

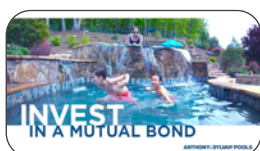
National TV/Streaming Commercials



Anthony & Sylvan :30

Budget: ~\$20,000

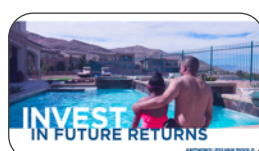
Purpose: Promote the pure joy of investing in a pool



A&S Mutual Bond :15

Budget: ~\$20,000

Purpose: Promote the pure joy of investing in a pool



A&S Future Returns :15

Budget: ~\$20,000

Purpose: Promote the pure joy of investing in a pool



Saga Education Change the Equation :60

Budget: \$0

Purpose: Advocacy for educational equity

Corporate/Brand Videos

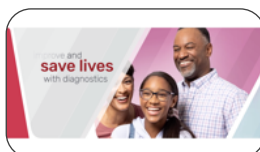


CEO Welcome Video

Budget: \$0

Purpose: Welcome new employees to Ortho

Venue: In-person, WebEx



Brand Value Video

Budget: \$20,000

Purpose: Promote "Because Every Test Is A Life" brand

Venue: Social media, web, presentations, screensaver



Lab Week Video #1

Budget: \$50 (music)

Purpose: Thank lab professionals

Venue: Social media



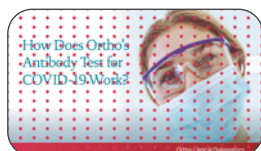
Lab Week Video #2

Budget: \$50 (music)

Purpose: Thank lab professionals

Venue: Social media

Marketing/Information Videos



How the Ortho COVID-19 Test Works

Budget: \$0

Purpose: Explain the science behind Ortho's COVID-19 antibody tests

Venue: Social media, web, presentations



Why Accuracy Matters

Budget: \$50 (music)

Purpose: Promote the value of Ortho's 100% specificity COVID-19 tests

Venue: Social media, web, presentations



Saga Brand Promise

Budget: \$0

Purpose: Engage employees to embrace the Saga brand promise in everything they do

Venue: Onboarding training, presentations



Saga Overview for NYC Parents

Budget: \$50 (b-roll)

Purpose: Introduce parents to the no-cost, in-school high-impact tutoring available to their student

Venue: Email link from district

Personal/Celebration Videos

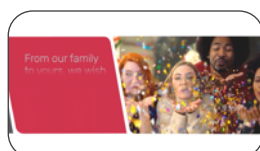


Happy Holidays

Budget: \$0

Purpose: Wish my followers Happy Holidays

Venue: Social media



Ortho Holiday

Budget: \$29 (music)

Purpose: Extend holiday greetings from Ortho

Venue: Social media



Rob Adams: Logos

Budget: \$0

Purpose: Showcase my logos through animation

Venue: Social media, web



Put a Little Love in Your Heart

Budget: \$0

Purpose: Wish my followers Happy New Year

Venue: Social media