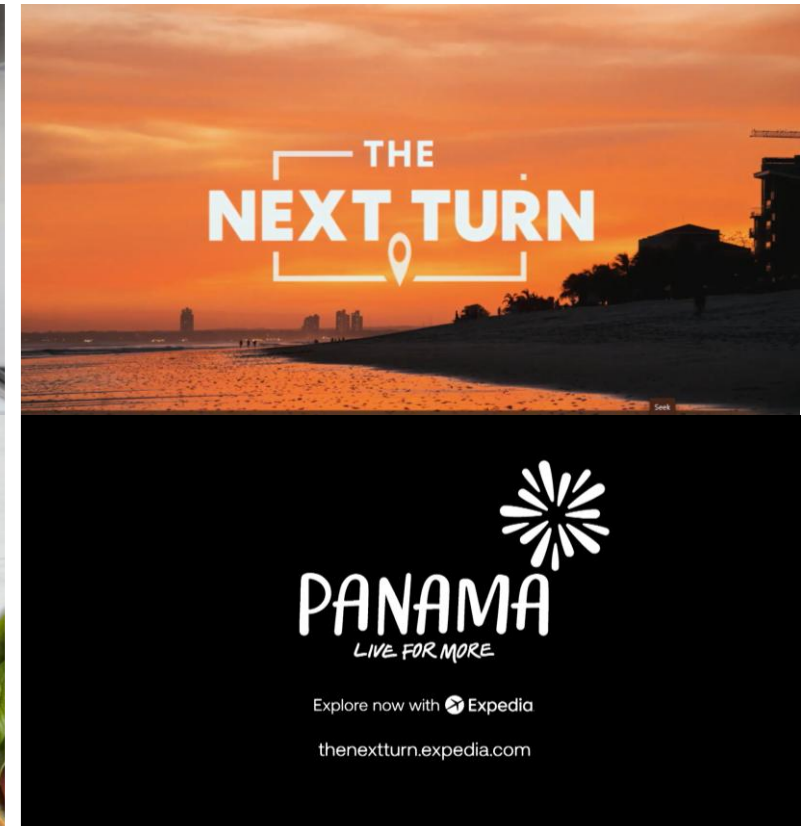




Long Form Video in a Short Form World



It's an Ongoing Challenge for Brands to Reach and Engage Consumers

- Marketers want to reach their potential consumers at scale in a way that explains their product and makes purchasing easy
- While short form TV commercials have been a stable way for brands to quickly reach their potential consumers at scale, often we hear:
 - TV is expensive to produce and air
 - Consumers skip or ignore TV commercials
 - A :30 TV commercial creates awareness, but is not enough time to fully convey a brand's attributes
- And while the Internet has made purchasing products easy, often we hear:
 - Consumers have so many choices, a brand gets lost on sites like Amazon & Walmart
 - A brand optimizes its SEO, but so has the competition
 - Brands want their TV to be “shoppable” the way their Internet creative is

Leap Media Group Meets the Challenge with Long Form Brand Engagement[®] TV Shows

- Long Form Brand Engagements are half-hour TV Shows that combine innovative outcome-based storytelling, designed to showcase your product, with viewer engagements that drive consumers to purchase your product during the show
- Leap uniquely produces these shows **starting with your ROI in mind**, which then drives the entire workflow
- Leap has a proprietary, cost-efficient, turnkey solution

Long Form Brand Engagement[®]

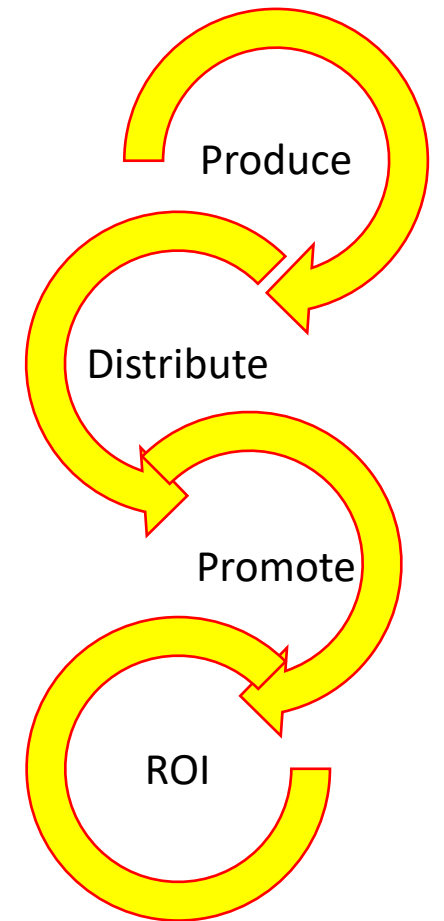
Brand Storytelling in the Half-Hour TV Show Format



Long Form Brand Engagement[®]

Reach Your Consumers on TV with Innovative Storytelling and Calls-to-Action

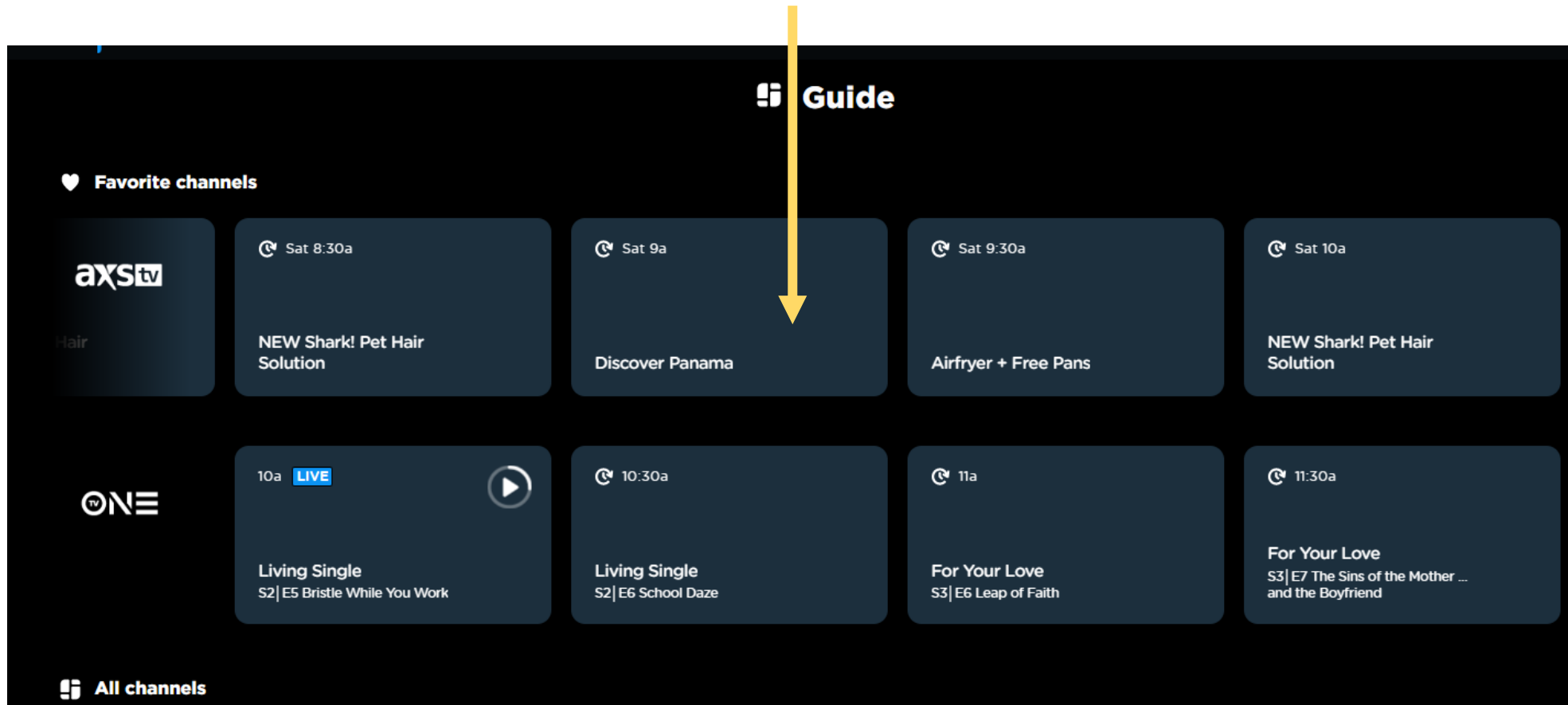
- As your general contractor, Leap will
 - Produce video content for half-hour TV shows
 - Distribute shows to air on 40+ Linear TV and FAST channels
 - Promote airings with Tune-In Campaigns
- Benefits
 - Allows for rich, **engaging stories** about how people experience and value your brand
 - Insures **effective reach** to new audiences via targeted distribution and amplifying promotion
 - Enables a **quantifiable return on investment** through distinct calls-to-action
 - Leap's **turnkey solution** makes execution easy and cost-effective



Leap's Brand Exposure Elements

Create Awareness and Bring Consumers to Your Brand **Before Your Show Airs**

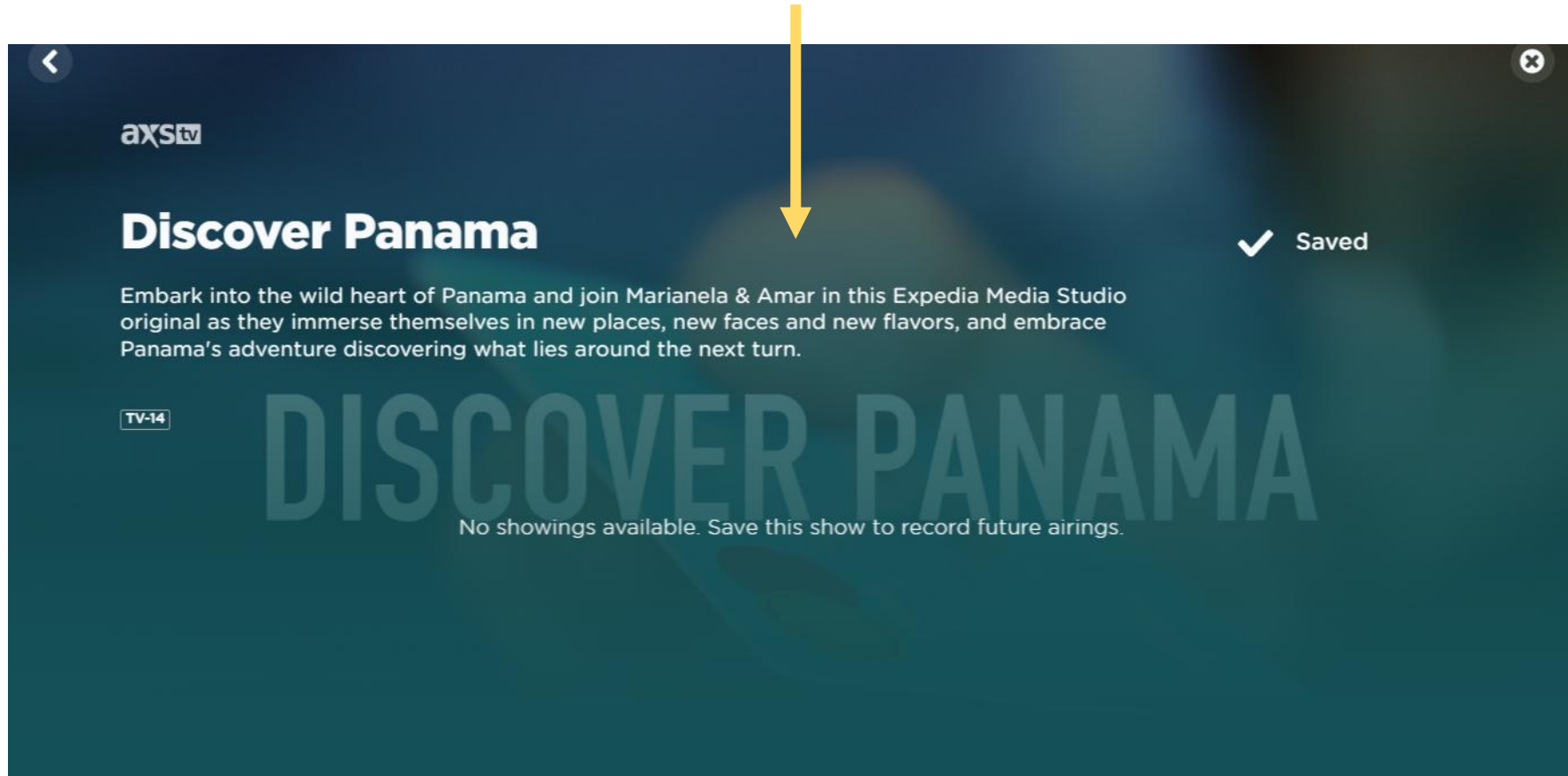
- TV Show Title text in Program Guide



Leap's Brand Exposure Elements

Create Awareness and Bring Consumers to Your Brand **Before Your Show Airs**

- TV Show Description text in Program Description



Leap's Brand Exposure Elements

Create Awareness and Bring Consumers to Your Brand **Before Your Show Airs**

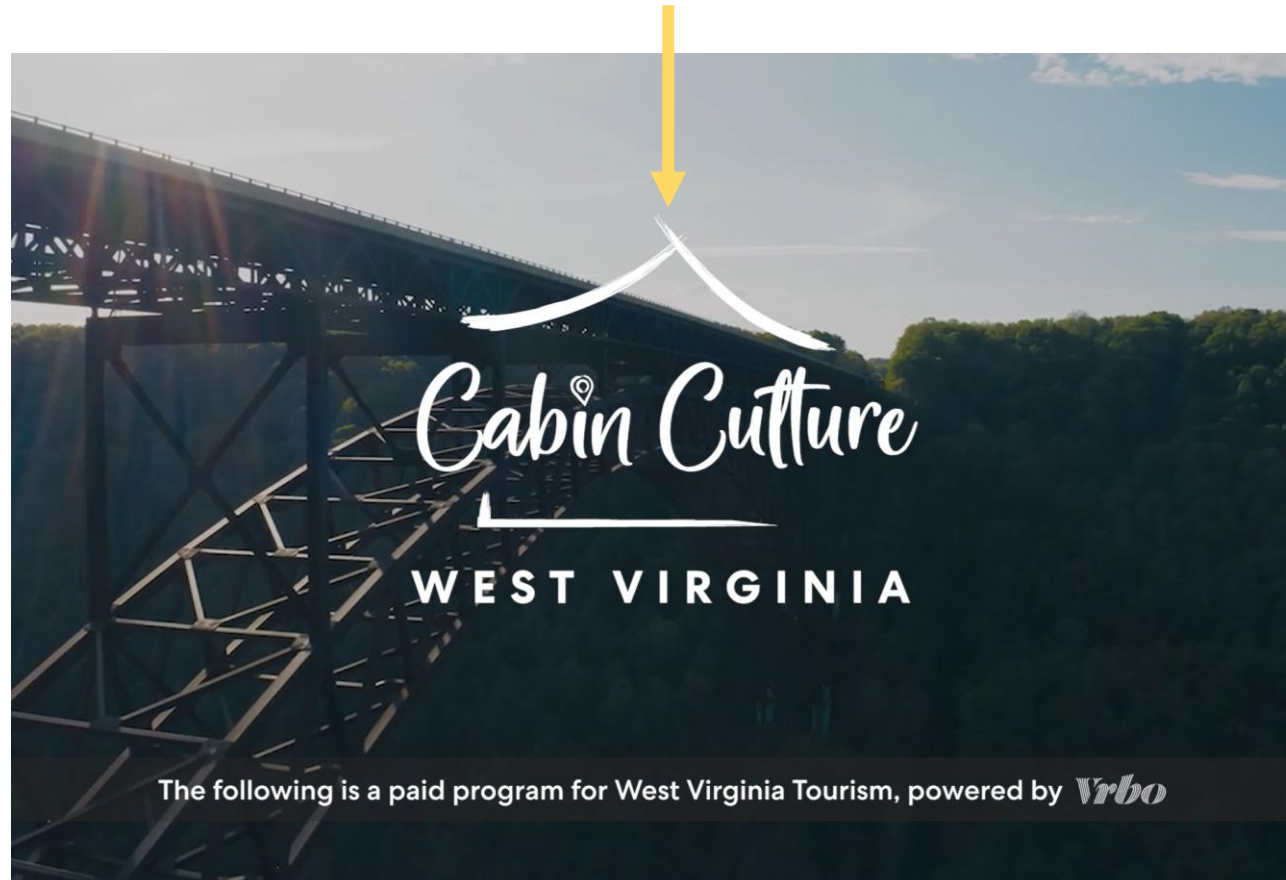
- Tune-In Campaign



Leap's Brand Exposure Elements

Consumers Experience Your Brand and Take Action During Your Show

- Brand attributes conveyed in the storytelling



Leap's Brand Exposure Elements

Consumers Experience Your Brand and Take Action During Your Show

- Calls-to-action throughout the TV Show

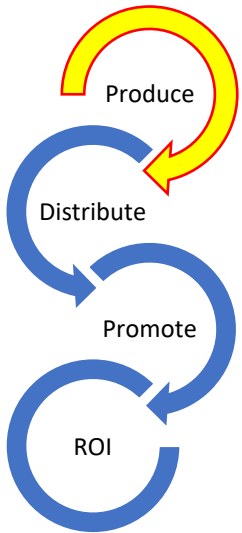


Leap's Turnkey Workflow

Creative Production Partnership with Canvas Media Studios

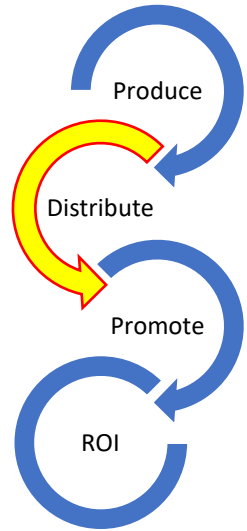


- What Canvas does
 - Create, shoot, edit TV Show
 - Create, shoot, edit Tune-In Campaign
- Benefits
 - An Emmy® nominated producer of branded experiences
 - Integrated into Leap's workflow



Leap's Turnkey Workflow

Distribution Partnership with Cannella Media DTC



Cannella, Chris Pizzurro's Leap Media Launch Long-Form Brand Engagement Product

By Jon Lafayette (Broadcasting & Cable) published May 08, 2023

First shows feature travel and food categories



Gemma Stafford is featured in 'Bigger Bolder Baking' (Image credit: Taste Buds Entertainment LLC)

Cannella Media and Leap Media Group said they have joined forces to produce half-hour branded programs that are distributed on linear and free ad-supported streaming TV channels.

- What Cannella does
 - Distribute TV Show
 - Distribute content for Program Guide and Program Description
 - Has Production capabilities
- Benefits
 - A leader in Direct Response Television for over 35 years
 - Integrated into Leap's workflow

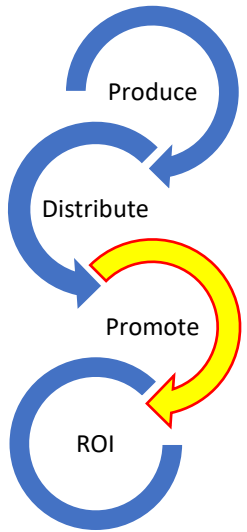


Leap's Turnkey Workflow

Targeted Promotion with Leap's Ad Network



- What Leap does
 - Plan and buy a promotional Tune-In Campaign
 - Execute Tune-In Campaign delivery
 - Report on Tune-In Campaign performance
- Benefits
 - Familiarizes viewers with your brand
 - Boosts viewership to your Show
 - Cost-effective due to Leap's own ad network

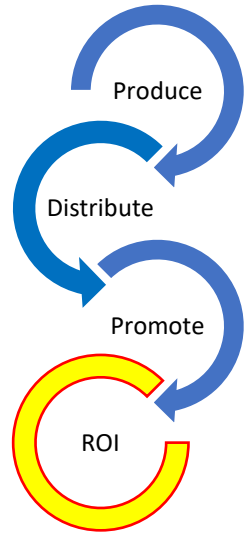


Your Show Could Air On This Growing List of Distributors

Linear Networks & Streaming Platform Partners



Case Study: Travel Category

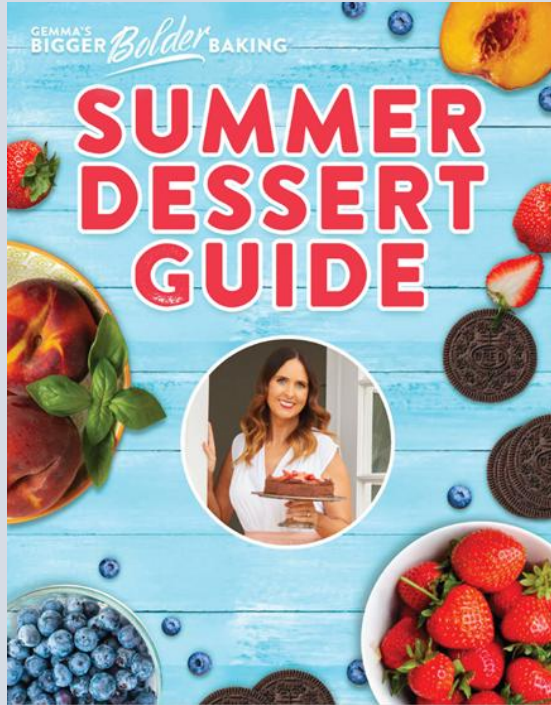
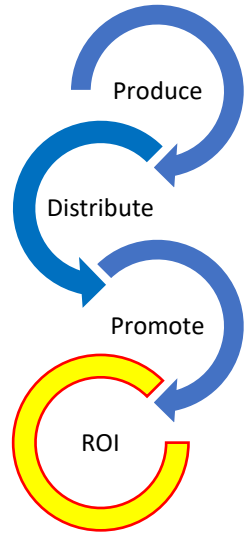


- Goal: Extend reach of on-line vignettes
- TV Shows:
 - The Next Turn: Panama
 - Cabin Culture: West Virginia
- Result: Delivered ROI of 3M+ unique reach impressions in one weekend airing on AMC, We TV, Reelz, DirectTV
- Result: Airing more shows in Q4 2023

“Weekend mornings are primetime for our leisure category. We reached consumers when they were in lean-back mode and receptive to travel storytelling. This was a great way to leverage our investment and bring our Panama Tourism partner unique reach in a very efficient manner.”

Angelique Miller
Head of Expedia Group Media Studio

Case Study: Food Category



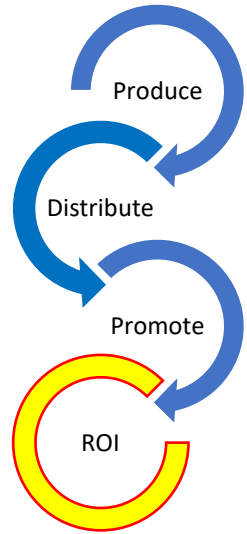
- Goal: Drive email signups to Bigger Bolder Baking
- TV Show: Gemma's Summer Desserts
- Result: Delivered ROI of 1,500% increase in email signups in weekend airing on Food, Dabl, We TV, Dish, DirecTV
- Result: Result: Airing more shows in Q4 2023

“We are excited to be pioneering this new format with our Summer Desserts TV special. We are connecting with our current and new audiences in new and meaningful ways.”

Kevin Kurtz
CEO of Taste Buds Entertainment

Benefits of Branded Content

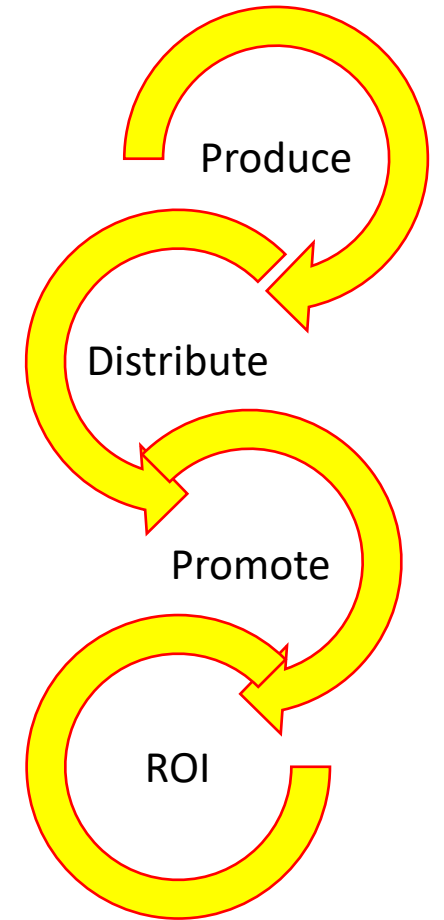
Branded Content Drives Positive Brand Results



- TV's reach is additive to Social Media reach
According to a 2023 study from [VAB](#), after TV launch, digital-native brands saw a +56% surge of new customers to their online storefronts. Supporting that while social media brings cost-effective growth, TV provides mass market reach to mainstream audiences and increases upper-funnel demand
- Viewers engage with branded content
According to a 2023 study from [BENLabs](#), 75% of U.S. consumers have searched for a product or brand online after seeing it in a TV show or film with 57% going on to make a purchase
- Branded content drives high brand recall
According to a [Nielsen report](#), branded content resulted in 86% brand recall, while pre-roll resulted in 65% brand recall

Summary of Benefits

- Allows for rich, **engaging stories** about how people experience and value your brand
- Insures **effective reach** to new audiences via targeted distribution and promotion
- Enables a **quantifiable return on investment** through distinct calls-to-action
- **Leap's turnkey solution** makes execution easy and cost-effective





Long Form Video in a Short Form World

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