



CRave™

Brand storytelling in 2020 and beyond

Crave™

Canada's Streaming Service

HBO + SHOWTIME + STARZ + MOVIES





Crave

QUE C'EST BON
EN FRANÇAIS



SUPER
ÉCRAN

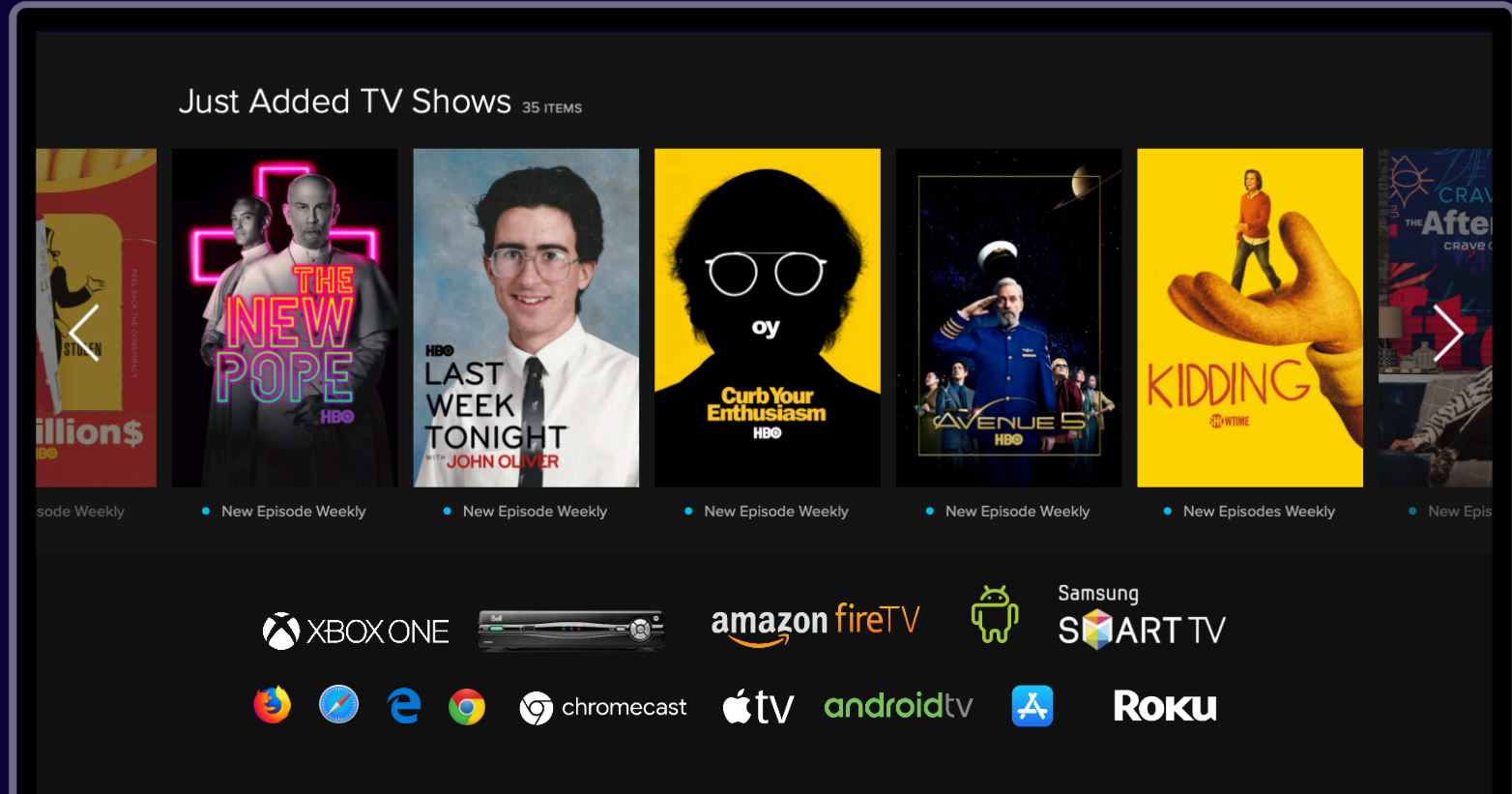
+

HBO

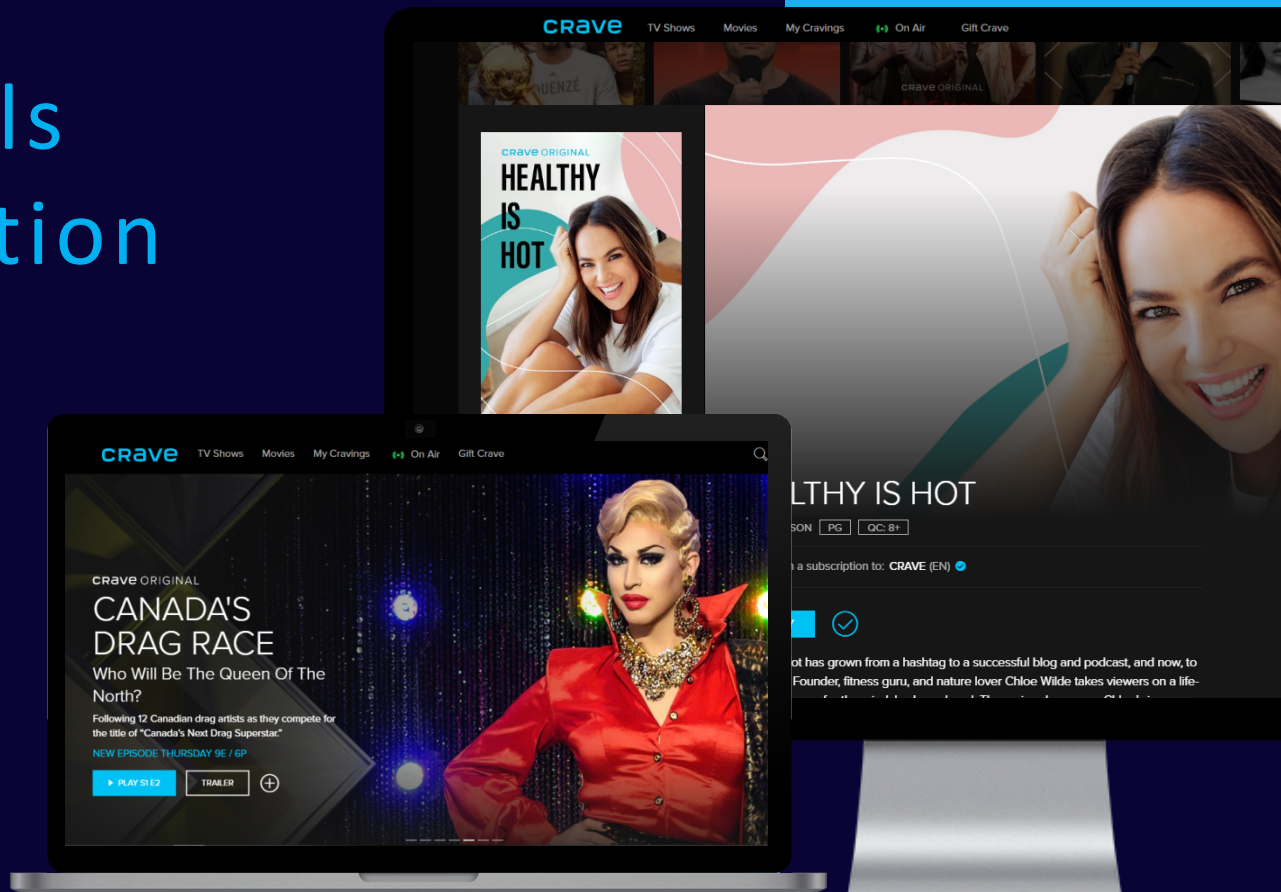
+

SÉRIES DE
CHEZ NOUS

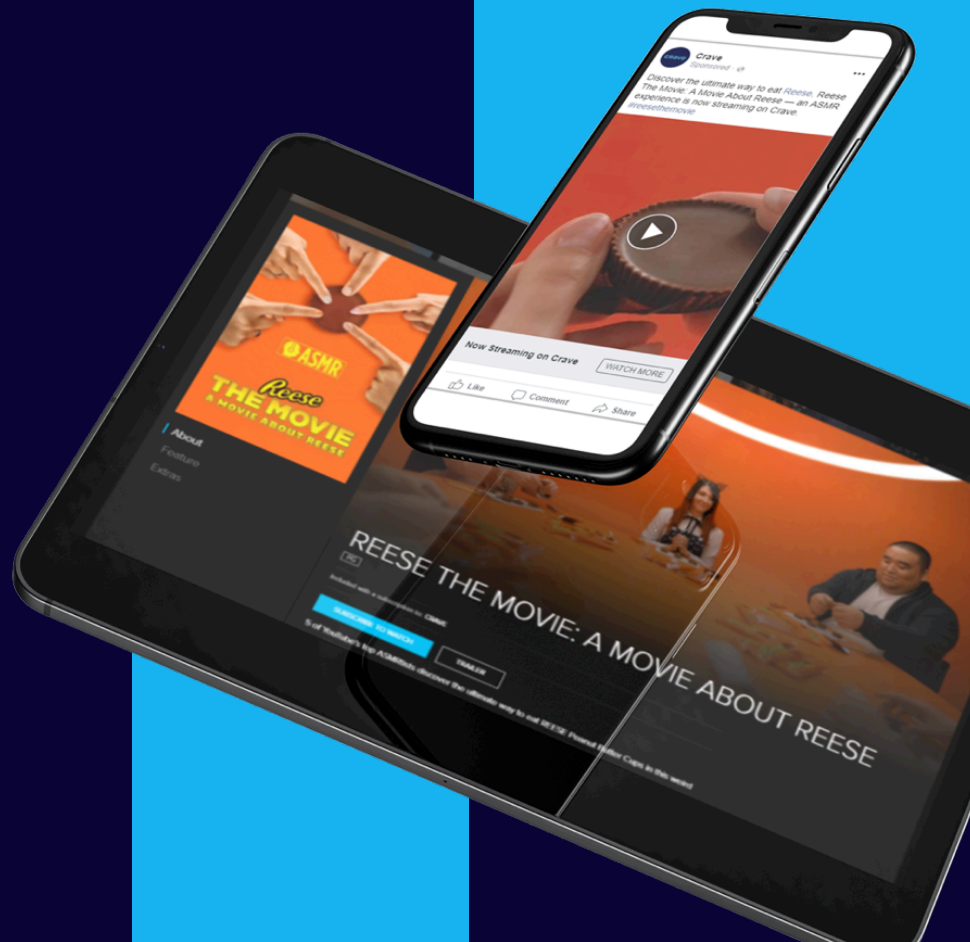
Distribution Platforms



Crave Originals Integration

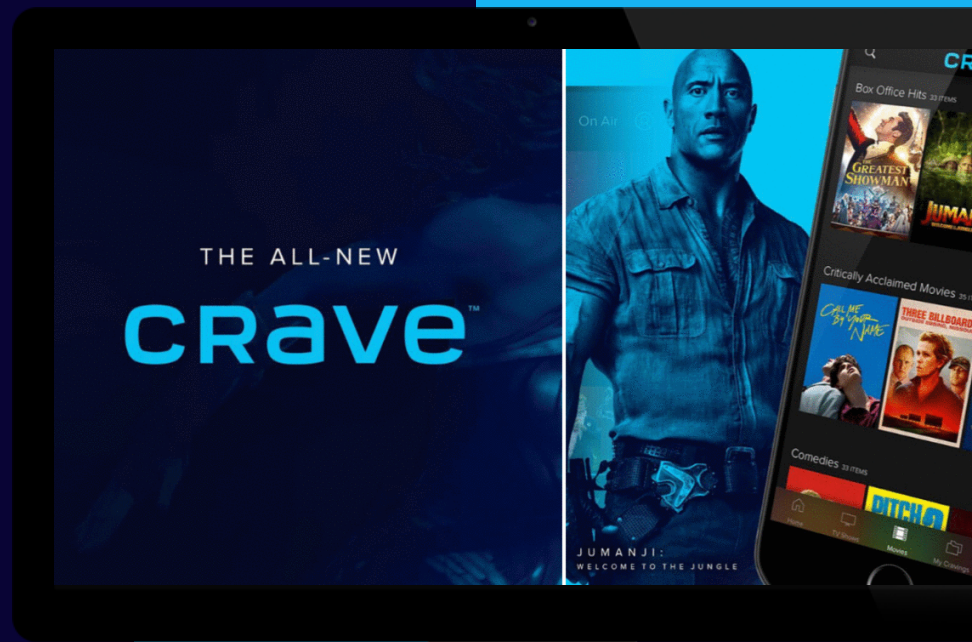


Branded Content Distribution



Co-Marketing Campaign

- Cobranded ad campaign
- Across platforms (OOH, Digital, Social, TV)
- Point of Sale and/or on-package

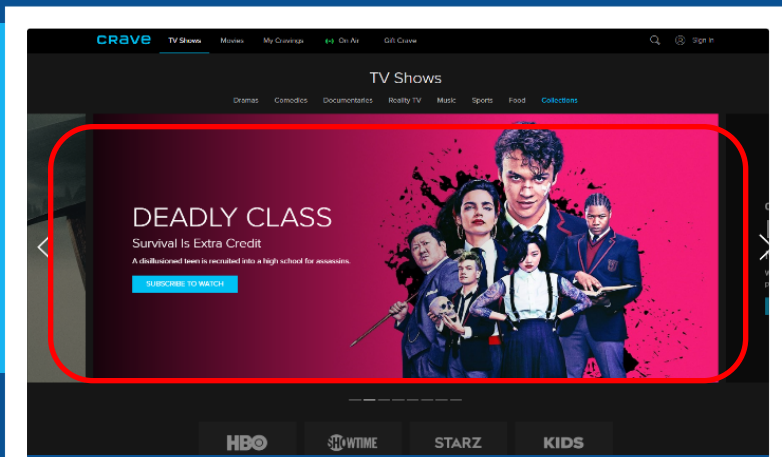




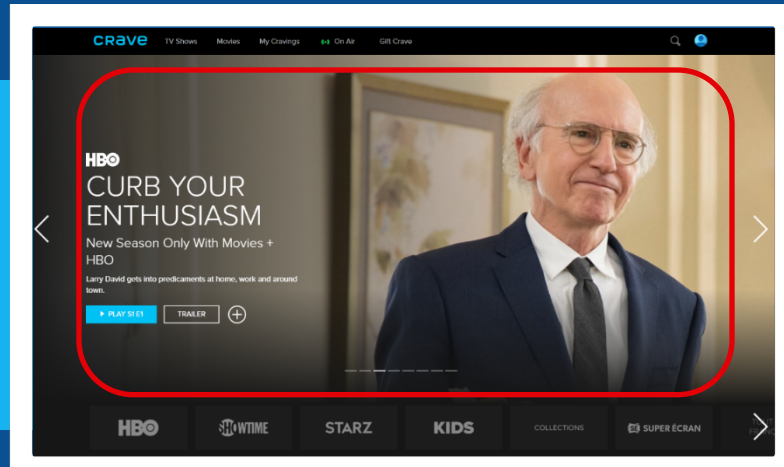
Amplification

On Platform

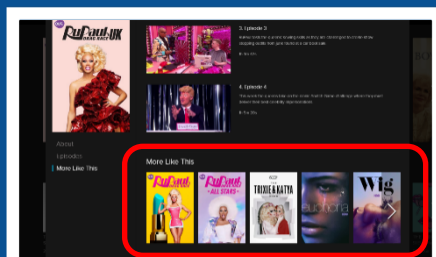
TV Shows rotator



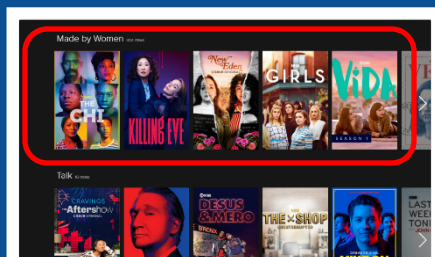
Home page rotator



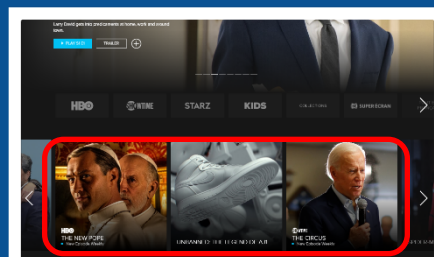
'More Like This'



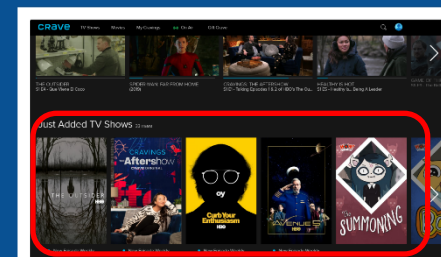
Collection



Crave Recommends rotator



Just Added



2

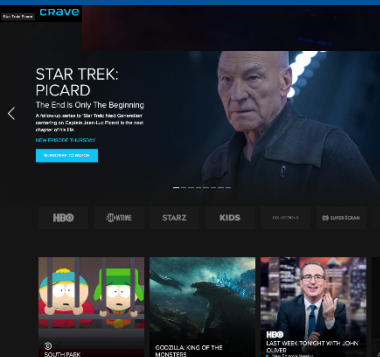
Conventional
Stations



Over
50,000
advertising faces



More than
30
Apps



4

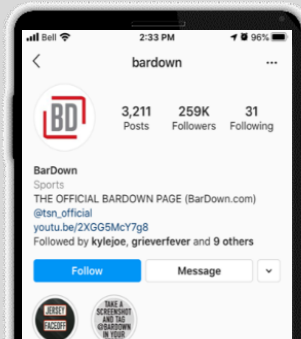
Pay TV
Services

BellMedia

More than
200
Website



**Social
Strategy**



29

Specialty
Channels

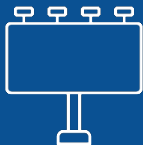


109

Radio Stations

managing
iHeartRadio
Streaming service
in Canada

Sample Campaign



	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8
DISTRIBUTION								
Content Live on Crave								
PAID AMPLIFICATION ON PLATFORM								
Home Page Rotator								
1x1 Crave Recommends Rotator								
TV Shows Rotator								
Just Added Section								
Collections								
More Like This Section								
PAID MEDIA AMPLIFICATION								
Digital								
Organic & paid social								
TV								
Out of Home								
EDITORIAL OFF PLATFORM								
Articles on other Bell Media sites								
Photo galleries on other Bell Media sites								
Organic social support from other Bell Media brands								
INFLUENCER SUPPORT								



Crave™
Bell Media