



#Decisions Marketing Strategy

#Decisions has allocated \$500K for strategic marketing on social media platforms.

Pre-Awareness

We strongly believe #Decisions is a value-added franchise that will build out not only into a successful web series but into multiple films, books, educational tools, video games.

In order to do this, we have to dedicate at least Season 1 to building Pre-Awareness. #Decisions will obtain millions of viewers, followers and subscribers through the current relationships of Executive Producers Chad Fleck, Ben Morris and the Advisory Board.

Networks, Studios, Distributors, Streaming Services will be approaching us for our content because they are in the business of backing Intellectual Properties (IP's) that have a pre-existing audience.

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Strategy:

- 1) Each Episode will feature at least one celebrity or well-known actor or sports figure or social media star. One mention on their social media platforms brings a % of their followers as viewers to #Decisions.
- 2) “What I Really Want to do is Direct” – Invite celebrities to Direct an episode of #Decisions which brings their followers and high profile friends to view #Decisions. We will limit this to 6 episodes per 12 episode season in order to give talented but underrepresented directors a shot at directing. Examples: LeBron James to direct the episode on bullying brings the world stage to #Decisions. Ben’s connections of Andy Lauer and DeVon Franklin alone, bring Brad Pitt, Allison Janney, Oprah, Will Smith within our reach. Patricia Heaton can direct an episode of her choosing. YouTube star Anna Akana (2.4M YouTube Subscribers) can direct an episode.
- 3) Empowering our audience to make a difference by buying #Decisions Swag knowing that a portion of the proceeds goes directly to a charity that is truly making a difference, brings viewers from around the globe. #Decisions Advisory Board will choose 12 worthy charities that can coincide with the topic of the short film. #Decision viewers have the task of raising as much money as possible via the #Decisions Swag merchandise in the 30 days before the next episode airs. Episode #1 will choose PATH (People Assisting the Homeless), California’s largest private agency that has helped 7500 people transition out of homelessness. Celebrity supporters include Kristen Bell, Hillary Swank, Annette Bening, Greg Kinnear, Larry King, Samuel L Jackson, Brian Austin Green, Ed McMahon and others. www.epath.org We will ensure this won’t be a celebrity-driven marketing strategy where they dictate our stories and charities but a team effort to get the word out about the #Decisions “think before you act” journey. This will allow us to obtain “endorsements” from these charities and their long list of donors.

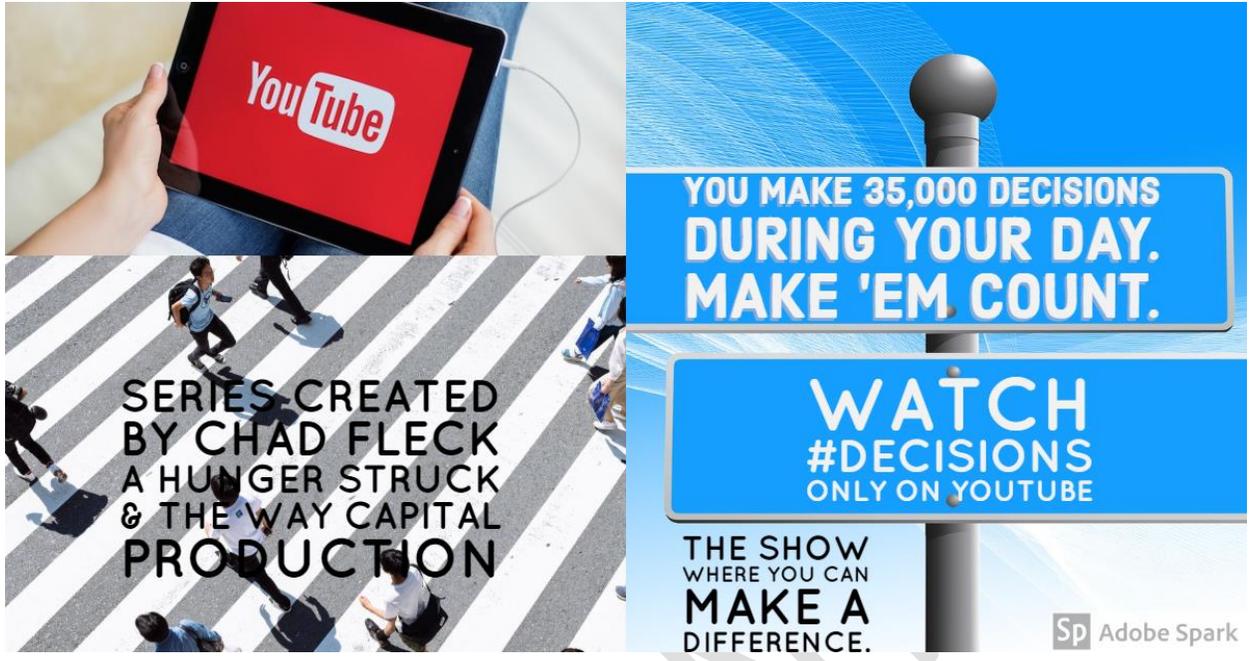
- 4) At the end of Season #1, we will celebrate how many lives have been changed through this movement with a special season-ending episode that is all about our viewers and those they have helped.

Sample Marketing:



Pilot Episode Poster

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Facebook Post / Advertisement

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