**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

<table>
<thead>
<tr>
<th>Marquee VCR was 112% the Daily Beast average</th>
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<tr>
<td>avg. time on page for Unlocked Editorial Sponsorship was 5X the editorial average</td>
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<tr>
<td>Unlocked Editorial Sponsorship CTR was 6X the Daily Beast average</td>
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<tr>
<td>Entertainment Takeover CTR was 3X the Daily Beast average</td>
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