

Producing Content to Deliver Engagement, Recall and Results

Presented by:

Philip M. Cohen

President/CEO

CARE Media Holdings Corp.

February 2, 2011





Philip M. Cohen
President/CEO
CARE Media Holdings



A BETTER WAY TO SAVE AT **bells**

QUANTITY RIGHTS RESERVED. PRICES EFFECTIVE THRU 6/2/88.

Introducing...the Bells Canny Shopper

coupon machine



Here's how to get your coupons:

- Go to any Bells store and ask for a Bells Canny Shopper Coupon Machine Card Application
- Return the completed application to the Bells Customer Service counter
- You will receive a personal identification card (this card is temporary, a permanent card will be sent to you in the mail)
- Use your card to select from 25 or more money saving Bells coupons each week (limit 1 coupon per product per customer per week)
- Coupons from coupon machine will be redeemed at face value only - their value will not be doubled.

Save UP TO 849

with this week's Money-Saving coupons in the Bells Canny Shopper Coupon Machine

Special Introductory Offer...

FREE

BELLS, 6 OZ. FROZEN
orange juice

WITH COUPON FROM BELLS COUPON MACHINE

- 20% OFF Skippy Peanut Butter, Creamy or Super Chunk, 18 oz jar
- 20% OFF Kraft Grape Jelly, 2 lb. jar
- 20% OFF Rasta German Potato Salad, 2 lb. 8 oz. can
- 30% OFF Calisto Frozen Pizza, Pepperoni, Deluxe or Cheese, 7-8 oz. pkg.
- 50% OFF Blue Bonnet Family Spread, 3 lb.
- 40% OFF Tropicana Orange Juice, 100% pure, 6 gal., chilled
- 15% OFF purchase of 3 cans, Recipe Dog Food, 14 1/2 oz. cans
- 15% OFF the purchase of 2 cans, Catfish Cat Food Entrees, 6 oz. can
- 15% OFF Aunt Millie's Spaghetti Sauce, 1 lb. 10 oz. jar - Plain, Meat or Mushroom
- 15% OFF Ragu Pasta Meals in Sauce, Spaghetti, Lasagna or Twists, 15 oz. jar
- 20% OFF Finnish Drop Ins, Blue or Green, 1 7/8 oz.
- 25% OFF Endust Furniture Polish, Reg. or Lemon, 6 oz.
- 20% OFF Arm & Hammer, Fabric Softener Sheets, 40 ct.
- 20% OFF Soft & Pure Bathroom Tissues, 4 pack
- 10% OFF Cracker-Jacks, 3 pack, 3 1/2 lbs.
- 30% OFF Sugar Twin Packets, 100 ct.
- 40% OFF Exolit De Vie, Sparkling Juices, Apple or Grape, 25 oz.
- 15% OFF Great Bear Spring Water, 1 gal.
- 20% OFF Chinet Blue Willow Plates, Dinner, Luncheon or Compartment, 15-25 ct.
- 45% OFF purchase of 5 plastic bins, Mobil Oil 10 W 30 or 10 W 40, qt. bot.
- \$1.00 OFF purchase of 2-2 packs, Duracell Batteries, AAA, 9 volt, AA, C or D, 2 pkg.
- 15% OFF Final Net Hair Spray, 4 oz. pump
- 40% OFF Troyer Farms Flavored Chips Bar-B-Que, Sour Cream & Onion, Salt & Vinegar or Au Gratin, 8 oz.
- 25% OFF Rosetta Frozen Ravioli, Cheese, Beef or Sausage, 30 oz.
- 30% OFF Ziploc Storage Bags, Family Pak, qt. size, 60 ct.

DOUBLE COUPONS (MANUFACTURER'S)

See Details in Store

“The result of a tightly-targeted content strategy is a real **connectivity** between the **message** and the **audience**. A connectivity that creates an influential presence and receptivity of the messaging – and, ultimately, secures a call to action...”

content
is
king

Why Does Content Matter?



Content is what drives media experiences across all screens: computer, TV, mobile and Digital OOH.



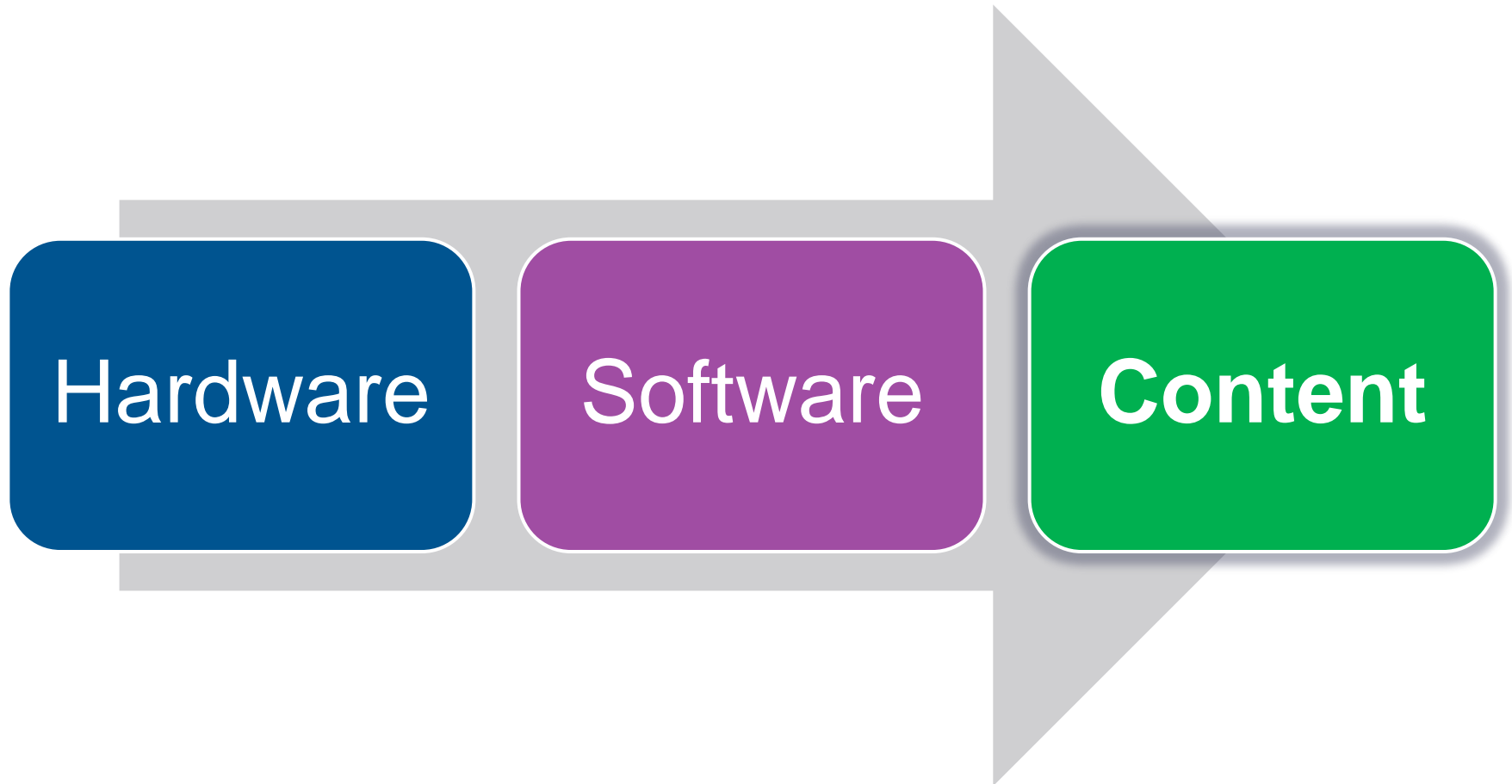
The right story (messaging) delivered in the right way can make the viewer take action in whatever way you want them to.



Compelling content builds audience engagement and the opportunity to attract advertiser funding.



Digital Signage Installation



NO CONTENT

SAMSUNG

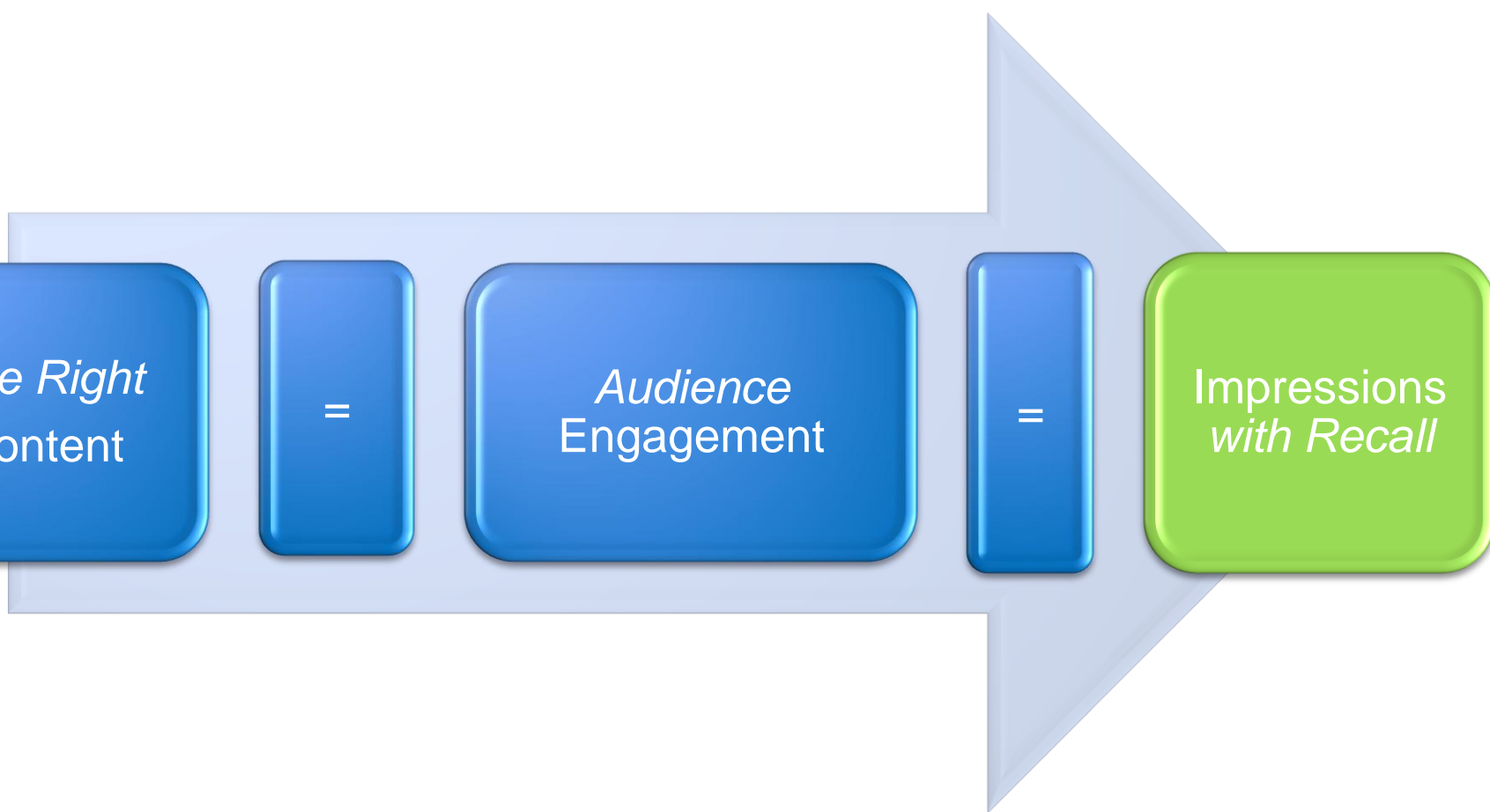
*The Right
Content*

=

*Audience
Engagement*

=

*Impressions
with Recall*

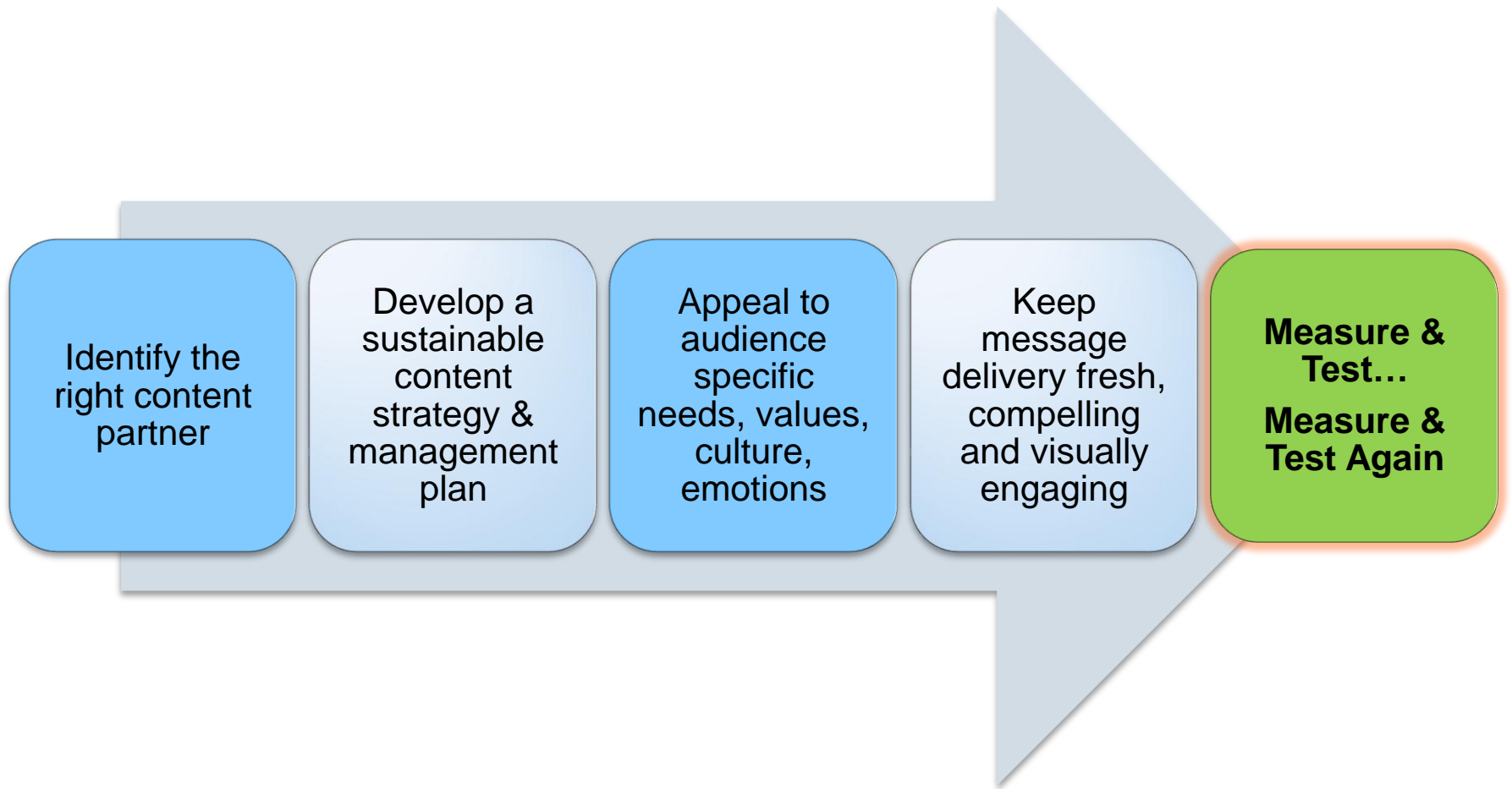


Recall = Value



CPMs

How to Produce Effective Content



Testing...Testing

Is there engagement?

Does the audience:

- . Notice the screens?
- . Watch the programming?
- . Respond to programming?
- . Recall the advertising?
- . Respond and or act upon the advertising?



Prove Your Audience and Effectiveness



Establish your Value and Ad Pricing

CARE Media Holdings Corp. Rate Card	KidCARE TV Monthly Cost (4.3 Weeks)	Women's HealthCARE TV Monthly Cost (4.3 Weeks)	PetCARE TV Monthly Cost (4.3 Weeks)
NUMBER OF WAITING ROOMS	2,500	1,500	1,500
VEHICLE TRAFFIC (100% IN VEHICLE ZONE) *	2,239,800	938,100	2,532,600
% WATCH *	82%	93%	74%
VEHICLE AUDIENCE *	1,836,636	872,433	1,874,124
VEHICLE DWELL TIME (IN MINUTES) *	17	27	11
AD ROTATION DURATION (IN MINUTES)	20	30	12
AVERAGE UNIT AUDIENCE IMPRESSIONS FOR THE SCHEDULED PERIOD	1,561,141	785,190	1,717,947
TOTAL NUMBER OF CLIENT ADS IN ROTATION	1	1	1
ROTATIONS/CLIENT ADS PER HOUR	3	2	5
SCHEDULE IMPRESSIONS	1,561,141	785,190	1,717,947
CPM (VIEWERSHIP)	\$35.00	\$35.00	\$35.00
CPM (TRAFFIC)	\$24.40	\$29.30	\$23.74
TOTAL NET COST	\$54,640	\$27,482	\$60,128
COST PER WAITING ROOM	\$21.86	\$18.32	\$40.09

**Venue traffic, vehicle audience percentage, and the vehicle dwell time are derived from the 2009 and 2010 Arbitron studies of CARE Media Holdings Corp.*

****Rates are provided for illustration only and are subject to change.**

Arbitron Advertising Recall Evaluation of PetCARE TV July 2010

Advertising Recall*

- **36%** average aided recall
- **75%** recalled at least one ad

Path to Purchase

- **54%** of visitors go shopping same day after a visit and being exposed to PCTV programming:
 - Drug Store/Pharmacy [11%]
 - Grocery Store [56%]
 - Mall [7%]
 - Convenience Store [12%]

* Compare to Super Bowl advertising of 12% average brand recall (Source: Markitecture.com)

Note: Full study results available upon request

5 Key Takeaways

- Be clear about your goals
- Be clear about the story you want to tell / messaging
- Ensure the content is relevant to the environment
- Understand how to capture the audience's attention within the amount of time (dwell time, number of characters, etc.)
- Test! Advertisers are buying results

Contact

Philip M. Cohen
President / CEO
CARE Media Holdings Corp.

5652 W. Waters Ave., Suite E
Tampa, FL 33634
(813) 888-7330
pcohen@caremediatv.com
www.caremediatv.com

COHENONCONTENT
www.cohenoncontent.com