



MiO | MAKE IT
YOURS.

"Make it Mio, Make it Yours"
A Custom 2014 Marketing Program

“Make it Mio, Make it Yours” An Exclusive Integrated Marketing Program Overview

OK! & Mio

Celebrities are fashion trend-setters and style gurus both on and off the red carpet. Everyday is a chance for them to show their personalized style whether that's wearing a Yves Saint Laurent dress, or accessorizing with a David Yurman necklace.

Mio also embraces a life of originality and individuality. OK! will leverage its connection to its 5.1 million readers who also love being original with an exclusive program promoting Mio as a novelty water enhancer.

Through the *“Make it Mio, Make it Yours”* integrated marketing program, Mio will receive:

PART I: In-Book Edit Integrations

PART II: Hollywood's Most Outstanding Sweepstakes

PART III: Body & Soul Recap Event Sponsorship

PART IV: Social Media Activations

PART V: Body & Soul Event Integrations

PART VII: OK!'s Fall Fashion Week In-Book Advertorial



PART I: Mio Edit Integrations

Timing: Two issues 7.02.14 and 7.09.14

Number of Integrations: Two (2)

OK! readers tune-in each week to find out what's hot and new in the lives of the A-Listers. OK! will showcase Mio's hottest new products Mio Fit and Mio Energy.

OK! Style Week: Beauty

- OK!'s *Style Week* always features the leading beauty and style products. Mio will be integrated into the edit as a product that is perfect for rejuvenating after a summer workout.

OK! Buzz: Hot this Week

- Readers look to OK! *Buzz* for the latest trending products, shows, and styles. OK! will highlight Mio Fit as the perfect water enhancer for OK!'s biggest health enthusiasts.



PART II: Hollywood's Most Outstanding Sweepstakes OK! & Mio

Timing: Issues 7.16.14, 7.23.14, and 7.30.14

Number of Integrations: Three (3)

Mio is all about changing your world from just “blah” to glam by personalizing water. To align OK! readers who love customizing their look with Mio, OK! will create a sweepstakes. Girls will have the chance to show off how they customize their wardrobe and how they take it from just okay, to fabulous!

Integrated as a 1/3 advertorial adjacent to *OK! Style Week: Beauty*

- Tweet a picture of your most original stylish outfit with the custom hashtag MioGlam
- The most original, glamorous outfit will be awarded and featured on OKMagazine.com for a week-long time span.

One lucky winner will win:

- A \$100 gift card to Sephora
- A day with a stylist to help amp up the winner's wardrobe even more
- A gift basket with the month's hottest perfume, hair care and skincare products
- OK!/Mio Body & Soul Package with 5 different samples of Mio's flavored water enhancers

Example of 1/3 adjacency



OK!'s Body &
Soul
Leveraging
Opportunities
With Mio



When: June 2014

Where: Casa Del Mar Hotel & Resort, Santa Monica, CA

Attendance: 500 celebrities, guests, and consumers

Timing: 6/23/14

Celebrities and readers alike love getting in shape! OK!'s Body & Soul event is the ideal scene for Mio to give away its product Mio Fit which is filled with Vitamins and Electrolytes, perfect for replenishing. This event will also give guests the chance to sample the product.

Once a year, OK! features Body & Soul in an edit integration to showcase the fun giveaways, fitness classes, and sweepstakes. OK! also puts together a list of celebrity trainers, nutritionists, and entertainment personalities to show consumers how to get in shape--and we want Mio to be a part of the fun!

Mio will receive the following integrations:

Branding & Signage throughout the venue

Sampling to all in attendance

In-Book exposure through our recap

Social Media Activations



PART III: OK!'s Body & Soul Event

OK! & Mio

To get Body & Soul guests excited about how Mio changes your world, OK! will also include the following at Body & Soul:

- A nail polish station where the nail polish color changes in water with Mio brand ambassador girls assisting with the manicures
- A chance to win a bottle of Mio Fit and Mio Energy at the interactive prize wheel
- Photobooth that prints the pictures in 5 different colors to show how Mio can change your world. There will be clear Mio signage on the outside of the Photobooth



PART IV: OK!'s Body & Soul Media Impressions

OK! & Mio

Social Media: 1.2 Million Media Impressions

- * Facebook: 3 Posts
- * Twitter: 5 Tweets
- * Instagram: Photo Gallery

Online: 5.2 Million Media Impressions

- * Photo Gallery Post-Event & Event Promotion

6.4 Million MEDIA IMPRESSIONS!





Spin the wheel at Body & Soul for prizes



Handing out Aqua Hydrate waters



Skechers Memory Foam Sneakers



Smooth summer lips with Carmex



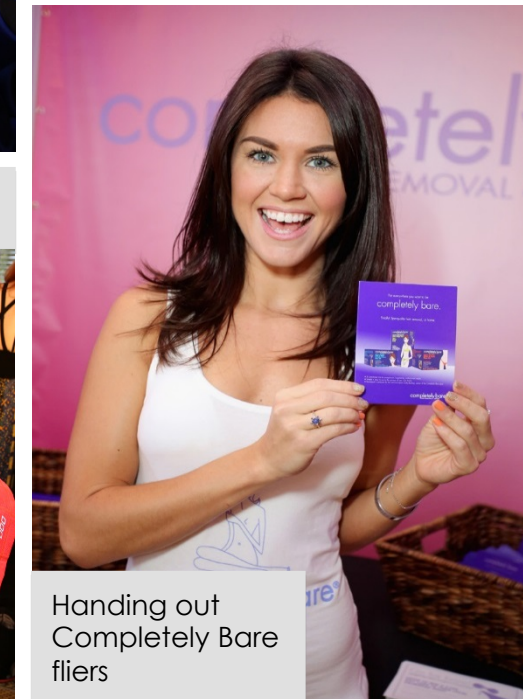
A-list celebs get their hair done by v05 salon



Viva Pops are the perfect healthy treat



Hoping for a chance to win Emergen-C



Handing out Completely Bare fliers



OK!'s Fall Fashion Week and Mio Edit

PART IV: OK!'s Fall Fashion Week Overview

OK! & Mio

Timing: 9/15/14

Fashion week is an exciting time where fashion's biggest trend-setters and up-and-coming talent promote themselves and their couture styles.

For its sixth year, OK! will be hosting a Fall Fashion Week event to bring together Hollywood's most iconic men and women of the industry.

To align with Mio's goal to make water more original, OK! will showcase Fashion Week's most original and unique outfits. OK! is offering the brand a chance to appear in-book during Fashion Week.

The Make it Original Ad Unit: The eight (8) page gatefold will include:

- Four (4) page custom Mio edit
- Two (2) page custom brand ad
- 1/3 Advertorial





OK! Body & Soul Social Media Activations

PART V: OK!'s Fall Fashion Week In-Book Advertorial

OK! & Mio

A two page gatefold featuring a Mio advertisement and the words “Make it Original” will cascade the front of the gatefold. Once opened, the most original outfits from fashion week will be displayed, with a 1/3 advertorial adjacent to the photos. It will read “Make it Mio, Make it Yours.”

Make it Mio Sweepstakes:

A 1/3 integrated advertorial adjacent to the Fashion Week edit will:

- Give readers the chance to send a text and vote for who they think had the most original outfit during fashion week
- A chance to win free samples of Mio and a \$200 gift card to H&M





Commitment

PART V: OK!'s Body & Soul Event

OK! & Mio

Commitment

For six (6) paid pages and ____ net revenue, Mio will receive the following:

Body & Soul Event Sponsorship

- Photo booth
- Manicure station
- Social media impressions on Facebook, Twitter, Instagram and on OkMagazine.com

In Book

- In-book (2) units. Edit integration in *Hot This Week* and in *Style & Beauty* in issues:
 - On Sale 7.02.14 and Issue Date 7.14.14
 - On Sale 7.09.14 and Issue Date 7.21.14
- 1/3 adjacency sweepstake advertorials in three units
 - On Sale 7.16.14 and Issue Date 7.28.14
 - On Sale 7.23.14 and Issue Date 8.04.14
 - On Sale 7.30.14 and Issue Date 8.11.14
- One gatefold advertisement during fashion week in a single (1) issue
 - On Sale 9.03.14 and Issue Date 9.15.14
- Mentions and photos in Body & Soul one (1) issue 2 page recap
 - On Sale 6.11.14 and Issue Date 6.23.14