

THE DAILY BEAST

HBO - McMillion\$

Campaign Objective:

Drive excitement for and tune-in to *McMillion\$* on HBO.

Tactics:

- “How an Ex-Cop Rigged McDonald’s Monopoly Game and Stole Millions” Unlocked Editorial Sponsorship
- Premiere Screening Event
- 2x Interactive Branded Articles
- Entertainment Takeover with Amphitheater Unit
- Ultimate Video Package
 - Marquee
 - Reel View
 - Grandstand
- Targeted Roadblocks

Case Study

6X

Unlocked Editorial Sponsorship CTR was 6X the Daily Beast average

112%

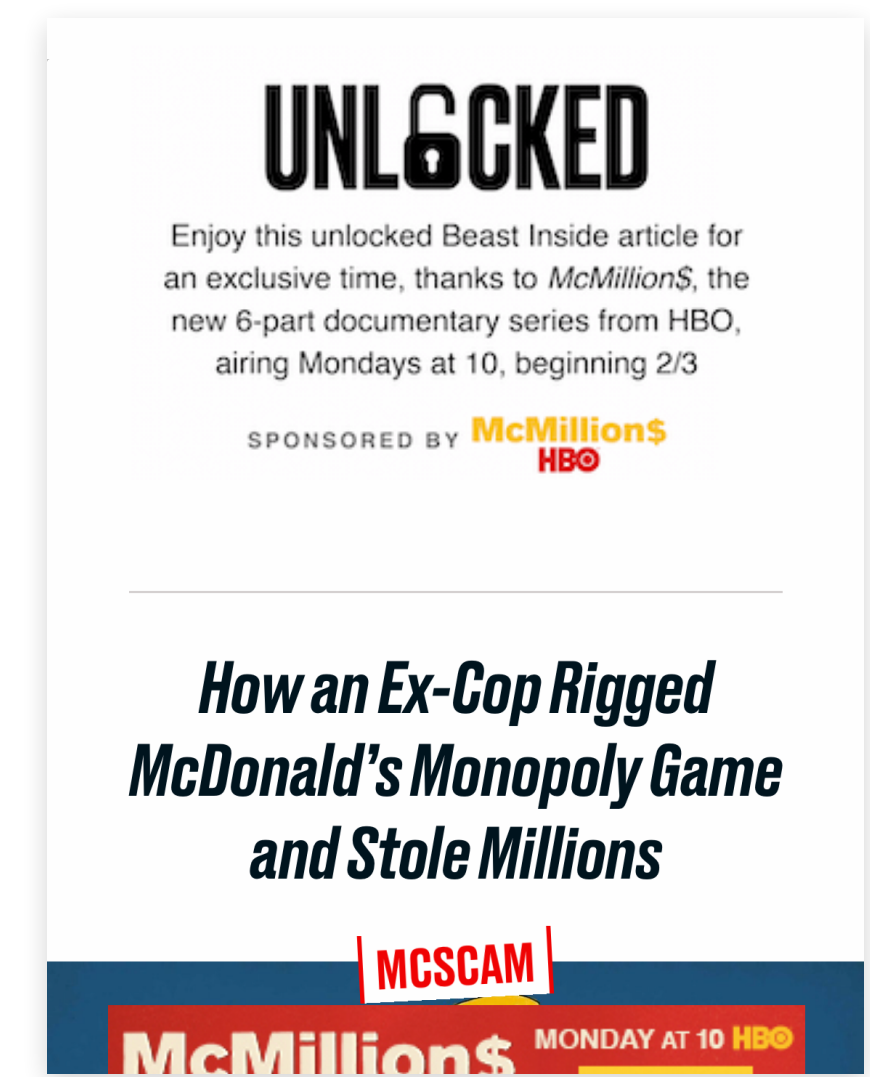
Marquee VCR was 112% the Daily Beast average

3X

Entertainment Takeover CTR was 3X the Daily Beast average

5X

Avg. time on page for Unlocked Editorial Sponsorship was 5X the editorial average



Unlocked Editorial Sponsorship