



# MEDIA PACK

A large, stylized outline of the words "MEDIA PACK" in a bold, sans-serif font. The outline is white and matches the style of the main title above it.

2020



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



**UNILAD**



**Tyla**

**UNILAD**  
ADVENTURE



**UNILAD**  
sound.

**UNILAD**  
TECH

# HOW WE DO IT

## CELEBRITY VIDEOS



**500M** REACH

DAME JUDY DENCH RAPS  
WITH LETHAL BIZZLE

(SOURCE: MELTWATER)

## LIVE STREAMS



MORE LIVE VIEWERS THAN BBC, SKY  
AND ITV NEWS **COMBINED**

FACEBOOK LIVE STREAM OF  
THERESA MAY RESIGNATION

(SOURCE: FACEBOOK VIDEO VIEWS - LADBIBLE  
BBC, SKY, ITV NEWS)

## SOCIAL-GOOD CAMPAIGNS



**40M+** VIDEO VIEWS

MOVEMENT PLASTIC IN THE OCEAN  
RECOGNISED AS AN OFFICIAL COUNTRY

(SOURCE: VIDEO VIEWS - FACEBOOK,  
INSTAGRAM, YOUTUBE)

## USER-GENERATED



**1M** FACEBOOK COMMENTS  
UGC VIDEO 'MONOPOLY RAGE'

(SOURCE: FACEBOOK ANALYTICS,  
ENGAGEMENT, JAN 2020)

## ORIGINAL PROGRAMMING



**7.9M+** FACEBOOK VIDEO VIEWS  
TWO PEOPLE FROM DIFFERENT  
GENERATIONS DISCUSSING A TOPIC

(SOURCE: VIDEO VIEWS, LADBIBLE,  
FACEBOOK, JAN 2020)

## WRITTEN ARTICLES



**1.8M+** PAGE VIEWS  
ARTICLE ON LADBIBLE.COM

(SOURCE: PAGE VIEWS, GOOGLE  
ANALYTICS JAN 2020)

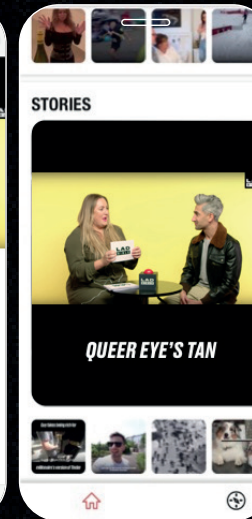
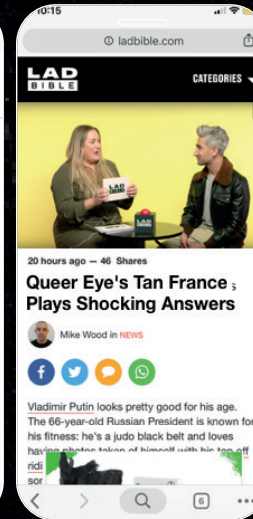
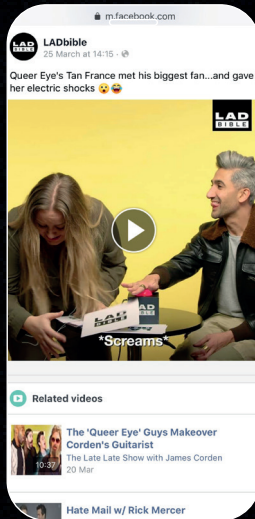


# WE KNOW SOCIAL

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.



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LAD  
BIBLE  
GAMES



# 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

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



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

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



**MORE** UNIQUE  
FANS ON FACEBOOK THAN  
THE ENTIRE POPULATION  
OF JAPAN

(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

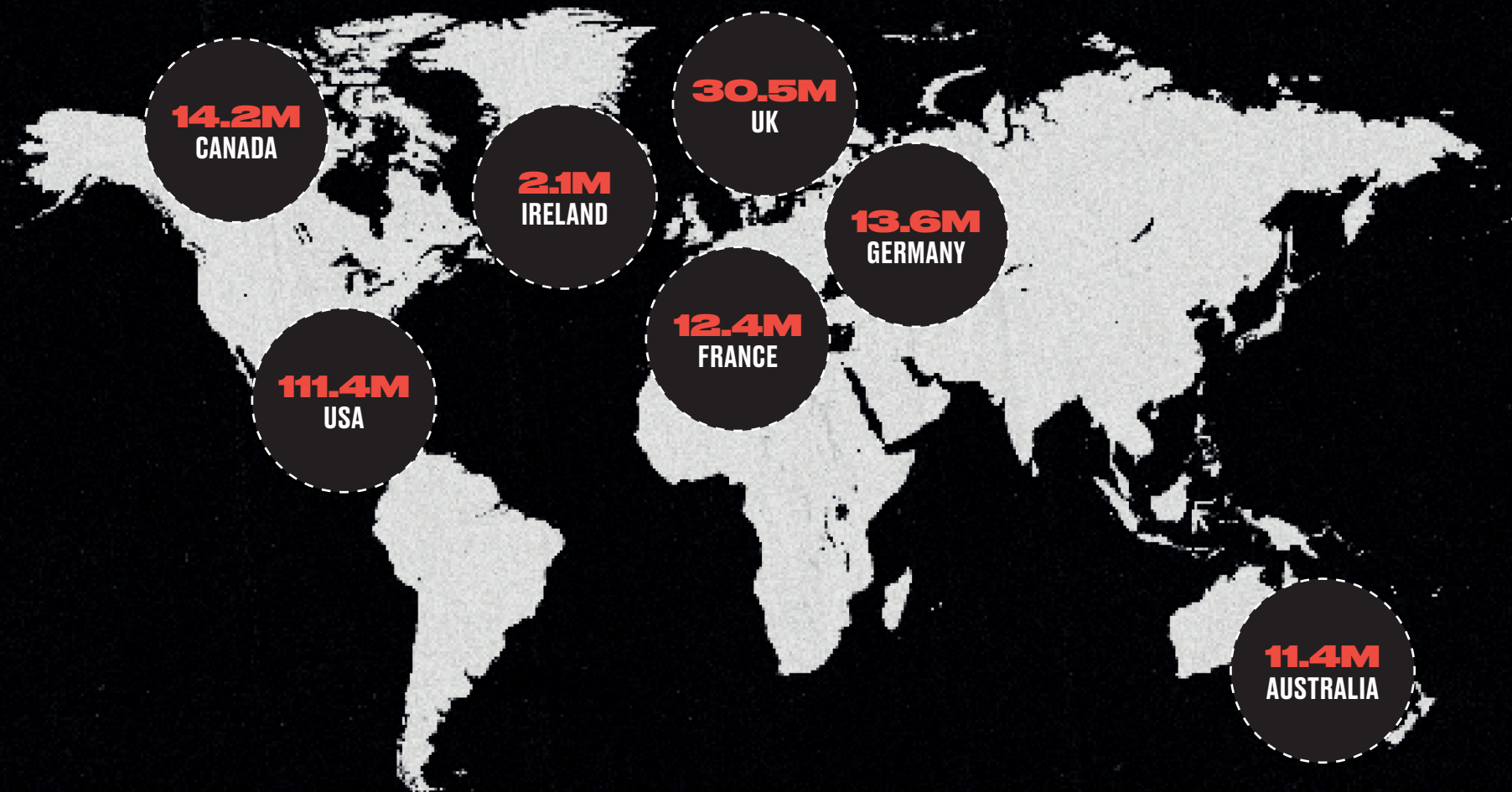
MALE

FEMALE



(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.



CLIENT: THREE MOBILE

CAMPAIGN: RELAXING STUFF

**273M** CAMPAIGN  
IMPRESSIONS

(SOURCE: RELAXING STUFF, LADBIBLE, TYLA,  
SPORTBIBLE FB + INSTA ANALYTICS 2019)

## INFLUENCE

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



CLIENT: SMIRNOFF

CAMPAIGN: FREE TO BE

**13 P.P** UPLIFT IN  
TOP-OF-MIND BRAND AWARENESS

(SOURCE: KANTAR MILWARD BROWN, LADBIBLE SMIRNOFF  
BRAND LIFT FORCED EXPOSURE, FEB 2019)

## INSIGHTS

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



CLIENT: COCA COLA

CAMPAIGN: COCA COLA CINNAMON

**35K** AUDIENCE  
ENGAGEMENTS ON FACEBOOK

(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

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Group

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# BRANDS WE'VE WORKED WITH



# MEDIA PACK

**LAD**  
**BIBLE**  
*Group*





**BE A PART OF IT**

**IF YOU WANT TO REACH ENGAGED YOUTH AUDIENCES AT SCALE,  
TALK TO US.**

**[SALES@LADBIBLEGROUP.COM](mailto:SALES@LADBIBLEGROUP.COM)**

**[LADBIBLEGROUP.COM](http://LADBIBLEGROUP.COM)**