

Welcome to our Must Tell Moments campaign!

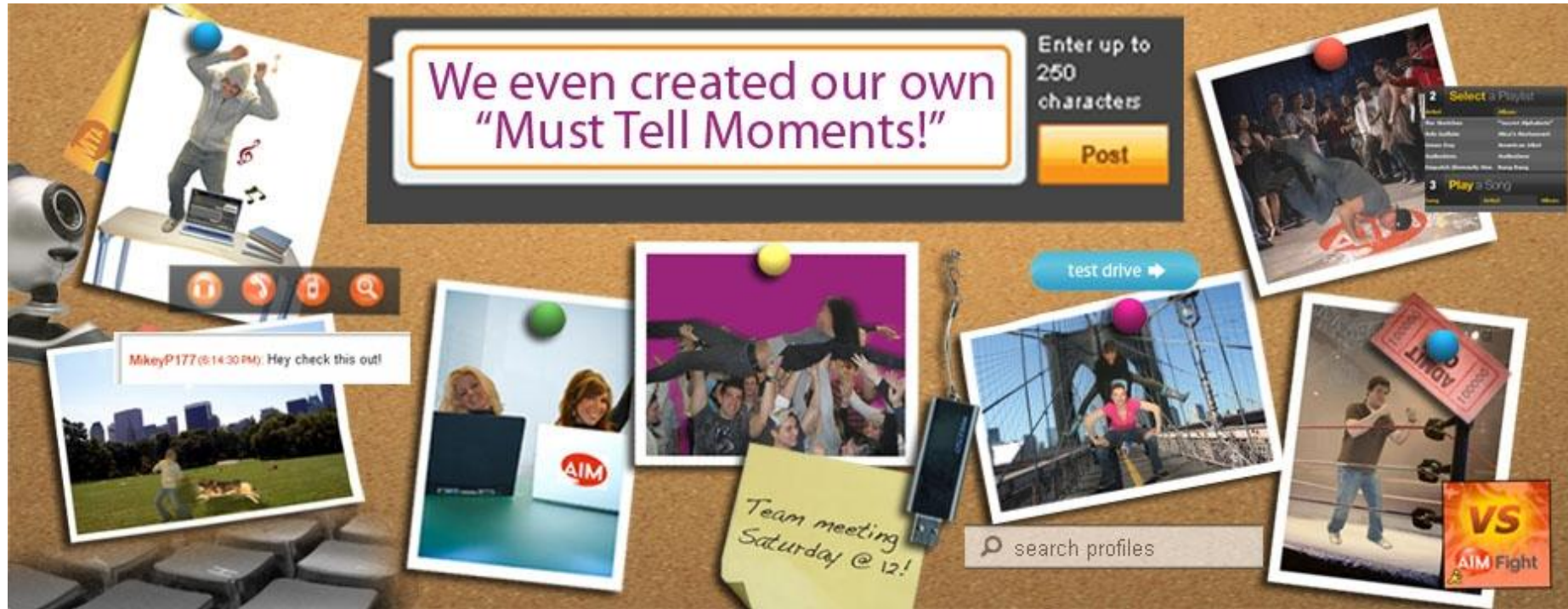


BEYOND ADVERTISING



Thank You AOL & AAF For This Opportunity

We Had Fun Doing Our AIM Product Research

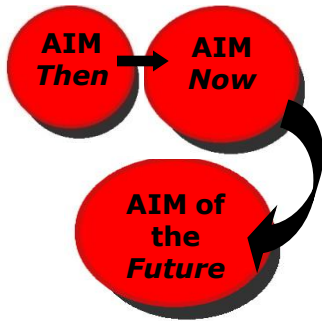


We would like to thank Dr. Larry Chiagouris for his expert guidance and constant push for perfection during the development of our campaign. His belief in our team and ability to inspire has motivated us to not only meet, but rise above all expectations. Without his help and determination to strive for nothing less than the best, we would not have been able to collectively utilize our skills to become a single powerful marketing force.

President	General Manager	Special Thanks			
Jeffrey Y. Ginzburg	Yvonne Steiert	*Dr. Martin Topol *Prof. Conrad Nankin	*Prof. William Pappenheimer	*Prof. Peter Johnson *Alyson Della Vecchia	*Noreen McGuire *The Marketing Dept.
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Campaign Overview



AOL's decision to adopt a business model based on advertising revenues rather than subscription revenues has changed its future. It now seeks to increase both the number and length of user visits. Its entry of AIM into the competitive social media fray will only be successful if thousands of small communities can be built around those who seek to share with each other aspects of their lives.

Our campaign recognizes this need. Our extensive research has found the key attribute that brings everyone together is an interest in sharing and expressing their views about themselves and the world around them.

The target thinks of AIM in the same way as they first encountered it on AOL, with their initial adoption of a screen name between 1996 and 1999. Much has changed since they acquired their screen names, with AIM's new features being no exception. For the 18-24 year olds to appreciate the new AIM, the primary role of the advertising campaign will be to educate the target about all that AIM has to offer. We therefore use advertising to *educate*. We will "edutise" the target about all of AIM's social media features, allowing the target to adopt AIM as its primary social networking tool.

Beyond Advertising's campaign makes the \$25 million budget work hard by leveraging AIM's strong brand recognition with a fresh brand image. This will be key in accomplishing our goals to reach this target. We will not only relaunch AIM, we will rebrand AIM to become AIM OutLoud!. Our target can feel comfortable sharing their lives "out loud" on AIM.

Beyond Advertising's media and promotions plan uses touch points that reach 18-24 year-olds throughout their daily lives and relies primarily on the Internet and emerging media. Our plan effectively balances reach and frequency for optimum results while avoiding waste.

Beyond Advertising's integrated communication program further redefines the brand for the consumer by prompting awareness so that it can be *the* all-around tool for social communication. On top of promoting AIM's social media tools, we have developed promotions to bolster the building of community and strengthening of the target audience's relationships within AIM.

Beyond Advertising combines in-depth research, innovative thinking and engaging creative executions that account for the future of online communication. Our "Must Tell Moments" creative theme combined with our "Tell Them More" tagline will become reminders to share their lives on AIM.

"We are not building a single community of 3 million people. We are building several thousand communities of 100 to 500 each." -Jamie Lutz, Director of Account Planning, Beyond Advertising

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Research and Analysis: Key Trends

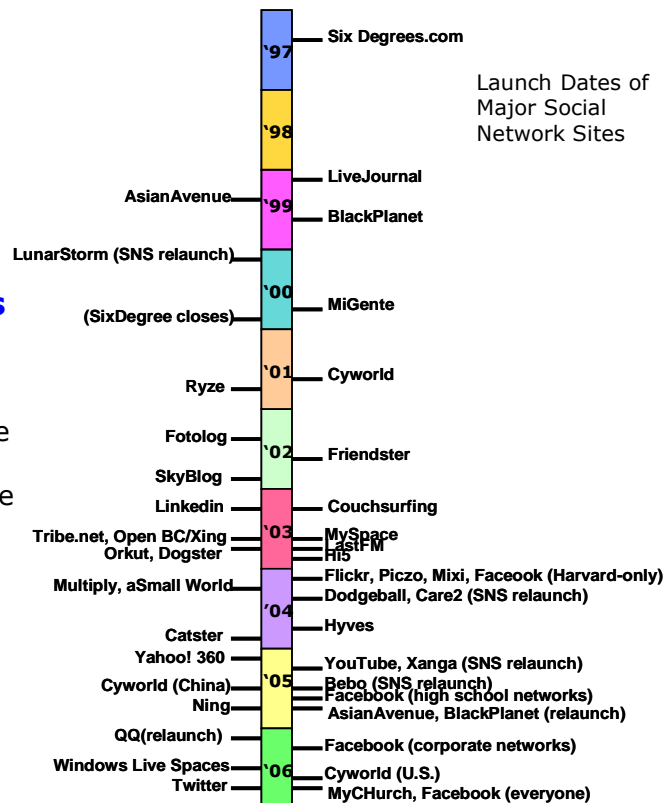
Key Industry Trends: New Innovations Lead To An Online Communication Revolution

Online communities continue to experience massive growth fueled by the 18-24 year old demographic. As the innovators of IM, AIM is failing to capture the growing social media opportunity due to the low awareness of its new features.

AOL Instant Messenger & The Competitive Environment: The Opportunity

AOL is the innovator of online messaging, and commands the second largest web network in the U.S. However, AIM is seen as a single-functioning IM tool. The expanding product offerings and features that AIM provides are generally overlooked by the primary audience. Our research indicates that only 30% of AIM users aged 18-24 are aware of AIM Profiles. With such minimal awareness, AOL encounters difficulty in capturing and retaining the interest of its designated target market.

Our research and analysis indicates that most people utilize instant messenger and social networking products based on their most valued attributes: simplicity of contact and ability to easily **share feelings and moments** across networks. AIM has a significant opportunity to increase trial and usage growth, minimize the gap between AIM messaging and AIM social media, and increase overall AIM brand awareness.



Beyond Advertising's

Primary Research

***Our primary research is based on 5 expert interviews, 7 qualitative studies with 240 young adults and 12 quantitative studies with a sample of 910 people from different regions, backgrounds and ages.**

Secondary Research




***We utilized images and secondary information from leading sources, including Getty Images, SRDS, Lexis-Nexis, Hoovers, Simmons and MRI.**



Primary Research

The target needs to be "edutized" about the new AIM.

- The most used features among our target are e-mail and IM. 57% of our target would rather give up their instant messaging services than give up their social networking sites.
- Our main competitors have a successful niche but have not earned levels of **trust** equal to AOL.
- MySpace and Facebook have established a favorable brand image based upon their specialties: MySpace bringing people of shared interests together and Facebook keeping high school and college friends in touch.

MySpace 	Facebook 	AIM Instant Messenger and Social Media Platform 
"If MySpace were a person it would be my friend that I can't live without because it brings me closer to people like me."	"If Facebook were a person it would be that friend who keeps everyone in touch."	"If AIM were a person it would be my first friend who has changed a lot through the years; but I no longer know her/him."
Respondents' primary social network of choice:		Respondents' primary social network of choice:
40% use MySpace	52% use Facebook	6% use AIM Profiles
Respondents associate the brand with being:		84% of respondents selected AIM as their primary choice of Instant Messenger
<ul style="list-style-type: none"> • Stalking device & intrusive • Great to keep in touch • Promotional tool 	<ul style="list-style-type: none"> • Best way to contact high school & college friends • Simple and organized • Cool 	Respondents associated the brand with being: <ul style="list-style-type: none"> • Always there • Immediate • Trusted

AIM's Brand Perception

Based on several studies we found that **AIM has developed strong loyalty** due to it being "the first of its kind." However, many of AIM's features and products remain either unknown, unrecognized or underutilized by AIM users. Steps to increase awareness and feature familiarity must be taken while leveraging higher trust levels in AOL.



AOL has a strong brand identity when it comes to IM, but the target only sees AIM as a messaging device. **We need to make the target aware of the many social platforms offered through AOL.**



Research and Analysis: Beyond Advertising AIM Segmentation Chain™

18-24 year olds that do not have AIM screen names:
4%

Our focus:
18-24 year olds that have AIM screen names, but only utilize the IM feature:
86%

18-24 year olds that have AIM screen names and utilize all of AIM's Features:
10%



Beyond Advertising conducted a **quantitative survey involving 910 young adults**. We found that 18-24 year olds...

What they want from IM:

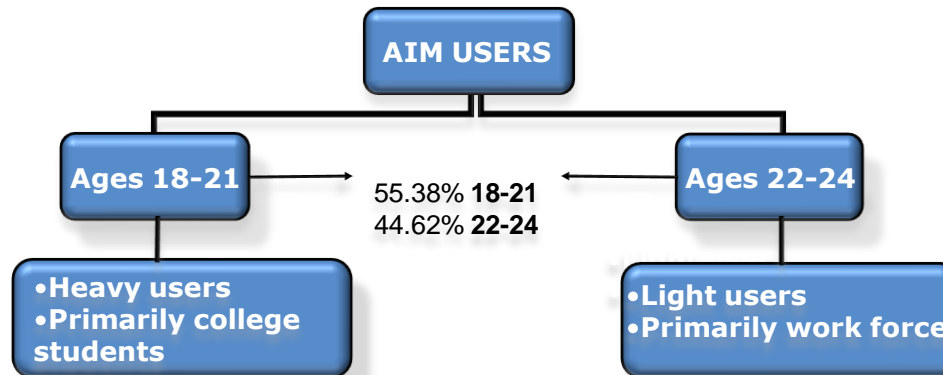
- Show self expression
- Create a sense of individuality
- Share personal experiences
- Express personality out loud
- Allow for the ability to multi-task

Most preferred online activities are:

- Messaging
- Music

Agree that good social networking sites:

- Help them keep in touch with family/friends
- Are popular among friends
- Allow them to share pictures with friends

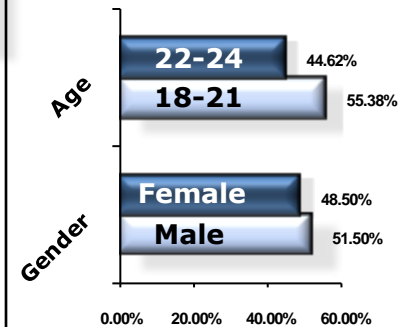


Target Audience

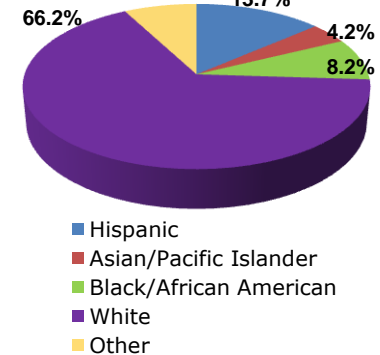
Beyond Advertising recognizes there are more than 29 million people in AIM's target audience, the majority of whom already have AIM screen names. This is why we have created the **AIM Segmentation Chain™** which clarifies who AIM's most involved users are, within the current AIM community. Our research found that the younger college demographic are heavier IM users than those who are older and in the workforce. Therefore, we will reach the heavy users first, light users second, and those who are currently not utilizing instant messaging last. The current AIM users will be easier to reach, easier to influence and more likely to spread the word on the *new* AIM.

Key Target Audience Demographics

- The campaign does not need a gender differentiation because of only a very slight male skew.
- However, the campaign **does** need a skew targeted to younger members of the target audience.



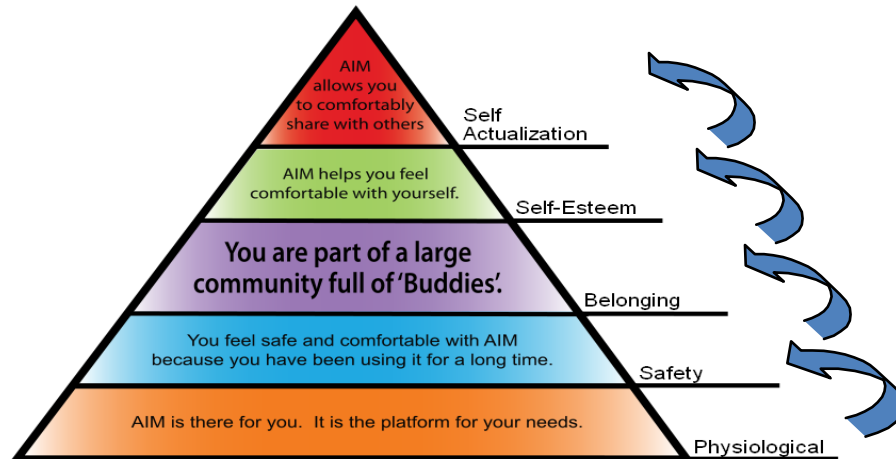
Target Audience Ethnicities



Research and Analysis: Psychological Findings

Maslow's Need Satisfaction Hierarchy™

The Campaign enables the target audience to use the *new* AIM to become part of a large community, while still holding on to their individuality.



Users' needs and use of communication tools such as AIM have evolved. The Evolution of the AIM product over the past ten years better matches these needs than its alternatives. This must be communicated to consumers so that they are confident in their selection of AIM.

The Development of the AIM Community

Accounting for the target audience's social and psychological development, AIM can be used as a resource to satisfy one's needs in a technological world. As one's level of interaction with the AIM suite of products increases alongside an individual's personal development, he or she can become more active members in the AIM **Community**.

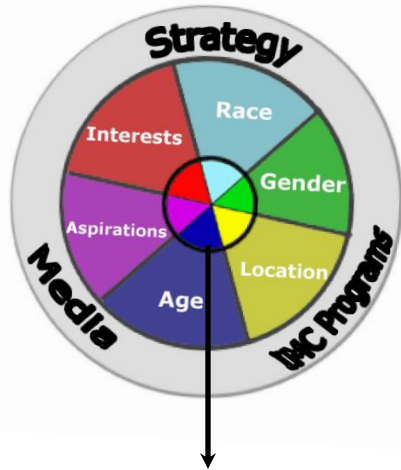
From Erik Erikson's Stages of Psychosocial Development

Age	Central Psychological Issue
Early Adulthood	Intimacy versus Isolation: Young people become able to commit themselves to another person—or they develop a sense of isolation and feel they have no one in the world but themselves.

Online personality expression through instant messaging or social networking can help to successfully fulfill the psychosocial stages of development involving identity and intimacy; making AIM's platform the perfect place for the target to fulfill these needs.



The Beyond Advertising Target Unification Model™

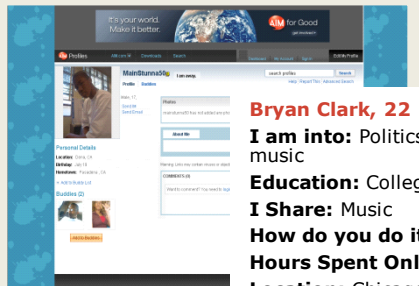


Key Shared Attribute

We recognize that AIM's designated target market consists of individuals who differ from one another with respect to age, gender, race, location, aspirations and interests. Our challenge: find a *key shared attribute*, that connects with each individual. This model represents how our strategy, media plans and IMC programs are built around the target audience, incorporating relevant findings from our research and driven by the key shared attribute.



Male



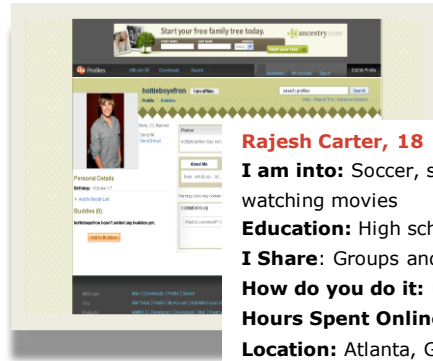
Dan Nalbandyan, 21

I am into: Sports, baseball, video games, good music
Education: 1 year of college
I Share: Videos and sports clips
How do you do it: YouTube
Hours Spent Online Daily: 6
Location: Utica, NY



Charles Bulkin, 23

I am into: Working out, research, computers, journalism
Education: College graduate
I Share: Blogs, Online journals
How do you do it: LiveJournal
Hours Spent Online Daily: 6
Location: Bronx, NY



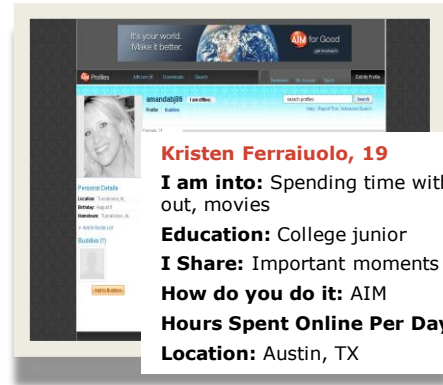
Rajesh Carter, 18

I am into: Soccer, sports with friends, watching movies
Education: High school graduate
I Share: Groups and comments
How do you do it: Facebook
Hours Spent Online Daily: 4
Location: Atlanta, GA

Younger

Key Shared Attribute:
I want to instantly share and connect with my friends.

Older



Kristen Ferraiuolo, 19

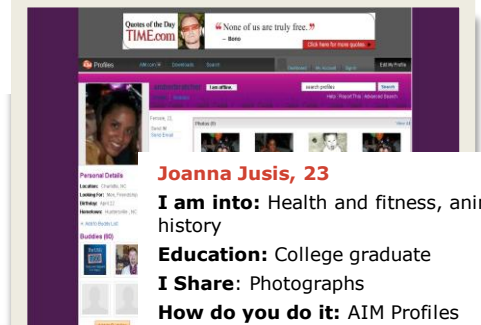
I am into: Spending time with friends, going out, movies
Education: College junior
I Share: Important moments
How do you do it: AIM
Hours Spent Online Per Day: 5
Location: Austin, TX



Maria Joukov, 21

I am into: Music, planning events
Education: College senior
I Share: Upcoming events
How do you do it: MySpace Music
Hours Spent Online Daily: 3
Location: Washington, DC

Female



Joanna Jusis, 23

I am into: Health and fitness, animals, history
Education: College graduate
I Share: Photographs
How do you do it: AIM Profiles
Hours Spent Online Daily: 4
Location: Wildwood, NJ

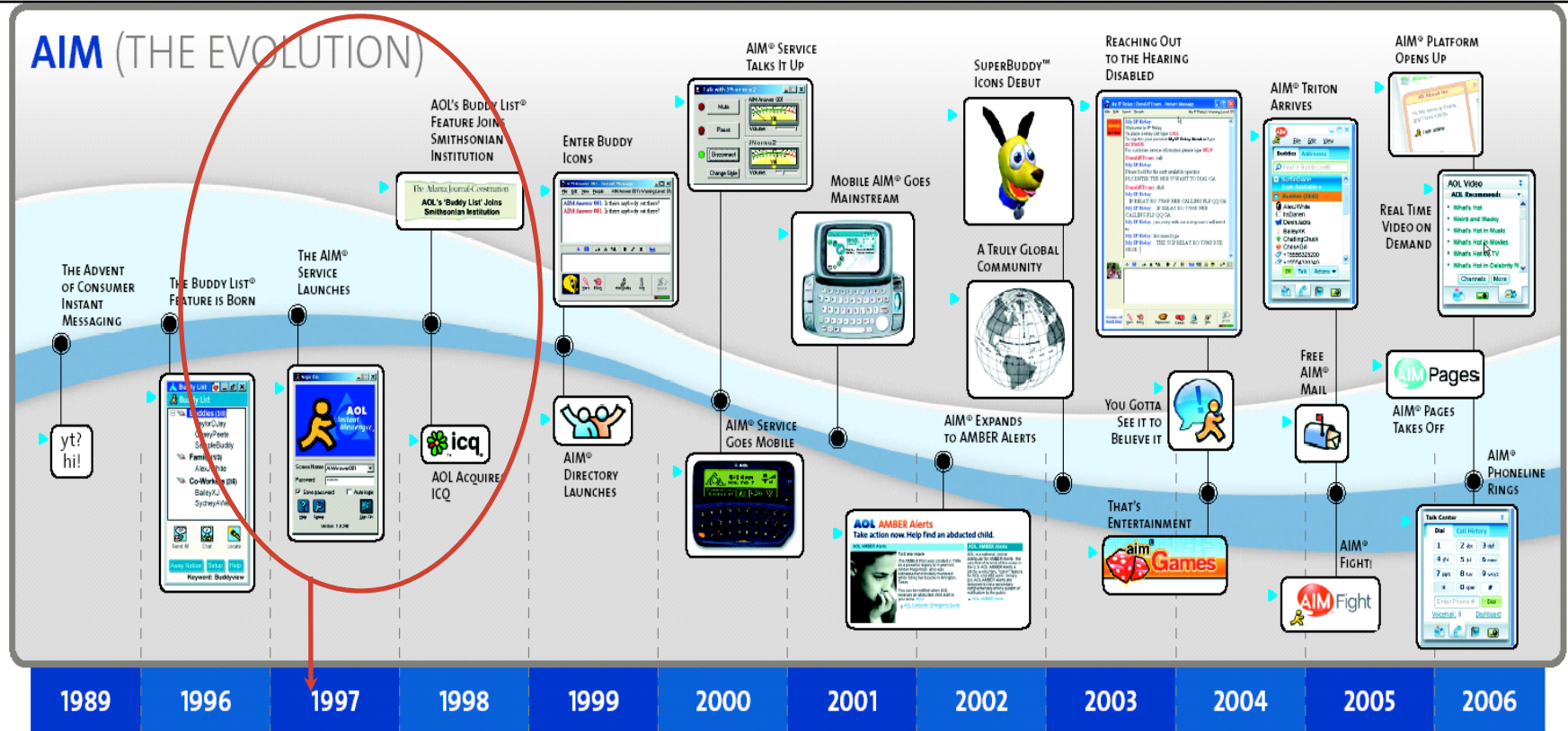
Becky Bandelin, 24

I am into: Interior architecture, skydiving, work
Education: Masters
I Share: Files and documents
How do you do it: AIM Pro
Hours Spent Online Daily: 4
Location: Tuscan, AZ



Research and Analysis: Product Evolution

Beyond Advertising's research indicates target audience perceptions are anchored in circa 1997, when most of them created their screen names. Many are not aware of the new AIM platform. The model below illustrates AIM's evolution. This offers an **opportunity**, making the need to "edutise" its large user base on the *new* AIM a main priority. This product not only needs to be **relaunched**, it must be **rebranded** so that the target recognizes AIM as the ***All-Around Social Communications Tool***.



"People don't know where we are now and how we've changed..." -Ira Parker

Executive Vice President, Business Development, AOL



Creative Strategy

Key Insight

By growing up with the Internet, the needs of the 18-24 year old target market have evolved to be more diverse and complex, yet they share a common interest: They want to belong to a group of people who accept them for who and what they are. What keeps them a member of this group is the need to share things they hear, see, and feel. It is this form of self expression that they seek.

Unique Selling Proposition

AIM today is not the AIM of your past. With its many new features, AIM encourages you to instantly connect and share life's moments with those near and far.

Support/Reason To Believe

With its strength as the leader in the instant messaging market, AIM will re-brand itself to reflect its evolution as a platform that offers more than just instant messaging; now including social networking, video, picture, and music sharing, groups, and polls. Beyond Advertising's campaign brings these features into focus by "edutising" the target so that they thoroughly appreciate AIM and its potential functions, with an emphasis on *updating* their AIM lifestyle and sharing with others.

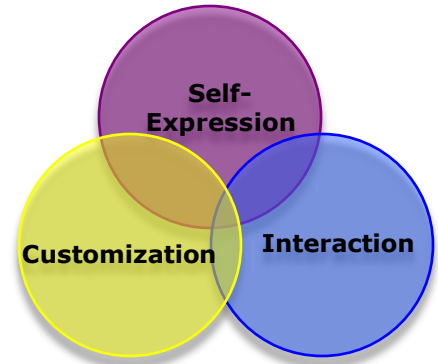
Campaign Execution and Tagline

The campaign will be executed through two phases. We begin with a one-month "teaser" phase, creating buzz and engaging the target by introducing a highly viral, user-generated website that becomes linked to the AIM site. It will be followed by the second phase, our main campaign, that will not only re-launch the product but rebrand it with the introduction of a new AIM. This rebranding effort, AIM OutLoud!, gives users the *power* to express themselves openly within the AIM community; they can feel comfortable sharing their moments with those that matter most to them. The AIM OutLoud! brand will hold the potential to enter the vernacular of everyday speech, such as "sharing it out loud," and "thinking out loud" with others as they communicate on AIM. Our rebranding effort will tell consumers that AIM is new and different to solidify AIM's strength in the social media industry. Our tagline "Tell Them More," encourages the target that "For all those Must Tell Moments...**Tell Them More**" with **AIM OutLoud!**

Organizing Idea

The target often encounters situations that stimulate thoughts, memories, or feelings while they are not with friends and family, which creates a sudden need to share those moments. Beyond Advertising will depict scenes where people experience and share these "Must Tell Moments" instantly through AIM's many integrated features in a way that feels as if those people were right there with them.

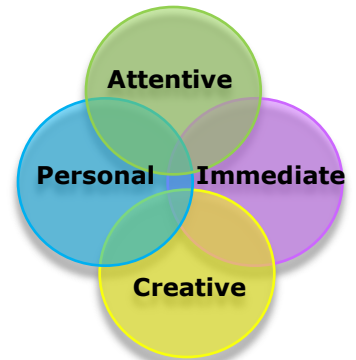
Unifying Needs



Members of the target market have:

- a need for **Self-Expression**
- a need for **Customization**
- a need for **Interaction**

Key Brand Attributes



*These key attributes represent how AIM should be **perceived** and **should support the brand**.



Creative Architecture/Execution Timeline

Teaser Phase:

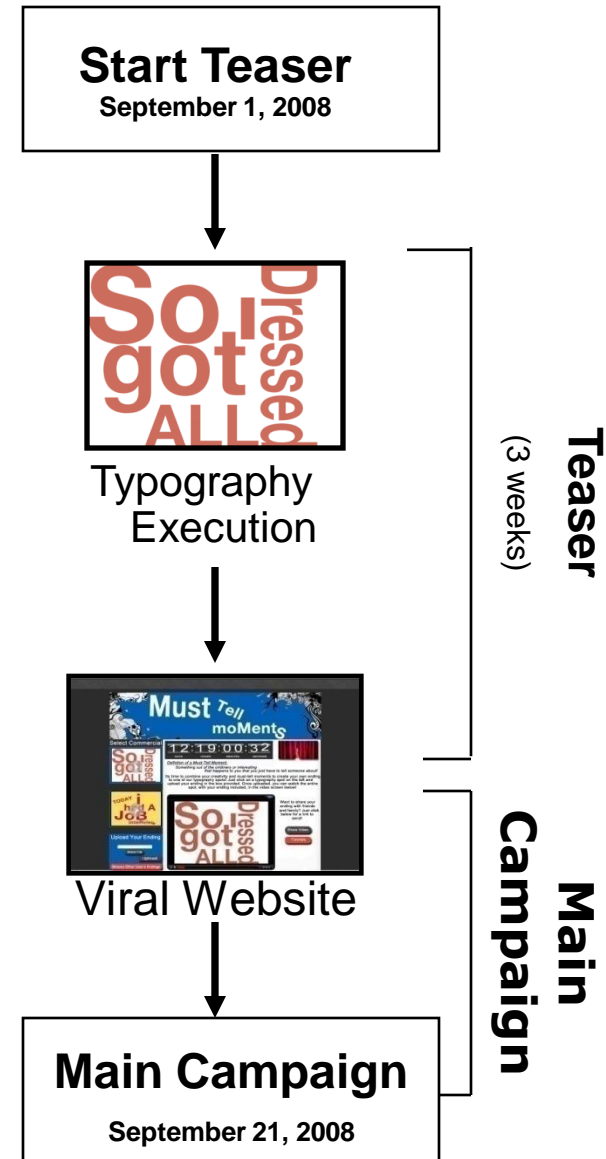
In order to successfully relaunch AIM, it is imperative that our target perceives AIM to be fresh and new. The teaser phase will set the stage for our campaign which will launch AIM OutLoud! as a fully integrated social networking platform. Throughout the teaser phase, AIM OutLoud! will not be identified in order to create and build suspense within our target. We will run video spots on the Internet and television depicting "Must Tell Moments" through the visual effect of typography-based advertising. We chose to use typography-based advertising because AIM started off as a text-based messaging service, but has since evolved into a complete social network.

The "Must Tell Moments" typography-based stories will end with a cliffhanger which will lead to the second creative element of the teaser phase: MustTellMoments.com. Our target's desire to be involved with things that allow them to be expressive has led us to create a user-generated viral microsite. This microsite will allow them to upload their own endings for the typography-based commercials and play a vital role in our mission of launching AIM OutLoud!. The address for the viral microsite will be displayed at the end of the typography-based commercials.

Main Campaign:

Our campaign will now be fully launched, picking up where the teaser phase ends. The creative strategy will reflect all aspects of this phase while incorporating connections between the teaser phase and the main campaign. The use of typography-based advertising is clearly exemplified throughout our campaign.

People who visit our viral site will be redirected to AIM.com/MustTellMoments where they will discover AIM OutLoud! as a complete social network. This will allow our target the opportunity to learn about and experience all of AIM OutLoud!'s integrated features. The new website address, AIM.com/MustTellMoments, will be displayed in our ads for the campaign. In addition, we suggest that a new tutorial section should be added to the AIM platform. This feature bridges the gap between AIM as an instant messenger and AIM as a social network, as it exemplifies the act of sharing.



“Must Tell Typography” (30 sec)

The following is a depiction of how we will launch the teaser phase of our campaign.

Rationale: Since AIM started off as a text based messaging service and evolved to incorporate visual media, we will launch our campaign the same way. Starting with **quick cut text** only and advancing into more varied visual images.



SFX: People partying
VO: So I got all dressed up to go to this party [2 Sec]



SFX: Hallelujah noise
VO: I knew I had to look amazing [2 Sec]



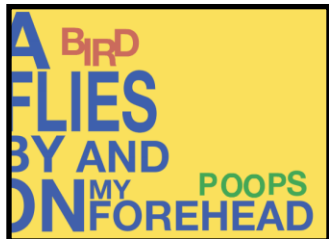
SFX: Buzzer
VO: Because my ex-boyfriend was going to be there [2 Sec]



SFX: Chatter/ woo-hoo!
VO: When I got to the party [1 Sec]



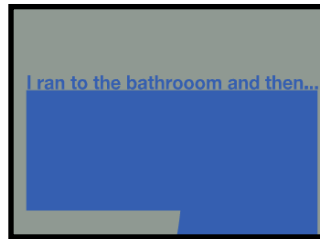
SFX: Marvin Gaye's "Lets Get It On" riff
VO: There was a ton of people there and of course the first person I see is my ex [4 Sec]



SFX: Plane flying by; splat
VO: As soon as he said "hello", a bird flies by and poops on my forehead [4 Sec]



SFX: Scream
VO: I was completely mortified! I mean, what kind of bird comes out at night?!? [4 Sec]



VO: I ran to the bathroom and then...[2 Sec]



(Fade to viral website link)
Tell Them More at
www.musttellymoments.com
[1 sec]



Main Campaign Date
[2 sec]



Viral Website Design

During the teaser phase, our typography-based commercials will direct viewers to www.musttellymoments.com. Once the main campaign launches on September 21, 2008, the site will redirect viewers to AIM.com/MustTellMoments.

During the teaser phase, our target will be able to view any typography-based spot, at any time. During the main campaign, all commercials will also be viewable here.

During the teaser phase, visitors of the site will be able to upload their own ending to whichever typography-based spot they choose. Also, a link will be available that brings visitors to a site where they can browse and watch each other's endings.

Once the main campaign begins, this upload box will change to allow visitors to upload and create their own "Must Tell Moments" commercials, which they will be able to share with each other. In conjunction with our promotional event "Your Moment to Shine" (*refer to page 26), the winning commercial will be shown on TV.

During the teaser and main campaign, a link will allow users to share their video with friends and family. *Once the main campaign is launched*, a link will be added that brings visitors to a tutorial site where they can learn more about AIM OutLoud!'s products.

As the teaser phase goes on, a clock will continually countdown until the main campaign's launch. A curtain will slowly open as the days go by, creating additional suspense. Once the countdown clock ends and the main campaign launches, the curtain will reveal the rebranded AIM logo, showing AIM OutLoud! as the product behind all this buzz.



TV Spot: "A Day In The Moments" (30 sec)



A girl is on an escalator at the mall. A crowd of women scream as they pass by. She looks and sees that her favorite store is having a sale. (5 sec)



The girl is excited, grabs her cell phone and sends a mobile IM through AIM OutLoud! to tell her friend about the sale. (4 sec)



The friend, who is sitting at a coffee shop, receives the IM on her laptop. She becomes ecstatic. (4 sec)



The girl grabs her laptop, jumps from her seat and, accidentally knocks a cup of iced coffee off the table next to her into a guy's lap, who is sitting with his friend. (3 sec)



The guy jumps from his seat, attempting to avoid the spill, but fails and the iced coffee leaves a stain. (3 sec)



The guy's friend grabs his camera phone, laughing and as the guy turns to look at him in shock, the friend snaps a photo. (4 sec)



The screen freezes on the video image on the AIM Profile. The image will have the same layout as our print ads. Then a list of the features used in the commercial will fade in. Tag line, "Tell Them More" then swishes onto the screen in typography- based font, followed by the AIM OutLoud! logo. (3 sec)



The frame fades out only focusing on the video image on the AIM Profile. The image will have the same layout as our print ads. Then a list of the features used in the commercial will fade in. Tag line, "Tell Them More" then swishes onto the screen in typography- based font, followed by the AIM OutLoud! logo. (3 sec)



TV Spot: "Laundry Day" (15 sec.)



College guy is filming his first time doing laundry to show his younger brother. He says, "Hey Bro, I finally did my own laundry!" (4 sec)



He is at the washing machine, pulling out his now pink whites. He says: "How did everything turn pink?" (2 sec)



To his surprise he pulls out a pair of red panties and quickly hides them behind his back. Embarrassed, he says "Uh where did those come from?" (3 sec)



The scene zooms out to show his brother laughing. He yells "Mom, look what Mike has been doing at college!" (3 sec)



The frame fades out only focusing on the video image on the AIM Profile. The image will have the same layout as our print ads. Then a list of the features used in the commercial will fade in. Tag line, "Tell Them More" then swishes onto the screen in typography-based font, followed by the AIM OutLoad! logo. (3 sec)

TV Spot: "Human Pyramid" (15 sec)



SFX: laughter/talking

A beautiful sunset on a beach is shown, the camera pans to the side revealing friends trying to form a human pyramid for a photo. (4 Sec)



SFX: voice: "ready, 1,2,3"

The screen cuts to a close up of the pyramid. Just as a picture is taken, a girl on top loses her balance, causing everyone to fall to the sand. (5 sec)



The screen freezes on the photo taken, zooming out to show the moment on an AIM OutLoad! Profile on a laptop screen. (3 sec)



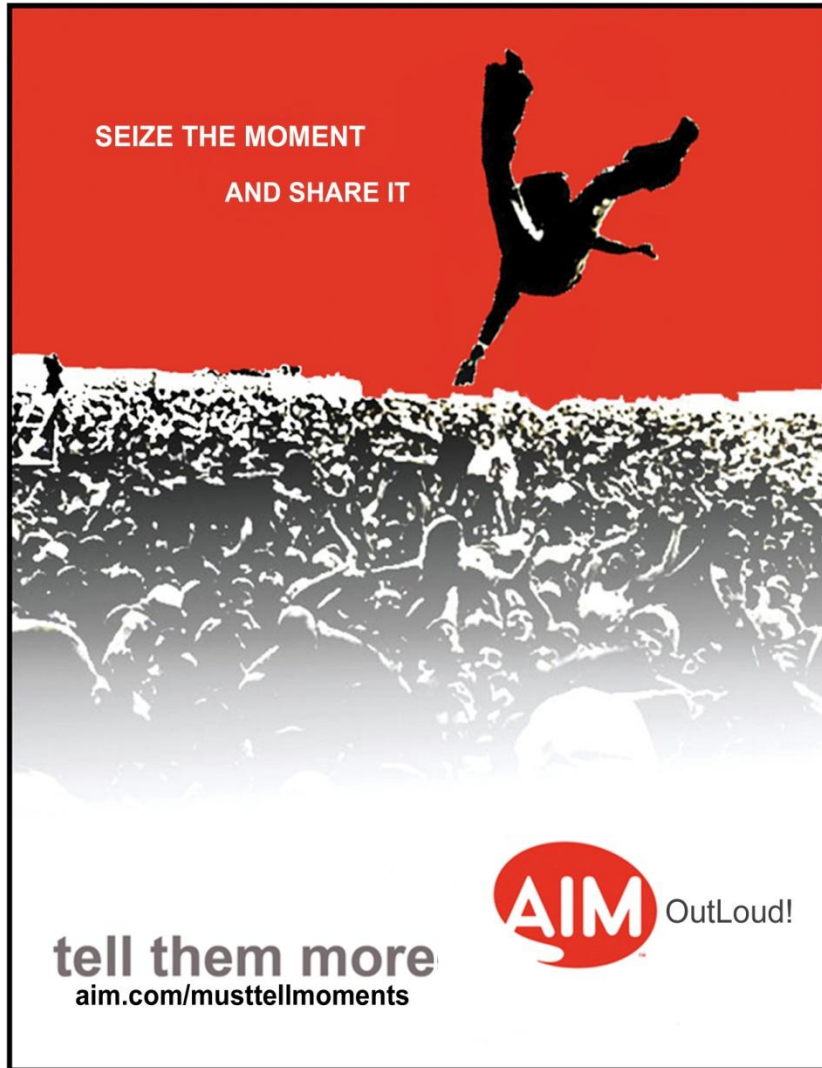
The frame fades out only focusing on the video image on the AIM Profile. The image will have the same layout as our print ads. Then a list of the features used in the commercial will fade in. Tag line, "Tell Them More" then swishes onto the screen in typography-based font, followed by the AIM OutLoad! logo. (3 sec)



Print Template

Design Rationale

Executions of the **Must Tell Moments** campaign contain numerous elements that will capture and sustain the attention of the reader. (Also available on AIM.com/MustTellMoments)



Print executions have a strategic layout that encourages the reader to observe the ad from top to bottom

Brilliant colors contrasting with black and white imagery will draw the reader in

Strategically placed, concise headline captivates the reader and boosts engagement in the ad

Eye-catching imagery suggests moments relatable to the target, and is ethnically neutral

Image gradually fades away, guiding the reader's eyes down to the tagline, logo, and viral website

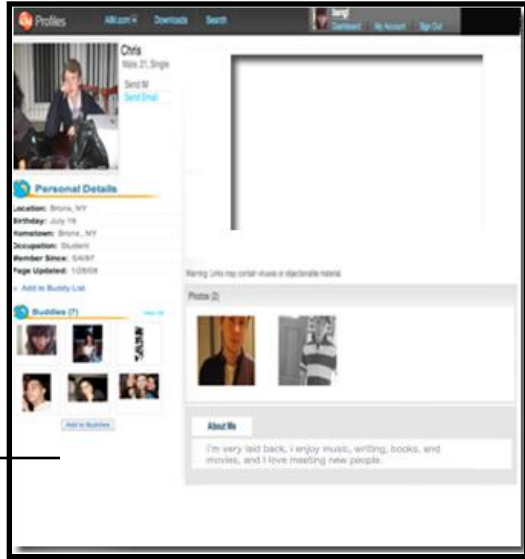
The logo and web address transfer the message to AIM OutLoud! and motivate the reader to respond

The logo supports awareness and the tagline reinforces the message of the campaign



Print Ads

AIM OutLoud! Profile overlays are a separate flap that will be placed on top of print executions so that only the logo, tagline, viral website, and a small portion of the intriguing imagery underneath will be exposed. The overlay will introduce the reader to AIM OutLoud!'s social networking platform.



AIM OutLoud! Profile Overlay

The reader can lift the overlay to see the **moment** in action and then replace it, making a connection to our TV commercials.

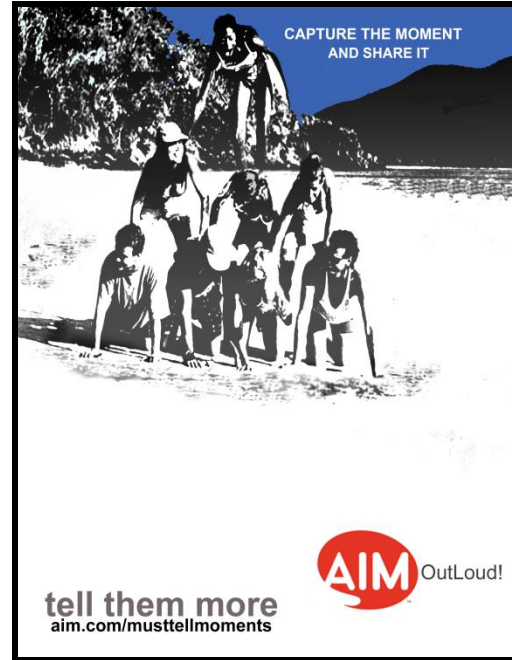


Print AD **with** Overlay



Print AD **without** AIM Profile Overlay

*The color scheme used in all print executions coincide with the colors used in our teaser phase video spots.



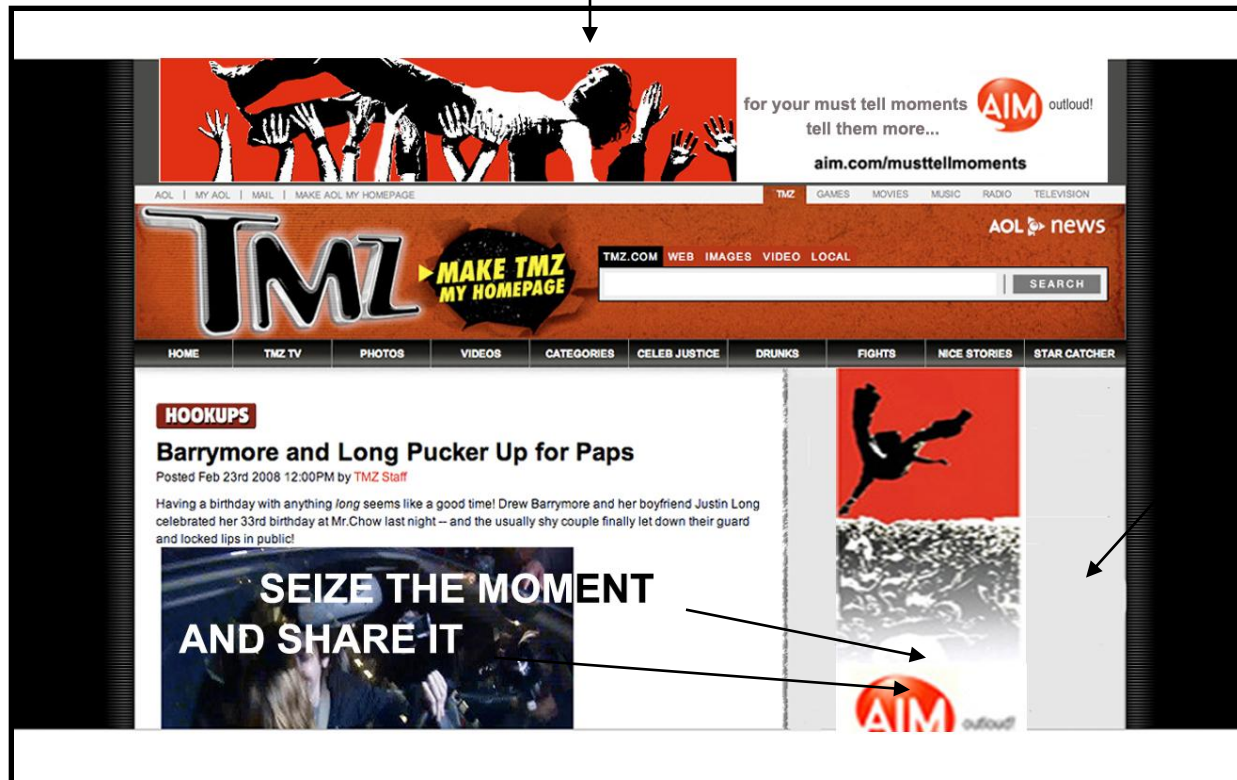
"Capture the moment and share it"



"Embrace the moment and share it"



Banner Ads



Example of banners on website:
"Seize the moment and share it"
will float across the screen
and end in the skyscraper ad.

Note: For an example of our radio spots see page 26. We have selected radio to promote our campaign events.



Total Communications Planning: 360° Marketing

We integrate media and promotion to surround the lives of the target

18-21 year old College Student

Today's consumers "want control of their applications, their content...They want everything when and where they want it."
-Ted Leonsis, Vice Chairman of AOL

22-24 year old Workforce

Juan Pablo, 19

In the morning I listen to the radio while I'm getting dressed.

I watch TV on weekdays from 7PM until 10PM.

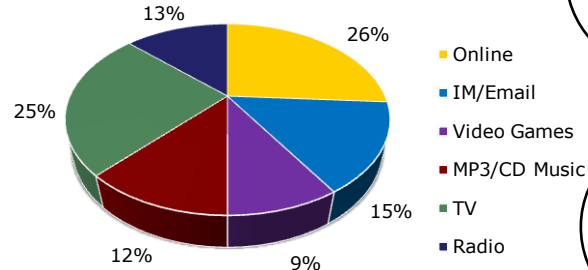
On my breaks I meet with my friends at the cafeteria.

On the weekends I play sports and hang out with my friends.

I drive to school at 9AM while I listen to my iPod.

I like having the coolest and latest products.

***Average Time Spent on Media Per Day (In Hours): Nontraditional Media Dominate**



I use TiVo to record my favorite TV shows.

I get my music from the Internet.

In the morning I log onto AIM and check my e-mails.

Sharon, 23

I take the train at 8AM to go to work while listening to my iPod.

I use IM to chat with my co-workers and friends at work.

On the weekends I hang out at bars.

Primary Market: Our target represents 29.7 million people, 9.9% of the U.S population.** To break it down, that's \$.84 media dollars per person. Beyond Advertising agrees with Ted Leonsis's statement and that is why our communications budget is focused on reaching the target everywhere they are. Each dollar spent in our campaign is spent wisely in order to accommodate each consumer's wants, heighten brand awareness, and increase trial and usage of AIM's products and features. **All of this will be achieved through our cost effective integrated communications plan that leverages Time Warner assets to the fullest capacity.**

* Source: The Myers Survey Defining the Emotional Connections of Media to Their Audiences 2005

** US Census Bureau



Total Communications Planning Integration Strategy

MEDIA OVERVIEW

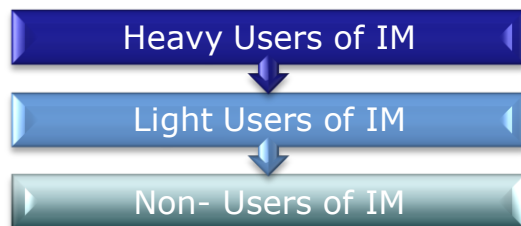
Client Requirement: Target and Budget

18-24 years old/ \$25 million dollars/ National in focus

We Will Heavy-Up in These Cities:

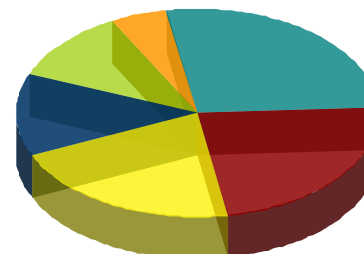
Highest density and projected growth of the target 18-24 are in the following cities: Atlanta, Miami, Detroit, Boston, New York City, Denver, Chicago, Los Angeles, San Francisco, Philadelphia, Dallas, San Antonio, Washington DC, Cleveland, Honolulu & Seattle.

Media Objectives:



Beyond Advertising conducted research which found that 18-21 year olds are heavier users of instant messaging than 22-24 year olds, and college students are heavier users than those in the work force. Our budget will be spent in a matter reflecting these findings. Priority is given to reaching heavy users of Instant Messaging with the objective of making them heavy users of all the features of AIM. We focus next on light users and then on those who are not currently utilizing instant messaging. We recognize that there are specific segments of our target that are especially important to reach. These segments are Hispanics, African Americans, and Military personnel. Since the usage potential of AIM's features are similar for males and females we have chosen to develop a primarily gender neutral media plan. Our plan will maximize the engagement of all individuals by focusing on the Internet, emerging media, promotions, and guerilla marketing to heavily promote AIM's products and features. Finally, traditional media will be used to provide a foundation that reaches all members of the target audience.

ALLOCATION RECOMMENDATION



- Promotions 27%
- New emerging media 23%
- Internet 21%
- Television 13%
- Print 11%
- Radio 5%

Media Scheduling Strategy and Phases:

Our viral typography-based advertisements will be a part of our buzz-worthy teaser phase. Once this phase ends on September 21, 2008, our rebranded AIM OutLoud! campaign will begin. We will utilize a pulsing strategy to support this campaign and increase weight of media and promotions during key phases.

Time of Day:

This is a 24/7 target audience. Our media choices will reflect 24/7 exposure in part by greater weight given to the Internet and emerging digital media which is always available to our target.

Media Partnership:



Our media partnerships will increase AIM's brand awareness by creating synergy between the new AIM brand and the companies that embody AIM's values and innovative technology. Every effort is made to leverage Time Warner assets. Each time a Time Warner asset is utilized in the communications plan it is presented in **bold lettering**. Such assets include Road Runner, TMZ.com, HBO, and Warner Bros. Entertainment and New Line Cinema, TACODA®, Third Screen Media and CW TV. Other partnerships will include the premiere of Share Your Act and X-Games.

Promotion Partnerships:

Our promotions will bridge the gap between AIM Messaging and AIM Social Networking by linking various features together in our campaign. Our promotional partnerships will be described in the promotion section.



Mainstream Media

Television (\$3,094,800)

30 second spots on cable, 15 second spots on cable

Rationale: TV will allow us to reach *our targeted segments* accurately and effectively. We will focus our advertisements mostly at night and late night to reach them during their most popular viewing times.

Television	Time Slot*	Group	Rationale
[adult swim]	11PM - 5AM	18-24	#1 network in cable among young adults 18-24.
BET★	10PM-11:00PM	18-24	Programming on BET is targeted primarily for African-Americans ages 18-34.
COMEDY CENTRAL	11PM - 1 AM	18-24	Provides young adult viewers with a fresh perspective on politics, news and entertainment.
CW11	9PM - 11:00PM	18-24	America's fifth broadcast network and the only network targeting young adults 18-34.
ESPN	10AM - 10PM	22-24C	Ranked as the #1 favorite cable network among men for the last 7 years.
fuse	11PM - 2AM	18-24	Attracts a diverse audience with compelling music programming.
FX	10AM - 10:30PM	18-24WF	FX is carried in more than 79 million homes.
FX 4	9PM - 1AM	18-24	Ranked as the #1 ad-supported cable network.
MV	3PM- 12AM	18-24	Offers viewers consistently fresh, honest and groundbreaking programming.
SPIKE	8PM- 1AM	18-24	Consistently ranked in the top 5 networks among males 18 and older in Primetime.
Telemundo	3PM - 12AM	18-24	TV channel targets bilingual Latinos aged 12-34 and is available in more than 51% of Hispanic TV households.
VH1	11PM - 1AM	18-24	Ranks in the top 10 basic cable networks in primetime among viewers 18 and older.

*Time slots were based on target activities

C - College Student

WF- Workforce

Radio (\$1,250,000)

Rationale: Since radio is cost-efficient, we will use this medium to build awareness of our promotional events.

What we will use: We will advertise heavily on the top 25 terrestrial radio stations and in return will get Internet advertisements on their online websites.

Group: College and workforce 18-24

Magazines (\$1,908,913)

1 page 4-color, for only the month of October there will be a 1 page insert overlay

Rationale: Magazines offer flexible design options, prestige, authority, believability, and long shelf life.

What we will do: Our print executions focus on quality over quantity. We will include the overlays in the first month of our main campaign. The overlays are eye-catching and original. After a month, our target will be intrigued and familiar with the print ads, thus, the overlays will be dropped and traditional print advertisements will be used in order to reduce costs.

What we will use: Allure (C18-21 & WF18-24), Blender (C&WF 18-24), Game Pro (C18-21 & WF18-24), Maxim (C&WF18-24) & US Weekly (C&WF18-24)



College Newspapers Advertising (\$784,800)

3 column inch, black and white ads; weekly for Fall and Spring semesters

Rationale: 96% of college students read college newspapers on a regular basis. These ads will build awareness of our promotions targeted at college students.

Where: Top 40 DMA's - 800 colleges and universities nationwide.

Group: 18-24 year old college students

Sample of what we will use:

- 1) Yale University - running since 1878.
- 2) University of Arizona - published daily during the Spring and Fall semesters and weekly during the Summer months.
- 3) University of North Carolina - one of the first college newspapers to go online.



Online and Interactive Gaming

Internet (\$5,167,000)

AIM's target audience expresses strong interest in sharing information over the Internet with both friends and family. As a result, Beyond Advertising will create rich interactive media that will stimulate this need to share. These advertisements will include animated banners, expandable/rollover ads, flash, pre-roll, video and streaming videos across websites that are popular among our target. We will utilize **TACODA®**, Inc., a wholly owned division of AOL and a Platform-A company, which specializes in behavioral targeting. **TACODA®**, Inc. provides customized marketing by directing advertisers to sites that accurately match their desired audience.

Rationale: The Internet allows us to focus much of our advertising on both niche and popular websites.

What we will do: During the teaser phase of our campaign, we will place our typography-based advertisements via Flash on popular websites. After this initial phase, we will use a pulsing strategy of pre-roll ads along with consistent, year round banner ads.

Video Game Live (\$800,000)

Beyond Advertising will capitalize on gaming's popularity by incorporating live video chat into gaming software. Specially equipped game consoles will be made available that includes a web-cam. These consoles allow players to see and hear their opponents at the bottom of the game's screen while they are playing. These consoles will be "limited edition" units that will be equipped with special software. All expenses will be covered by AIM, and in return we will get free advertising.

Rationale: Within our target, 2,700,000 million (9%) are video games users. Recent research has proven that gaming is no longer a male dominated activity. Therefore Video Game Live will target both males and females in our target market.

What we will do: Our research indicates that when online gamers are interactive with another player or teams, their time spent gaming significantly increases. This is why AIM will sponsor a limited edition of 25,000 consoles. All expenses will be covered by AIM and in return there will be the AIM OutLoud! logo on the interface.

What we will use: Playstation 3
Group: 18-24

Sample Websites	Focus	Rationale
MTV.com	18-24	Extremely high usage among our target.*
ESPN.com	18-24	High traffic volume by college students for college sports.
CollegeHumor.com	C 18-24	High usage of our target market.*
Digg.com	18-24	Significant increase in unique visitors over the past year.
TMZ.com	18-24	Popular gossip and entertainment site of Time Warner.
Military.com	18-24	Provides military personnel with current entertainment, news, finance, and more.
Mtvtr3s.com	18-24	Focuses on music and cultural trends pertaining to the Latino target.
BET.com	18-24	High percentage of young male users.*
Vibe.com	18-24	Leading Music Media company with 1.8 MM unique visitors.
IGN.com	18-24	Largest network for destinations for video games aimed at 18-24.
Itunes.com	18-21	Within this site we will place our free, downloadable typography-based advertisements.
Ruckus.com	C 18-24	Aimed specifically to our target offering free services to college students.
MustTellMoments.com	18-24	Our target will be drawn to our campaign's website/microsite because it will be an imperative source for entertainment and information. The site will be used as a viral website until September 21st. Afterwards users will be redirected to AIM.com/MustTellMoments.

C – College Student

*Simmons Choices 3 data

**emarketer



Emerging Media

Podcasts (\$200,000)

Podcast is a media file which will be distributed on iTunes.com for free during the teaser phase of our campaign. We will gain exclusive rights to provide free downloads of musical content from a festival, such as Bonnaroo.

Rationale: Males represent a significantly larger share (63%) of the podcasting audience. In addition, 18-24 year olds represented a substantial share of the audience (29%). They are more than twice as likely than the average Internet user to download podcasts.

What we will do: Our spots will be 15-30 second viral commercials using the selected video or audio content.

Group: 18-24



Animated Projection (\$420,000)

We will place the projections in areas popular to our target market. The ads will be animated, attention grabbing and environmentally friendly.

Rationale: Projection advertising will provide maximum impressions in a unique and large-scale way.

Where: On buildings near military bases, major universities, college buildings, and concert halls.

Group: College 18-24



Wiffiti (\$1,000,000)

Wiffiti enables our target to "let it out". Individuals can send a text to the 5 digit number featured on the projection and in seconds their message will be transmitted onto a screen for all to see. It is a great, innovative tactic to reach our target in a social setting. Since Wiffiti content can be monitored and filtered in 3 different ways, there is no risk for inappropriate texts.

Rationale: Wiffiti will grant our target the opportunity to control the technology within their environment and allow users to have instant communication with people around them. Since this technology combines real-time communication with fun social interactions, Wiffiti is a great way to reach our target. It will remind them about all the features of AIM because it parallels AIM's already existing offerings.

Where: Inside and outside bars, clubs, and cafes in our top ten designated market areas, as well as student centers of college campuses. Each selected designated market area will have five Wiffiti projection sites.

Group: 18-24

Wireless Connection (\$850,000)

Specified indoor and outdoor areas will be equipped with opt-in wireless Internet provided by Time Warner's **Road Runner**. Once connected, the first homepage will be AIM Profiles. This will trigger non-users to create an AIM Profile because they will see the homepage every time they connect to the Internet. Current users of AIM Profiles will be encouraged to share their AIM Profiles, AIM Tunes, and other shared interests via PDA or computer.

Rationale: Our wireless connections located in selected **Road Runner** areas will attract non-users to become users and will also increase total usage of the product.

What we will do: Use AIM's open platform and existing technology to attract and retain users with the help of Time Warner's **Road Runner**.

Where: College campuses and cafes near campuses that do not currently have wireless internet. This will allow our target to enhance their education, while becoming more familiar with AIM and its many features.

Group: 18-24



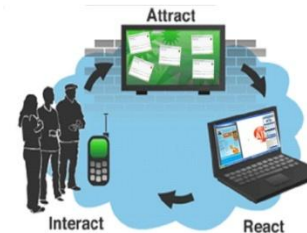
Cinema (\$475,200)

Prior to the release of movies that are popular among our demographic, movie-goers can submit user-generated content, such as a 60 second video. After this content has been deemed appropriate, one chosen video will appear on the movie screen as a preview and will say sponsored by AIM. After the movie, viewers can vote on AIM Polls and express how much they enjoyed the feature film and the user-generated advertisement.

Rationale: As relatively frequent movie-goers, our target will be intrigued by this user-generated content. Providing opportunities for user-generated content in theatres visited by our target segment will be viewed as a favorable addition to AIM's other social networking features.

Where: In our top designated market areas.

Group: 18-24



Guerilla Marketing

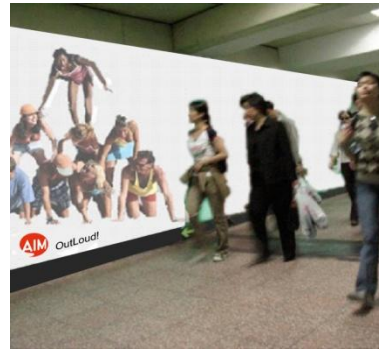
Moving Moments (\$300,000)

"Moving Moments" will attract the eyes of our target because these advertisements will appear to be in action. By using simple holographic effects, we will show a "Must Tell Moment" scenario in two frames. They will be 10'x10' wall holograms that will appear to move and come to life as our target consumer passes by. These holographic images appear and change scenes based on the viewers positioning in front of the advertisement.

Rationale: These wall holograms will reinforce our viral campaign because the advertisements will show our target that "Must Tell Moments" could happen absolutely anywhere, even out-of-home.

What we will do: Place wall holograms inside cafes dominated by our demographic as well as Division One colleges and universities.

Group: 18-24



Floor Billboards (\$940,000)

Print floor billboards are 10'X10' advertisements that are full of color and highly visible. Placing advertisements on the ground will allow our target to literally step into the world of the campaign while on their way to college classes.

Rationale: Our target will not be able to avoid floor billboards since it will be under their feet.

Where: Inside the hallways of Division One college and university buildings across the country. The floor billboards will be placed where our target walks to get to classes.

Group: College 18-21



Floating Billboard (\$440,000)

12' X 14' Full Color Ad Display

We will use billboards that float in view of our target while they enjoy spending time outdoors near water.

Rationale: We will integrate our Must Tell Moments campaign into the media that we use, making our ads something they "must tell" their friends about.

When: During Spring and Summer break.

Where: All major waterfronts in our top three designated market areas. Warm locations in our designated markets will be used for Spring break placements.

Group: College 18-24



Must Tell Moments Placements (\$240,000)

We will place decals of life-size characters in eye-catching situations inside buildings. Through co-branding agreements, AIM will have the ability to display on-site placements that will display "Must Tell Moment" advertisements. These decals will be eye-catching and will create enormous buzz.

Rationale: This marketing aspect of our campaign will be buzz-worthy and will support our campaign because the advertisements themselves will display a "Must Tell Moment".

Where: In food courts, cafeterias, and dorm halls of major colleges and military bases.

Group: 18-24



Promotions and PR: Building the Buzz

Widgets & Toolbars

Promotions work only if consumers know about them. Each promotion will be accompanied by a public relations component directed to consumer and trade media. In addition, our target audience will be informed about our promos and events through our creation of customizable co-branded college/university AIM Toolbars and Widgets, downloadable at www.AIMGroups.com/customwidgetsandtoolbars.

These tools will not only guarantee awareness among the intended audience, but will also provide them with yet another vehicle to share their "Must Tell Moments" and be a part of the AIM OutLoud! movement.

AIM Widgets

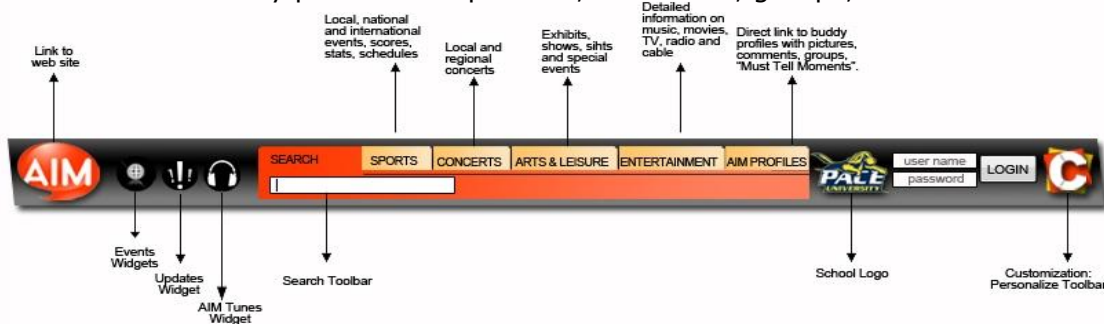
AIM will use widgets to extensively brand its services. Once downloaded, these widgets will appear on a user's desktop and be seen every time he or she uses the computer.

- Events: Search by zip code to find the hottest parties, sporting events, and activities in your area. Also, check out the latest AIM promotions like Fashion OutLoud! and AIM Xtreme.
- Updates: Be informed about new emails, messages, comments, and updated buddy AIM Profiles
- AIM Tunes: Scroll through your buddies' track lists to stream their music on your computer

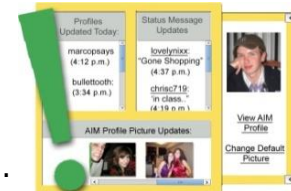
AIM Toolbar with Widgets

AIM Toolbar with Widgets will open each time a browser opens and will include links for:

- Customization: Personalize toolbar with images, icons, and collegiate-themed skins
- Sports: Local, national and international events, scores, stats, and schedules
- Arts and Leisure: Concerts, exhibits, shows, and special events
- Entertainment: Detailed information on music, movies, TV, and radio
- AIM Profiles: Link to buddy profiles with pictures, comments, groups, and "Must Tell Moments"



Events Widget



Updates Widget



AIM Tunes Widget

AIM OutLoud! Co-branded college and university toolbars with widgets increase the likelihood that the toolbars will get wide distribution and also motivate students to download them. Having these features always attached to your personal computer reinforces AIM OutLoud! and the Must Tell Moments Campaign, allowing for repeat exposure.



Promotion and PR Program Overview

Promotions will run throughout the year according to the following schedule:

1) Teaser Phase (September 1st – 20th 2008)

- Widgets and Toolbars

2) Intro. to Main Campaign (Sept 21st, 2008 - January 2009)

- Zorb Into The Viral World (Begins Sept 21st)
- Your Moment to Shine (Begins Sept 21st)
- Widgets and Toolbars
- Your Moment to Shine
- AIM Xtreme (Jan 22nd-25th)

3) Winter Chill (February - March)

- Widgets and Toolbars
- Your Moment to Shine (Contest ends March 31st)
- Fashion OutLoud!
- Share the Music, Give The Moment (Begins March)

4) Spring Forward (April - May)

- Widgets and Toolbars
- Your Moment to Shine (Winning submission airs in May)
- Share the Music, Give The Moment
- Lifebook Is On It's Way
- Mi AIM Y Mi Comunidad (Begins May)

5) Summer Thrill (June - July)

- Widgets and Toolbars
- Share Your Act
- Mi AIM Y Mi Comunidad

6) Phase Maintenance (August)

- Widgets and Toolbars
- AIM Xtreme (August 6th-9th)
- Mi AIM Y Mi Comunidad

Our promotions and public relations are designed to extend the "Must Tell Moments" theme, build communities on AIM OutLoud! and extend the reach of our media program. Adding to the more formal public relations components that accompany each event, our promotions have all been chosen to have substantial buzz and viral potential. To ensure that AIM OutLoud! is top-of-mind for all targeted consumers, our promotions are scheduled to run all year long to assure the potential for constant exposure to AIM OutLoud!

	Male 18-21	Female 18-21	Male 22-24	Female 22-24	Reinforces Organizing Idea	Builds Communities	Costs	% of Budget
Widgets and Toolbars	x	x	x	x	x	x	\$234,487	4
Your Moment to Shine	x	x	x	x	x	x	\$1,500,000	23
AIM Xtreme	x	x			x	x	\$400,000	6
Lifebook Is On Its Way	x	x	x	x	x		\$500,000	7
Zorb Into The Viral World	x		x		x	x	\$225,000	3
Fashion OutLoud!		x		x	x		\$1,045,000	16
Share Your Act!	x	x	x	x	x		\$850,000	13
Share The Music, Give the Moment	x	x	x	x		x	\$355,000	5
Mi AIM Y Mi Comunidad	x	x	x	x		x	\$1,500,000	23
TOTAL							\$6,609,487	100



Promotions and PR

Social Networking

Editorial Note: Many of our promotions are worded here as they would be described to the target audience with the exception of "Zorb In An OutLoud! World," "Share Your Act" and "Mi AIM Y Mi Comunidad." The benefits delivered to the target and AIM are large and immediately understood. In addition, because the AIM OutLoud! rebranding effort has not been approved, we are using the expression "OutLoud!" selectively in accordance with these promotions.

Your Moment to Shine

What's going on? Have you had your 15 minutes of fame yet? Well now is your chance with AIM OutLoud! Share your funniest, most memorable, most original, or most outrageous "Must Tell Moment" for a chance to have your story shared with the world through your very own commercial! It's easy, just upload your video to our website. Get friends to comment on it, and vote for your favorite "Must Tell Moment!" It's your moment to shine!

So...here's the plan If there's ever been a moment so good you needed to share it right away, here's your chance! Just go to MustTellMoments.com and upload your own 30-second "Must Tell Moment" video into our pre-made commercial template. Upload your video and don't forget to tell everyone you know to comment and vote for the video to be shown to the world on the big screen! Out of all the submissions, the top 10 videos with the most user generated comments identified. Out of the top 10, you can have the final say using AIM Polls to vote for the winning video. The winner will have his/her "Must Tell Moment" aired as a commercial during a major TV season finale! Just imagine your Must Tell Moment watched on the big screen, talked about, and shared by all your fans! AIM OutLoud! is giving you the fame you deserve!

The fine print Your must be between the ages of 18-24 and have an AIM screen name and an AIM Profile for a chance to be a star! So if you don't have them, create them! Eligible contestants must have logged onto their AIM Profile within the past 30 days. AIM reserves the right to edit all content to fit into commercial timeslots. All contestants will be prompted to agree to certain conditions pertaining to rights of the material before the user can upload the content.

We're not done yet The top 10 commented videos will also be featured on the AIM OutLoud! homepage so that your video really becomes a moment for you to shine!

Lifbook Is On It's Way

What's going on? Are you one of the nearly 23 million people who purchased a high school yearbook? Every year, millions of yearbooks are sold, only to be lost in their owner's garage or basement! The AIM Lifbook is a platform where you can log on and upload all the memories that aren't in your yearbook, like prom or graduation, as well as decide what your part of the yearbook looks like.

So...here's the plan In partnership with Screen Five Media and Taylor Publishing, a leader in yearbook sales, AIM OutLoud! is creating the world's first digital yearbook and all you need is your screen name, school name, and graduation date to register. Taylor Publishing will provide all graduates who purchase a yearbook with a code that will allow your AIM Page to be linked directly with your high school's AIM Lifbook. The AIM Lifbook is the only online platform that keeps your high school classmates connected all in one place with no need to search on separate social networks. Now when your high school pals click on your main Lifbook picture, taken from your senior headshot in your actual yearbook, they will be linked to your AIM Profile, where you can post pictures, comments, blogs, and even instant message your friends!

The fine print The AIM Lifbook is advertising supported so it's absolutely free with your yearbook purchase. Don't have a screen name or AIM Profile? Sign up to gain access to the Lifbook pages filled with all your high school memories, as well as a full listing of your classmates.

We're not done yet Calling all students! Three AIM OutLoud! buses are touring the US and one may be coming to a school near you! On the AIM bus, which will be parked outside your school during lunch periods, you can preview a Lifbook demo on AIM computers before you sign up. AIM representatives will also be there handing out branded 1GB USB's preloaded with AIM's newest software, including widgets, toolbars, and AIM tunes, as well as giving out drawstring bags and daily planners to help prepare college bound students. Come outside to get your free stuff and make sure your "Must Tell Moments" will last a lifetime.

Radio Spot

***Slang of every-day language is used for "real conversation"**

(Instant Message Sound)

A: Hey, whatcha up to?

B: Nothing much, kinda bored. I wish I was a star, life would be so cool...

A: Oh you didn't know? AIM is giving people the chance to be in their very own TV commercial.

B: Really?

A: Yeah. Check out

AIM.com/MustTellMoments for info.

B: OMG I'm gonna be a huge star! Shopping with Rihanna, parting with Justin Timb-

A: Haha, yeah, I'm sure Justin and Rihanna could pencil you in..

B Friendly Tone: Shut up! I'ma go make a video..I'll IM you later.

VOICE- OVER: If you wanna be a star, there's no time to waste! Go to AIM.com/MustTellMoments, upload your very own 30 second video, and get your friends to leave comments and vote for it. The video with the most comments and votes will get aired on TV! It's Your Moment To Shine!

Tagline: Tell them more...AIM OutLoud!



Promotions and PR

Spreading Buzz

Branded Materials

AIM Xtreme

What's going on? AIM is partnering up with X Games, leader of the most intense sporting events in the world and arguably the original home of extreme "Must Tell Moments." This unique show, fusing together the world's best skaters, surfers, snowboarders, and BMX riders with today's hottest music acts, has been a tremendous success since its debut in 1997. Attendance records soared with well over 235,000 people scoping out the event live, alongside the national TV coverage by ABC, NBC, ESPN, and ESPN2. True extreme-sport fanatics, step away from the couch and get ready to be part of the action with AIM's ultimate VIP Pass!

So...here's the plan Create your own X Games-themed AIM Group and register it at AIMGroups.com/AIMXtreme. The creators of the top five groups containing the most members will receive two tickets to fly out and experience the ultimate X Games treatment with free transportation, hotel accommodations, and your very own exclusive AIM VIP Passes. With your AIM VIP Passes, you'll gain access to practice sessions, special seating, and the chance to meet the riders in the pits and at the AIM Post Race Interviews. All of your VIP activities will be streamed live at AIMGroups.com/AIMXtreme for your friends and family to see. Imagine the look on your friends faces when they see you standing next to 2006 Moto X Best Trick Gold Medalist Travis Pastrana's partially sponsored AIM rally car. AIM Zones and Wi-Fi locations equipped with computers featuring AIM software will be set up for you to instantly share your "Must Tell Moments" with those that couldn't be as lucky as you!

The fine print Not only will the AIM OutLoud! logo be projected onto the side of the biggest track mountain, but street teams will also spread buzz with branded POS materials such as AIM Zone tents, flags, and banners throughout the event. AIM will host this contest during both the Winter X Games in January to officially announce the partnership and then the Summer X Games in August to reinforce it.



Zorb Into The Viral World

What's going on? Say goodbye to stunts that lead to bad PR, and say hello to "Legalized Guerilla Extraordinary Acts." AIM and Zorb (Zorb.com) have joined forces to let the world know that MustTellMoments.com and AIM OutLoud! is here!

So...here's the plan To kick off the Must Tell Moments main campaign on September 21st, AIM is taking over San Francisco's famed Lombard Street, one of the steepest streets in the US. Branded with "MustTellMoments.com" and AIM OutLoud!, we are putting a professional stuntman inside a Zorb Ball, an 11ft tall inflatable transparent sphere which sits one-to-four people inside. The Zorb will then be released down Lombard Street while traffic *appears to be in motion*. Guaranteed to get some buzz, cameras will film the entire scene and spread the word through **Time Warner** media entities and our viral website. People will be thinking "Who's crazy enough to insert themselves into an inflatable ball and roll down the 'crookedest' street in the US?" AIM will have that answer for them when they visit MustTellMoments.com!

The fine print The city of San Francisco is giving AIM a permit to shut down Lombard Street for the filming of a commercial. With a production and film crew, stunt drivers and a blockade at the bottom of the street, we will clear all safety concerns and legal issues. We will then release the AOL rights protected video to the public.

The aftermath Once AOL leaks this video into the viral world, people will be driven to our viral and interactive website, where they can learn about AIM's many features and how they are used to express everyone's Must Tell Moments. To kick off a series of "Legalized Guerilla Extraordinary Acts," AIM OutLoud! will open up monitored group chat sessions via Userplane, so people can talk with each other and share ideas for events that AIM can execute at colleges/universities across the US. Schools will be chosen based on the most comments posted on their school-themed AIM Group page, created in support of the event.



Partnerships

Fashion OutLoud!

What's going on? AIM is teaming up with Time Warner's show **America's Next Top Model (ANTM)** and Allure magazine to put together the fashion show of the century! We want you, designers and fashion enthusiasts, to submit your AIM OutLoud! inspired designs at www.AIMGroups.com/FashionOutLoud!. AIM OutLoud! stands for expression and sharing yourself with the world! We want to see how you express yourself through your fashion collection! Five winning designs, one from each US region (Northeast, Southeast, Midwest, Southwest, and the West), will be featured on the CW hit, **America's Next Top Model**, where the show's stars will strut your original creations up and down the runway.

So...here's the plan AIM is calling on all you fashion designers for a chance to be on TV and be featured in Allure magazine. All you need is a love for fashion, an AIM Profile, and access to AIM Groups for the opportunity to share your work across America. Simply upload your AIM inspired designs to AIM OutLoud!'s group. All uploads will then be reviewed by the **ANTM** casting crew who will pick the top 25 selections, five from each region, to be voted on AIM Polls by AIM users. The top designs from each US region with the most votes will be featured on the models of ANTM!

The fine print Entrants must be between the ages of 18-24 with an active AIM Profile. The five finalists will be notified via their AIM email account and have a week-long confirmation period to accept the challenge. Finalists will participate in the AIM OutLoud! runway show and be featured in their own photo shoot, displayed in a two-page spread in Allure. The whole world will see your love for fashion! Now that's a "Must Tell Moment!"



Branded Entertainment

Share Your Act!

What's going on? Many members of our target audience are adoring fans of movies and want to be recognized as a household name. Well here is their chance! Together with Pecoraro Productions, AIM and **HBO** will launch a brand new TV Series that will have the entire nation on the edge of their seats as we crown the next big Hollywood movie star.

So...here's the plan Adopting an enterprise with the potential to be as big as American Idol, AIM will be integrated in the show from the start through AIM polls. Contestants will be asked to perform short classic scenes from popular movies and the audience will vote on the performances that they like the best using AIM Polls on the Share Your Act! AIM Group page www.AIMGroups.com/ShareYourAct!. With the expectation for Share Your Act!'s rapid success, it could turn into an advertising juggernaut for Time Warner.

The fine print Throughout each show the host will direct the audience to the AIM Profiles created for Share Your Act!. Here, fans will find a mix of show-related items such as pictures, videos of post-performance interviews and behind-the-scenes footage, and contestant profiles. AIM Polls will provide the audience with opportunities to vote for favorite contestants and catapult careers into superstardom! Winners will be featured in cameo appearances on episodes of **HBO's Entourage**.



Promotions and PR

Building Community



Share the Music, Give The Moment

What's going on? Imagine how different your life would be if you hadn't taken that singing class, played the guitar, or tried the saxophone. Learning music in school has inspired us all, yet some teens aren't getting that opportunity. By bringing music back into schools in your community, AIM is here to make sure that the gift you give is a guaranteed Must Tell Moment in someone's life!

So...here's the plan Here's your chance to make sure that your younger brothers and sisters, friends, and neighbors can experience music the same way you did! Sign up throughout the month of March to mentor local high school students in various musical programs. Under the supervision of your collegiate professors or instructors, you will be given the opportunity to give back to your neighborhood by sharing your musical talents and knowledge. To express the impact of sharing your passion for music with younger students, submit an essay detailing how this teaching experience has made a difference in your life! If your essay is selected, consider yourself the proud winner of a \$5,000 scholarship! Thanks for your efforts in helping AIM give the gift of music back to the community. Now that's a Must Tell Moment!

The fine print Eligible participants must be between the ages of 18-24 and currently enrolled in a college or university. AIM will donate \$250,000 in scholarships, which translates into one \$5,000 scholarship per state. AIM reserves the right to select the winning participants. No matter what part of the country you live in, your participation will ensure that music is spread throughout our entire nation, touching upon 50 states, and allowing the music to always be played and heard.

Mi AIM Y Mi Comunidad

What's going on? In order for AIM to offer its products to bring together and reunite friends and families, we must also reintroduce it to the Hispanic market in a way that does not make them feel segregated. The Hispanic community wants to feel as if they too are American, and we want to reach out to THEIR wants and needs. We will give them a version of AIM that does not seem like a separate product (as it is now). They need to connect with their friends and family back home, and we will give them the easiest, most convenient way to do so! Say goodbye to the current *AIM Latino* and say Hello to *AIM en Español*. By changing the name and developing a website that is simply a translation rather than a separate entity, *AIM en Español* gives the Hispanic population a better sense of community and belonging.

So...here's the plan To raise awareness of *AIM en Español*, we will set up AIM Zones featuring both AIM and *AIM en Español* in 50 various Hispanic communities throughout the US. AIM Zones will be locations with computers loaded with all of AIM's features for you to try out and instantly share your "Must Tell Moments." Five AIM users from each community, all wearing branded t-shirts, will help people within those communities understand how to use AIM and its many features to interact and share with friends and family, both domestic and international. Rewarded for their work they will receive laptops (valued at \$500) with AIM and *AIM en Español* software preinstalled. This gives them more incentive to continue using AIM's products far past the event and help spread the buzz about *AIM en Español* in the US and in South America. Now that builds communities!

The fine print The five AIM users who work with AIM Zones to teach the community about the easy, convenient, and instant way to connect with their friends and family will apply for the position on the *AIM en Español* Profile page. The top five users will then be chosen based on how many people, or points, they get to register for AIM Profiles (new users will be required to submit a link to an AIM Group page created by the applicant in order for the point to count).

Bi-Lingual Attitudes

75% said they would like to see more Hispanic actors on English TV

67% appreciate marketing that speaks to them as a bicultural Hispanic person

63% want more commercials in English targeted to Hispanics

43% want more Spanish language programming

40% wish there were more commercials in Spanish

Migration from Latin American countries has caused dramatic increases in the US population making way for a new demographic, the Hispanic community.

72% of this community still feels a strong connection with their family back home.

Increasingly, people who move to America develop a need for belonging in American society. They are desired to be addressed primarily in English, and to be seen and accepted as an American.

94% of Hispanics in our target speak English as their primary language.



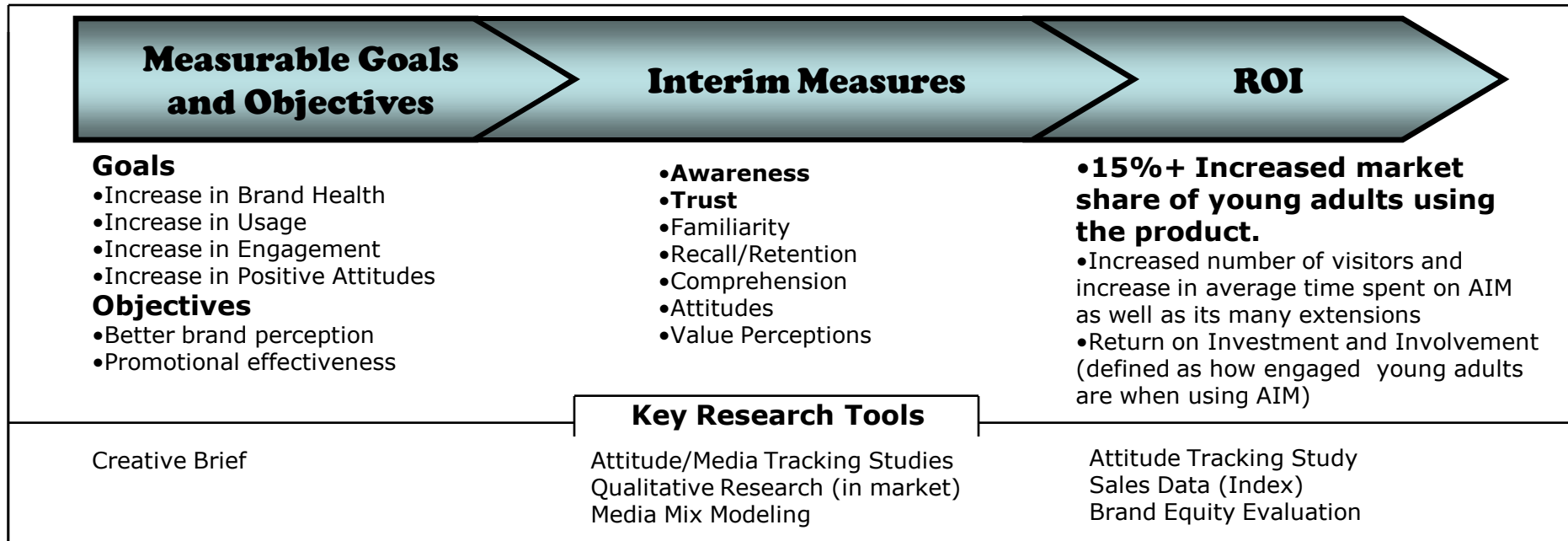
Our campaign will reach 85% of our target on an average of 4.5 times

****** Internet prices may vary from a combination of flash overlays, preroll and animated banner ads distributed on the Wedsites
******* Magazine Cost per ad will vary according to overlay inserts.
******** Costs of 'Your Moment to Shine' falls under our viral website

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AIM MEASUREMENT VALUE CHAIN™

All great campaigns should be measured both during and after the campaign to constantly improve the work, gauge success, and have better metrics support that leads to more informed decisions. At Beyond Advertising, we are confident our marketing initiatives will create a major impact because they are based on our qualitative and quantitative success. Below are research-driven value chain measures at each stage of the program development and execution for all of our marketing initiatives.



Q "[Time Warner CEO] Jeff Bewkes understands if we can turn around AOL, that's going to be a major home run for the portfolio Time Warner has. The question is, can we do it?" – AOL CEO Randy Falco

A WITH BEYOND ADVERTISING YOU CAN!

Our AIM Measurement Value Chain™ reflects our approach to a research based evaluation system. With this, we support the guarantee that our clients are making a smart investment.



Recommendations for the Future of AIM

and how to adjust the program over the next five years

Instant and Mobile Messaging

The future of instant and mobile messaging will change the way users currently view the concept of an online presence. Instant messaging programs, on both personal computers and mobile devices, are at the beginning of incorporating location and awareness services, which will allow users to see, not only where their buddies are, but also, how close or far away they are in proximity to each other. As this technology develops, instant messaging programs will be used to leave instant messages, like notes, for a buddy in a specific place and will be received by that buddy upon their arrival. As AIM further develops this technology into its services, our campaign can be adjusted to further emphasize the ability to share user's "must tell moments" even faster and easier with their buddies online, sharing the location where their friend can be found.

Privacy

Online privacy concerns have been on the rise over the past decade. In a recent study, 61% of adults voiced their concern about online privacy. This was an increase of 47% from 2006. Privacy is the number one concern of Internet users and the top reason why non-users still avoid the Internet. The privacy issue will be incorporated into our campaign by allowing users to have the option of controlling which buddies they choose to see their location, as well as when their location is made viewable online, which is similar to the away message feature of AIM.

3-Dimensional Image Sharing

Internet content is evolving into a 3-dimensional format. Users are able to view pictures from any angle and zoom in or out at any section, providing the ability to explore the entire scene. As user-created content becomes more easily produced and available on the web, people will be able to turn any photo into a 3-D image. Over the next five years, 3-D image sharing will be in the forefront of advertising. With this in mind, AIM needs to have the ability to accommodate this technology, so that its users will be able to share their "Must Tell Moments" and experience each other like never before.

Beyond The Assignment: A Recommendation

Building Communities: Reaching out to the Chinese, Hindu and Hispanic populations in the U.S. will be critical in community building. Below is an example of a program that will incorporate the Latin American Population:

Latin America: AIM is lacking awareness in the Latin American culture. Recently the Internet has expanded to reach all social classes, offering the lower classes the opportunity to use AIM as a communication platform. This will be the next AIM Latin America generation. To reach them we have to offer them a product that is easy for them to understand but that is not different from the original product.

What we will do: We will focus on a number of public, low income schools in urban areas throughout Latin America and enhance their learning process. AIM will donate computers and web-cams for both social and educational purposes. The web-cams will allow for greater interactivity. We will create and sponsor an Internet-based, web-accessible teaching tool that facilitates distance learning. Students will receive a username that will allow access to all of the AIM products on the site. Our volunteers will be college students from the United States. They will dedicate their time to teaching members of the community how to use computers, the Internet, and the many AIM features, via the web-cam.

Rationale: Latinos are extremely family-oriented and follow traditional values. By integrating AIM into their lives, we are providing them with an easy and less costly way to instantly communicate. By merging AOL Latino and AOL en Español we will offer the original AIM product in a Spanish version.

Things to Think About:

With the recent acquisition of the social network Bebo by AOL, AIM should leverage Bebo's rapidly growing application program, as well as its wide variety of videos and music for integration into AIM Profiles.

AIM should invest more money into high school programs. Offering contests and giveaways through a variety of channels such as sporting events, student clubs, and theater programs. The younger siblings of the current target audience will become the target audience of tomorrow. They need to be addressed.

AIM should make the link to AIM Profiles *more* apparent than it is currently, by placing it directly into the space used for users' Buddy Info.

Things To Avoid:

"Rock the Vote" promotions because they already have an extensive line of partnerships, which makes it costly and difficult to gain awareness among our target.

Having celebrity endorsers because AIM is an established brand that has grown up with the target and a celebrity will only overshadow the product.

