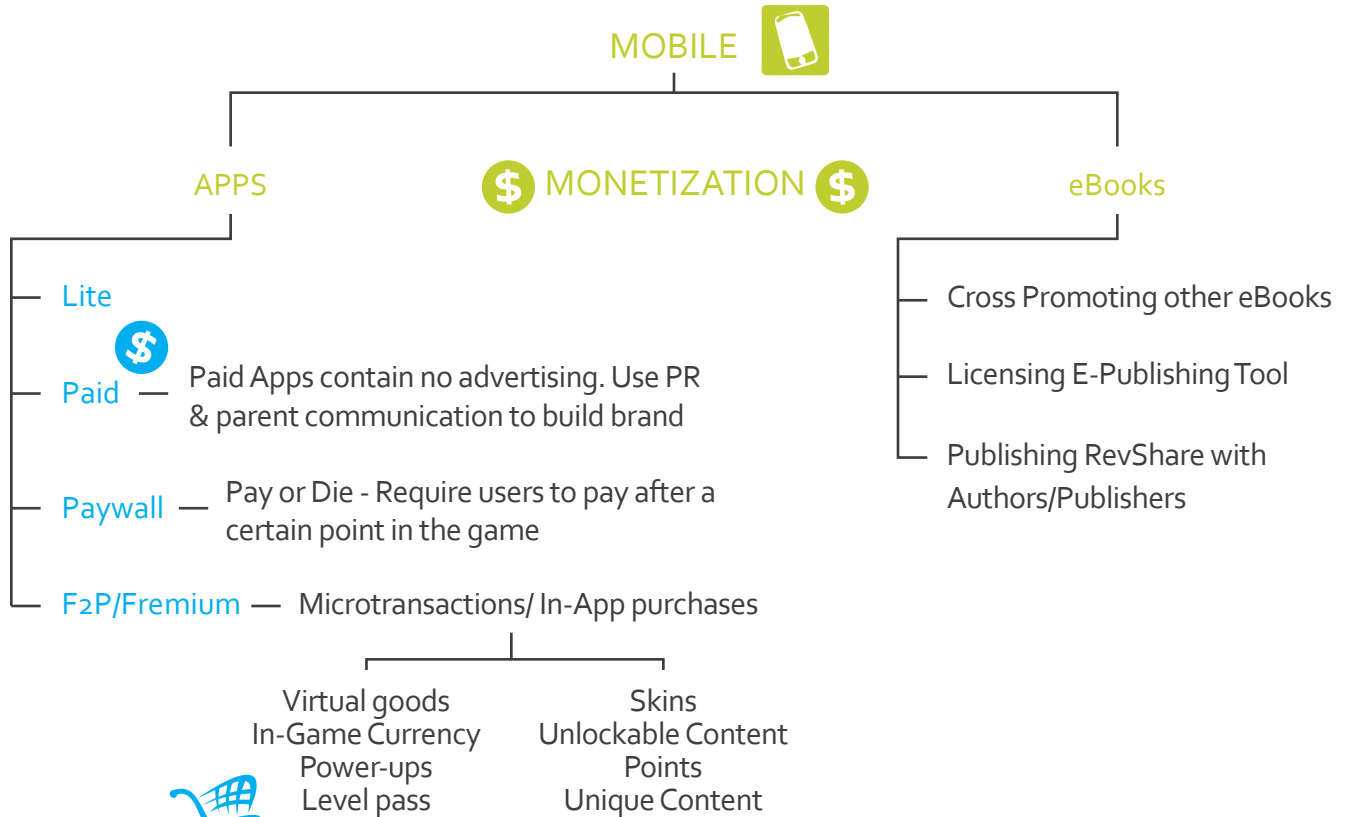


# MARKETING AND MONETIZING CASE STUDY SUMMARY

Kids' content developers in Ontario are using a wide variety of tools and practices to build their digital brands. Here's a summary of what we saw.



## MARKETING TOOLBOX



Social Media

All Audiences ← → Parents



### Viral Installs



Connect Game Centre

Outsource marketing to users, embed social tools in game-play

### Incentive Based Advertising

Reward social sharing with in-game currency or

Download another app by same developer or 3rd party developer and be rewarded with in-game currency

### In-Game Interstitial Adv'g/Video Clips

Drive app installs via cross promotion

- 3rd party apps
- developer apps
- 3rd party products

i.e. 7Eleven free slurpie

### Mobile Ad Networks

i.e. text ads, banner ads served by:



etc

### Leaderboards / Sharing

- Brag moments
- Challenge
- Friend gating

# MARKETING AND MONETIZING CASE STUDY SUMMARY

Kids' content developers in Ontario are using a wide variety of tools and practices to build their digital brands. Here's a summary of what we saw.

## ONLINE



### Games / Websites

Broadcaster  
Cross-Promotions

Custom Branded  
Games + Site

Social Media links

Featured Editorial



### Virtual Worlds

Rich Media  
Banners

"Sweepstakes"  
& Promotions

Social Media  
-Facebook App  
-Game Centre (Apps)

## MARKETING TOOLBOX



### Web Series

Public Relations

Social Media Channels  
-YouTube  
-Tumblr Blogs  
-Facebook/ Twitter  
-Pinterest

Companion Website

Corporate Social  
Responsibility



### Video on Demand

Public Relations

## \$ MONETIZATION \$

DVD'S

iTunes  
Cross selling  
-individual episodes  
-seasons

Merchandise  
-Plush  
-Books  
-Trading cards

Cross-selling

Apps (paid + free)

Google Ad  
Networks

Membership /  
Subscriptions  
i.e. (VIP, Elite)

Merchandise

Microtransactions  
-In-Game currency

In-Game 3rd party  
advertising

Sponsorship

In-App Purchases  
\$1.99 - \$99.99

Merchandise

Pre-Roll (Koldcast, blip,  
YouTube, Dailymotion)

Affiliates (Amazon)

Sponsorship

Broadcaster (CBC)

YouTube (Google Adwords)

Subscription