

Exhibit 162





Plan Parameters

Audience & Strategy Approach

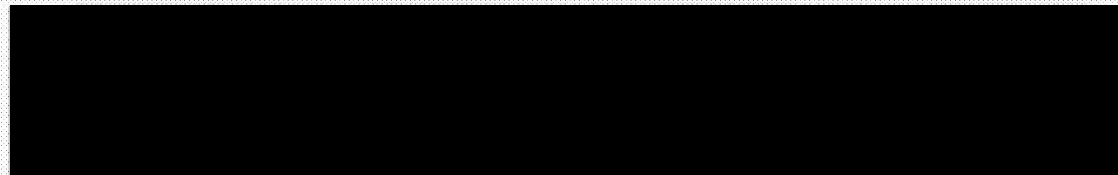
Tactical Approach & Media
Recommendation

Next Steps

Appendix

WARPED! PLAN PARAMETERS

CAMPAIGN OBJECTIVES



TARGET AUDIENCE

 Kids 6-11



FLIGHT/SPEND

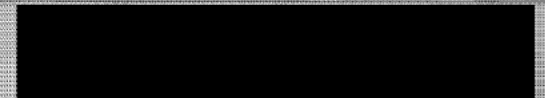
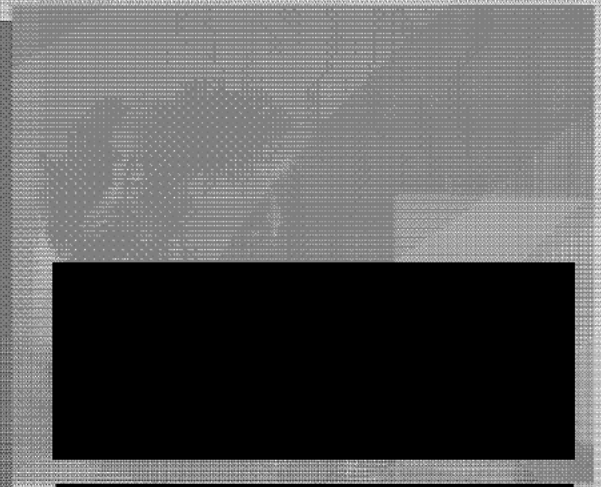
Premiere: Saturday, 1/29

Budget: Q4 '21:  Q1 '22: 

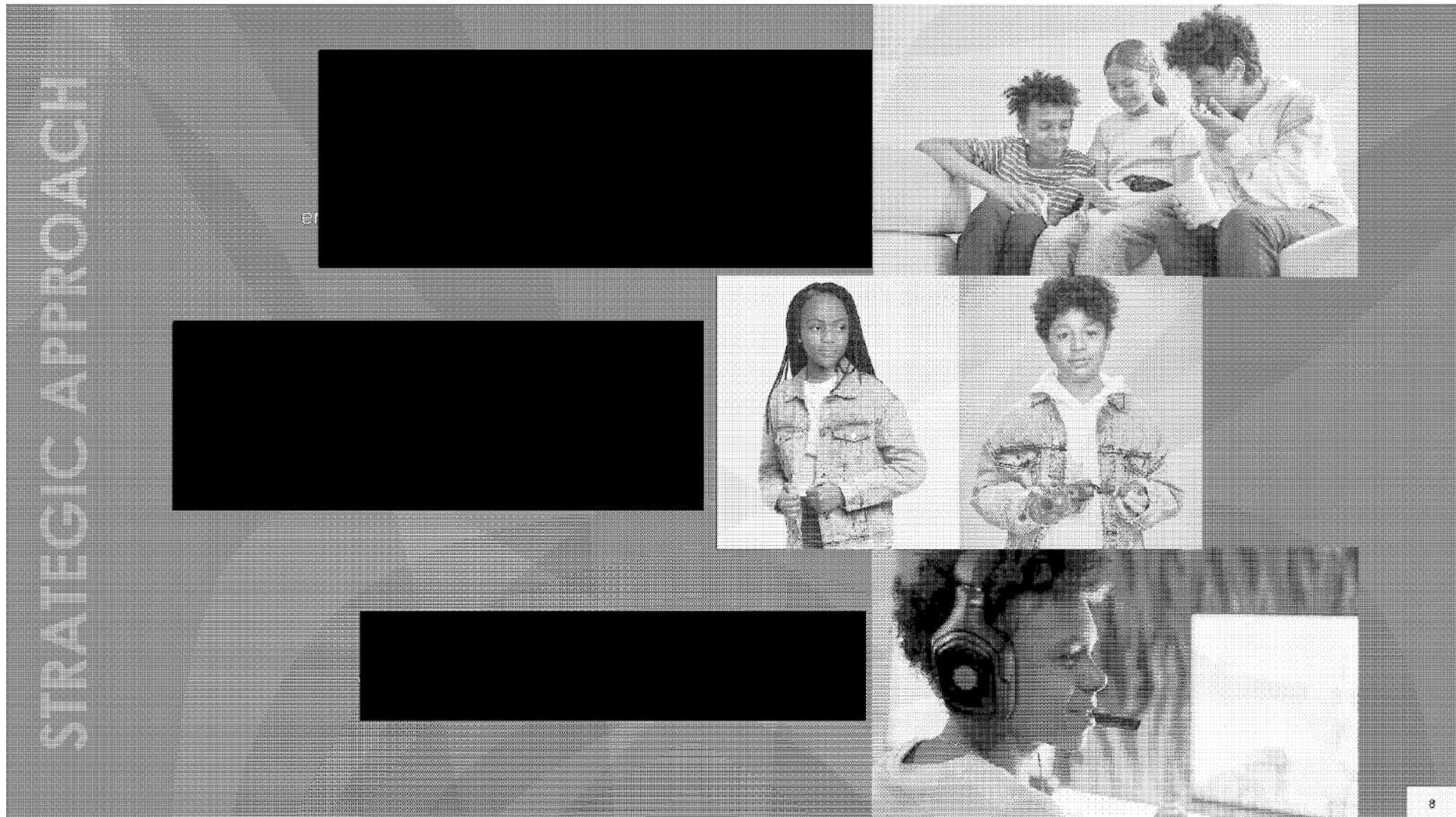
AUDIENCE RECAP

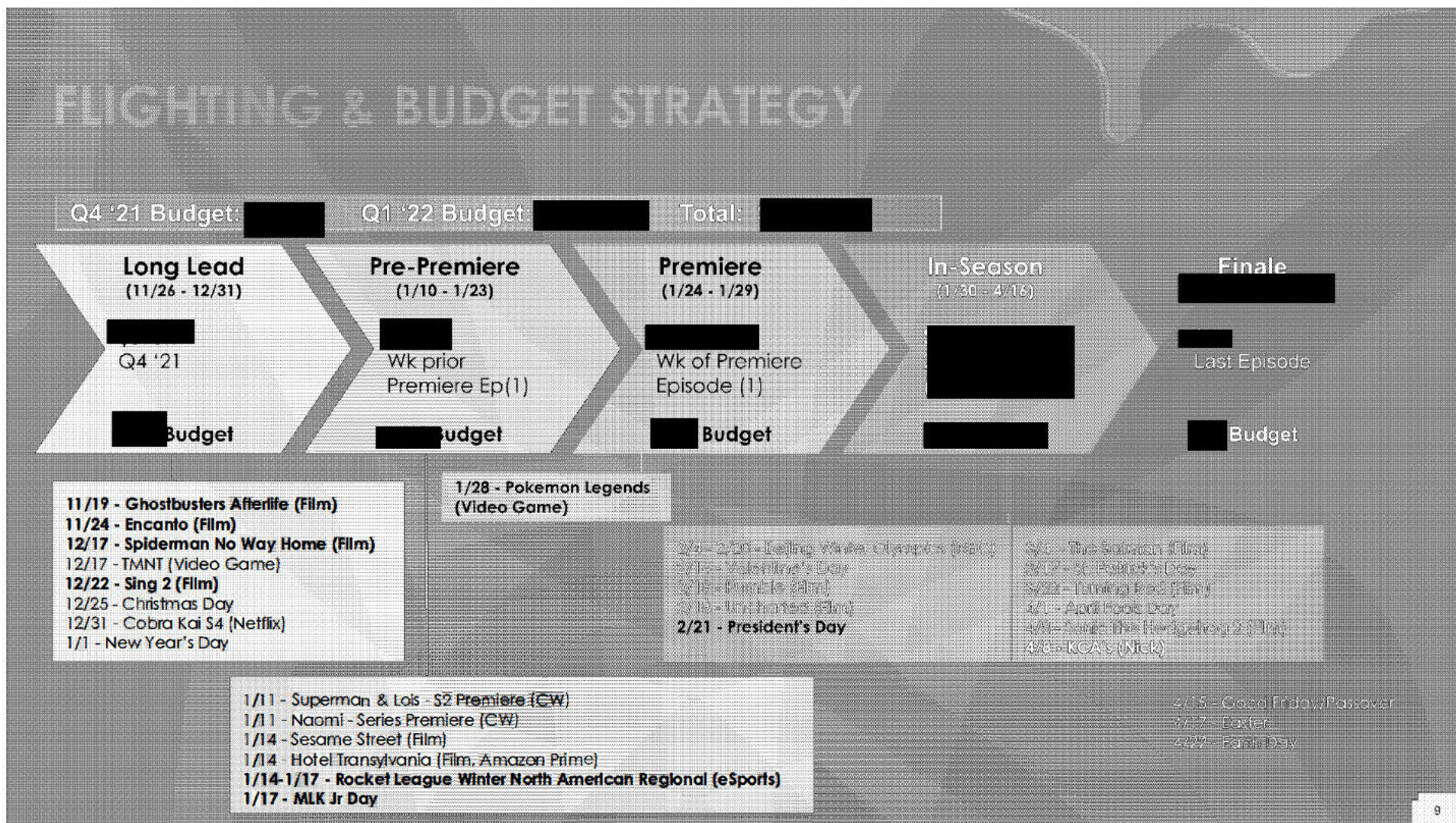


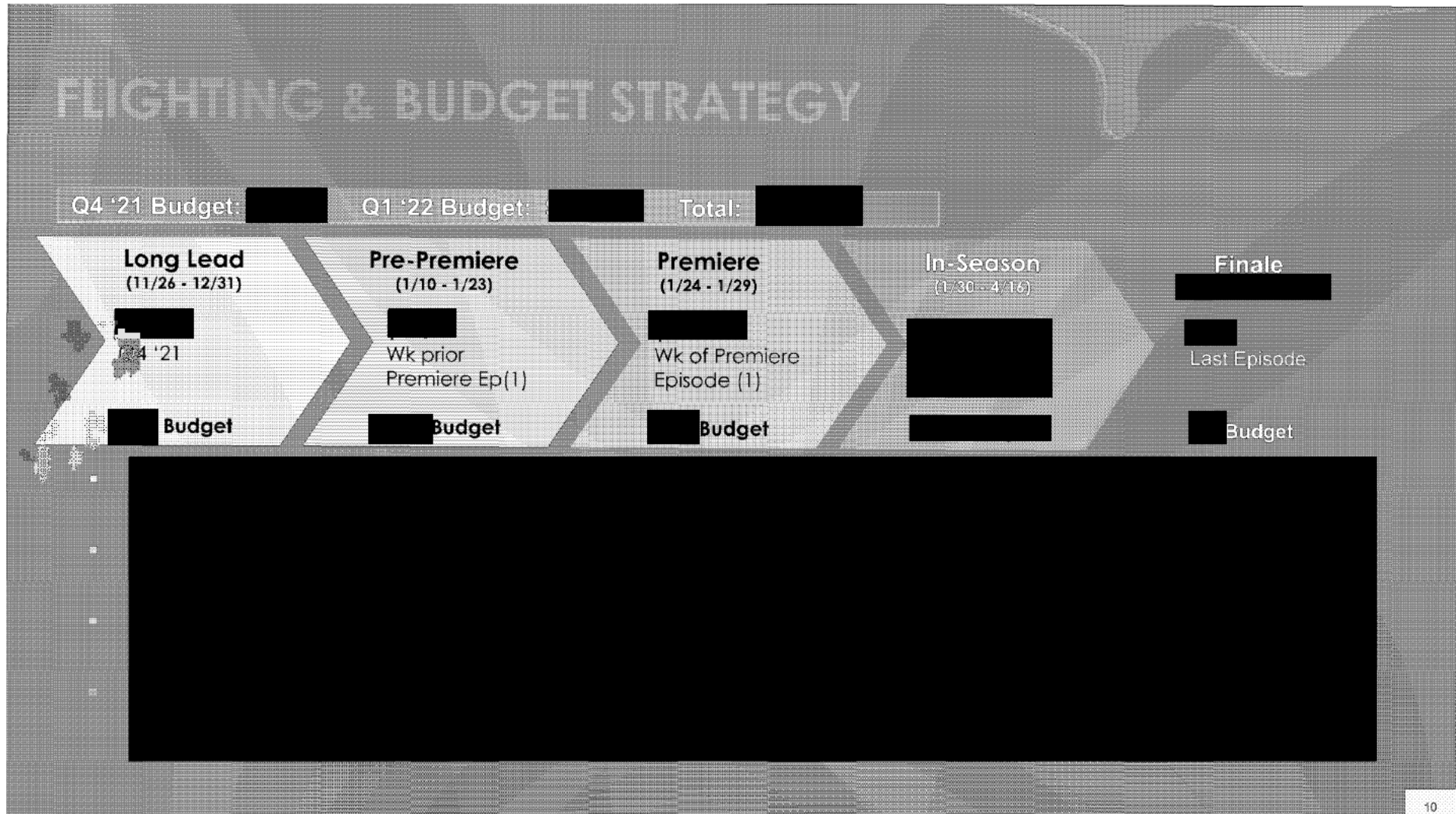
AUDIENCE PRIORITIES & TACTICS



STRATEGY APPROACH







TACTICAL APPROACH & MEDIA RECOMMENDATION

WARPED TACTICAL APPROACH

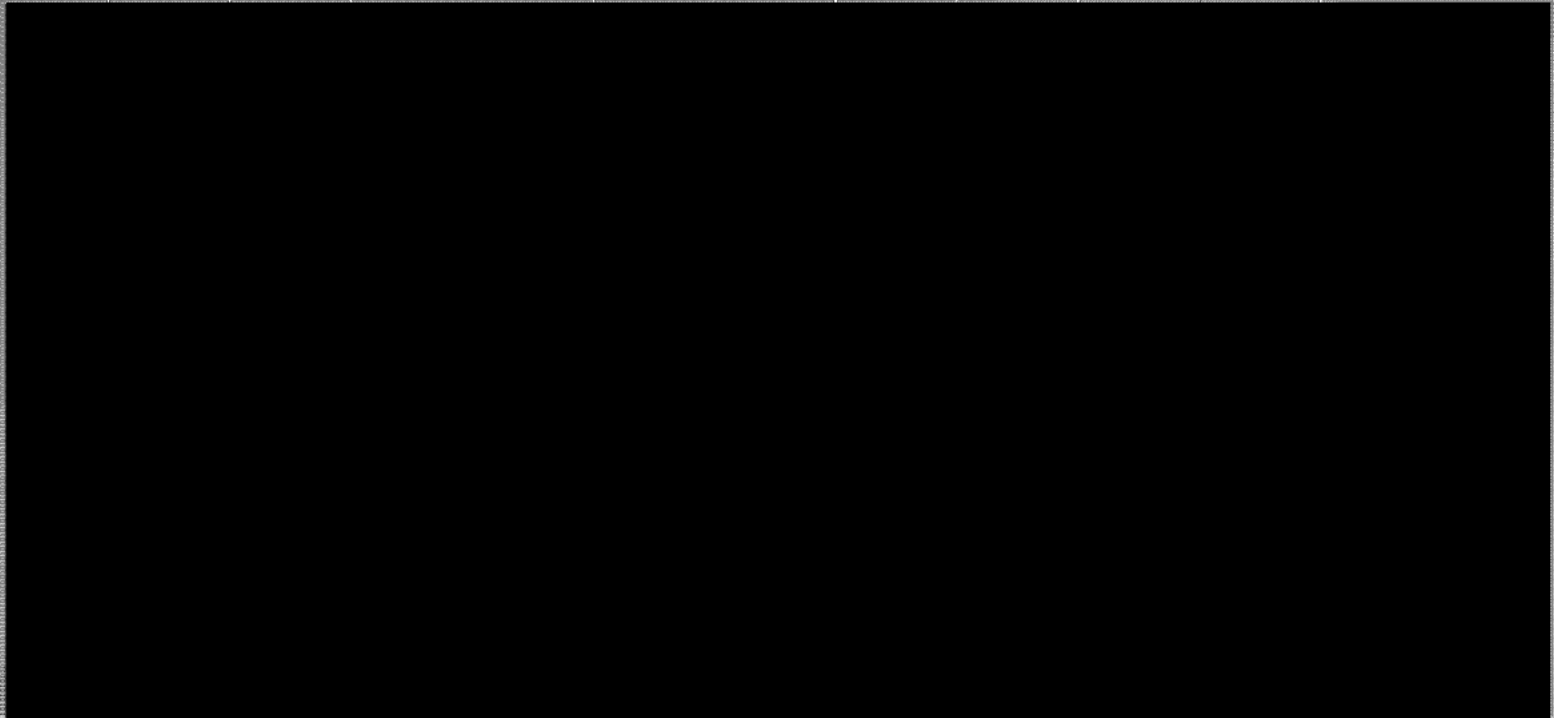
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[REDACTED]

[REDACTED]

[REDACTED]

TOPLINE FLOWCHART

		12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	
OOH	Cinema												
	Experiential*												
TV	Addressable												
	Kids Clusters												
	VOD												
	CTV												
Digital													
YouTube													
Social													

*Includes LA ComicCon on 12/5

2021 LONG LEAD

12/5

L.A. ComicCon | [REDACTED]

Nickelodeon's Warped will be the presenting sponsor for LA Comic Cons 2021 Kids Cosplay Contest. This mainstage event will feature over 50 participants ages 1-12 and is visible to almost all 10K attendees on the floor. This partnership also prominently features Warped across LACC digital channels pre, during and post event.

Includes:

- "Kids Costume Contest Presented by" listing on programming schedule and website
- Key art on Main Stage screen during the contest
- Trailer/sizzle for Warped played 8 times over across all 3 days
- Social posts across LACC: FB, TW, IG
- Newsletter inclusion (over 100K Subscribers)
- 6 Brand Ambassadors giving away collateral over the course of the entire day



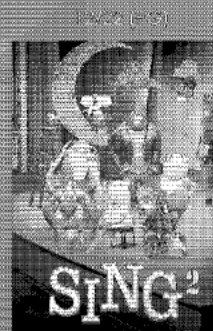
2021 LONG LEAD VIDEO SAMPLING TO GENERATE EARLY BUZZ

Cinema (OOH)

- Budget: [REDACTED]
- Flight (F-Th): 12/24 - 1/6 (2 weeks)
- National Segment 1 (:30s): [REDACTED]
 - Airs 8-10 minutes prior to trailers
- In Lobby Screens (:30s): est [REDACTED]
- Focus on G/PG/PG-13 movies



Cinema creative due: 12/20



YouTube

- Budget: [REDACTED]
- Flight: 12/20 - 12/31
- Est. Impressions: [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]



CTV

SAMSUNG

SAMSUNG

Samsung Tactics:

-
-
-

- Flight: 1/24-1/29 - Premiere support only



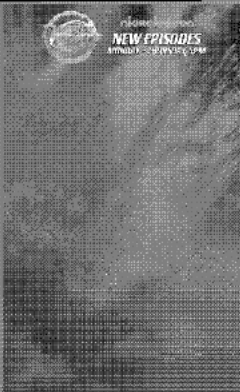
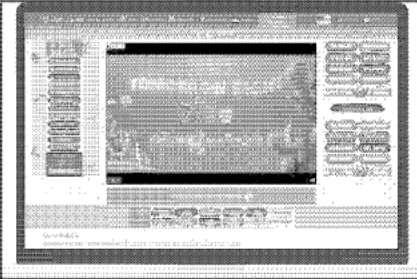
DIGITAL

[REDACTED]

SUPER AWESOME

[REDACTED]

[REDACTED]



Super Awesome Tactics:

- [REDACTED]
- [REDACTED]
- [REDACTED]

Targeting:

- [REDACTED]

Flights [REDACTED]

SUPER AWESOME



TWITCH

[REDACTED]

[REDACTED]



Twitch Tactics:

[REDACTED]

Targeting:

- [REDACTED]

Flight: [REDACTED]

DIGITAL

[REDACTED]

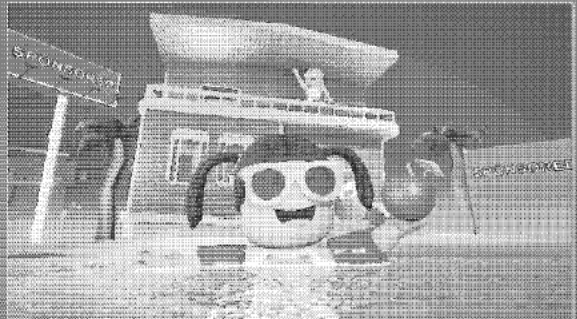
WILDBRAIN & ROBLOX

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]



[REDACTED]

*Daily Active Users are estimated and can change weekly.



WARPED! SOCIAL/YOUTUBE STRATEGY & APPROACH

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Targeted video distribution & talent building

Instagram Tactics

Targeting

Targeting



**FANDOM**
Brat

YOUTUBE & SOCIAL PARTNERSHIPS

Expand social & YouTube footprint through trusted voices

Fandom | [REDACTED]

[REDACTED]

- Fandom Tactics:
 - [REDACTED]

Brat | [REDACTED]

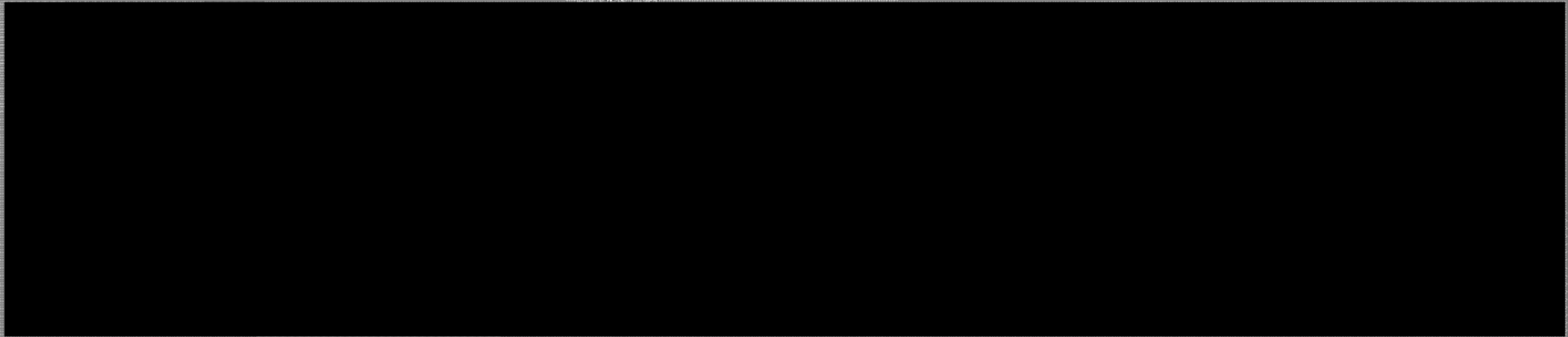
[REDACTED]

- Brat Tactics:
 - [REDACTED]

23

Warped! FLOWCHART

Warped!



NEXT STEPS

Nick to provide feedback on Tactical Approach

ASM to present Media Recommendation

Nick to provide approval for [REDACTED]

Nick to provide assets for [REDACTED]

Nick to provide assets for [REDACTED]

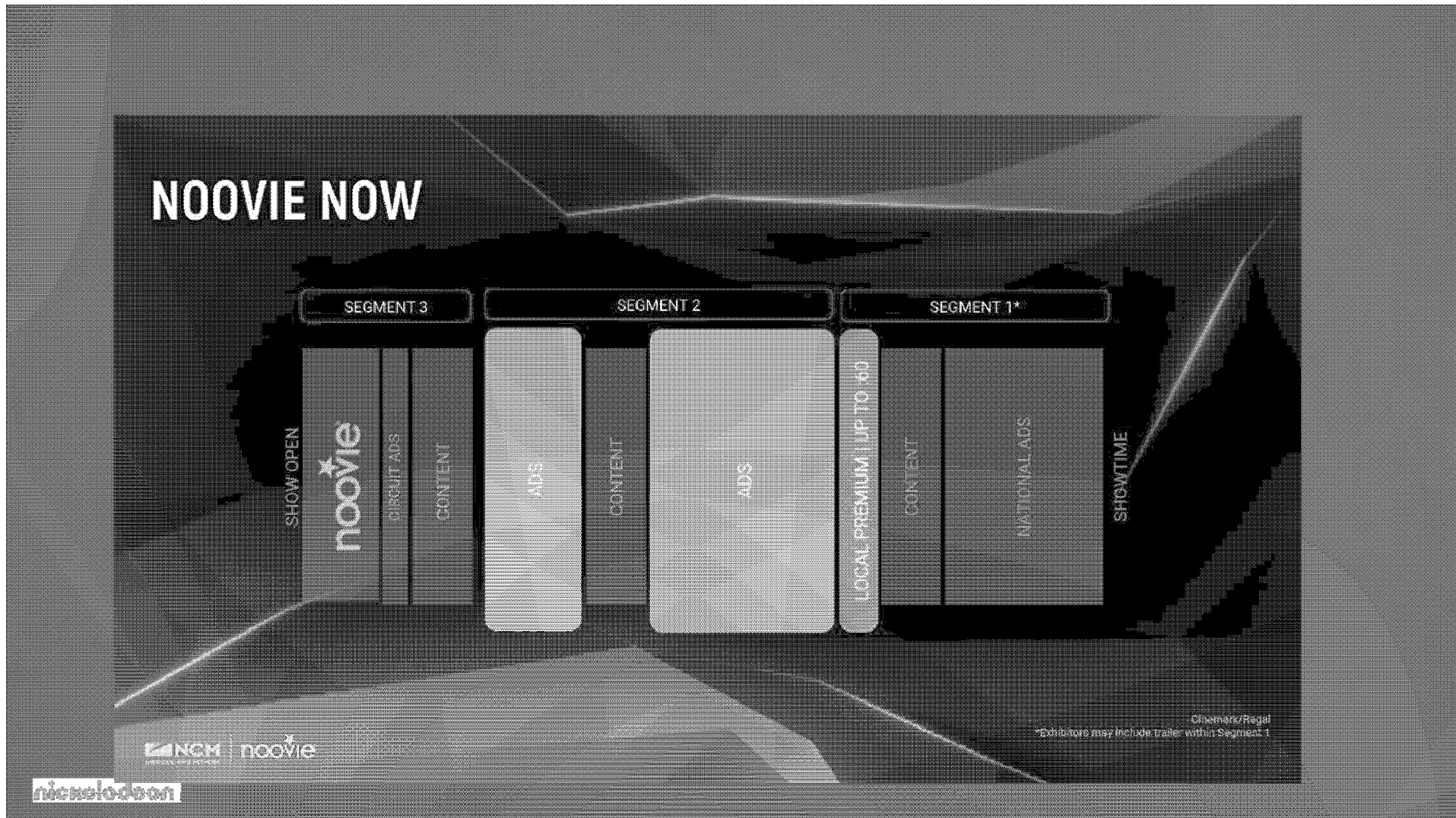
Nick to provide assets for [REDACTED]

APPENDIX

nickelodeon

Cinema - Movie Releases

Film Title	Release Date	Rating	Genre
The Addams Family 2	10/01/2021	PG	FAMILY
Ron's Gone Wrong	10/22/2021	PG	FAMILY
Clifford the Big Red Dog	11/10/2021	PG	FAMILY
Encanto	11/24/2021	PG	FAMILY
Sing 2	12/22/2021	PG	FAMILY
American Underdog: The Kurt Warner Story	12/25/2021	PG	HUMN INTST DRMA
Belfast	11/12/2021	PG-13	HUMN INTST DRMA
King Richard	11/19/2021	PG-13	HUMN INTST DRMA
Ghostbusters: Afterlife	11/19/2021	PG-13	ACTION ADVENTURE
Encanto	11/24/2021	PG	FAMILY
National Champions	12/10/2021	PG-13	HUMN INTST DRMA
West Side Story	12/10/2021	PG-13	HUMN INTST DRMA
Spider-Man: No Way Home	12/17/2021	PG-13	ACTION ADVENTURE
Sing 2	12/22/2021	PG	FAMILY
American Underdog: The Kurt Warner Story	12/25/2021	PG	HUMN INTST DRMA
A Journal for Jordan	12/25/2021	PG-13	HUMN INTST DRMA
The 355	01/07/2022	PG-13	ACTION ADVENTURE



LOBBY ENTERTAINMENT NETWORK

- A network of 42" HD Flat Screens (LEN)
- HD Video and Digital sound
- Placed near concessions and other high-traffic lobby areas
- Over 90% of NCM Theaters include LEN screens
- An average of two LEN screens per theater



THE LOBBY SCREENS

42" HD FLAT SCREENS IN HIGH-TRAFFIC LOBBY AREAS



- Two pieces of 2:00 content separated by 2:30 ad pods
- Continual loop from theater open/close



THE OPPORTUNITY

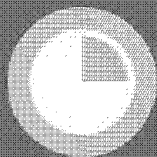
- :15, :30, :60, :90 ad slots available
- Reinforce your on-screen ad in one or all ad pods



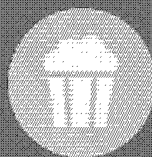
BENEFITS



ON AVERAGE, MOVIEGOERS:¹



SPEND
13
MINUTES
IN THE LOBBY



73%
VISIT THE
CONCESSION
STAND

VIDEO ADS IN MOVIE THEATER LOBBIES GET ATTENTION:

SAW A VIDEO AD
IN MOVIE THEATER
LOBBIES²
(Last 30 Days)



CONSIDERABLE INTEREST IN
VIDEO ADS IN MOVIE THEATER
LOBBIES²



**COMBINED WITH ON-SCREEN, LOBBY PROMOTIONS INCREASE
RECALL BY 9%
(ON AVERAGE)**

SOURCE: 1) Nielsen Cinema Audience Report Jan-Dec 2019 Extra Question 2) GfK/MQ Doublexbase V11.0 (Base = All 14-34) NCM Custom Tests Dec 17-June 17

Sample List of Local Theaters

DMA	Theater Name	Location
New York	24th Street 14	NEW YORK, NY
New York	84th Street 6	NEW YORK, NY
New York	Bay Plaza 13	BRONX, NY
New York	Clifton Commons 16	CLIFTON, NJ
New York	Court Street Stadium 12	BROOKLYN, NY
New York	Crystal Run 18	MIDDLETOWN, NY
New York	Danbury 16	DANBURY, CT
New York	Deer Park 16 with IMAX	DEER PARK, NY
New York	Empire 25	NEW YORK, NY
New York	Freehold 14	FREEHOLD, NJ
New York	Fresh Meadows 7	FRESH MEADOWS, NY
New York	Garden State 16	PARAMUS, NJ
New York	Hazlet 12	HAZLET, NJ
New York	Jersey Gardens 20	ELIZABETH, NJ
New York	Kaufman Astoria Stadium 14	ASTORIA, NY
New York	Kips Bay 15	NEW YORK, NY
New York	Levittown 10 th	LEVITTOWN, NY
New York	Lincoln Square 13	NEW YORK, NY
New York	Lynbrook 13 & RPX	LYNBROOK, NY
New York	Marquis 16 & BTK	TRUMBULL, CT
New York	Menlo Park 12 th	EDISON, NJ
New York	MJ Harlem 9	NEW YORK, NY
New York	Monmouth Mall 15	EATONTOWN, NJ
New York	New Brunswick 18	NEW BRUNSWICK, NJ
New York	New Roc Stadium 18 plus IMAX	NEW ROCHELLE, NY
New York	Newport Centre 11	JERSEY CITY, NJ
New York	Pallades 21 And IMAX	WEST NYACK, NY
New York	Ridgefield Park 12	RIDGEFIELD PARK, NJ
New York	Rockaway 16	ROCKAWAY, NJ
New York	Roosevelt Field 8	GARDEN CITY, NY
New York	Sheepshead Bay 14 with IMAX	BROOKLYN, NY
New York	Showplace 14	SECAUCUS, NJ
New York	Stony Brook 17	STONY BROOK, NY

DMA	Theater Name	Location
Los Angeles	Antelope Valley Mall	PALMDALE, CA
Los Angeles	Baldwin Hills 15 with XD	LOS ANGELES, CA
Los Angeles	Burbank 18	BURBANK, CA
Los Angeles	Century City 15	LOS ANGELES, CA
Los Angeles	Century Huntington Beach and XD	HUNTINGTON BEACH, CA
Los Angeles	Century RiverPark 16 and XD	OXNARD, CA
Los Angeles	Century Stadium 25 and XD	ORANGE, CA
Los Angeles	Cerritos 18	CERRITOS, CA
Los Angeles	Chino Hills 18	CHINO HILLS, CA
Los Angeles	Cinemark 18 with XD	LOS ANGELES, CA
Los Angeles	Cinemark 22 with IMAX	LANCASTER, CA
Los Angeles	Cinemark at the Pike Outlets and XD	LONG BEACH, CA
Los Angeles	Cinemark Carson & XD	CARSON, CA
Los Angeles	Cinemark Downey and XD	DOWNEY, CA
Los Angeles	Cinemark Rialto	RIALTO, CA
Los Angeles	Citywalk Stadium 19	UNIVERSAL CITY, CA
Los Angeles	Del Amo 18	TORRANCE, CA
Los Angeles	Fullerton 20 th	FULLERTON, CA
Los Angeles	Galleria South Bay 18 th	REDONDO BEACH, CA
Los Angeles	Long Beach 28 with IMAX	LONG BEACH, CA
Los Angeles	Montebello 10	MONTEBELLO, CA
Los Angeles	Mountain Grove 16	REDLANDS, CA
Los Angeles	Norwalk 20	NORWALK, CA
Los Angeles	Ontario Mills 30 with ETX SM	ONTARIO, CA
Los Angeles	Orange 36 with IMAX	ORANGE, CA
Los Angeles	Promenade 16	WOODLAND HILLS, CA
Los Angeles	Puente Hills 20	CITY OF INDUSTRY, CA
Los Angeles	Rolling Hills 20	TORRANCE, CA
Los Angeles	Santa Anita 16	ARCADIA, CA
Los Angeles	South Gate Stadium 20 with IMAX	SOUTH GATE, CA
Los Angeles	Temecula 15 with IMAX	TEMECULA, CA
Los Angeles	Tustin Legacy 14	TUSTIN, CA
Los Angeles	West Covina Stadium 16	WEST COVINA, CA

Sample Theater List

DMA	Theater Name	Location
Chicago	500 North Michigan 9 th	CHICAGO, IL
Chicago	Block 37 th	CHICAGO, IL
Chicago	Century 16 Deer Park	DEER PARK, IL
Chicago	Chicago Ridge 6	CHICAGO RIDGE, IL
Chicago	Cicero 14	CICERO, IL
Chicago	Cinemark at Seven Bridges and MAX	WOODRIDGE, IL
Chicago	Cinemark at Valparaiso	VALPARAISO, IN
Chicago	Cinemark Louis Joliet Mall	JOLIET, IL
Chicago	Cinemark Melrose Park	MELROSE PARK, IL
Chicago	City North 14 with RPX and IMAX	CHICAGO, IL
Chicago	Crestwood 18	CRESTWOOD, IL
Chicago	Ford City 14	CHICAGO, IL
Chicago	Galewood 14	CHICAGO, IL
Chicago	Hawthorn 12	VERNON HILLS, IL
Chicago	Hobart 12	MERRILLVILLE, IN
Chicago	Lake in The Hills 12	LAKE IN THE HILLS, IL
Chicago	New Lenox 14	NEW LENOX, IL
Chicago	Norridge	HARWOOD HEIGHTS, IL
Chicago	Northbrook Court 14 th	NORTHBROOK, IL
Chicago	Oakbrook 12	OAK BROOK, IL
Chicago	Quarry 14 with IMAX	HODGKINS, IL
Chicago	Randhurst 12	MOUNT PROSPECT, IL
Chicago	River East 21	CHICAGO, IL
Chicago	Round Lake Beach 18	ROUND LAKE BEACH, IL
Chicago	Schererville 12	SCHERERVILLE, IN
Chicago	Schererville 16	SCHERERVILLE, IN
Chicago	Showplace 16	CRYSTAL LAKE, IL
Chicago	ShowPlace ICON at Roosevelt Collection	CHICAGO, IL
Chicago	South Barrington 24	SOUTH BARRINGTON, IL
Chicago	Streets Of Woodfield 20	SCHAUMBURG, IL
Chicago	Tinseltown USA North Aurora	NORTH AURORA, IL
Chicago	Village Crossing 18	SKOKIE, IL
Chicago	Webster Place 11	CHICAGO, IL

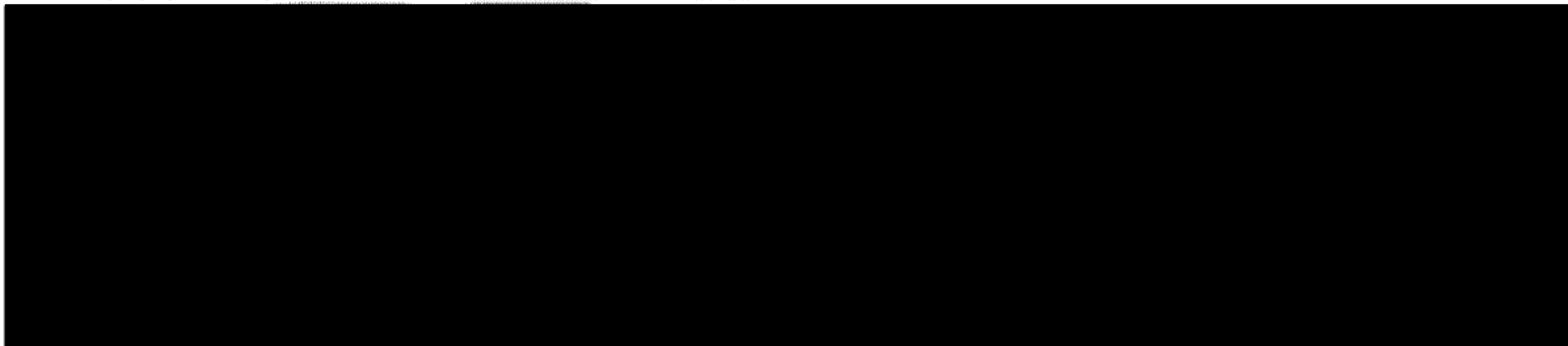
DMA	Theater Name	Location
Philadelphia	309 Cinema 9	NORTH WALES, PA
Philadelphia	Brandywine Town Center 16	WILMINGTON, DE
Philadelphia	Burlington 20	BURLINGTON, NJ
Philadelphia	Cherry Hill 24	CHERRY HILL, NJ
Philadelphia	Cinemark Christiana and XD	CHRISTIANA, DE
Philadelphia	Deptford 8	DEPTFORD, NJ
Philadelphia	Downingtown IMAX Cinema	DOWNINGTOWN, PA
Philadelphia	Edmont Square 10	HEWITOWN SQUARE, PA
Philadelphia	Fox Berkshire	WYOMISSING, PA
Philadelphia	Grant Plaza 9	PHILADELPHIA, PA
Philadelphia	Hamilton Commons 14	MAY'S LANDING, NJ
Philadelphia	King of Prussia 18 with IMAX	KING OF PRUSSIA, PA
Philadelphia	Marketfair 10	PRINCETON, NJ
Philadelphia	Marketplace @ Oaks 24	OAKS, PA
Philadelphia	Marlton 8	MARLTON, NJ
Philadelphia	Marple 10	SPRINGFIELD, PA
Philadelphia	Moorestown Mall 12 with RPX	MOORESTOWN, NJ
Philadelphia	Movie Tavern Exton	EXTON, PA
Philadelphia	Movie Tavern Flourtown	FLOURTOWN, PA
Philadelphia	Movie Tavern Tredertown	ALLENTOWN, PA
Philadelphia	Movies 16 Somerdale	SOMERDALE, NJ
Philadelphia	Neshaminy 24	BEHSALEM, PA
Philadelphia	North Broad Street 7	PHILADELPHIA, PA
Philadelphia	Oxford Valley 14	LANGHORNE, PA
Philadelphia	Peoples Plaza Cinema	NEWARK, DE
Philadelphia	Philadelphia Mills 14	PHILADELPHIA, PA
Philadelphia	Picture Show at East Windsor 10	EAST WINDSOR, NJ
Philadelphia	Plymouth Meeting 12	PLYMOUTH MEETING, PA
Philadelphia	University City Penn 8	PHILADELPHIA, PA
Philadelphia	Warrington Crossing 22 with IMAX	WARRINGTON, PA
Philadelphia	Washington Township	SEWELL, NJ
Philadelphia	Woodhaven 10	BEHSALEM, PA

DMA	Theater Name	Location
Dallas-Ft. Worth	Alliance Town Center 14 with XD	FORT WORTH, TX
Dallas-Ft. Worth	Burleson 14	BURLESON, TX
Dallas-Ft. Worth	Cinemark - Frisco with XD	FRISCO, TX
Dallas-Ft. Worth	Cinemark 12 Town Center with XD	NAINSFIELD, TX
Dallas-Ft. Worth	Cinemark 14	MCKINNEY, TX
Dallas-Ft. Worth	Cinemark 14 Cedar Hill	CEDAR HILL, TX
Dallas-Ft. Worth	Cinemark 14 Denton	DENTON, TX
Dallas-Ft. Worth	Cinemark 14 Rockwall	ROCKWALL, TX
Dallas-Ft. Worth	Cinemark 17 with IMAX	DALLAS, TX
Dallas-Ft. Worth	Cinemark 24 The Legacy with XD	PLANO, TX
Dallas-Ft. Worth	Cinemark Allen 16 and XD	ALLEN, TX
Dallas-Ft. Worth	Cinemark Roanoke	ROANOKE, TX
Dallas-Ft. Worth	Cinemark West Plano with XD	PLANO, TX
Dallas-Ft. Worth	Cut by Cinemark SM	FRISCO, TX
Dallas-Ft. Worth	Eastchase 9	FORT WORTH, TX
Dallas-Ft. Worth	Freywheel Town Center 18	GARLAND, TX
Dallas-Ft. Worth	Hollywood USA Movies 15	GARLAND, TX
Dallas-Ft. Worth	Irving Mall 14	IRVING, TX
Dallas-Ft. Worth	Lake Worth Movies 14	FORT WORTH, TX
Dallas-Ft. Worth	Movie Tavern Hulen	FORT WORTH, TX
Dallas-Ft. Worth	Movies 14 Lancaster	LANCASTER, TX
Dallas-Ft. Worth	Movies 14 McKinney	MCKINNEY, TX
Dallas-Ft. Worth	Movies 16 Grand Prairie	GRAND PRAIRIE, TX
Dallas-Ft. Worth	Music City Mall Lewisville	LEWISVILLE, TX
Dallas-Ft. Worth	Northeast Mall 18 with XD	HURST, TX
Dallas-Ft. Worth	NorthPark 15	DALLAS, TX
Dallas-Ft. Worth	Parks @ Arlington 18	ARLINGTON, TX
Dallas-Ft. Worth	Ridgmar 13	FORT WORTH, TX
Dallas-Ft. Worth	ShowBiz Waxahachie 13	WAXAHACHIE, TX
Dallas-Ft. Worth	Storefront Mall 24 th	FRISCO, TX
Dallas-Ft. Worth	Tinseltown Movies 17	GRAPEVINE, TX
Dallas-Ft. Worth	Valley View 16	DALLAS, TX

Super Awesome APP & OTT List

Available on the Super Awesome
APP & OTT

**SUPER
AWESOME**



Girl skewing list coming Monday 11/22

List of Roblox Games	
	WildBrain™
	GAMEFAM
Game	
Tower of Misery	
Red Light, Green Light	
Twilight Daycare	
Car Dealership Tycoon	
Eating Simulator	
Gym Tycoon	
Build to Survive Simulator	
Little World	
Grow Up Simulator	
Build a Boat to Survive!	
Deliveryman Simulator	
Escape Super Fat Gun Obby	
Polybattle	
Ultimate Driving	
Shoot Out	
Workout Island	
Speed Run Simulator	
SoBeats	
Deathrun	
Total	

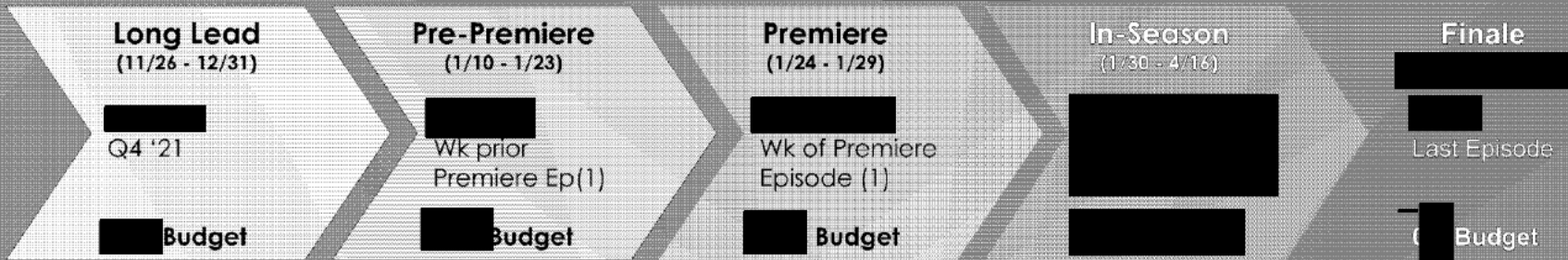
STRATEGY APPROACH



Q4 '21 Budget:

Q1 '22 Budget:

Total:



(Film) - PG13

(Film)

1/28 - Pokemon Legends
(Video Game)

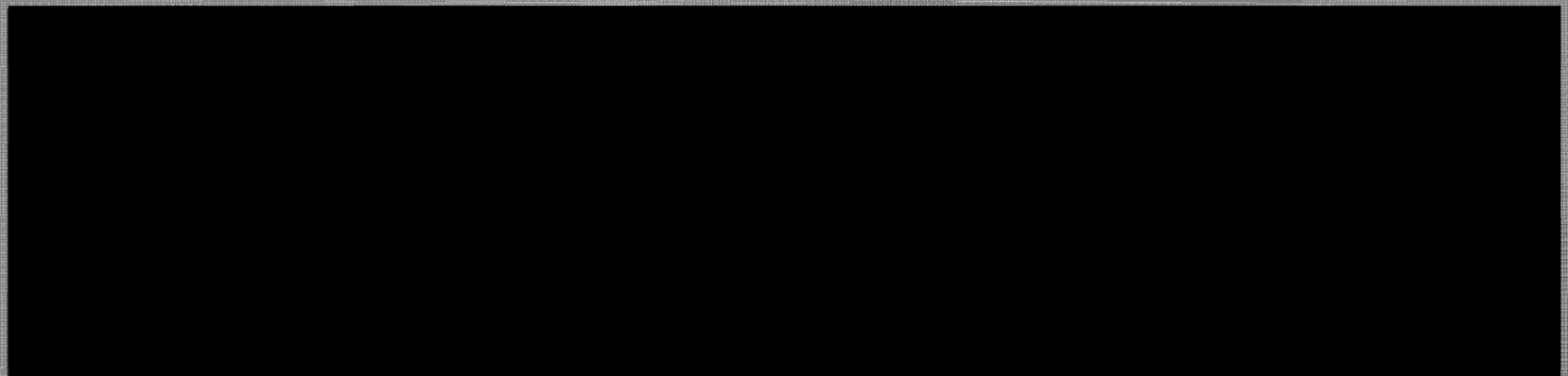
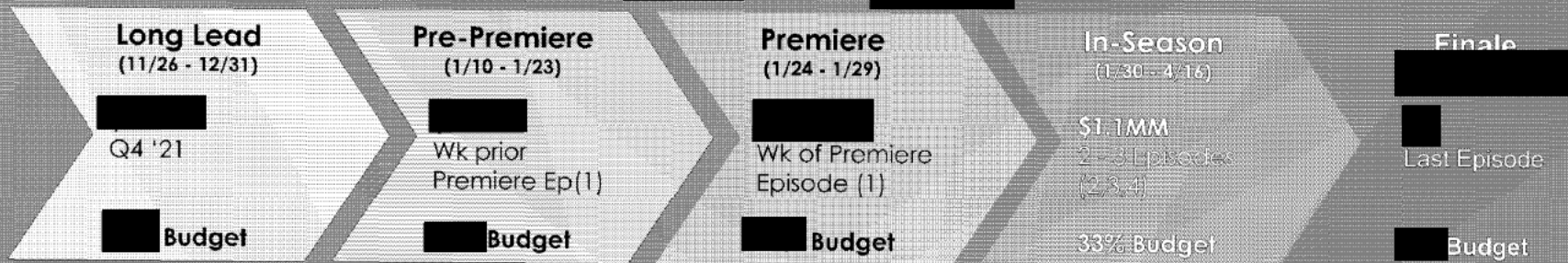
2/4 - 2/20 - Beijing Winter Olympics (NBC)
2/18 - Valentine's Day
2/18 - Purim (JFM)
2/18 - Chinese New Year
2/21 - President's Day

3/1 - The Bachelor (Frid)
3/12 - So Polite's Dow
3/22 - Finding Red (Wed)
4/1 - April Fool Day
4/8 - Save the Hedgehog 2 (Fri)
4/8 - KCA's (Nick)

4/15 - Good Friday/Passover
4/17 - Easter
4/22 - Earth Day

FLIGHTING & BUDGET STRATEGY

Q4 '21 Budget: [REDACTED] Q1 '22 Budget: [REDACTED] Total: [REDACTED]



TACTICAL APPROACH

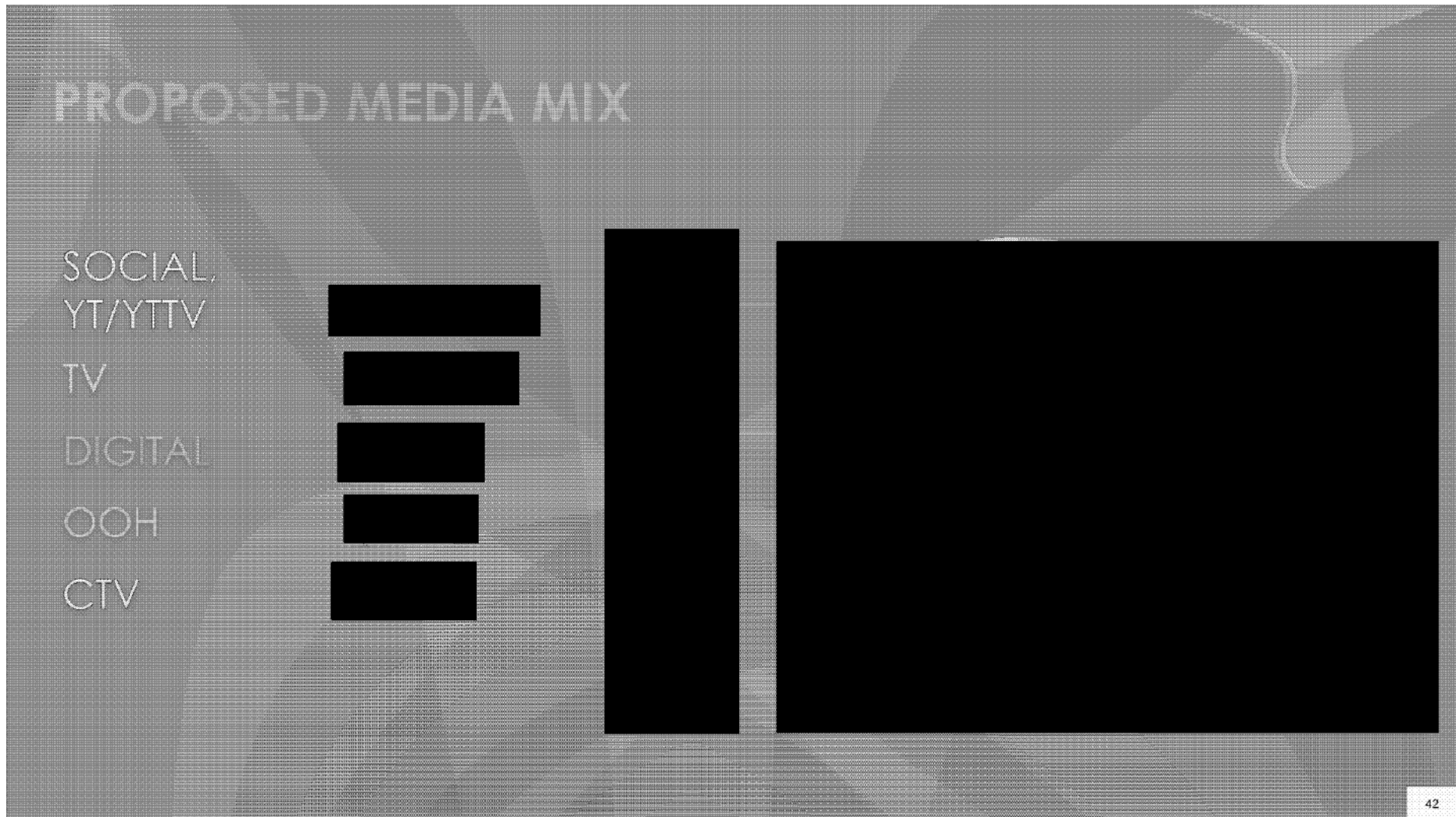
WARPED! TACTICAL APPROACH

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



2021 LONG LEAD

12/20 - 1/6 Total Budget: [REDACTED]

Cinema (OOH)

- Budget: [REDACTED]
- Flight (F-Th): 12/24 - 1/6 (2 weeks)
- National Segment 1 (:30s): [REDACTED]
 - Airs 8-10 minutes prior to trailers
- In Lobby Screens (:30s): [REDACTED]
- Focus on G and PG movies

YouTube

- Budget: [REDACTED]
- Flight: 12/20 - 12/31
- [REDACTED]



Cinema creative due: 12/20

PRE-PREMIERE & PREMIERE

1/10-1/29

TV & VOD

-
-
-
-

CTV

-
-

OOH (EXPERIENTIAL)

-

Considered Partners

Spectrum



xandr

dish

SAMSUNG LG
VIZIO



IC creative ideally due for printing: 12/20

PRE-PREMIERE & PREMIERE

1/10-1/29 [REDACTED]

DIGITAL [REDACTED]

- [REDACTED]

- [REDACTED]

SOCIAL, YOUTUBE, & YOUTUBE TV [REDACTED]

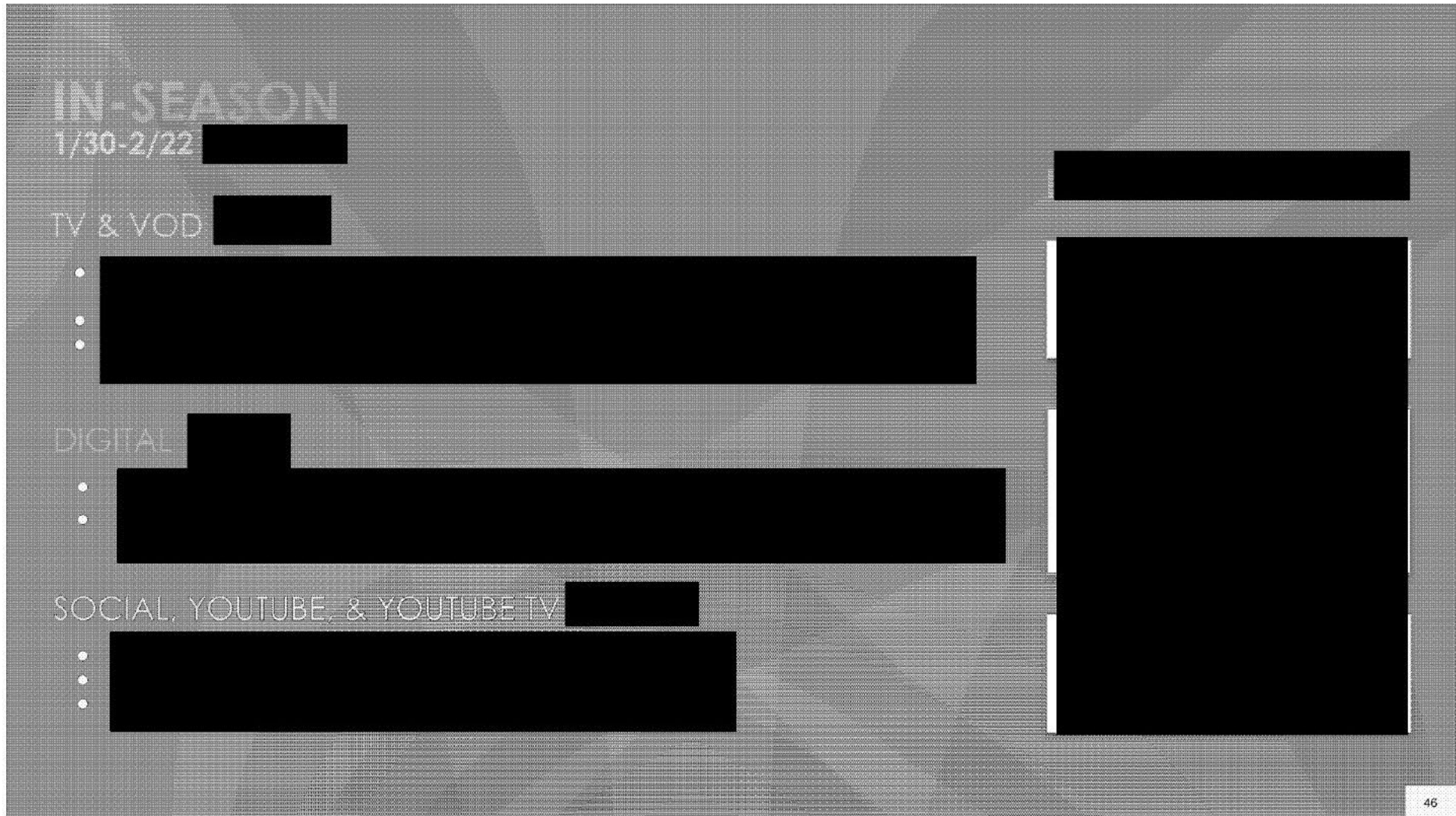
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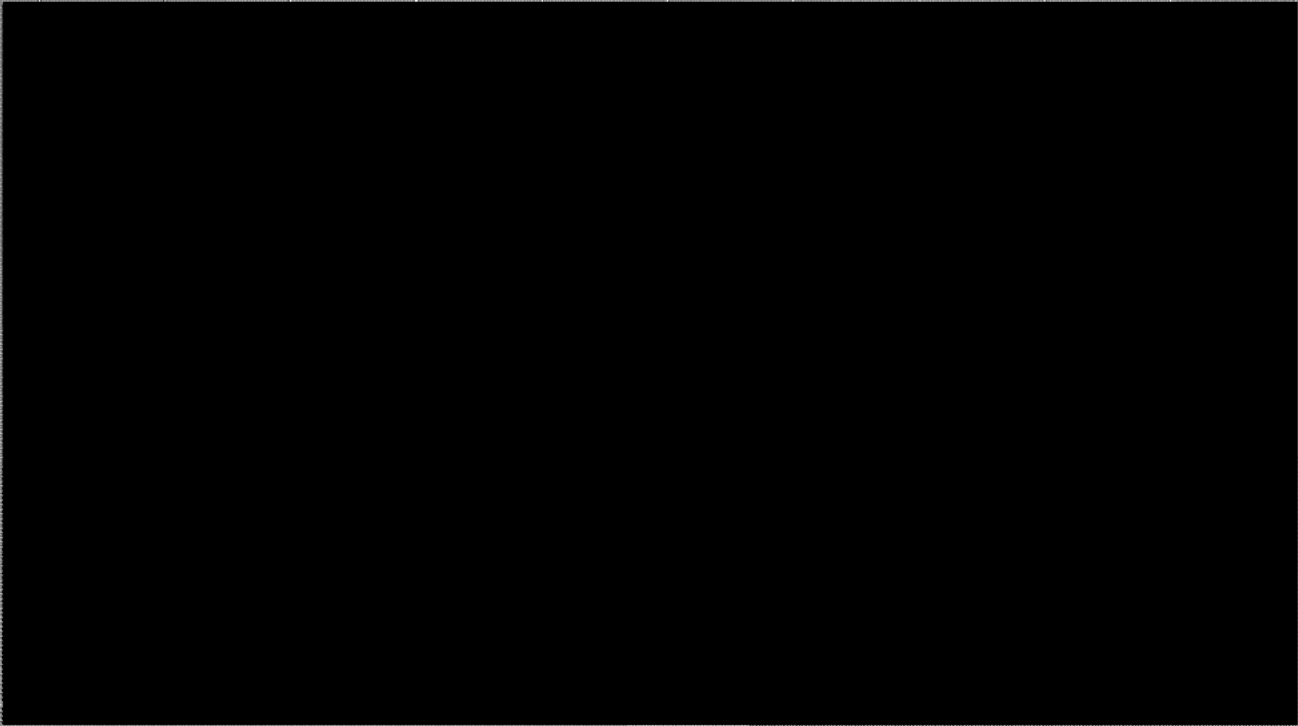
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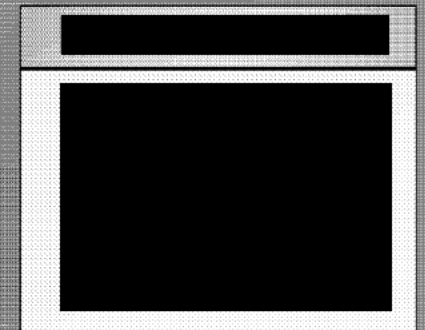
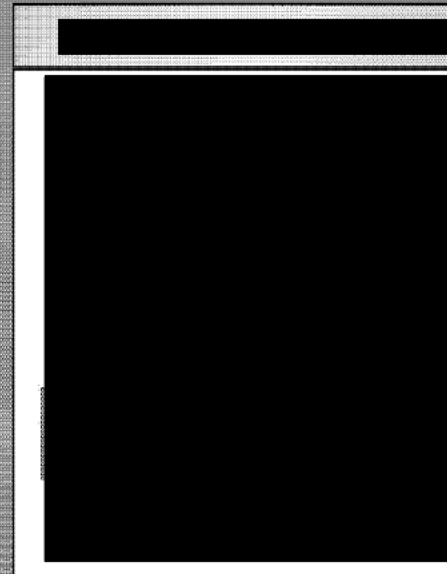
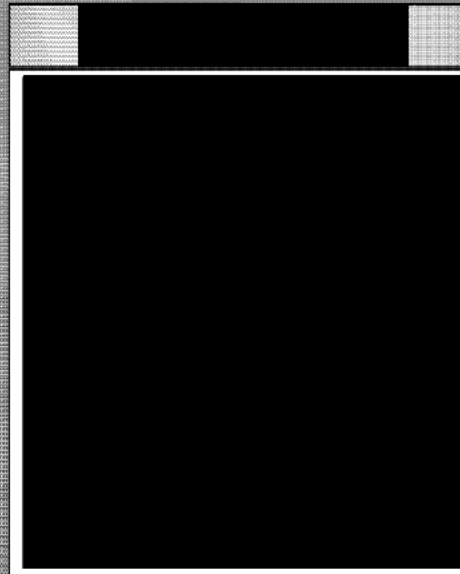
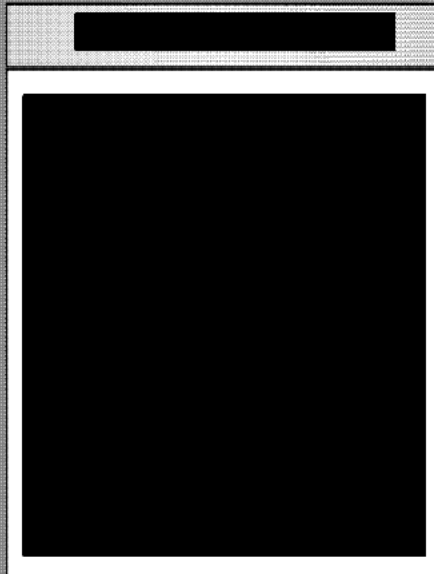
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TOPLINE FLOWCHART

		12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21
OOH												
	Cinema											
	Experiential											
TV												
	Addressable											
	Kids Clusters											
	VOD											
	CTV											
Digital												
YouTube												
Social												

CONSIDERED PARTNER OVERVIEW



WARPED! AUDIENCE APPROACH

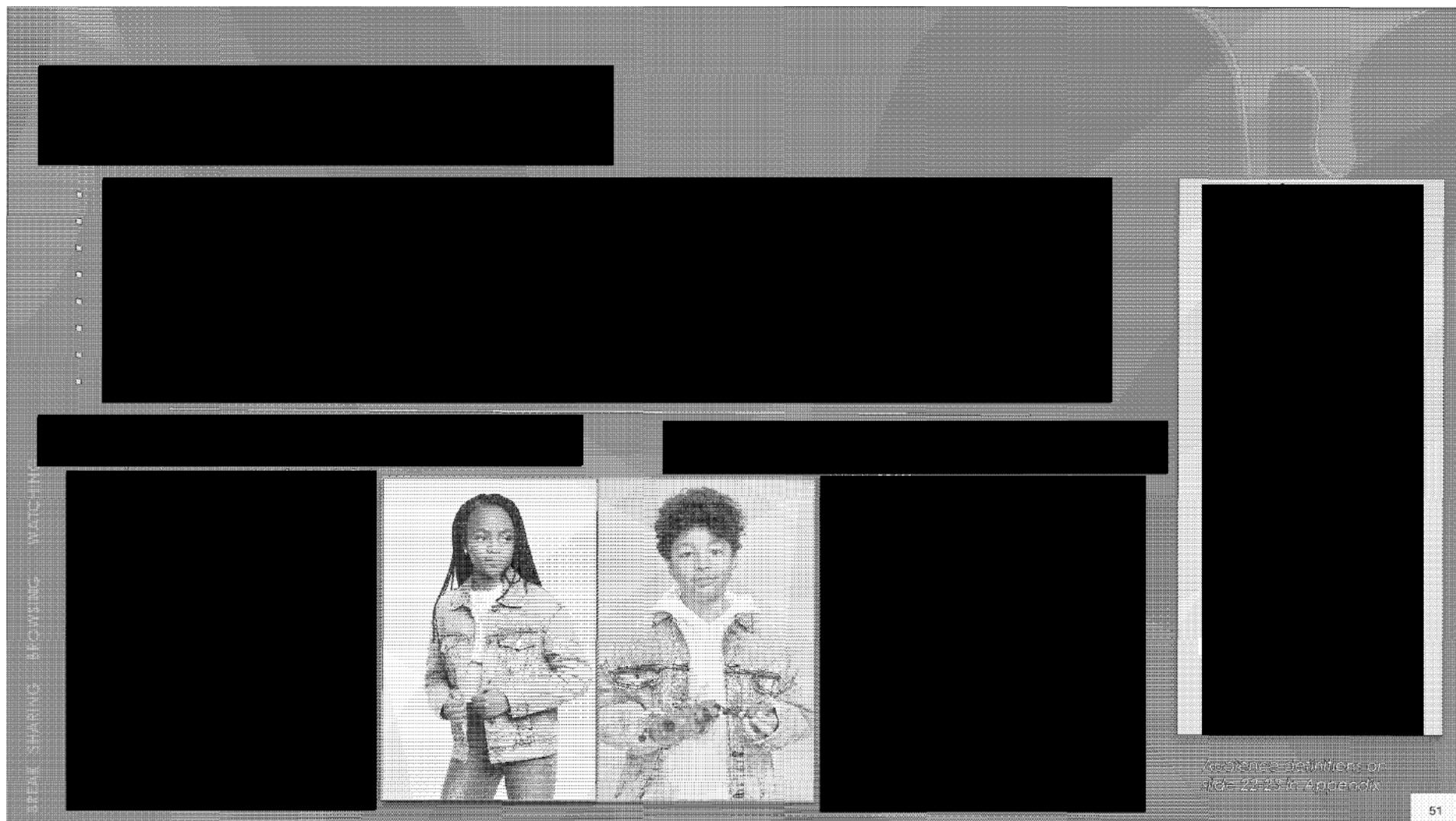
[REDACTED]

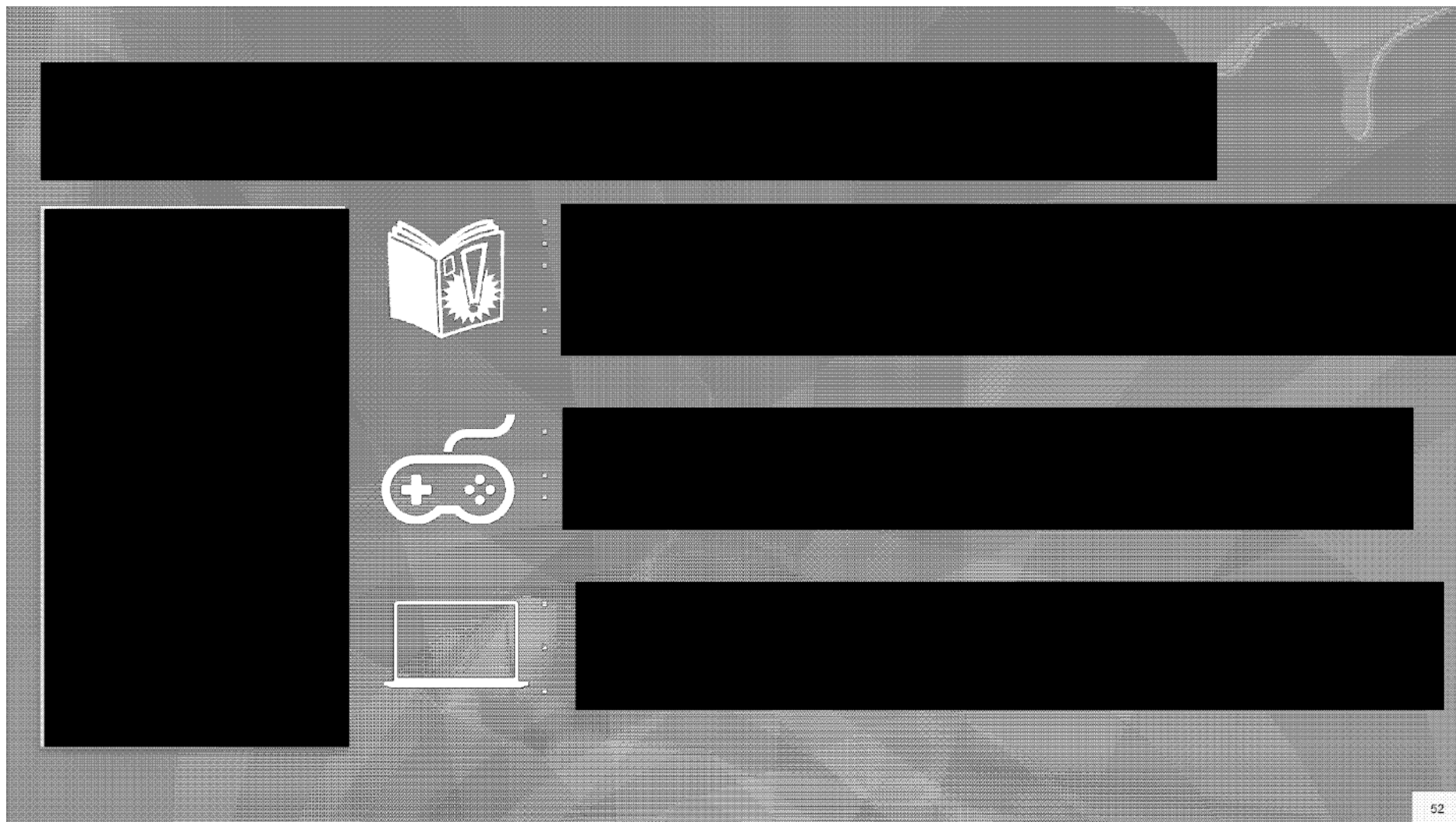
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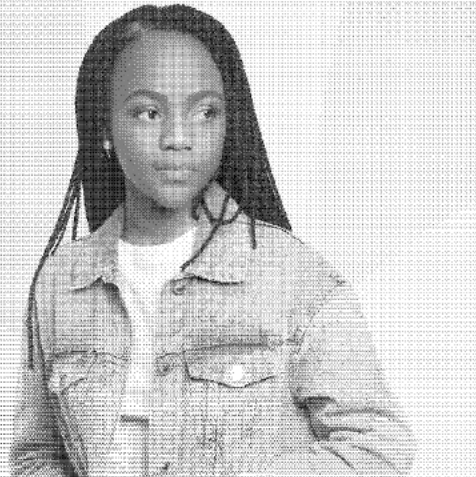
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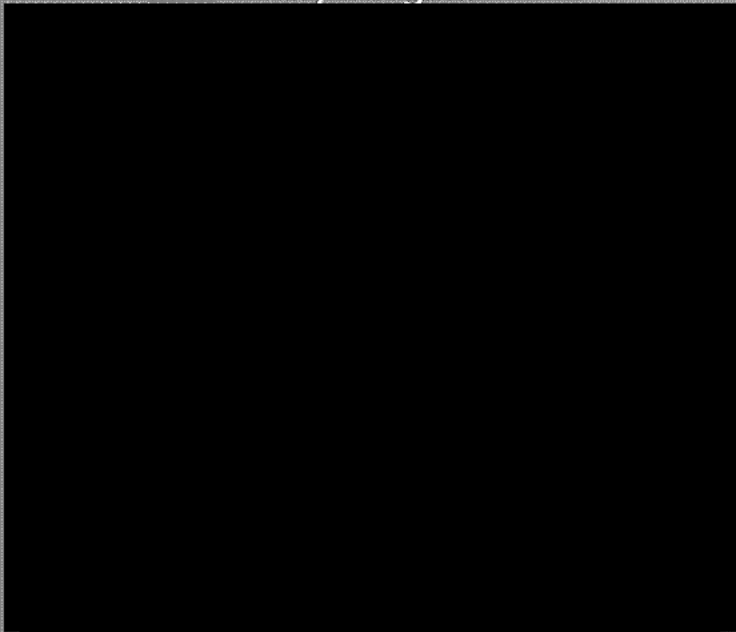


AUDIENCE PRIORITIES & TACTICS

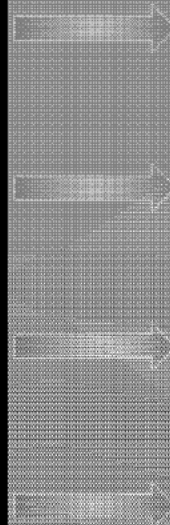
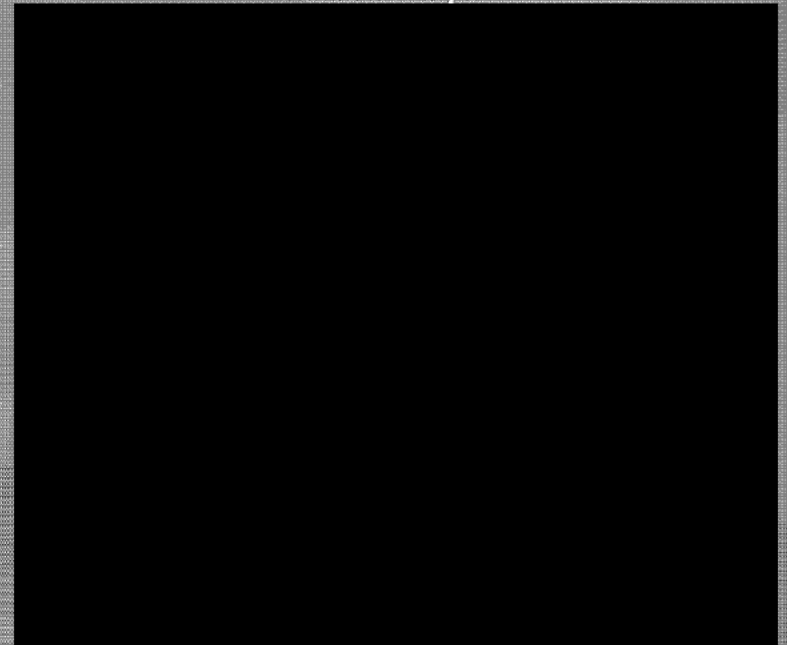


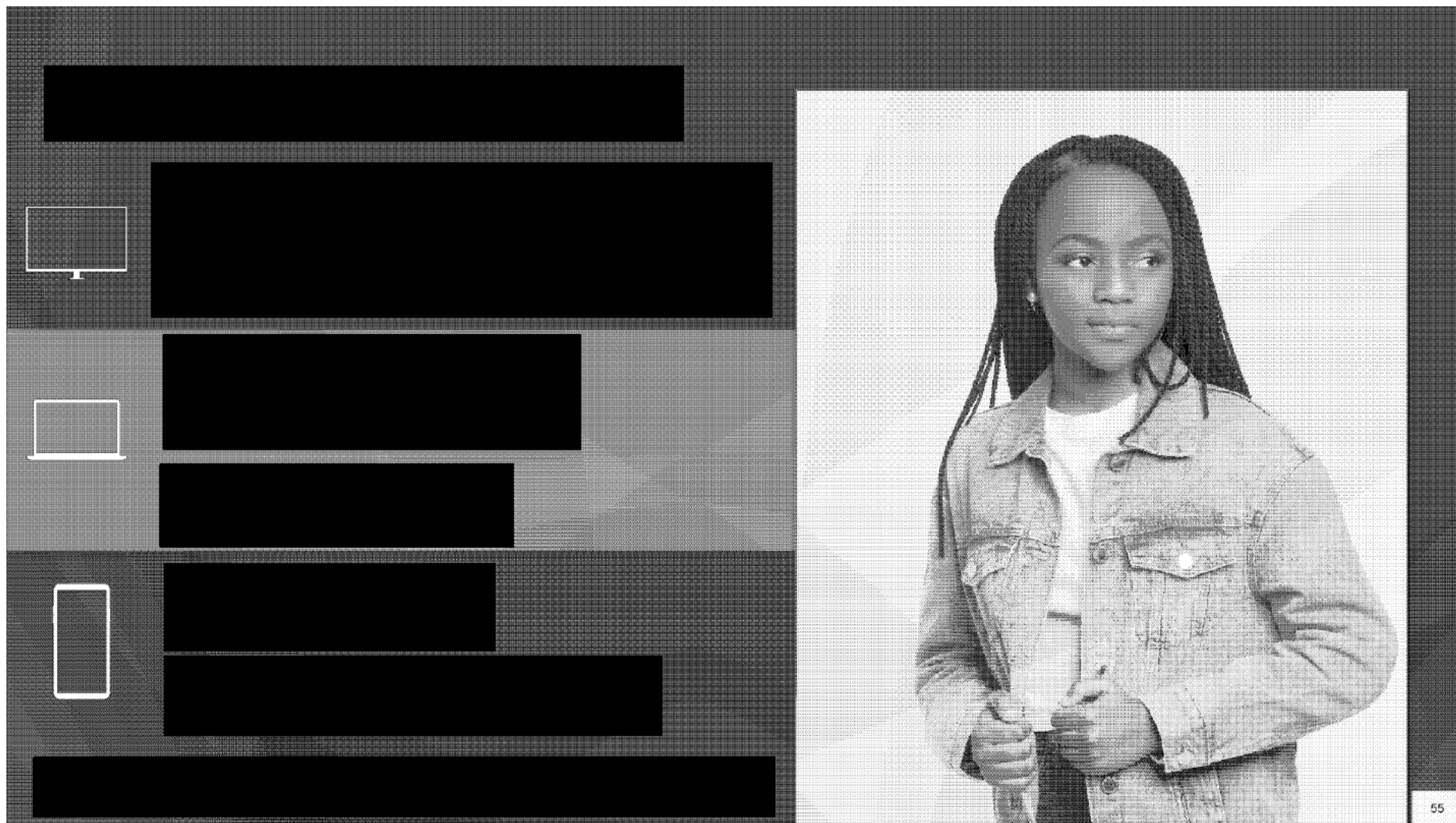
AUDIENCE INSIGHTS & KEY TAKEAWAYS

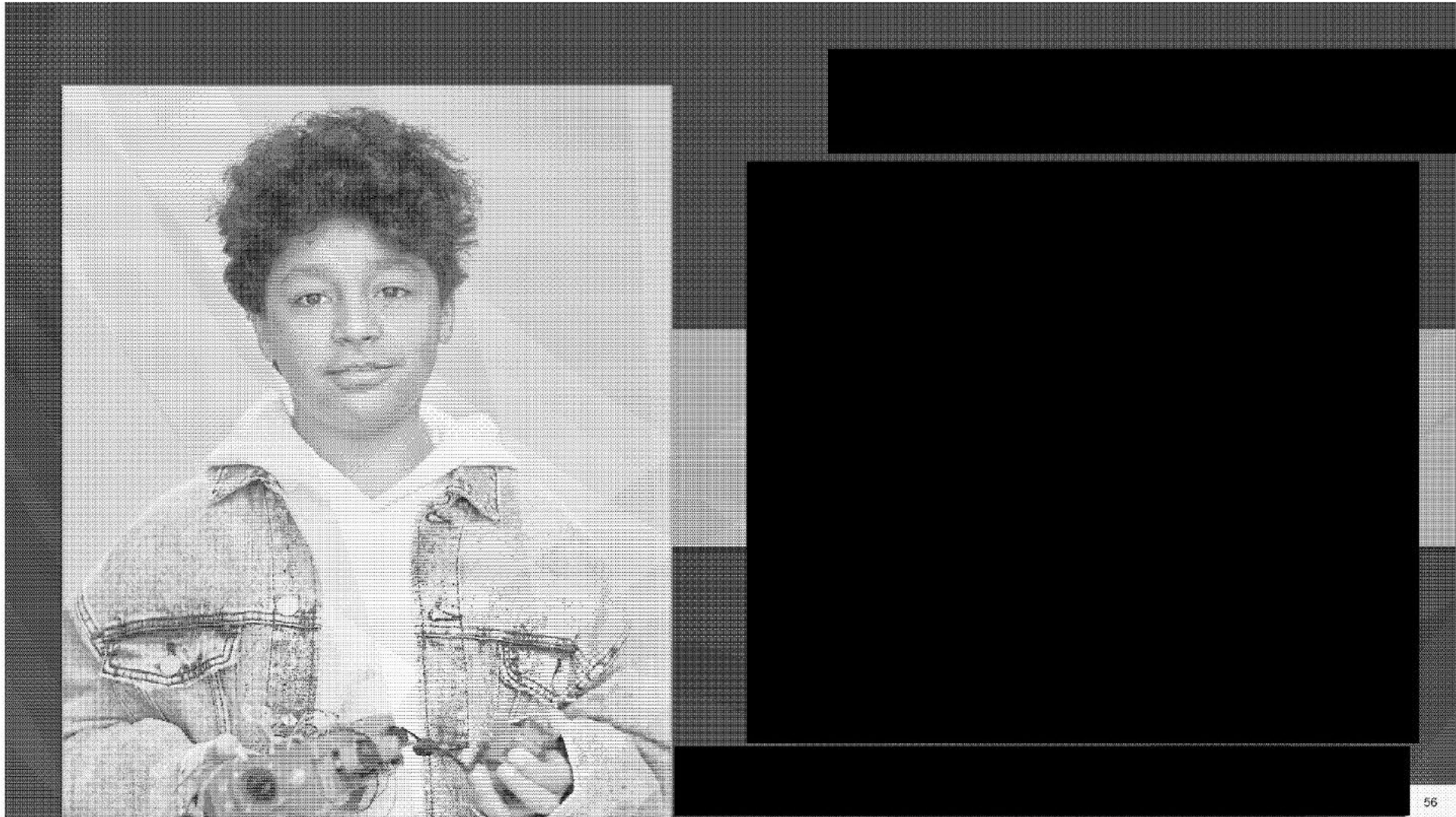
Key Insights

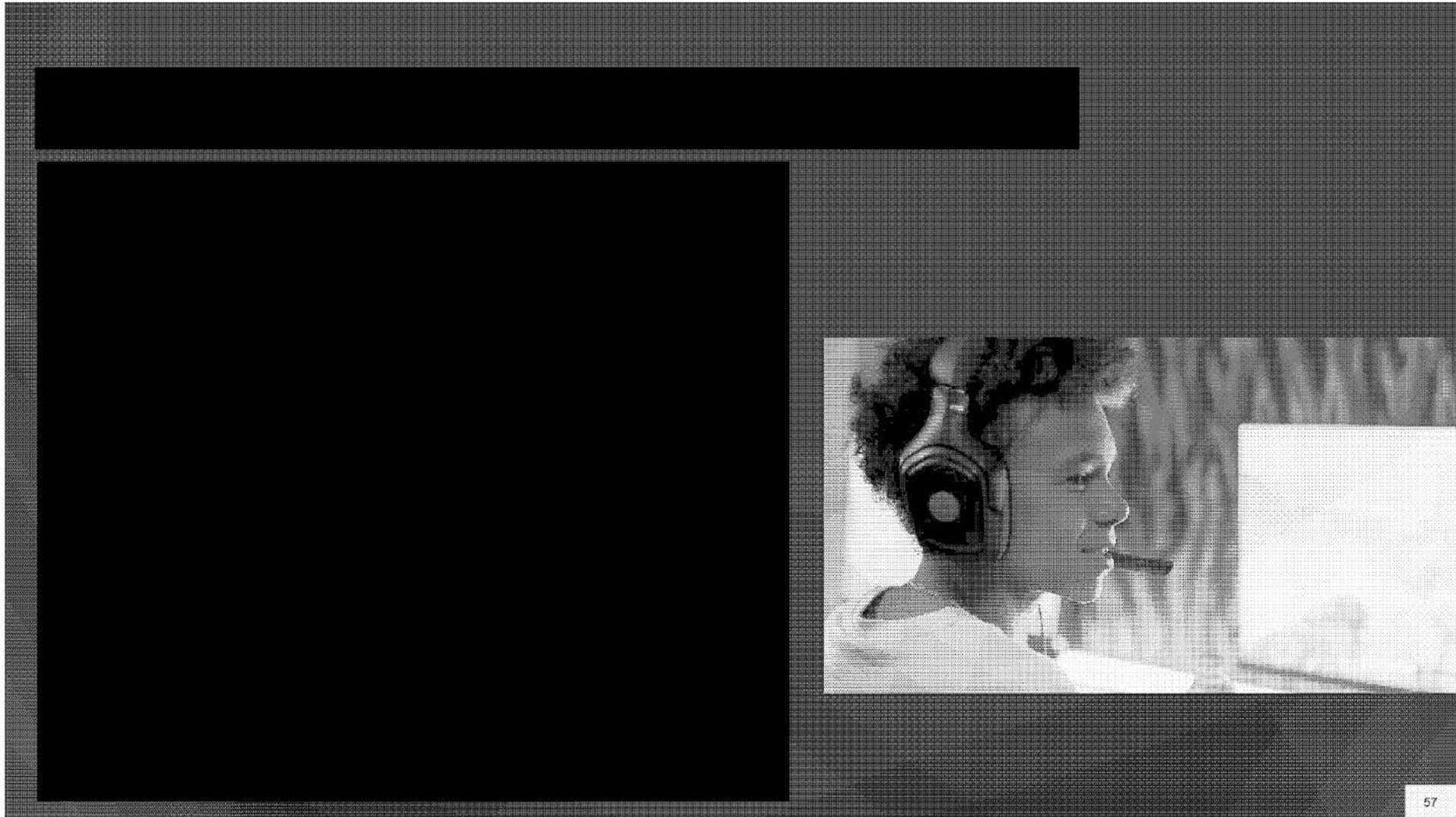


Takeaways









Warped! Brief

10/14/21

Warped! Overview

SHOW OVERVIEW

Program Overview:

Warped! is a buddy-comedy set against a backdrop of pop culture fandom. Milo, the beloved head geek at a popular strip-mall comic-book shop finds his microcosm disrupted when the boss hires a new employee: the quirky and excitable Ruby. Despite their differences, the two form an unlikely alliance as co-workers and co-creators of what they are sure will be the world's best graphic novel.

Marketing Hooks:

- **Super-Funny:** This show is not just for comic-fans, the group finds themselves in hilarious situations with high levels of physical and slapstick comedy.
- **Super-Cast:** The friendship between Ruby and Milo is central to show, but the dynamics between the four unique friends make it a true ensemble cast.
- **Super-Store:** The setting is a differentiator from other shows. Kids will see Warped! a cool store they wish they could visit.

Key Themes: Situational Comedy | Unlikely Friendships | Pop-Culture Overload

The Show Is: Funny | Cool | Relatable

The Show is Not: Slapstick | Nerdy | Fantastical

Show Positioning: They couldn't be more different, but here at Warped!, they all fit in!



Premiere (TBD):

Saturday, Jan 29

OR Thursday, Jan 13 or 20

(Danger Force as lead in)

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Warped! Overview

OBJECTIVES & CONSIDERATIONS



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Warped! Campaign Rollout

LONG LEAD 11/26 - 12/23 OBJECTIVE: KEY CREATIVE: 	PRE-PREMIERE 1/3 - 1/22 OBJECTIVE: KEY CREATIVE: 	PREMIERE 1/23 - 1/29 OBJECTIVE: KEY CREATIVE: 	IN-SEASON 1/30 - 4/16 OBJECTIVE: KEY CREATIVE: 	FINALE 4/17 - 4/23 (TBD) OBJECTIVE: KEY CREATIVE:
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CULTURAL CONSIDERATIONS:

Holidays: Thanksgiving Nickmas Valentine's Day President's Week Spring Break Int'l Women's Day April Fools Day	Sports: NFL/Superbowl NHL Saturdays NBA Saturday	Movies: Ghostbusters Afterlife (11/19) Spider-Man (12/17) Sesame Street (1/14)	TV/Streaming: Home Alone Reboot (11/12) Hawkeye (11/24) Book Of Bobba Fett (12/29) Fairly Odd Parents (March)	Games: Guardians Of Galaxy (10/26) Mario Party (10/29) Call of Duty (11/5) Pokemon Legends (1/28)
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Wanted Media Mix Campaign

Must Buys (vanity placements, necessary channels):

[REDACTED]

Planning Budget:

- Q4 '21 [REDACTED]
- Q1 '22 [REDACTED]
- Production: [REDACTED]

Contextual Alignments:

[REDACTED]

Geo Alignments:

[REDACTED]

Competitive Considerations:

[REDACTED]

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New York

Warped! Measuring Success

Measurement Learning Agenda:

- During Campaign:
 - [Redacted]
 - [Redacted]
- Post-Campaign:
 - [Redacted]
 - [Redacted]

During Campaign:

Objective	KPIs	Measurement Considerations
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]

Post Campaign:

Objective	KPI	Goal	Source	Measurement Considerations
[Redacted]	[Redacted]	TBD	Nielsen	
		TBD	Prophet	Not available for Linear Addressable
		TBD	Applicable partners	
[Redacted]		TBD	Program Tracker	

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Warped! Next Steps

Timing Considerations:

- Planning Timeline:
 - 10/13: Briefing
 - 11/03: Audience & Strategy alignment
 - 11/15: Tactical Plan check-in
 - 11/22: Plan Presentation
- Other Nick Internal Milestones:
 - First trailer release: 11/26 (The Loud House Movie)
 - Internal Show Presentation: Week of 12/20
 - Producer Presentation: Week of 1/3
- Deliverables Needed:
 - Please alert Nick team if assets are needed ASAP for certain partnerships

