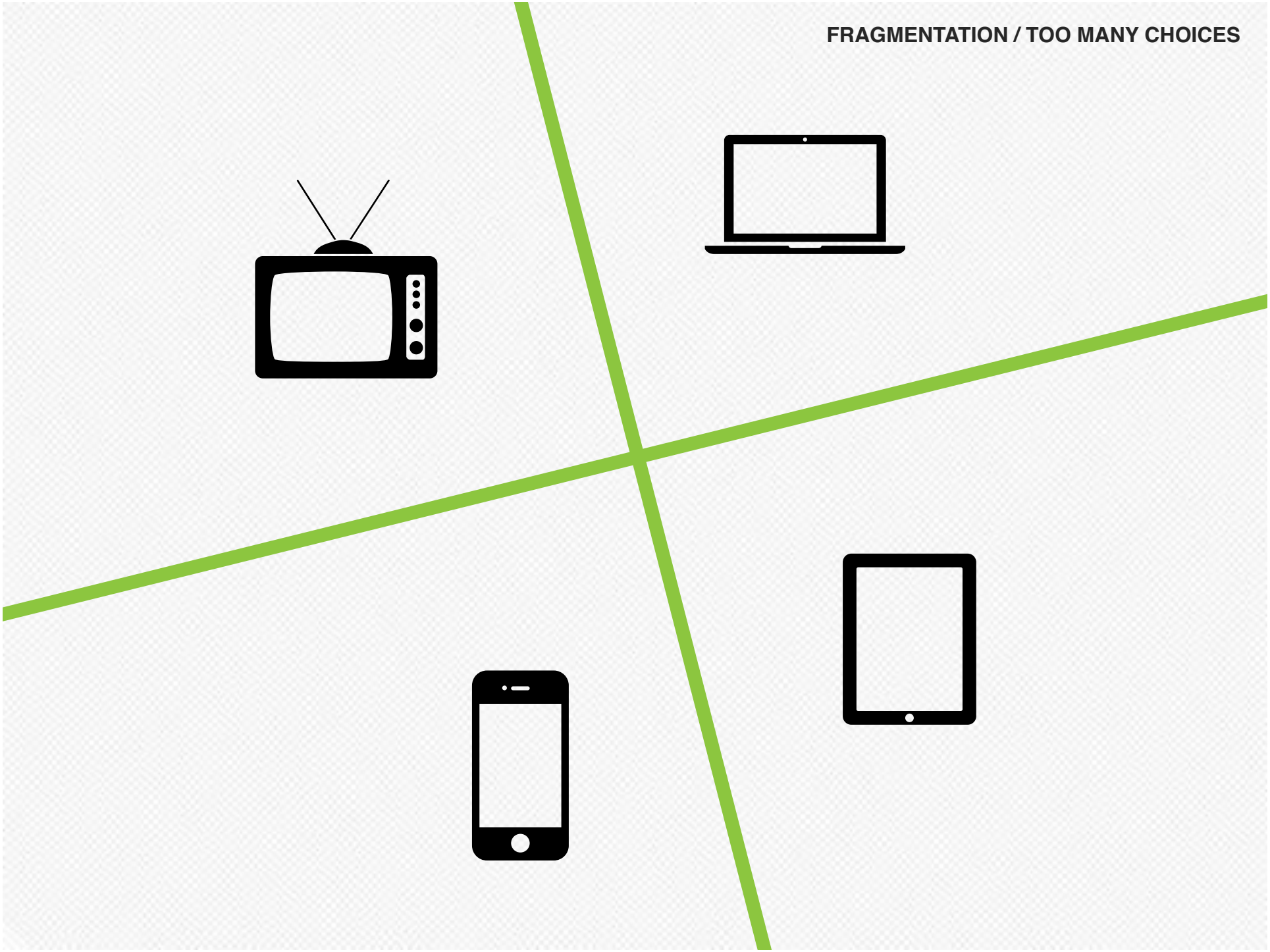
GreenLabel™

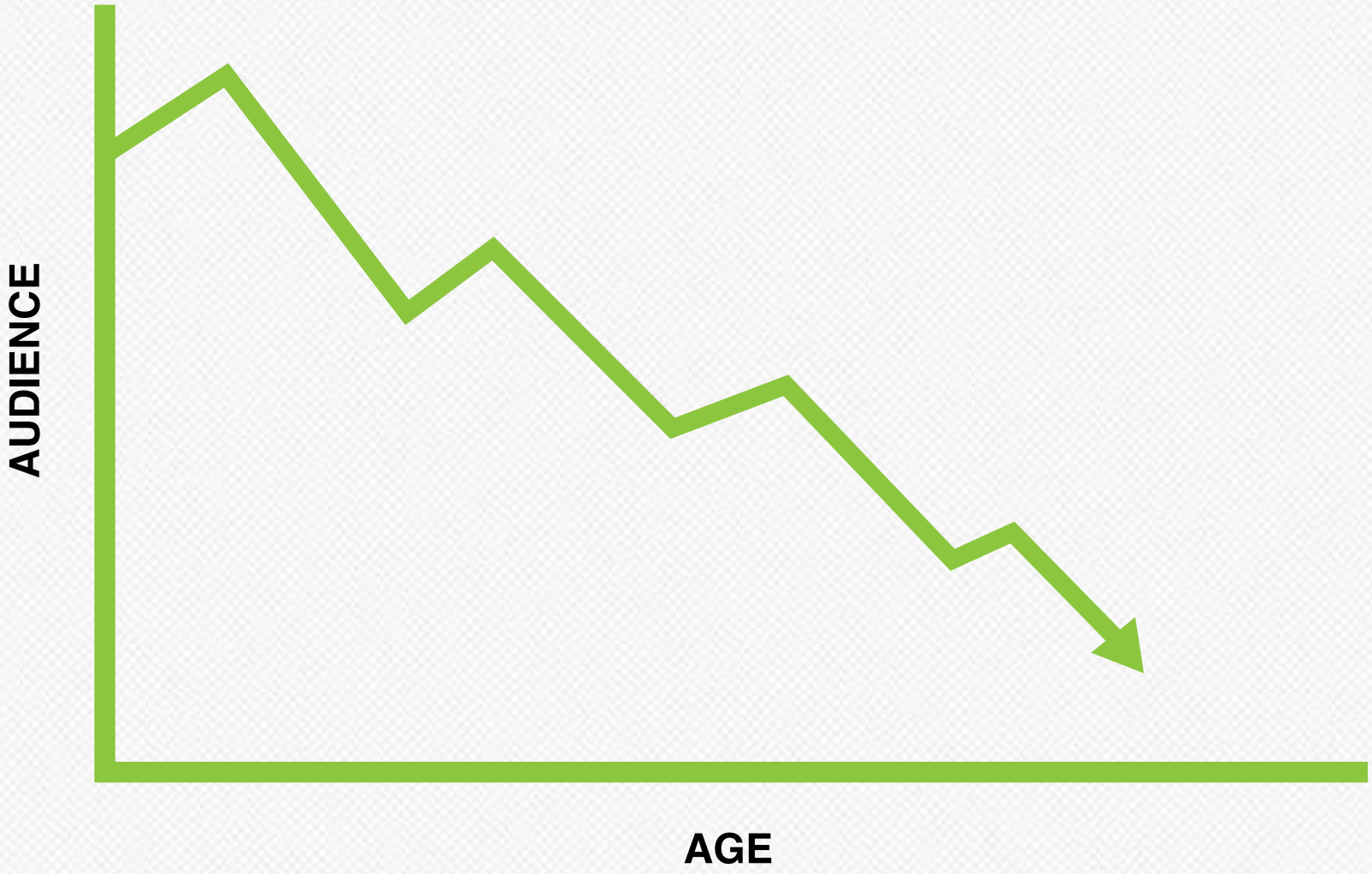
A CHALLENGING LANDSCAPE FOR ALL MARKETERS

FRAGMENTATION / TOO MANY CHOICES

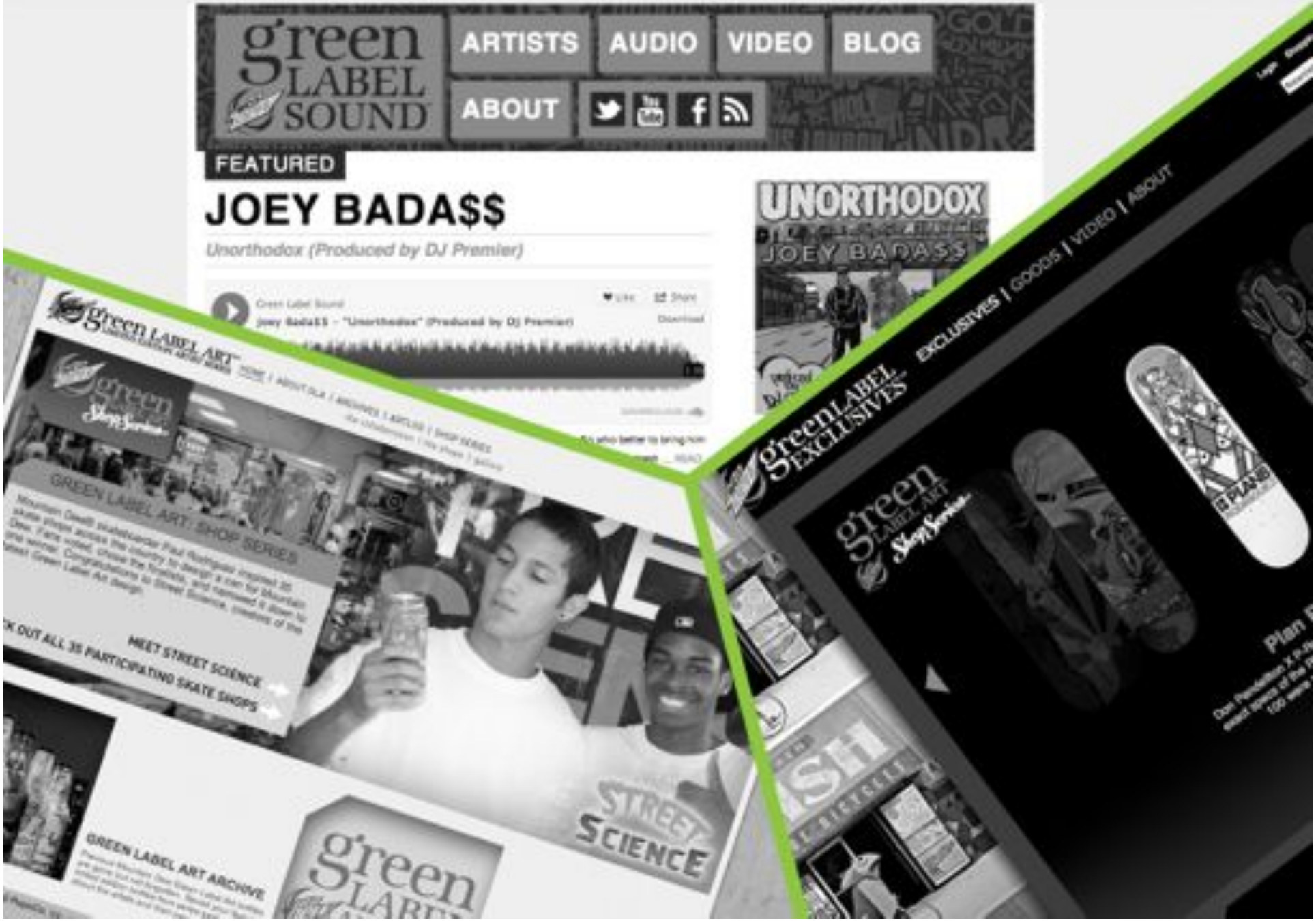


CHALLENGE: ENGAGE MILLENNIAL MALES

DEMOGRAPHIC CHALLENGES

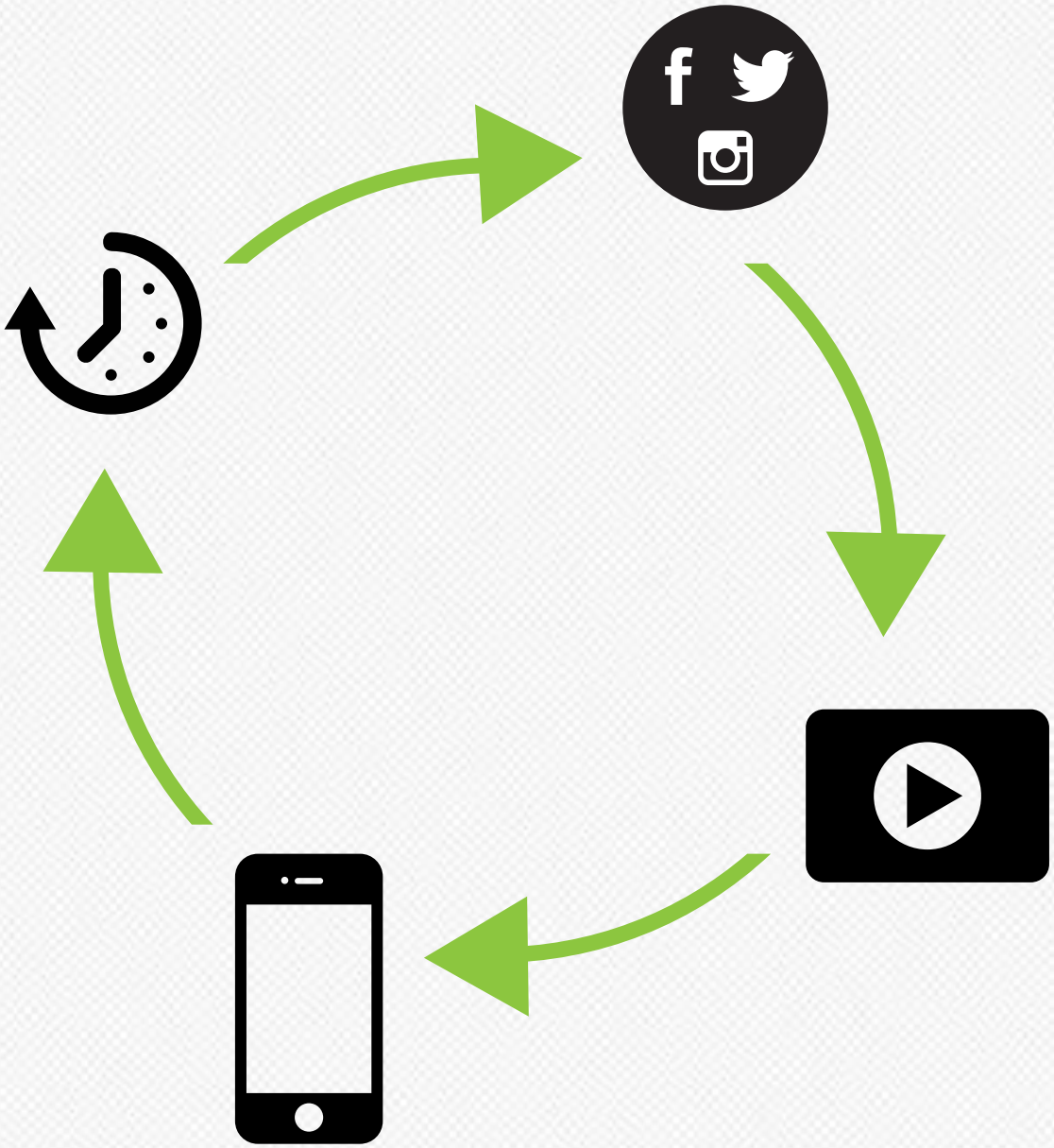


TOO MANY DISPARATE ONLINE INITIATIVES

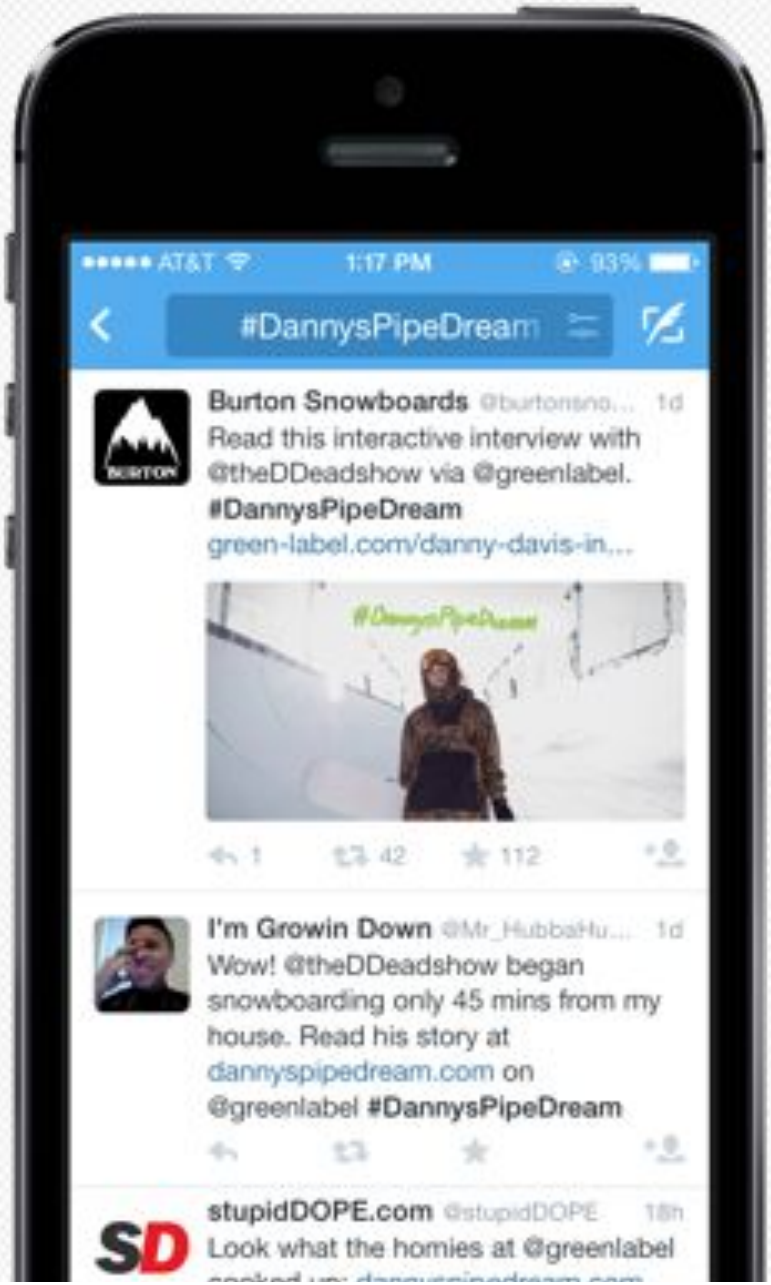


TIME FOR FRESH THINKING

TAKE ADVANTAGE OF TODAY'S WEB



CREATE AND WHOLLY OWN THE CONVERSATION



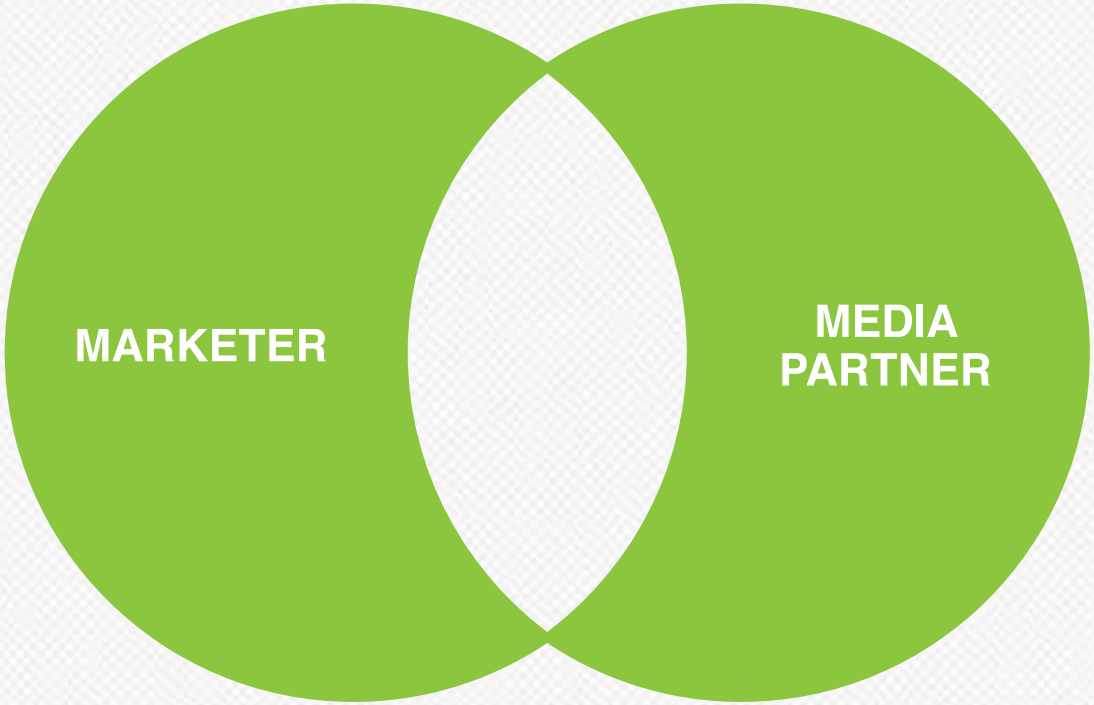
OWN THE CONTEXT OF THE CONVERSATION

TAKE ADVANTAGE
OF EXISTING ASSETS

THE SOLUTION

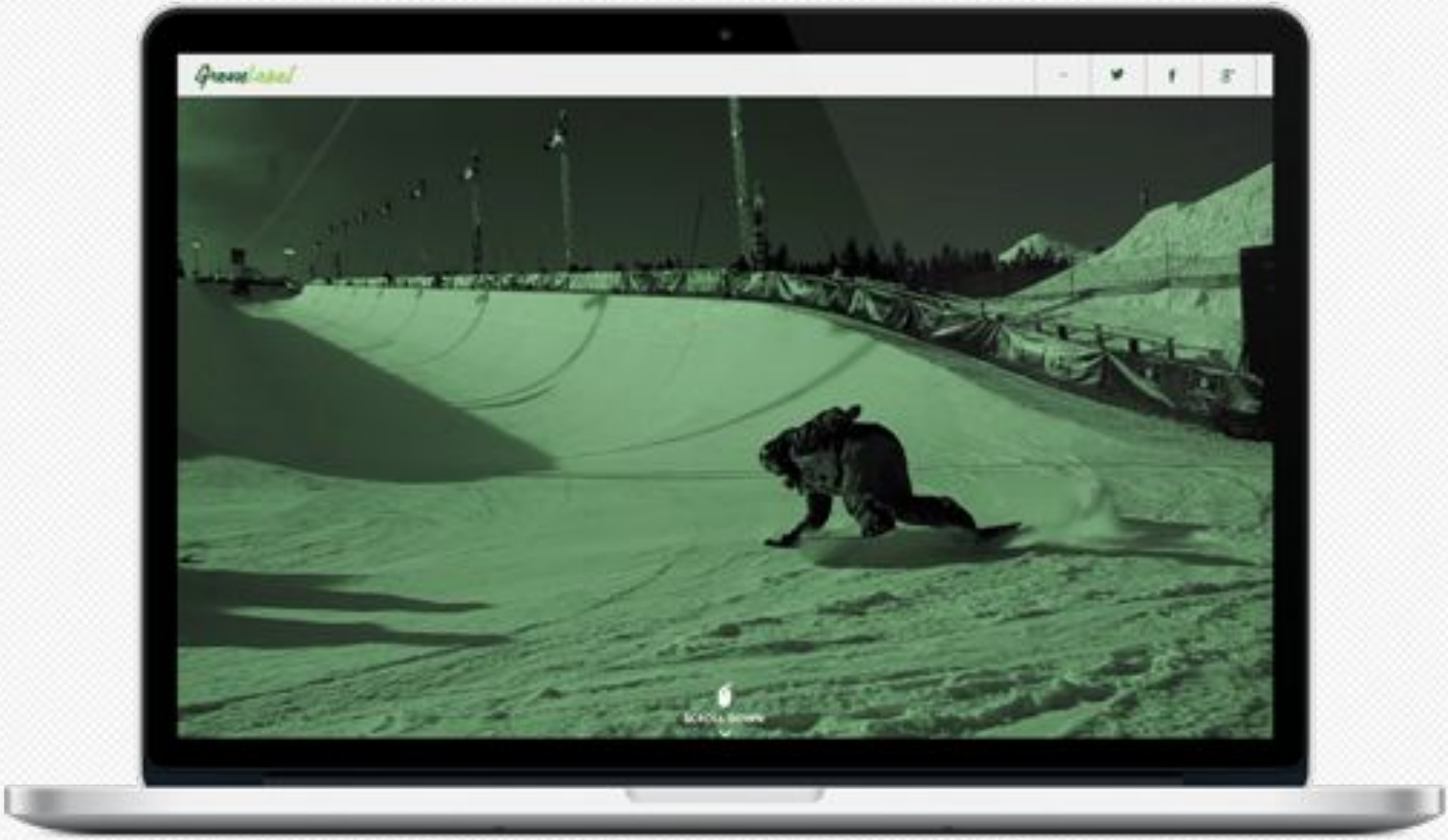
GREEN-LABEL.COM

“ALWAYS ON”
MULTI-PLATFORM



LONGTERM
PARTNERSHIP

GREAT CONTENT



SPOTLIGHTING TALENT PARTNERS

INTENSE COLLABORATION ENABLES MOUNTAIN DEW TO BE INTIMATELY INVOLVED

SOPHISTICATED TECHNOLOGY AND SOCIAL TOOLS

HOUSTON: A MARKET THAT NEEDS HELP

GLOBAL PLATFORM THAT CAN ZERO IN

LOCAL CONTENT

HOUSTON GENERATES THE SECOND MOST ***GREEN LABEL*** PAGEVIEWS OF ANY MARKET NATIONALLY.

THE AUDIENCE SIZE REACHED IS **MORE THAN 40%** OF THE TOTAL M18-34 POPULATION IN HOUSTON.

WHAT’S NEXT FOR GREEN LABEL?

E-COMMERCE

YOUTUBE MCN

green label
GreenLabel
Green Label
Popular channels on YouTube
Take a Tour of Dew Tour Brooklyn With Sean Malto
Dew Tour Brooklyn Interview: Chris Colburn and Jordan Mesham

MAGAZINE

Primitive
Green Label Sound
VIC MENSA
Green Label
MAGAZINE

EVENTS

Green Label Film

BRAINFARM
DIGITAL CINEMA

RESULTS

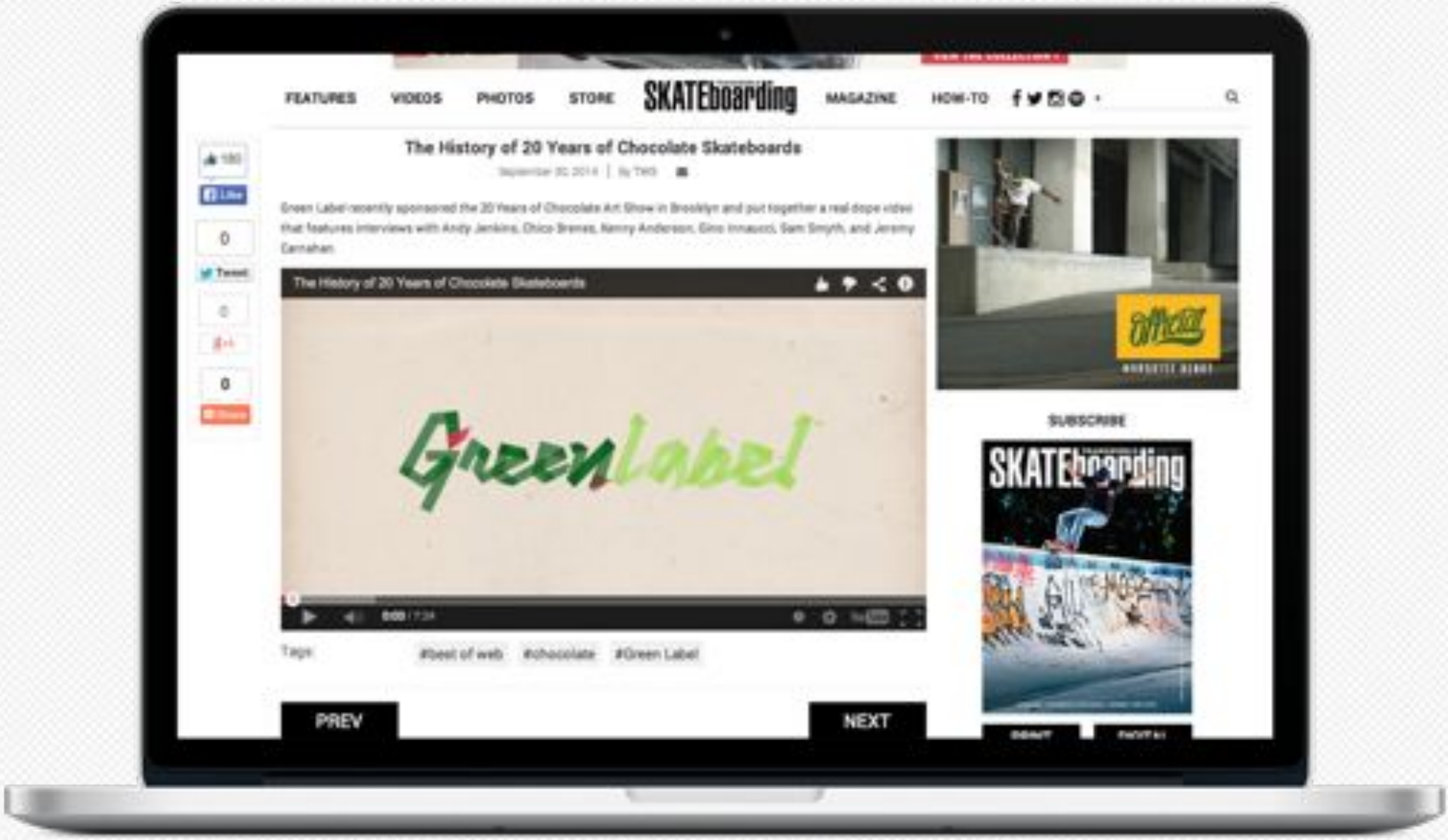
10x BIGGER THAN DEW.COM

700%+ TRAFFIC GROWTH

1MM+ USERS ANNUALLY

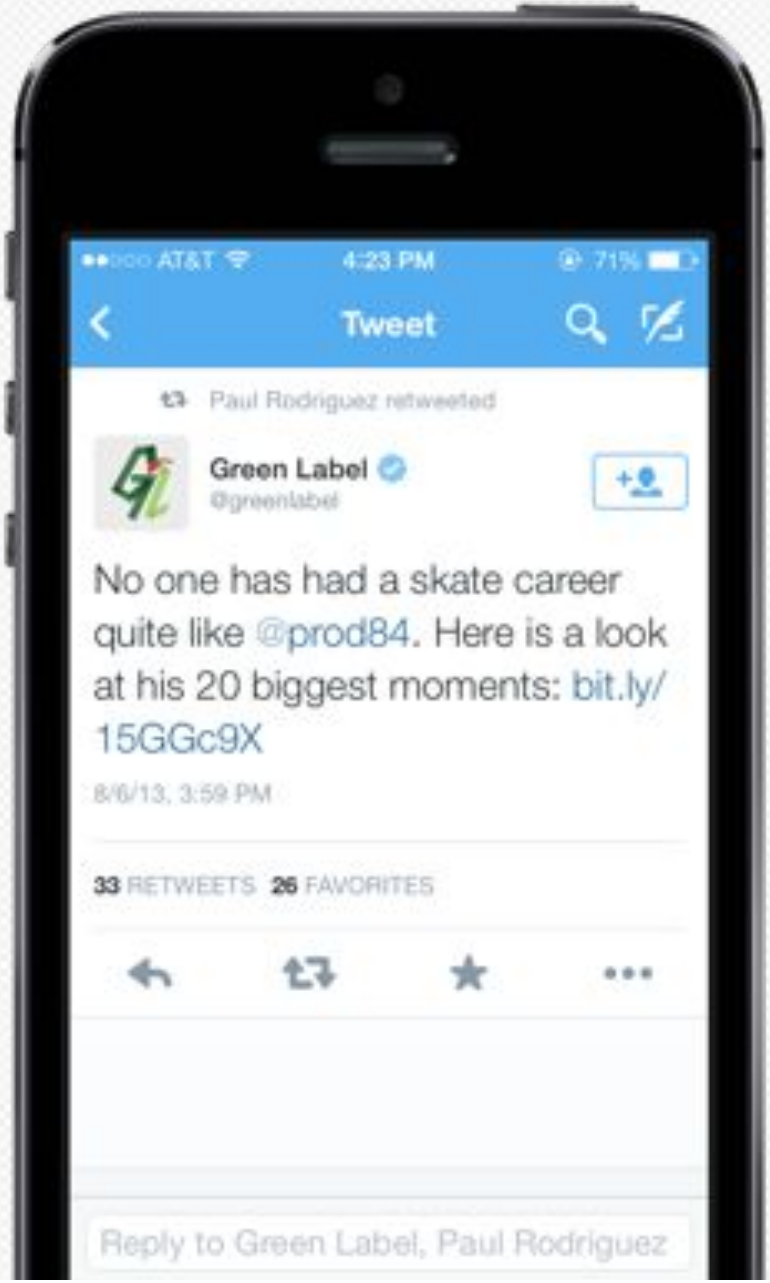
4+ MINUTES AVG TIME SPENT

PROMINENT PICK-UP



171MM+ SOCIAL MEDIA IMPRESSIONS

130,000+ SHARES, LIKES, RETWEETS, AND COMMENTS


AT&T
4:23 PM
71%
Tweet
Paul Rodriguez retweeted
Green Label
@greenlabel
No one has had a skate career quite like @prod84. Here is a look at his 20 biggest moments: bit.ly/15GGc9X
8/6/13, 3:59 PM
33 RETWEETS 26 FAVORITES
Reply to Green Label, Paul Rodriguez

AT&T
5:16 PM
78%
Green Label
Green Label
Yesterday at 3:41 PM
Is The "HUVr" Our First Look At A Functional Hoverboard?: http://bit.ly/1lz7dDC
170 Likes 21 Comments
Like
Comment
Share
Green Label
Yesterday at 3:07 PM
10.Deep x Timberland "Nomad": http://bit.ly/1q7sHbm

SEO

Google
danny davis interview
Snowboarder Danny Davis Interview: Pipe Dreams (2014 ...
Grilled: Danny Davis talks snowboarding, style and what's ...
An Interview with Olympic Snowboarder Danny Davis ...
Danny Davis TransWorld Interview Part 1 ... - YouTube
Danny Davis Interviewed by Himself pt. 2 - Kiwi Shredder ...
Danny Davis talks about his different approach to ... - YouTube