10.19.17

the ONION®

WORKING WITH UNCONVENTIONAL PARTNERS FOR TRAVEL

I WOULD *HOPE* THAT YOU'VE HEARD OF

the ONION®

WE HAVE EXACTLY ONE MORE PEABODY AWARD THAN BUZZFEED

the ONION®

AMERICA'S FINEST NEWS SOURCE

9 MILLION ON-SITE UNIQUES
44 MILLION SOCIAL UNIQUES

The Onion is the world's leading news publication, offering highly acclaimed, universally revered coverage of breaking national, international, and local news events..A satirical reflection of today's digital news sources, The Onion has been one of the most influential voices in American culture for over 25 years.

6.5MM	9.9MM	$110K
FACEBOOK FANS	TWITTER FOLLOWERS	MEDIAN HHI

46%	55%
MILLENNIALS (18-34)	MALE

SOURCES: COMSCORE, KEY MEASURES, MULTI PLATFORM, Q1 2017 MONTHLY AVG., FACEBOOK, MARCH 2017 DATA: FMG INTERNAL ANALYSIS

DEADSPIN
the ONION
JALOPNIK
HOW I WORK
lifehacker
A.V. CLUB
JOHN TETI
A.V. CLUB
CLICKHOLE PRESENTS
LEARN ATTACK!
KOTAKU
GIZMODO
JEZEBEL
FMG

Our Editorial Brands

GIZMODO

EVERYTHING IS TECHNOLOGY
18MM On-Site Uniques
6MM Social Uniques
$96K Median HHI

DEADSPIN

WITHOUT ACCESS, FAVOR, OR DISCRETION
9MM On-Site Uniques
5MM Social Uniques
$104K Median HHI
45% A18-34

JEZEBEL

CELEBRITIES, SEX, FASHION
10MM On-Site Uniques
8MM Social Uniques
$98K Median HHI
44% A18-34

lifehacker

LIVE LIFE BETTER
13MM On-Site Uniques
4MM Social Uniques
$90K Median HHI
46% A18-34

JALOPNIK

DRIVE FREE OR DIE
6MM On-Site Uniques
4MM Social Uniques
$95K Median HHI
47% A18-34

KOTAKU

THE GAMER'S GUIDE
6MM On-Site Uniques
7MM Social Uniques
$86K Median HHI
60% A18-34

SPLINTER

NEWS FOR A NEW AMERICA
6MM On-Site Uniques
69MM Social Uniques
$91K Median HHI
58% A18-34

the ONION

AMERICA'S FINEST NEWS SOURCE
9MM On-Site Uniques
44MM Social Uniques
$110K Median HHI
46% A18-34

A.V. CLUB

TURNING NERDS INTO SNOBS SINCE 1996
7MM On-Site Uniques
10MM Social Uniques
$101K Median HHI
44% A18-34

CLICKHOLE

THE MOST CLICKABLE CONTENT ON THE WEB
2MM On-Site Uniques
19MM Social Uniques
$121K Median HHI
88% A18-34

THE ROOT

THOUGHT-PROVOKING COMMENTARY + NEWS
4MM On-Site Uniques
13MM Social Uniques
$86K Median HHI
42% A18-34

SOURCES: COMSCORE, KEY MEASURES, MULTI PLATFORM, Q1 2017 MONTHLY AVG., FACEBOOK, MARCH 2017 DATA: FMG INTERNAL ANALYSIS

We have the most **connected community** on the web.

45%
OF FMG READERS ARE REGULARS

2:45
FMG AVERAGE ENGAGE TIME

33MM
MONTHLY SOCIAL ACTIONS

(LIKES, COMMENTS, REACTIONS, SHARES, VIDEO VIEWS)

22K
DAILY ON-PLATFORM COMMENTS

We have **big scale.**

90MM
MONTHLY ON-SITE UNIQUES

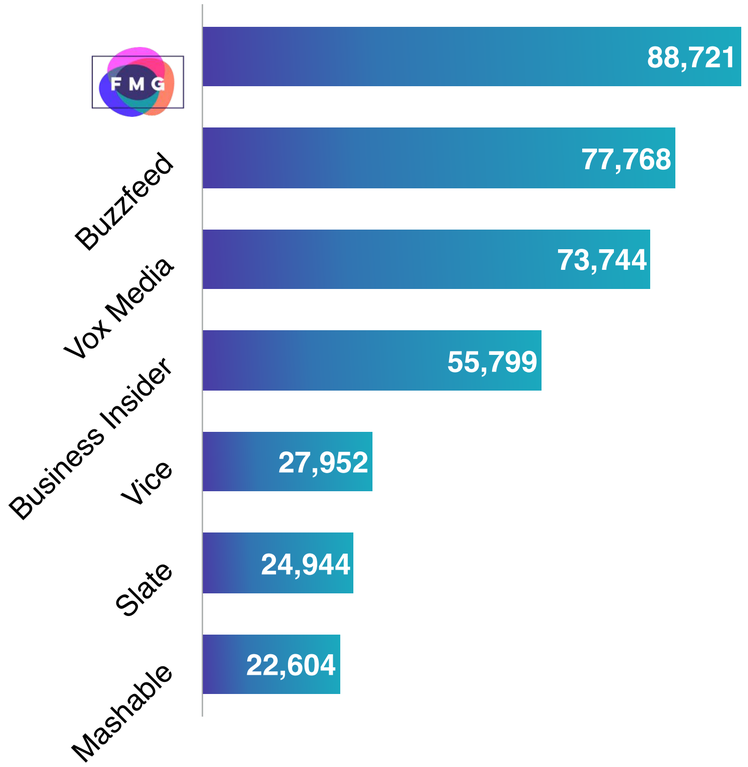
178MM
SOCIAL UNIQUES

201MM
MONTHLY VIDEO VIEWS

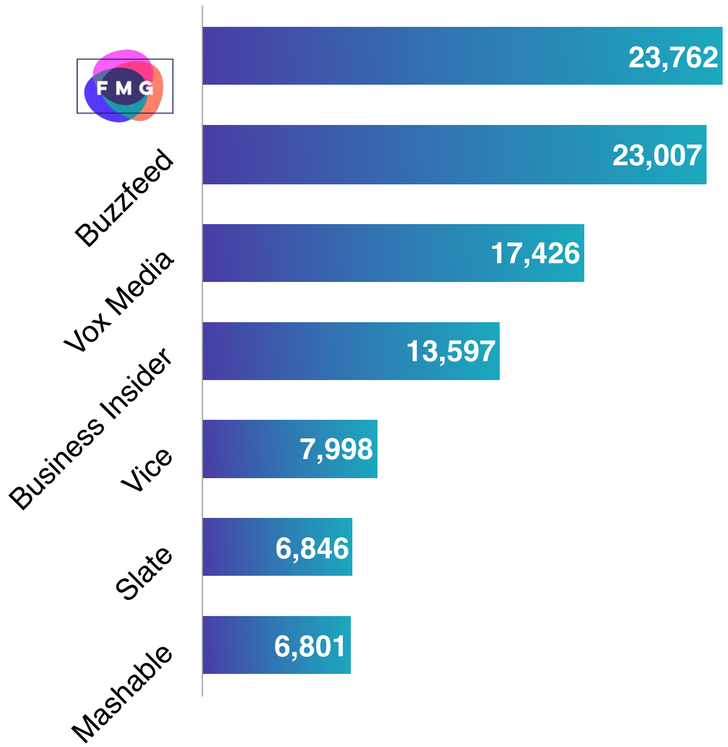
*ComScore Key Measures Multi-Platform, Monthly Uniques, Q1 Monthly Average, 2017; Facebook

And the **right scale.**

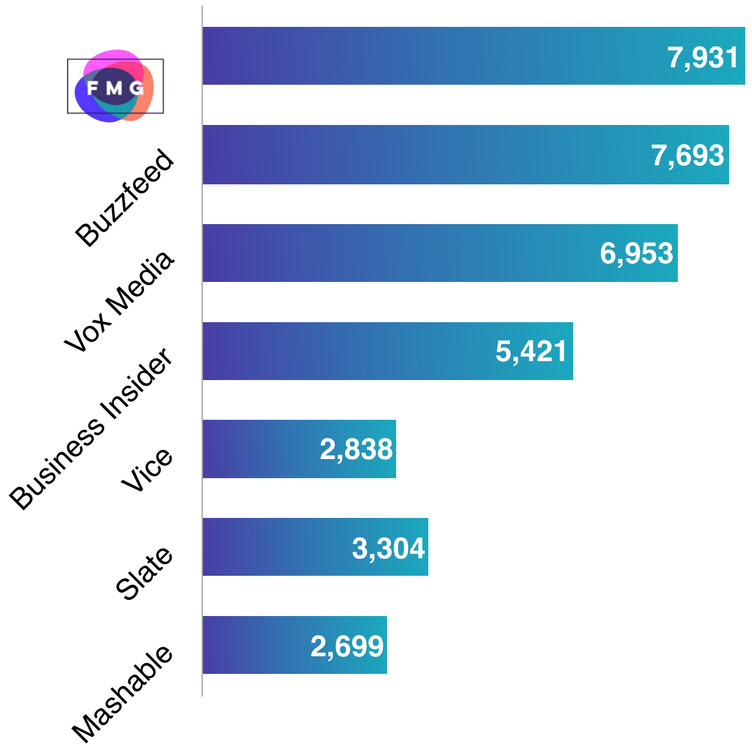
MORE **SCALE**
(’000)



MORE **MILLENNIAL**
A25-34 (’000)



MORE **AFFLUENT**
A25-34 & HHI $100K+ (’000)



“[FMG] HAS THE MILLENNIAL MARKET IN HAND” — quantcast

*ComScore Key Measures Multi-Platform, Monthly Uniques, Q1 Monthly Average, 2017

We Create Connections for Brands

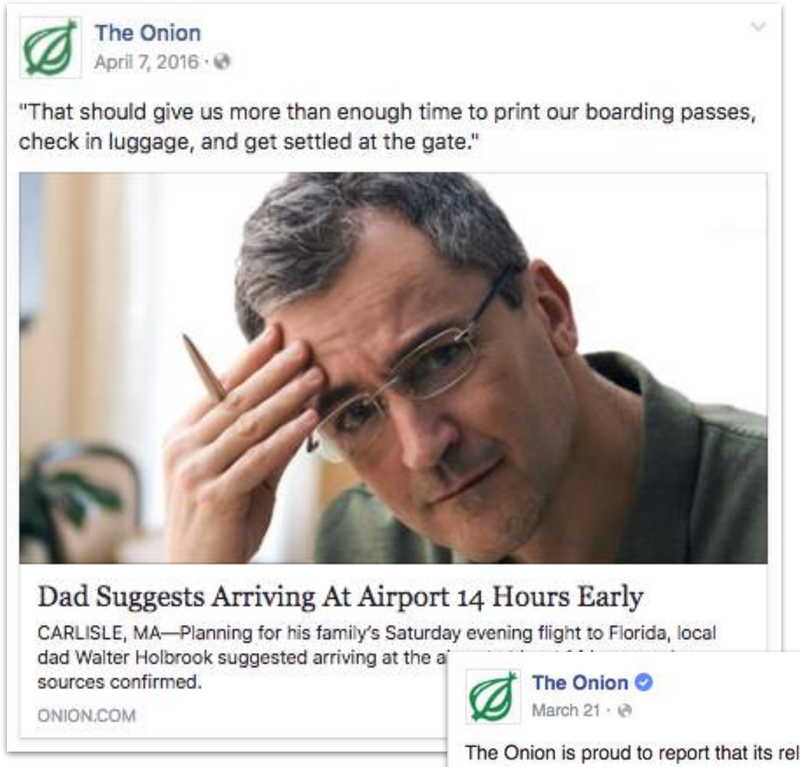
HOW TO BUILD A CAMPAIGN THAT WILL REACH 100MM+

DO

Trust the Comedy

Respect the covenant with the audience and deliver on what they came to you for in the first place

(ask yourself where is someone along the customer journey)



The brand needs to be in on the joke.

DON'T

Don’t come to the party and talk only about yourself.

Say something interesting, take a risk and offer some utility in the form of an insight.

Man Buys The Living Daylights Out Of Patio Furniture At Home Depot’s Spring Black Friday

NEWS IN BRIEF · Oct 22, 2013

Share on Facebook Share on Twitter

FRESNO, CA—A local unfinished basement confirmed this week that the way homeowner Shelley Thomason has been eyeing it lately has caused it to feel deeply uneasy. “Every time she walks down the stairs, she always stops and gives me this look like she’s planning something, it’s really making me uncomfortable,” said the 900-square-foot ground-level area, which also reported that various sightings of Thomason carrying home unknown products in an orange Home Depot bucket had given it a sinking feeling of dread. “Whatever she’s thinking, I don’t see any way I’m going to make it out

Don't directly push a campaign message on the audience; this comes off as disingenuous.

RED ROBIN GOURMET BURGERS

Becoming Red Robin 'Burger Daddy' Literally Area Man's Only Way Into Woman's Heart

NEWS IN BRIEF · May 23, 2013

Share on Facebook | Share on Twitter | g+

GRESHAM, OR—Local resident Gary Tomson, 28, announced this week that he was finally able to forge a relationship with longtime unrequited crush Amanda Coller, but only after agreeing to act as her "Burger Daddy" by purchasing a hamburger for her at a local Red Robin restaurant. "She pretty much had no romantic interest in me whatsoever until I mentioned the words 'Burger Daddy' and now she's calling me practically all the time," Tomson told reporters, adding that he would like to personally thank the people at Red Robin for somehow making this situation possible. "Sure, she may not actually be interested in me for my looks, my personality, my interests, my career, my future prospects, my sense of style, my intellect, or the way we personally interact as human beings, but hey, I'll take what I can get at this point." When reached for comment, Coller told reporters that if it would get her a free burger she would put up

..and bad branded content will make you look bad.

DON'T SACRIFICE SCALE: PRINCIPLES OF DISTRIBUTED CONTENT

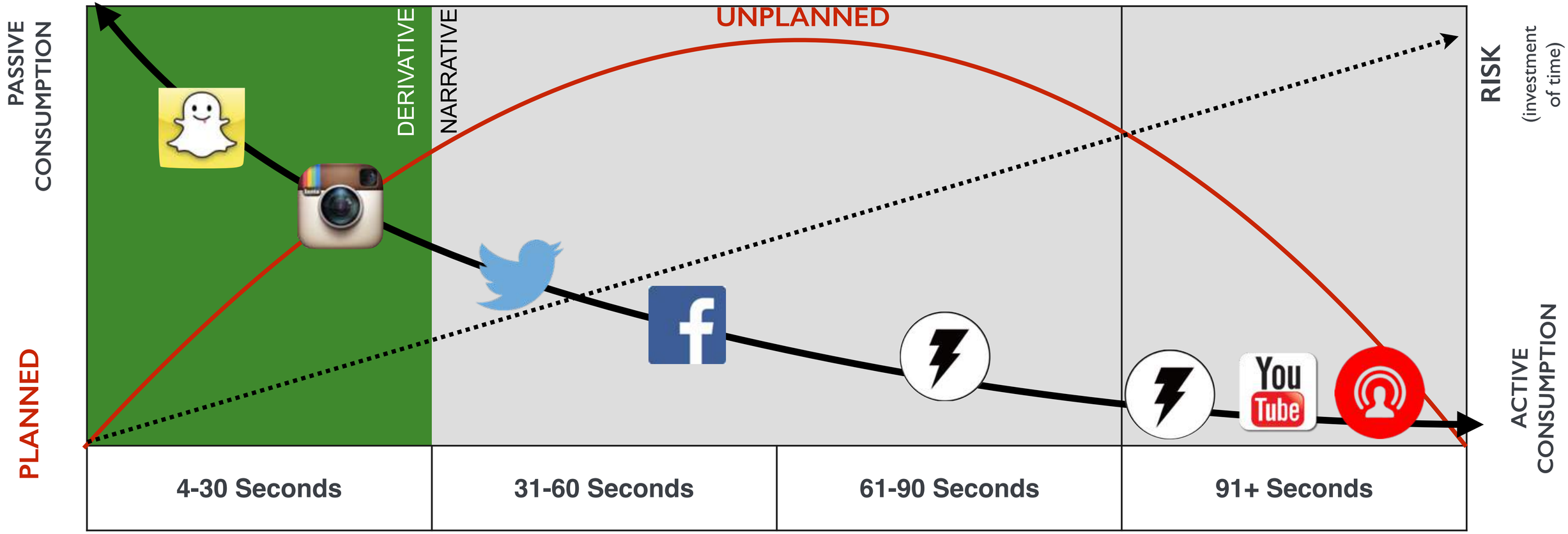
1. **Optimized to capture attention not site traffic**
   - Worry about scalability not virality

2. **All views created equal:**
   - Social content views are as valid as O&O views
   - Paid views are as valid as organic views

3. **Content is format driven: repeatable and repurposable**

THE GOAL IS TO MINIMIZE FRICTION

CONTEXT AWARE DISTRIBUTION



ENOUGH ABOUT THE ONION

INSIGHT

W+K decided that “Oregon is great enough that it might be kind of fun to undersell it a bit,” which is how they arrived at the tone of
‘We Like It Here. You Might Too.’

The travel industry can be an echo chamber of similar messages and lush visuals. To reach Millenials W+K needed to bring a unique voice to bear.

Wieden+Kennedy

CHALLENGE

Take the understated humor of W+Ks work a step further to stand out to The Onion audience.

Cut through the clutter of beautiful editorial in the travel industry to inspire people to travel to Oregon and “get to know” Oregon from a truly local perspective.

SOLUTION

Use the ‘stopping power’ of humor to drive top of funnel consideration.

We developed:

- Special ‘Travel Section’ on The Onion populated with new sponsored content and thematically aligned archive content
- A custom tongue-in-cheek video to highlight amazing things about Oregon

Beyond TheOnion.com:

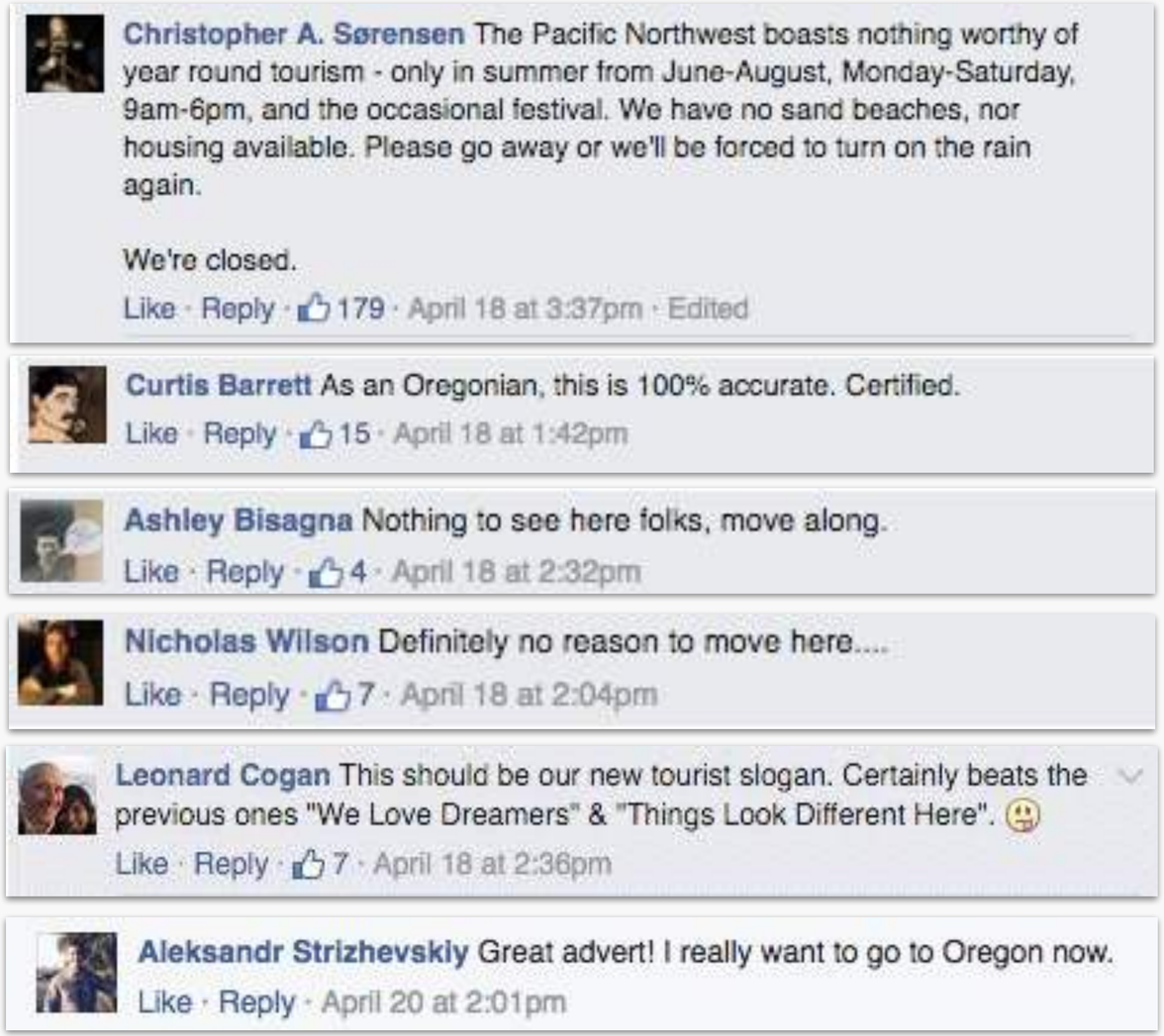
Content also ran on Twitter, Facebook, and Instagram, with a special emphasis on Canada

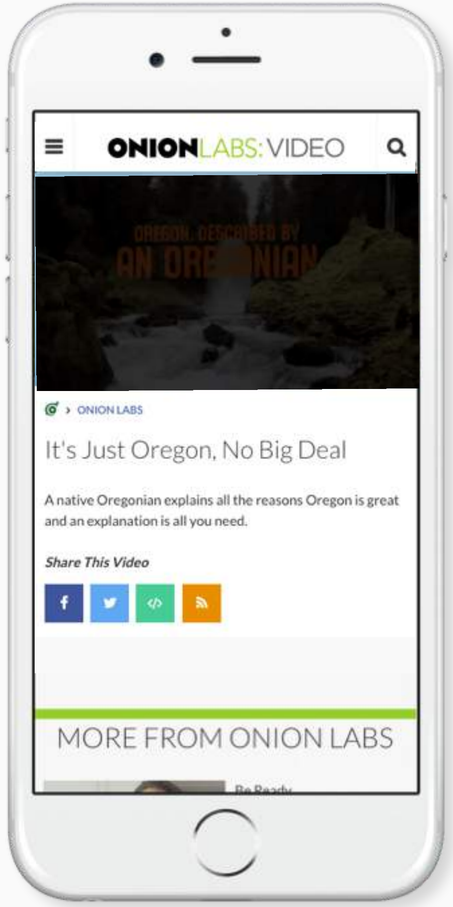
THAT'S HOW WE ENDED UP HERE

CUSTOM VIDEO

2.1 MM+
Video Views

404 K+
Social Engagements





TOP CAMPAIGN RESULTS

51 MM+	Campaign Impressions
2 MM+	Pageviews on Travel Section
1.3 MM+	Social Engagements
4.6%	Engagement Rate
2.3 MM+	Total Minutes Spent on Travel Section Equivalent to **4.5 years**

INSIGHT

Explore Minnesota wanted to move their imagery beyond their typical branding of camping and nature images. They also wanted to highlight the diversity of Minnesota to reach a millennial audience. They also wanted to geotarget key markets.

COLLE + McVOY

CHALLENGE

Explore Minnesota wanted to move their imagery beyond their typical branding of camping and nature images. They also wanted to highlight the diversity of Minnesota to reach a millennial audience. They also wanted to geotarget key markets.

SOLUTION

Use the ‘stopping power’ of humor to increase awareness

We created a **three custom videos** based on sincere and hilarious dares that could only happen in Minnesota. We combined these videos with a **Sponsored Post** on The Onion that focused on hilarious cold-weather travel. We even increased awareness of their video campaign and brand messaging by having influencers do these dares on **Facebook live**.

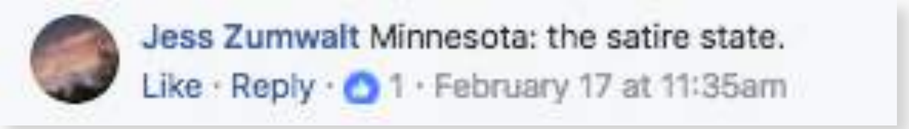
We also used **demo and geo-targeted content drivers and companion banners** across the FMG network and **social platforms** to ensure we engaged their target.

THAT'S HOW WE ENDED UP HERE

CUSTOM VIDEO

1 MM+
Video Views

283.8 K+
Social Engagements



NEWS IN BRIEF

Flight Attendant Quietly Informs First Class Passengers Where Real Emergency Exits Are

3/31/14 10:03am • SEE MORE: LOCAL

MIAMI—While passengers in the economy cabin watched the standard preflight safety video Monday, United Airlines flight attendant Kim Walters quietly informed first-class ticket holders aboard Flight 1173 of the location of the plane's actual emergency exits, sources confirmed. "Ladies and gentlemen, if you'll please give me your attention for a

TOP CAMPAIGN RESULTS

34.5 MM+	Campaign Impressions
962 K	Pageviews on Sponsored Article
283.8 K	Social Engagements
2.3%	Engagement Rate
14.9 MM+	Total Social Impressions

THANK YOU!

(EXCEPT FOR THE GUY WHO'S STILL BANGING ON HIS LAPTOP *EVEN NOW*)