

DECK SAMPLE

(A FULL DECK TYPICALLY CONSISTS OF APPROXIMATELY 35 SLIDES)

FOR FULL CONTENT SAMPLES, PLEASE EMAIL BIGDECKDESIGNS@GMAIL.COM. THANK YOU!



INFLUENCER PARTNERSHIP

- Full social rollout on KSI & Kickstart media channels (platform of ~1.1MM)
- Strategic placement of partnerships: Key moments, NYC Launch, NBA Kickstart, Kickstart content for events
- Leverage KSI's partnership for collaborations with Dope Athletes
- Launch partner on KSI's NBA All-Star weekend activity (KSI, influencer events, hosting)
- Product placement in key screen KSI films
- Media commitment with CBS Comedy Network to simplify product story

KICKSTART CAMPAIGN

- KSI as creative director for Kickstart's national TVC for 2018-2019
- Integration across media channels to continue partnership
- Social promotions to drive audience through engagement
 - Partnerships with KSI
 - Tour & Content with team during tour
 - Guest experiences in games

COMEDY TOUR SPONSORSHIP

- Premium tour sponsor positioning
- VIP Experiences for consumers for fan-her customers, distribution
- On-site activation space
- PR amplification
- Tour PR & tour giveaways activities at KSI
- Original Equity content for Q&A channel

Mountain Dew Kickstart NBA TIMELINE (WIP)

- P9 2017: ANNOUNCE PARTNERSHIP
- P10 2017: NBA TIP OFF
City & Social Content - All games with a lead DREW/BA Athlete to create product-forward content to hype up the upcoming season
- P13 2017: CHRISTMAS DAY
Social Content - KSI to create a holiday basketball challenge content via social to engage consumers. Bring a VIP Player Experience to NBA All-Star as KSI's personal guest
- ALWAYS ON SOCIAL: #kickstartchallenge
Throughout the season, KSI interacts with DREW/BA Athletes via social to present them a challenge which the player responds to via their social

