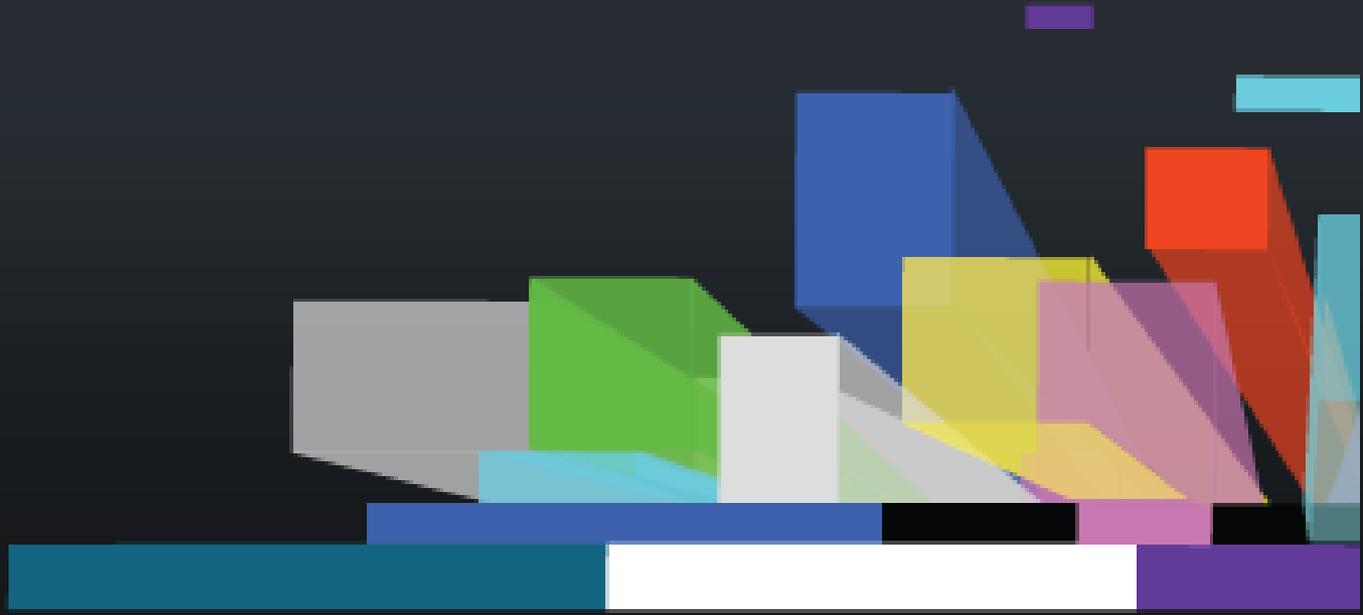


DBG +



Starcom MediaVest Group

Wendy's





DBG seamlessly integrates award-winning video production and highly-targeted, multi-channel distribution with holistic, 360-degree marketing solutions to offer Acura a turnkey video programming solution.



CONTENTS

OBJECTIVES & STRATEGY

SERIES OVERVIEW

SERIES DETAILS

EPISODE STRUCTURE

FACEBOOK PROMOTION

TALENT

SOCIAL MEDIA STRATEGY

CONSUMER JOURNEY

DISTRIBUTION

- Multi-Channel Distribution
- Hub Strategy
- Custom Site List
- Media Units



WENDY'S OBJECTIVE

To evoke a two-way conversation between A18-34 *Non brand loyal, trialists* and the Wendy's brand.

DBG'S STRATEGY

DBG will redefine the traditional notion of what happens during a lunch break, and give SIX lucky viewers the chance to have their dreams come true.

Wendy's social community will play an integral part in defining what their idea of an ultimate lunch break means and -
- via a competition entry on Wendy's Facebook - one lucky viewer will get the chance to have their dream realized.



LUNCH BREAKERS

SERIES OVERVIEW

A lunch break is supposed to be a time for workers to step away from the craziness of work life to relax, refuel and prepare for the rest of the day. But suppose you could turn your lunch hour into the best hour of the day? That's exactly what we'll do in **LUNCH BREAKERS**.

In this series, some of the hardest workers out there will be given the chance to experience the lunch break of their dreams. Whether it's skydiving over the Rockies, or manning the decks at NYC's hottest club, this show will turn the lunch hour into the best hour of the day.



LUNCH BREAKERS

SERIES DETAILS

LUNCH BREAKERS will consist of SIX episodes each hosted by a celebrity who appeals to the target demo. DBG will work with Wendy's to cast the real people featured in the first FIVE episodes.

Each subject will have a unique lunch break dream, with interests ranging from the purely self indulgent (race car driving) to the completely philanthropic (building homes for the needy).



LUNCH BREAKERS

EPISODE STRUCTURE

Each episode opens with our celebrity host surprising our subjects on their way to lunch -- which could be on a park bench, at home or at their local Wendy's.

After a quick *'getting to know you'* chat our host whisks the subject away for the lunch of a lifetime (*DBG will choose activities that align with Wendy's core brand values*).

Each episode ends with the host dropping the subject back work. Rejuvenated, our subject now has some much-needed extra pep in their step to finish the day.



LUNCH BREAKERS

FACEBOOK PROMOTION

For the SIXTH and final episode of the series, we'll actually source a subject via an 'upload your ideal lunch break promotion, which we'll run on the Wendy's Facebook profile. Users will be able to upload video, photos and even written submissions, which DBG and Wendy's will review to identify the winner.

To drive awareness to the program and entries for the promotion we'll produce a :30 **call to action video** featuring our celebrity talent. This video will be distributed across our ad portfolio and live on the program hub site.



This social approach to sourcing concepts from Wendy's *Non brand loyal, trialists* will assist in providing fluid 2-way conversation throughout the duration of the campaign.

LUNCH BREAKERS

HOST TALENT THOUGHT STARTERS



Adam Richman



Billy Eichner



Chris Pratt



Patton Oswalt



Miles Fisher



Reid Ewing

***These suggestions for thought starter purposes only. Refined list to be determined based on final program budget, talent availability, etc. ***



LUNCH BREAKERS

SOCIAL MEDIA STRATEGY

Our program social media plan is broken into THREE phases:

PHASE #1 -- INFORM

- In addition to a video call-to-action, celebrity host leverages social media platform to drive awareness to program on the Wendy's Facebook profile before series launches
- Paid media drives consumers to Wendy's Facebook page to submit their ideal lunch break

PHASE #2 – ACTIVATE

- User submissions continue after series premieres
- FB polling during season also encourages users to submit their top lunch breaks
- Random poll-takers rewarded redeemable Wendy's coupons

PHASE #2 -- RESONATE

- User encouraged to continue submitting lunch break ideas after final episode airs for a chance to appear in season #2 or to win other cool prizes



CONSUMER JOURNEY

PHASE 3 EDUCATE

PHASE 3 ACTIVATE

PHASE 3 RESONATE

WHERE DO THEY GO?

- Wendy's Facebook page

- Paid media CTA driving to Hub to watch episodes
- Wendy's Facebook page to enter for a chance to win a dream lunch break

- Show Hub
- Paid media via decentralized distribution

WHAT DO THEY DO ONCE THERE?

- Like Wendy's
- Watch tune-in spots
- Learn and discover more about show

- Watch episodes
- Comment, and share with friends and
- Enter Lunch Breakers competition

- Watch episodes
- Create discussion around alternative episodes, potential casting for season 2

SO WHAT HAPPENS NEXT?

- Engage with Facebook Lunch Breaker's poll to vote on favorite Wendy's lunch break meal item

- Generate conversation
- Comment on past episodes
- Drive interest to see crowd sourced final episode

- Share with friends
- Live post and tweet
- Create Lunch Breaker's community

MULTI CHANNEL DISTRIBUTION



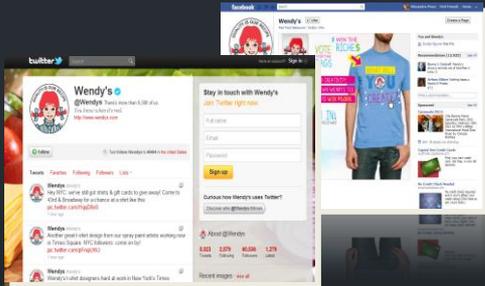
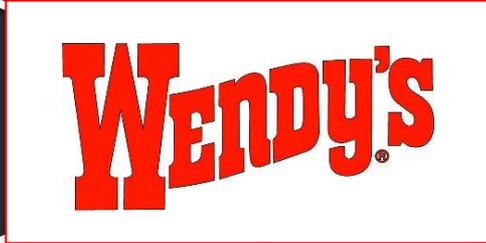
DBG Social and PR Teams driving community and earned media



Editorial Long Form Placements



Hub
Facebook home page take over with 100% SOV.



Wendy's Existing Assets
Leveraging brand's existing platforms.



Social In-Stream Video Players
Rich media enabled players with streaming the event live.



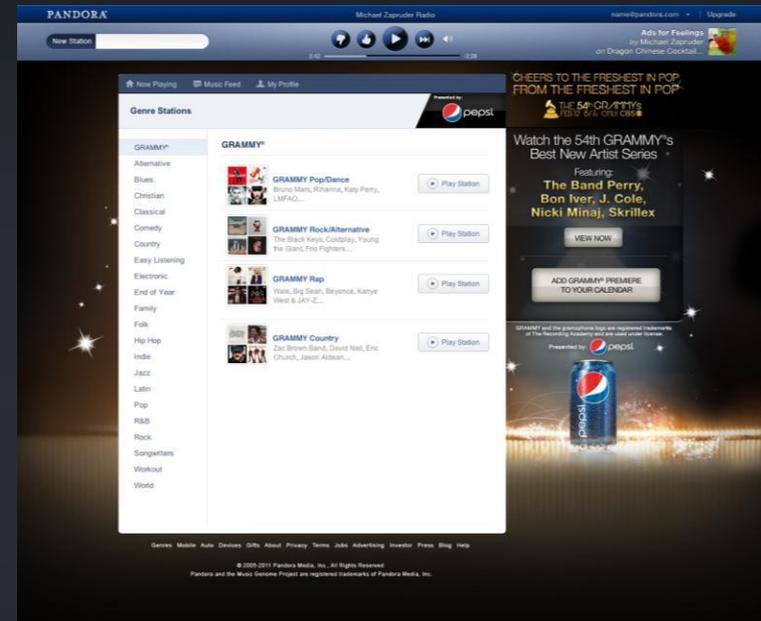
Talents Social Graph
Mobilizing Show Talent's existing social footprint.



HUB STRATEGY

The hub for the campaign *could* live on **Pandora.com**. Other elements of this hub arrangement could include:

- DBG drives viewership to the Pandora hub via distribution, increasing scale and reach
- Homepage takeover/roadblock on Pandora.com
- Possible sponsorship of a Wendy's *Lunch Breakers* genre station
- Media across Pandora – both on web and mobile
- Pandora reach = The 9.4 MM uniques, with a comp Index of 158 A18-34



CUSTOM SITE LIST

DBG will utilize its comScore Top-5 content distribution portfolio to drive video views. Partner sites will be relevant and appropriate to your target audience. A sample of the sites chosen specifically for the goals of this campaign is as follows:



EXPANDING BANNER

This super expandable video unit transforms a 300x250 banner into an immersive full-page 975x550 takeover.

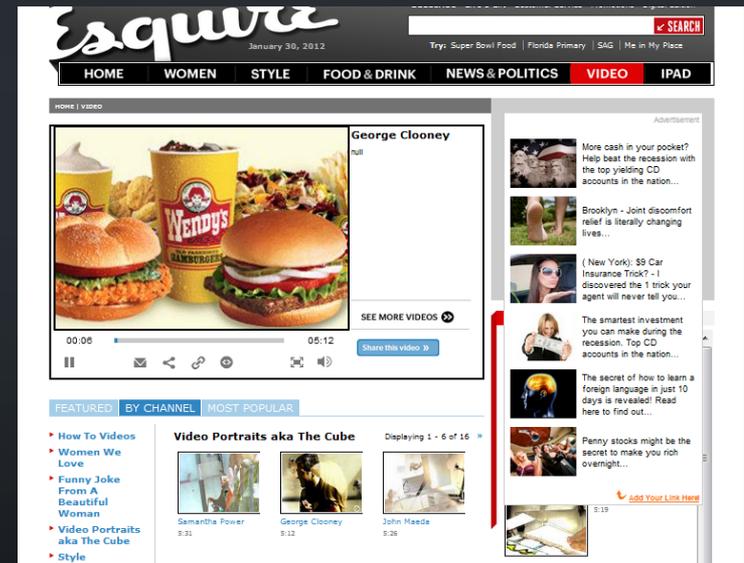
Users can choose between multiple videos and multiple CTAs encouraging a 2-way conversation.

The unit integrates API feeds from top social platforms and encourages social participation with Wendy's social community. The average interaction rate for DBG's expandable unit is 8%.



EDITORIAL LONG FORM

DBG will run the Wendy's custom program as Editorial In-Stream Long Form across select partner sites. This long-form video content is delivered within the native viewing environments of partner sites and is offered up to the Wendy's target audience as branded entertainment.



DISTRIBUTABLE IN-PAGE VIDEO PLAYER

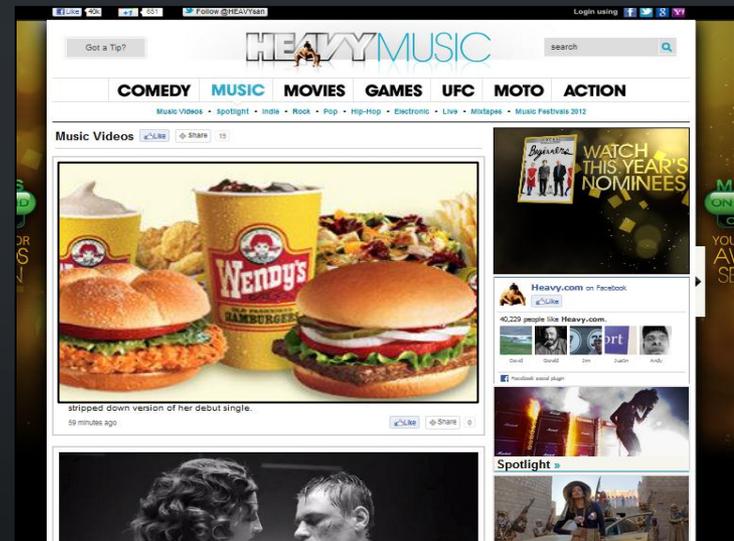
DBG will distribute content via a custom 300x250 in page video unit. The player can house multiple videos and encourage consumers to 'Like' brand content and share via social networks.

Additionally, DBG can utilize a YouTube player for this ad unit to increase a video's view count on YouTube.



PRE-ROLL VIDEO

DBG will distribute pre roll tune-in spots for Lunch Breakers custom program across relevant websites and play within a native video viewing environment in order to ensure we are reaching Wendy's target audience prior to relevant long-form content. *DBG will place a IAB standardized companion banner where available.*





Sample Data Report



Data Partners

Experian - Demo - Adult Age A18-34
eXelate - In Market Entertainment and Food

DBG DATA PLATFORM

DBG offers audience targeting and campaign analytics via the DBG Data Platform. DBG provides demographic, psychographic, behavioral and contextual audience targeting, enabling us to optimize video viewership in flight.





THANK YOU!
