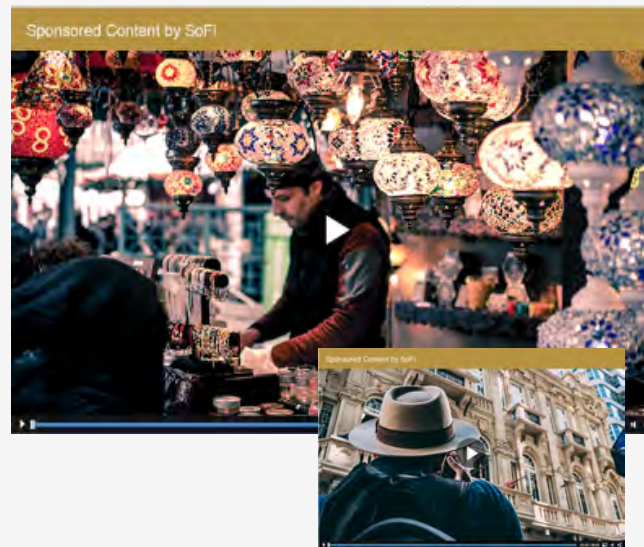
***Stories of young Americans taking their dreams abroad***

This video series is about intrepid SoFi member entrepreneurs and go-getters traveling and living abroad while maintaining a foothold in the States and the SoFi community. Here we can show SoFi members following their American Dream in other countries and maximizing their SoFi membership. These stories will demonstrate how these lives would not be possible in the restrictive world of traditional banking. And we can layer in newsworthiness to the stories and locations in order to maximize engagement with our CNN and CNNMoney audiences. This series will show the true scope of both CNN and SoFi in reaching the next wave of young Americans who are changing the world.

# STORY OPTIONS

## THE SOFI GLOBAL COMMUNITY

- An aspiring food importer travels abroad frequently to find the right products
- A remote worker goes overseas with a goal to become debt-free
- An artist or writer going abroad to build her personal brand



# PRODUCTION MODEL

A photograph of three men walking along a dirt path outdoors. The man on the left is wearing a maroon shirt and sunglasses, carrying a camera with a microphone. The man in the middle is wearing a blue shirt and sunglasses, also carrying a camera. The man on the right is wearing a teal shirt and yellow pants, carrying a camera and a large bag. They are all smiling and appear to be in a professional or semi-professional production setting. The background shows trees and a cloudy sky.

Courageous Studios will produce all content in close collaboration with SoFi. Our timeline includes approvals and feedback for casting, pre-production, shoots, and post-production. We will dedicate one or more producer/directors to this project, and SoFi is invited to attend brainstorm sessions, shoots, and edit sessions if desired.

This project can also incorporate SoFi assets and useful tools, such as finance calculators and links to expanded education content on SoFi's site.

## SoFi Branded Content Series

### Development

	start	end
11/01/16	11/15/16	
Present Timeline and Treatment	11/01	11/01
Client Approval of Timeline and Trea...	11/02	11/07
Present Discussion Guide and Shot Li...	11/08	11/09
Client Approval of Discussion Guide ...	11/10	11/15

### Pre-Production

	11/16/16	11/29/16
Present Production Book for Approval	11/16	11/16
Client Approval of Production Book	11/17	11/21
Lock Schedules, Locations, and Subj...	11/28	11/29
Thanksgiving Holiday	11/23	11/25

### Production

	11/30/16	12/21/16
Shoot Video 1	11/30	12/02
Shoot Video 2	12/12	12/14
Shoot Video 3	12/19	12/21

### Post-Production: Video 1

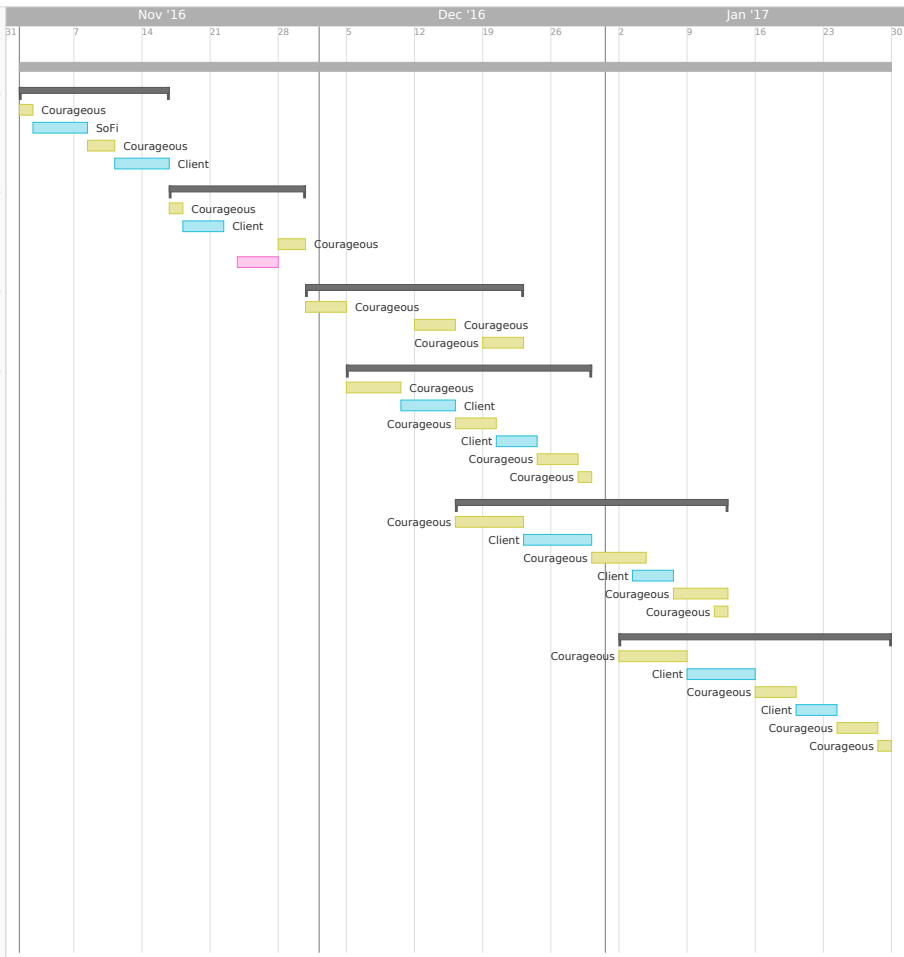
	12/05/16	12/28/16
Video 1: R1 Edit	12/05	12/08
Video 1: R1 Edit Client Review/Feedb...	12/09	12/14
Video 1: R2 Edit	12/15	12/19
Video 1: R2 Client Approval	12/20	12/22
Video 1: Finishing (Sound and Color)	12/23	12/27
Video 1: Package and Ship	12/28	12/28

### Post-Production: Video 2

	12/15/16	01/11/17
Video 2: R1 Edit	12/15	12/21
Video 2: R1 Edit Client Review/Feedb...	12/22	12/28
Video 2: R2 Edit	12/29	01/03
Video 2: R2 Client Approval	01/03	01/05
Video 2: Finishing (Sound and Color)	01/06	01/11
Video 2: Package and Ship	01/11	01/11

### Post-Production: Video 3

	01/02/17	01/27/17
Video 3: R1 Edit	01/02	01/06
Video 3: R1 Edit Client Review/Feedb...	01/09	01/13
Video 3: R2 Edit	01/16	01/18
Video 3: R2 Client Approval	01/19	01/23
Video 3: R2 Finishing (Sound and Col...	01/24	01/26
Video 3: Package and Ship	01/27	01/27



- Our production timeline is typically 8 weeks from signed agreement and allows for approval rounds of pre-production materials and two rounds of video cuts.



# TARGET, DISTRIBUTE, AMPLIFY

# POWERFUL NEW TOOLS TO REACH & INSPIRE HENRY'S ACROSS TURNER.

GREAT CONTENT – THE RIGHT AUDIENCE – AT THE RIGHT TIME – AT UNPRECEDENTED SCALE



SoFi American Dreams  
Branded Storytelling



True audience targeting  
without limitations



GREAT BIG STORY



Premium Content  
Alignment



A powerful environment  
for brand storytelling



Using social to reveal brand  
insights and amplify content

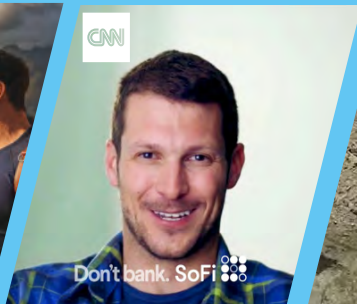


Provable Results

# TURNER NATIVE PLUS.



PROGRAMMING



INTRO/BUMP SETS UP  
BRANDED CONTENT



ENTIRE AD BREAK REPLACED BY SOFI  
BRANDED CONTENT OR  
LONG-FORM CREATIVE



OUTRO/BUMP EXITS  
BRANDED CONTENT



RETURN TO PROGRAMMING

# NATIVEPLUS.

## BETTER FOR VIEWERS

Native Plus Pods Offer A Better,  
More Engaging Experience

77%

"Better  
EXPERIENCE"

75%

"More ENGAGING"

2X

Audience  
RETENTION  
(Ratings)

## BETTER FOR BRANDS

Adding Native Plus Pods to Traditional  
TV Campaigns Increases Performance

+11%

AIDED  
RECALL

+36%

BRAND  
AFFINITY

+25%

INTENT TO  
RECOMMEND

+50%

PURCHASE  
INTENT

Source: Nielsen Media custom Turner research conducted in April 2016. Brand research content featured programming with multiple breaks, comparing Native airing+Commercial vs. multiple commercials  
Source: Nielsen Media Research, Ratings Program Report, C3 Viewing, 2/15/16-4/3/16, P18-49, minute by minute data. % lifts calculated by average Native minute delivery over average commercial minute delivery. Turner-wide average calculated as straight average of all network performance.

# 1Q '17 TENT-POLE EVENTS.



INAUGURATION  
DAY ON  
CNN  
Jan. 20



SAM BEE SPECIAL  
Jan. 24

JANUARY.



SAG AWARDS ON TBS  
Jan. 29

THE  
DETOUR

THE DETOUR ON  
TBS  
Feb. 7



HISTORY OF COMEDY ON CNN  
Feb. 9

FEBRUARY.



NBA ALL-STAR WEEKEND  
ON TBS/TNT  
Feb. 17-19



RACE CARD ON TNT  
Feb. 27



IHEART RADIO MUSIC  
AWARDS ON  
TBS/TNT/TRUTV  
Mar. 5



BELIEVER ON CNN  
Mar. TBD

MARCH.



NCAA MARCH MADNESS  
Mar. 14-Apr.3

# LAUNCHPAD.



## STARTS WITH CONTENT

Branded content built collaboratively with SoFi brand sensibilities and tone



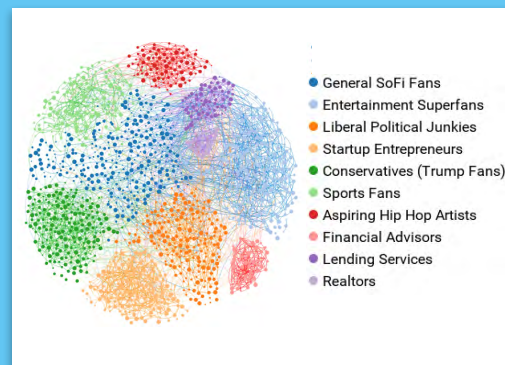
## QUALIFIED AUDIENCES

Identify qualified targets defined by SoFi within Turner Data Cloud. Turner DC has over 450MM profiles- people who visit a Turner website, Turner social handles and/or activated subscription offers (i.e., NBA League Pass)



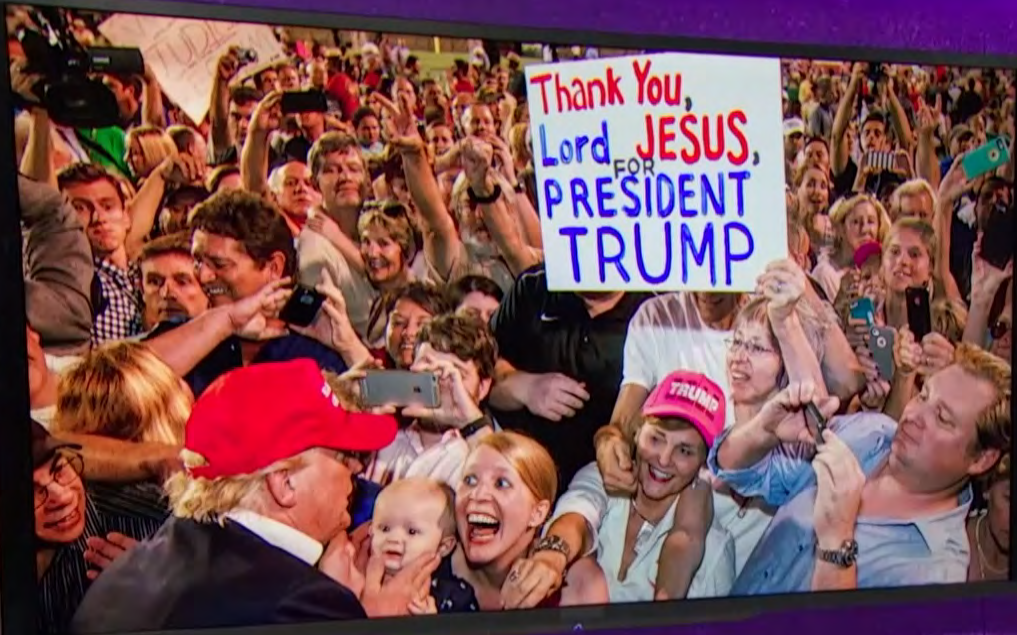
## FROM TURNER SOCIAL HANDLES

Seed specific piece of SoFi branded content through social feeds of defined targets tagged with Turner handles



## GUARANTEED VIEWS

Deliver guaranteed views through real-time optimization



SEVENTH GENERATION STOLE THE SHOW.



**+37%**

VS. OTHER PODS' AD  
RETENTION IN THE 6/20  
PREMIERE

turner  
**NATIVEPLUS**

**2.5**

**MILLION**

TOTAL VIDEO VIEWS

**LAUNCHPAD**  
turner

**92K**

ENGAGEMENTS

**LAUNCHPAD**  
turner

**96%**

POSITIVE  
REACTIONS

**LAUNCHPAD**  
turner

**turner**

# PARTNER, TEST & LEARN.

- Advance insight in advertising solutions
- Understand consumer behavior across the content spectrum, from media all the way through retail
- Test how consumers engage with content and brand creative in real time
- Custom research – ROI NOW
- Turner Ad Lab

## MEASURED RESULTS

- Leverage ROI NOW custom research study into the effectiveness of the campaign and brand lift

## CAREERS ON TAP EVENTS

- 3 Talent hosted events in SoFi priority markets
- Events can be streamed on CNNMoney and Facebook Live

## SOCIAL AMPLIFICATION

- Seeding via site handles - targeted, guaranteed views for SoFi branded content

## DIGITAL | MOBILE

- Opportunity for Career/Success Vertical in CNNMoney.com
- Native executions for branded content
- Innovative ad executions and audience targeting
- VOD and Streamed Media Devices

## AUDIENCE TARGETING

- AudienceNOW schedules built to reach HERNYs with no waste
- Media schedules modeled for Turner News and Entertainment networks as well as non-Turner networks

## EXCLUSIVE PARTNERSHIP

- American Dreams Editorial Alignment: On-air, Digital, Mobile, Social and In-Market
- First Right of Refusal for future specials

## BRANDED CONTENT

- Reinforce SoFi career brand positioning organically
- Content airs across all screens

## PREMIUM PROGRAMMING

- Brand creative and custom content in high-profile programming: Presidential Inauguration, SAG Awards, iHeart Media Awards

## ON-AIR CONTINUITY

- Weekly Career Segments across CNN and HLN
- Branded tune-ins for American Dreams special
- SoFi American Dreams vignettes on CNN/HLN

## NEW AD FORMATS

- Improve viewer experience through limited commercial presentation of American Dreams on CNN
- SoFi Branded content is placed where we know the HENRY audience is watching across all networks via Turner Native Plus



A woman with dark hair is shown in profile, looking towards the right. She is holding a black marker and appears to be writing on a whiteboard. The background is slightly blurred, showing some architectural lines. The overall lighting is soft and warm.

# SUMMARY & NEXT STEPS

**RESULTS.**

ROI  
NOW 

**CONTEXT.**

turner  
**NATIVEPLUS**

**SCALE.**



**FOUNDATION.**



**LAUNCHPAD**  
turner

**TARGETING  
NOW** 

**AUDIENCE  
NOW** 

A young woman with long brown hair is kissing an older woman with short blonde hair and glasses on the cheek. The older woman is smiling and has her hand on the younger woman's shoulder. A blue diagonal banner is overlaid across the middle of the image.

# THANK YOU.