MEDIA PACK

2020
OUR MISSION IS TO GIVE THE YOUTH GENERATION A VOICE BY BUILDING COMMUNITIES THAT LAUGH, THINK AND ACT.
WE KNOW SOCIAL

WE CREATE CONTENT NATIVE TO DIFFERENT PLATFORMS AND TAILOR TO ALGORITHMS. HERE’S A PIECE OF CONTENT WE CREATED AND HOW IT PLAYS ACROSS EACH SOCIAL PLATFORM.
WE’VE BUILT AN INCREDIBLE COMMUNITY

THEY’RE HIGHLY ENGAGED

LADBIBLE GROUP AVERAGE

730K

COMMENTS PER DAY ON FACEBOOK

(SOURCE CROWDTANGLE - 3 MONTH AVERAGE PER DAY 13TH MAY - 12TH JULY 2019)
OUR SCALE

MORE THAN 12X THE VIDEO VIEWS THAN VICE

2X THE SOCIAL ENGAGEMENTS OF THE BBC, CNN, THE GUARDIAN AND THE TIMES COMBINED

MORE UNIQUE FANS ON FACEBOOK THAN THE ENTIRE POPULATION OF JAPAN

(SOURCE CROWDTANGLE - 3 MONTH AVERAGE PER DAY 13TH MAY - 12TH JULY 2019)

(SOURCE CROWDTANGLE - 3 MONTH AVERAGE PER DAY 13TH MAY - 12TH JULY 2019)

(SOURCE CROWDTANGLE - 3 MONTH AVERAGE PER DAY 13TH MAY - 12TH JULY 2019, WORLD BANK)
WE KNOW YOUTH

WE REACH OVER 75% OF 18-34 YEARS OLD IN THE UK

= 14M+

ON FACEBOOK ALONE, IN THE UK
WE REACH 82% OF ADULT GEN Z

= 6M+

(SOURCE SOURCE: FACEBOOK ANALYTICS APRIL 2019)
GENDER SPLIT

MALE
- LAD BIBLE: 49%
- SPORT BIBLE: 77%
- Tyla: 37%
- GAMING BIBLE: 80%
- ODDS BIBLE: 54%
- UNILAD: 45%
- UNILAD TECH: 58%
- UNILAD ADVENTURE: 46%
- UNILAD sound: 54%

FEMALE
- LAD BIBLE: 51%
- SPORT BIBLE: 23%
- Tyla: 63%
- GAMING BIBLE: 20%
- ODDS BIBLE: 46%
- UNILAD: 55%
- UNILAD TECH: 42%
- UNILAD ADVENTURE: 54%
- UNILAD sound: 46%

(SOURCE: GENDER SPLIT BY REACH FACEBOOK APRIL 2019)
OUR AUDIENCE IS GLOBAL

GLOBAL REACH FOR LADBIBLE ALONE

SOURCE: 18-24 FACEBOOK ANALYTICS APRIL 2019
WHY WORK WITH US?

EXPERTISE
WE UNDERSTAND SOCIAL AND WE KNOW HOW TO TARGET YOUTH AUDIENCES ACROSS VARIOUS PLATFORMS.

INFLUENCE
WE GIVE ADVERTISERS THE CHANCE TO TAP INTO THE CREDIBILITY AND TRUST WE HAVE WITH OUR AUDIENCE.

INSIGHTS
OUR TWO-WAY RELATIONSHIP WITH OUR AUDIENCE GIVES US AND OUR PARTNERS BRILLIANT ACCESS TO BETTER UNDERSTAND YOUNG PEOPLE.

CLIENT: THREE MOBILE
CAMPAIGN: RELAXING STUFF
273M CAMPAIGN IMPRESSIONS

CLIENT: SMIRNOFF
CAMPAIGN: FREE TO BE
13 P.P UPLIFT IN TOP-OF-MIND BRAND AWARENESS

CLIENT: COCA COLA
CAMPAIGN: COCA COLA CINNAMON
35K AUDIENCE ENGAGEMENTS ON FACEBOOK

(SOURCE: RELAXING STUFF, LADBIBLE, TYLA, SPORTSBIBLE FB + INSTA ANALYTICS 2019)
(SOURCE: KANTAR MILWARD BROWN, LADBIBLE SMIRNOFF BRAND LIFT FORCED EXPOSURE, FEB 2019)
(SOURCE: FACEBOOK ANALYTICS, JAN 2020)
HOW TO WORK WITH US?

BRANDED CONTENT AND EXPERIENCES
- Authentic advertising on our social platforms to reach our youth audiences at scale

DISPLAY ADVERTISING
- Brand safe display advertising across some of the most visited websites in the UK including ladbible.com, unilad.com, sportbible.com and tyla.com

CONTENT LICENSING
- Licensing of user-generated content from our library of over 70k videos

SPONSORSHIP OPPORTUNITIES
- Brand sponsorship of our LADBIBLE GROUP-produced original content
IF YOU WANT TO REACH ENGAGED YOUTH AUDIENCES AT SCALE, TALK TO US.

SALES@LADBIBLEGROUP.COM

LADBIBLEGROUP.COM