

THE **ZIZO** GROUP, INC.

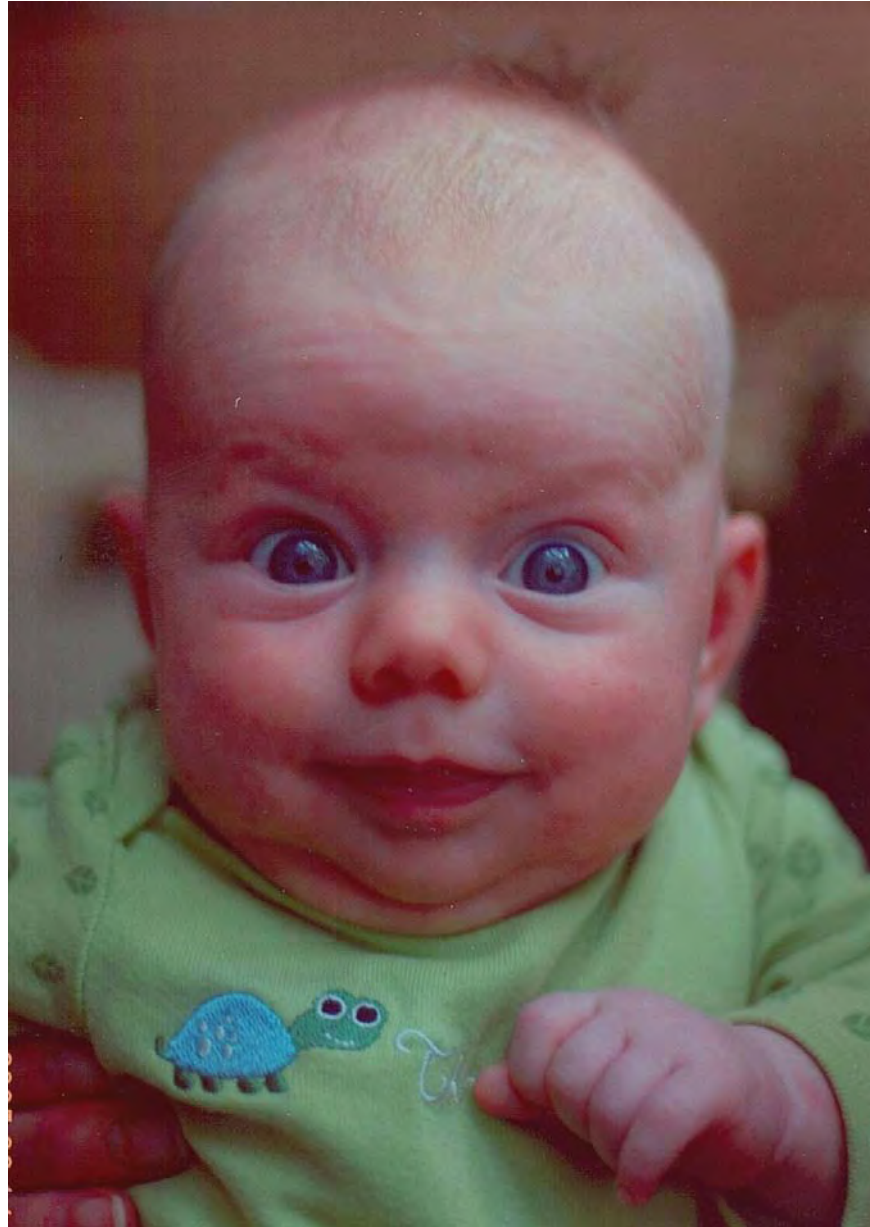
Z O O M I N

Z O O M O U T

AGENDA

- Jack
- ZIZo
- Today
- P&G Assignment / Case Study





Founder &
Chief Zoom
at

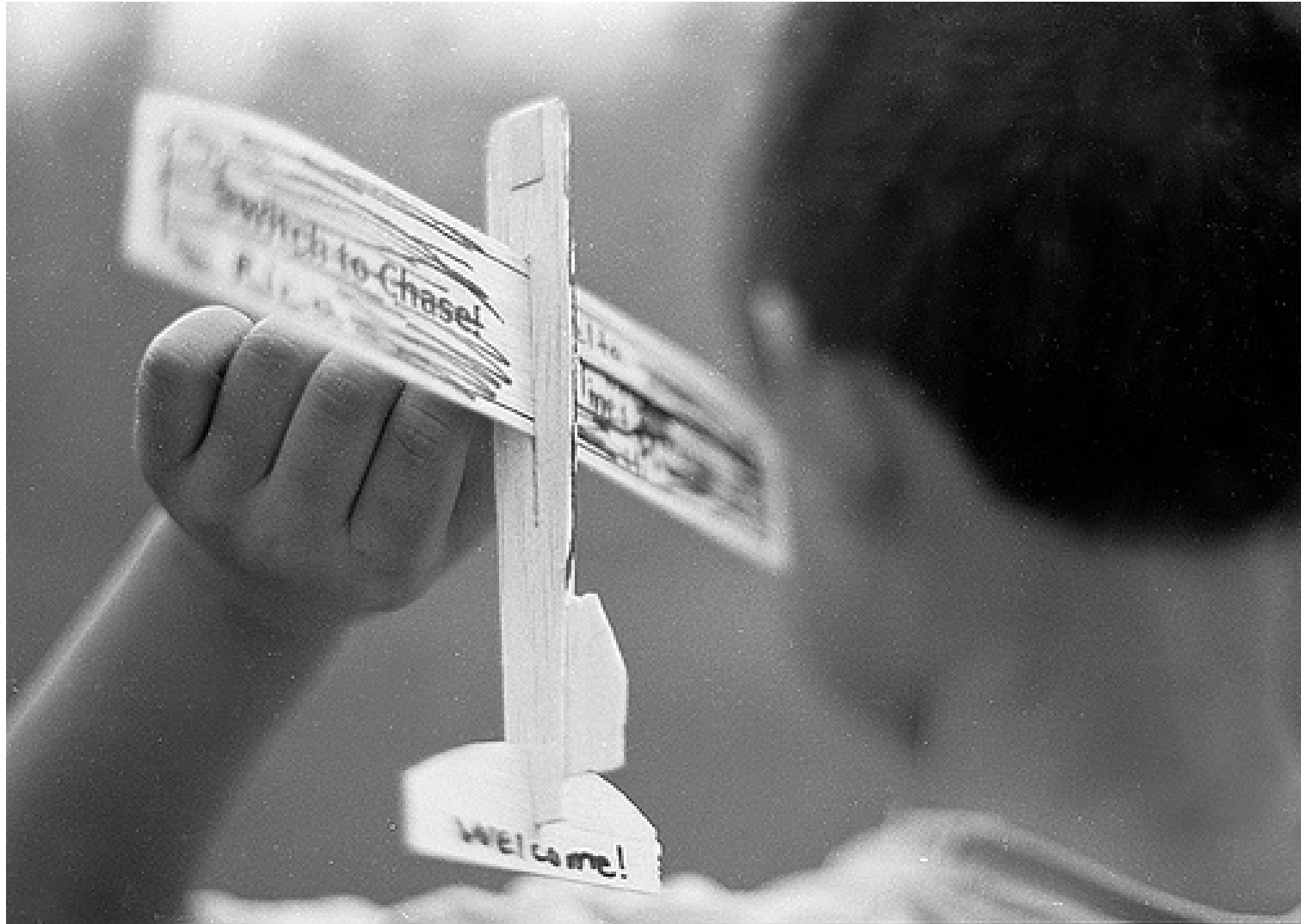
THE **ZIZO** GROUP, INC.

ziZo

Zoom **I**n. **Z**oom **O**ut.







ZIZO **EXPERIENCE**

Boutique firm of hands-on
entrepreneurs combined with
unique corporate experience

 News Corporation

CAA
Creative Artists Agency

Mtv

Coca-Cola
classic


TARGET®

Hard Rock
CAFE

WE

WUNDERMAN

FOX

We work collaboratively with an extensive ecosystem of relationships



ZIZO WHAT WE DO

- Create & operate Sustainable Media Brands
- Create & produce online video content at low-cost and speed of light

OUR SIMPLE BELIEFS

- Sameness or status quo is a no-win proposition
- Difference and relevance are key
- Consistently better is the game changer

TODAY

**WE ARE ALL
SALESPEOPLE**

WE ARE SELLING INTO THE WIND OF

- Economic Hardship
- Global Competition
- Little Loyalty
- Natural Disasters
- Manmade Disasters
- Decaying Trusts/Beliefs
- Career/Future Uncertainty
- Probability vs. Possibility

QUESTIONS

- What do we sell?
- How do we sell?
- And do we give consumers reasons to believe in us?

OUR SELLING CHECKLIST

- Belief
- Honesty
- Transparency
- Generosity
- Authenticity

P&G ASSIGNMENT

Re-invent sustainable content businesses while serving brands and consumers authentically in the digital arena

ZIZOTM SOLUTION & ROLE

- Created Sustainable Digital Media Brands for P&G to own
- Operate and Manage the P&L and Digital Businesses for P&G

**So... What is a Sustainable
Media Brand (SMB)?**

SMB **DEFINITION**

**Delivers Sustainable Business Value
that Exceeds the Operating Cost**

- **Delivers Brands Value**
- **Delivers Media & Marketing
Efficiently & Effectively**
- **3rd Party Revenue**

10

**KEY ELEMENTS FOR
CREATING A SMB**

¹ SERVE



² OWN CONTENT / EXPERIENCE



³ NON-TRADITIONAL PARTNERSHIPS



⁴ SUSTAINABLE ROI



⁵ REAL TIME



⁶ DIRECT TO CONSUMERS



⁷ PLATFORM FOR INNOVATION



⁸ INCREDIBLY COST-EFFICIENT



⁹ COLLABORATION



¹⁰ **TRANSPARENCY**



CASE STUDY



&





capessa
real women. real advice.

What Is Capessa?

- Real stories from real women shared through video, audio, images and text; more than 300 stories produced to date

- Entertainment, reflections and insights from Capessa's hand-selected team of accredited bloggers

- A community of women ages 25-49 lending judgment-free support and inspiration to their peers

- A comprehensive conversation covering topics that affect the daily lives of women everywhere

- Pregnancy & Parenting
- Relationships
- Health & Fitness
- Beauty & Style
- Home & Garden



The Capessa Model

Capessa sustains its pro-social platform through:

- **Advertising Revenue**
 - Capessa's target demographic is highly engaged and the most sought after by marketers
- **Sponsorships**
 - Brands sponsor authentic, unbranded content and surround it with branded messaging
- **Brand Integrations**
 - Capessa works with brands to create uncompromised editorial content, recruit topically aligned bloggers, and present the package in a comprehensive branded environment



10 KEY ELEMENTS FOR CREATING A SMB

- 1. Serve**
- 2. Own Content/Experience**
- 3. Non-Traditional Partnerships**
- 4. Sustainable ROI**
- 5. Real Time**
- 6. Direct to Consumers**
- 7. Platform for Innovation**
- 8. Incredibly Cost-Efficient**
- 9. Transparency**
- 10. Collaboration**

**NEW TIMES
DEMAND NEW
APPROACHES**