

People

T.J. maxx



THIS IS US

Season 2 Partnership Program

PROGRAM RECAP

PEOPLE, EW + NBC's *This Is Us*

PEOPLE & Entertainment Weekly joined forces with NBC to bring America together and drive tune-in for the highly-anticipated season 2 premiere of *This Is Us*!

This custom program was designed to “event-ize” the season premiere and included:

- Extensive, cross-platform editorial coverage
- A live-blog experience during the premiere
- Facebook Live with the cast from the red carpet
- Premiere party and Q&A with the cast, moderated by PEOPLE's Editor-in-Chief Jess Cagle
- Consumer sweepstakes across Twitter & Instagram
- Branded content campaign featuring real life fan stories
- Editorial promotion across print, digital, social and radio

Campaign Results

- PEOPLE & EW's *This Is Us*-related editorial content received over 4MM content views day-of and day-after the premiere.
- PEOPLE's FB Live from the red carpet premiere received over 158k video views.
- *This Is Us* premiered to a new series high in adults 18-49 and was up 15% from its previous series high, set by the Season 1 finale!

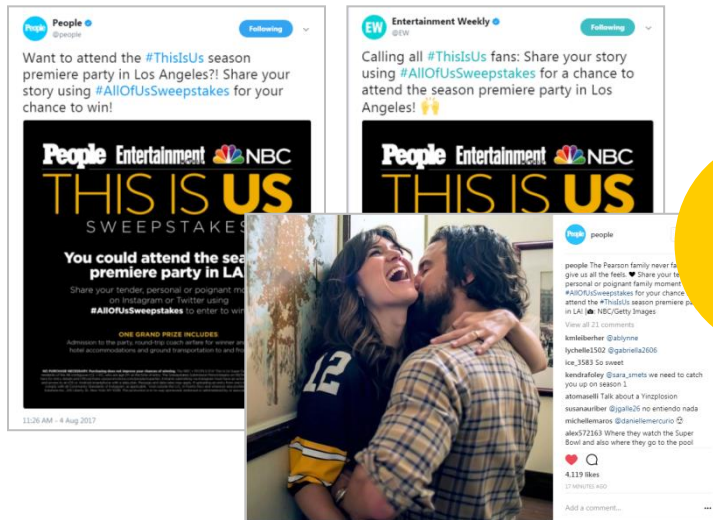


PROGRAM RECAP: THIS IS US

Sweepstakes

#AllOfUsSweepstakes (8/4 – 8/25)

SWEEPSTAKES PROMOTION



890
Entries

SWEEPSTAKES WINNER

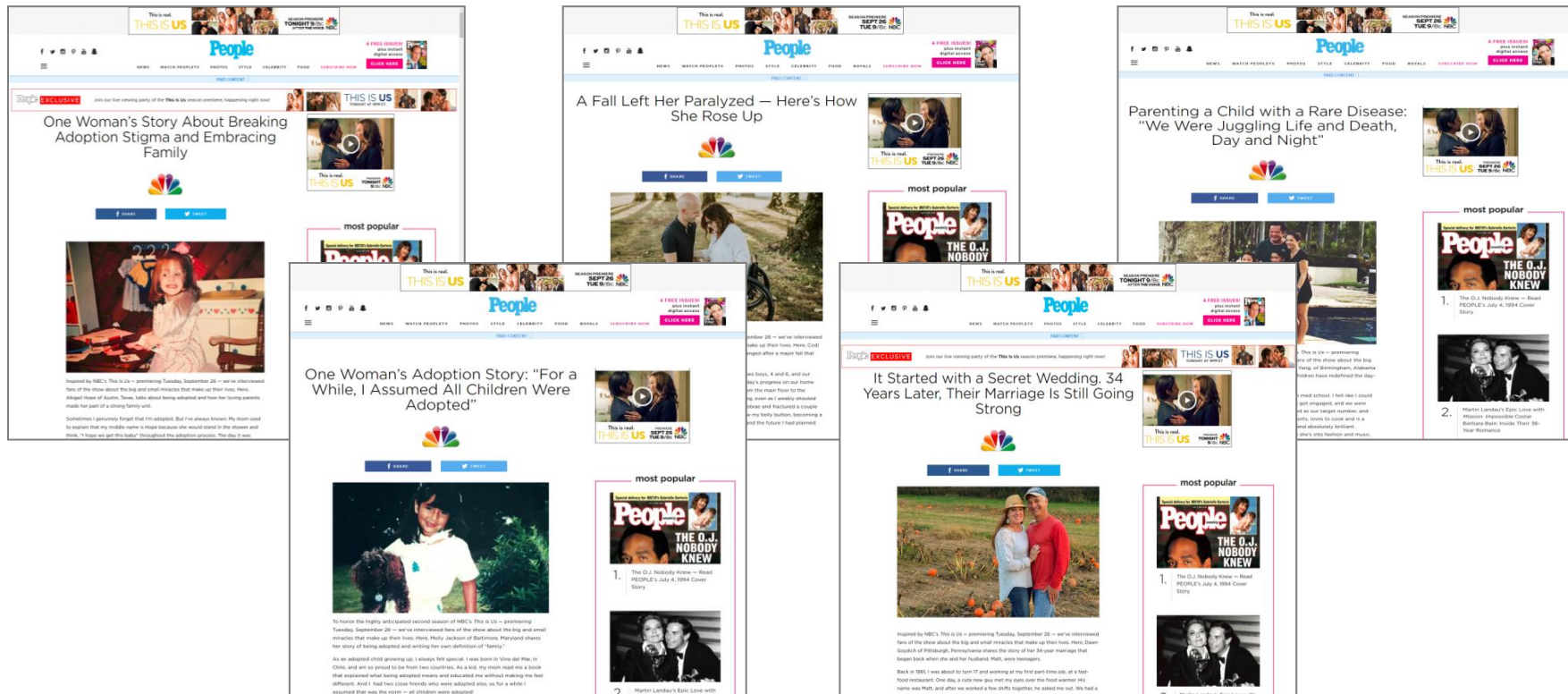


- PEOPLE & EW promoted the sweepstakes across Twitter and Instagram
- Over 34,300 likes, 180 comments and 45 retweets total on PEOPLE and EW's promotional posts

- Sweepstakes winner and guest received travel and accommodations to Los Angeles, invites to the premiere and after party!

PEOPLE: Branded Content

Tapping into the sweepstakes entries, The Foundry and NBC worked together to find five heartwarming stories of real people who relate to the show and featured them in branded articles.



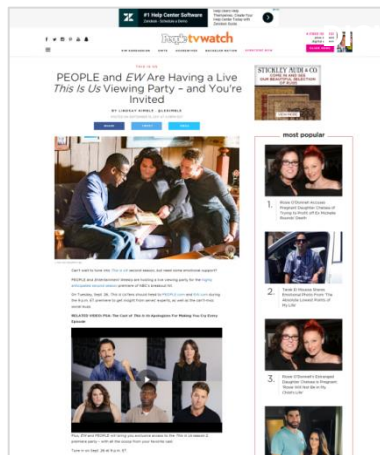
PEOPLE: Minute by Minute Pre-Promotion

PRINT



- Inclusion in Fall TV Preview 9/4 Issue on sale 8/25

DIGITAL



- 3x posts and 2x touts in *This Is Us* related articles

SOCIAL



- 3x posts across Twitter, Instagram and Facebook

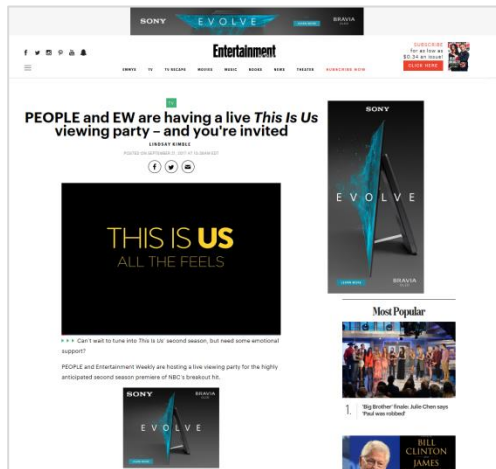
NEWSLETTER



- Inclusion in 2x Daily Newsletters

EW: Minute by Minute Pre-Promotion

DIGITAL



- 3x posts and 2x touts in *This Is Us* related articles

SOCIAL



- 3x posts across Twitter, Instagram and Facebook

RADIO



- Promotion on Sirius XM radio

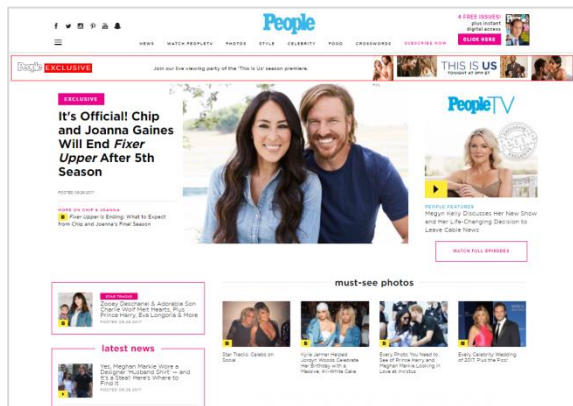
SNAPCHAT



- *This Is Us* content within the 9/22 Edition on Discover

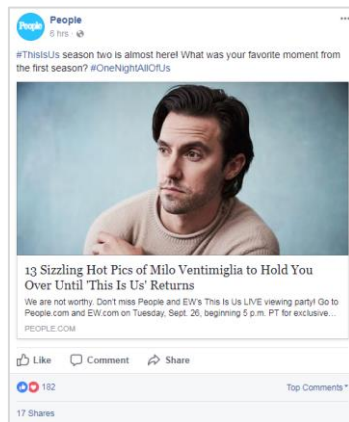
PEOPLE: Minute by Minute Day of Promotion

DIGITAL



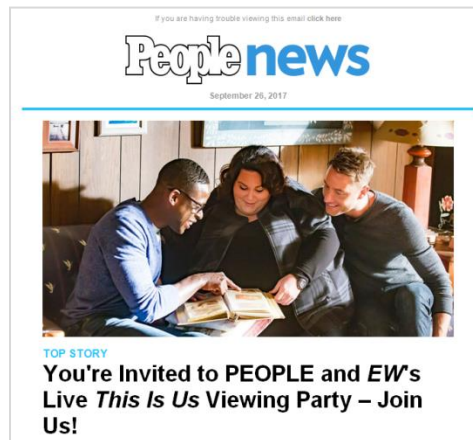
- Prominent placement of MxM module on homepage and 1x homepage editorial promotion

SOCIAL



- 2x posts across Twitter, Instagram and Facebook

NEWSLETTER



- Top story in 9/26 Newsletter

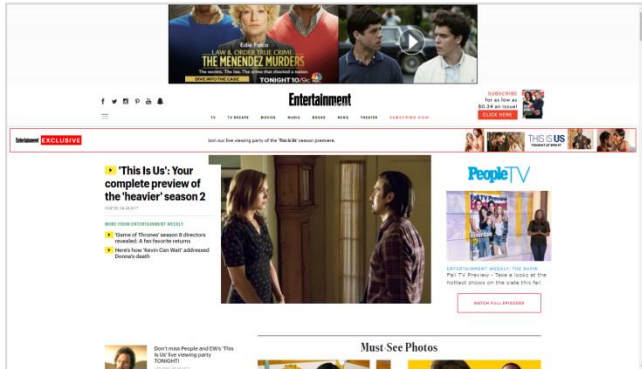
SNAPCHAT



- This Is Us content within the 9/26 Edition on Discover

EW: Minute by Minute Day of Promotion

DIGITAL



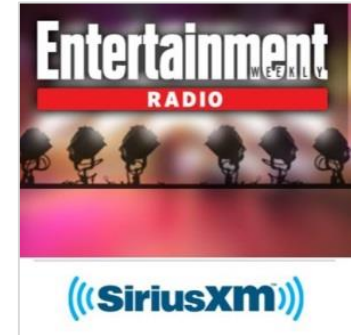
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SOCIAL



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RADIO



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PROGRAM RECAP: THIS IS US

Minute by Minute: Premiere Night

PEOPLE

This is real! **THIS IS US**

REUNION PREMIERE TONIGHT 9-10c AFTER THE VOICE NBC

4 FREE ISSUES ONE MONTH digital access

Join our live viewing party of the **THIS IS US** Season 2 premiere, happening right now!

People EXCLUSIVE

THIS IS US Viewing Party

Join our viewing party with your favorite cast LIVE at the Season 2 premiere and exclusive party... with all the behind the scenes scoop.

DON'T MISS

Olivia: Here's the real question for tonight...

Watch every moment of the real event at the **THIS IS US** Season 2 red carpet premiere right here.

Don't miss People and EW's **THIS IS US** LIVE viewing party!

LIVE FEED **LAST UPDATED A FEW SECONDS AGO**

DAVE OLIVEL, **HE-PALO VENTURELO** / A FEW SECONDS AGO /

I WAS NOT PREPARED FOR WILLIAM TO APPEAR IN THIS EPISODE! I DIDNT SIGN A RELEASE FORM! HOW COULD YOU DO THIS TO ME

NICHOLE CORRENTI, **STAFF EDITOR** / A FEW SECONDS AGO / NYC

Most women would LOVE to have The Manny in their basement, girl.

KATE FORD, **DIRECTOR OF DIGITAL SPECIALS** / 4 MINUTES AGO / CHICAGO

But seriously how did Rebecca's hair look that good post-delivery?

2 EMMY AWARD WINS
OUTSTANDING LEAD ACTRESS
IN A DRAMA SERIES

ENTERTAINMENT WEEKLY

This is real! **THIS IS US**

REUNION PREMIERE TONIGHT 9-10c AFTER THE VOICE NBC

SUBSCRIBE for as little as \$5.99 an issue

Join our live viewing party of the **THIS IS US** Season 2 premiere, happening right now!

Entertainment EXCLUSIVE

THIS IS US Viewing Party

Join People and EW with your favorite cast LIVE at the Season 2 premiere and exclusive party... with all the behind the scenes scoop.

DON'T MISS

Watch every moment of the real event at the **THIS IS US** Season 2 red carpet premiere right here.

Something we can expect to see this season: **Rendell and Rebecca** being a mother in a dramatic season 2 that looks...

What channel is this on? Where is it streaming?

Don't miss People and EW's **THIS IS US** LIVE viewing party!

LIVE FEED **LAST UPDATED 2 MINUTES AGO**

CRISTIAN EVERTT, **DEPUTY EDITOR** / A MINUTE AGO / EW HQ

The death of William on **This Is Us** was a life-affirming moment for many viewers, including actor Ron Cephas Jones. In a video interview with EW reflecting on his Emmy nomination, he says the episode taught him the timeless lesson that 'life is precious — very, very precious.'

'This Is Us': William's death taught Ron Cephas Jones 'life is precious'

CHANCELLOR ADAMS, **JACK DON'T DRAB TRUHER** / 3 MINUTES AGO / NYC

YES, OUR FIRST GHOST WILLIAM APPEARANCE!

SARA SCHWARTZ, **TABLET EDITOR** / 3 MINUTES AGO / NYC

Only Handy Moore would look **FLAWLESS** after baby delivery

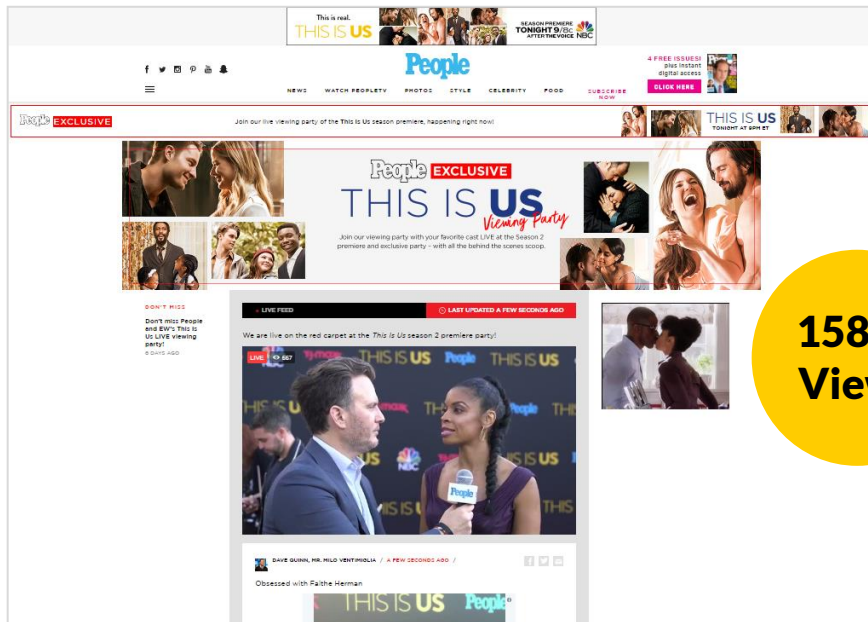
DAVID CAMPBELL, **TV BROADCASTER** / 7 MINUTES AGO / NYC

Sometimes an imitates life.

PROGRAM RECAP: THIS IS US

PEOPLE: Facebook Live

FB Live content pulled into MxM experience (Never been done before!)



PROGRAM RECAP: THIS IS US

Premiere Party: Red Carpet Arrivals



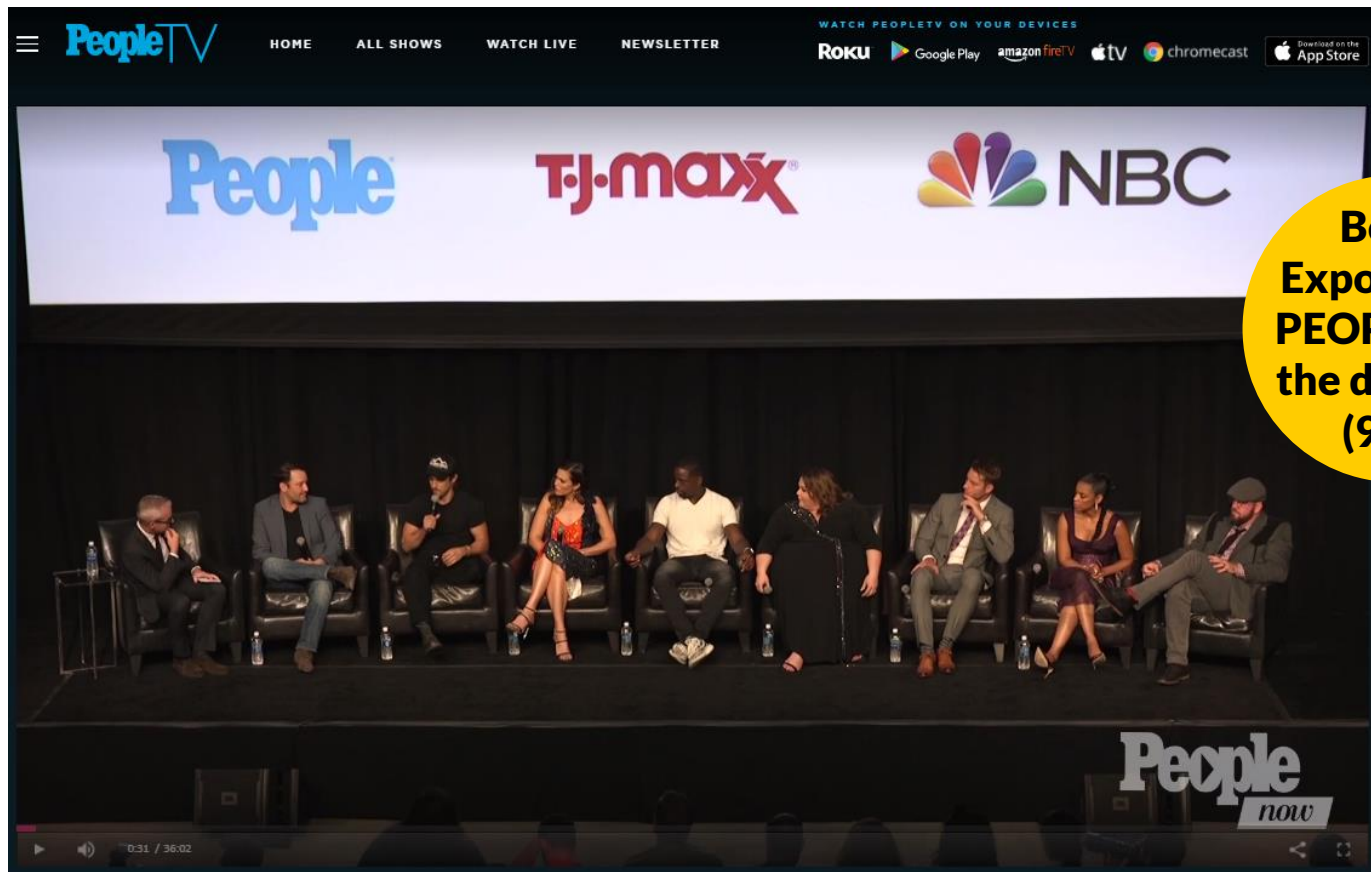
PROGRAM RECAP: THIS IS US

Premiere Party: Jess Cagle moderated Q&A



PROGRAM RECAP: THIS IS US

Premiere Party: Jess Cagle moderated Q&A



**Bonus
Exposure on
PEOPLENow
the day after
(9/27)**

PROGRAM RECAP: THIS IS US

Premiere Party: Inside the Party



Premiere Party: Editorial Coverage

ENTERTAINMENT WEEKLY

PROGRAM RECAP: THIS IS US

Premiere Party: TV Press Coverage

EXTRA



ACCESS HOLLYWOOD



In-Book Added Value Promotion

PEOPLE

ENTERTAINMENT WEEKLY

11/6 Issue
On Sale 10/27

promotion

SPOTLIGHT

NEWS, PROMOTIONS, PREMIERES & EVENTS

HEAD PASTELS AND CAROL UNDERWOOD

CMA AWARDS

"The 51st Annual CMA Awards"

Don't miss Country Music's Biggest Night! Watch the CMA Awards live Wednesday, November 6 at 8P on ABC. See superstar performances you will never forget!

CMAawards.com

ONES TO WATCH

Haybelle New York toasted Hollywood's hottest rising stars at PEOPLE's annual Ones to Watch party. Hosted at LA's hippest Hollywood hotspot, guests posed for pictures in the Haybelle New York photo booth, sampled new Vinyl Hot Liqueur lip gloss and made sure their locks stayed flawless all night at the brand's touch up station. maybelle.com

MAYBELLE NEW YORK

Mrs. T's Pierogies

MINI Four Cheese Medley

Load up Mrs. T's PBinis with zesty nacho toppings to bring some extra flavor to your next tailgate or get-together. For recipes visit mrstsnacks.com/recipes.

THIS IS US

America's favorite family drama returns with all-new moments of love, joy, triumph and heartbreak. Starring the Emmy® winner for Outstanding Lead Actor in a Drama Series, Sterling K. Brown, don't miss the emotionally rich new episodes Tuesdays at 9/8c on NBC and streaming the very next day. nbc.com/this-is-us

FANCY, BUT NOT TOO FANCY™

Stacy's® Pita Chips are a deliciously versatile snack suited for both sides of life.

Find our Cinnamon Sugar pita chips in the deli section, and pick us up at stacysnacks.com

PEOPLE Cast Dinner with smartwater

PEOPLE recently hosted an intimate cast dinner at Hollywood hotspot Chateau Marmont to celebrate the stars of Amazon's Transparent. Celebrities, PEOPLE editors and VIP guests were treated to a cocktail hour with tasty hors d'oeuvres and a delicious meal while presenting sponsor smartwater kept everyone refreshed throughout the evening. Visit drinks.smartwater.com

PEOPLE on Snapchat Discover

10/20-27 Issue
On Sale 10/13

ADVERTISEMENT

IN FOCUS

BY ENTERTAINMENT WEEKLY

THIS IS US

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NBC

CURB YOUR ENTHUSIASM

The Emmy® and Golden Globe®-winning comedy series Curb Your Enthusiasm, starring Larry David, is back for its ninth season with new episodes airing Sundays at 10PM ET on HBO. The show stars David as an over-the-top version of himself in an unapologetic but tongue-in-cheek depiction of his life. HBO.com/CurbYourEnthusiasm

HBO

NEW JASON ALEXANDER COMEDY. HIT THE ROAD. ON AUDIENCE.

HIT THE ROAD

AN ARMY ORIGINAL

HIT THE ROAD

Additional Editorial Coverage

PEOPLE

ENTERTAINMENT WEEKLY

