

The logo features the word "MCBEARD" in a bold, white, sans-serif font, centered within a solid orange rounded rectangle.

MCBEARD

A **FULLSCREEN** COMPANY










**TV +
SOCIAL**



Did we just become best friends?

**DON'T JUST
ACQUIRE FANS**

**FUEL A
FANDOM**

FANS

TUNE-IN

BUY THE DVD

FOLLOW THE STORY

WATCH EVERY EPISODE

ENJOY WHAT'S GIVEN

LIKE

FANDOMS

THROW A WATCH PARTY

RELISH THE COLLECTION

FOLLOW ALL THE STORIES

TURN OVER EVERY STONE

CREATE THEIR OWN

LOVE



**I SEE IT ALL
AS JUST
ONE
EXPERIENCE**



**GIVE ME
SOMETHING
TO
SHARE**

**WHEN I
TALK ABOUT
YOU, I'M
REALLY TALKING
ABOUT ME**



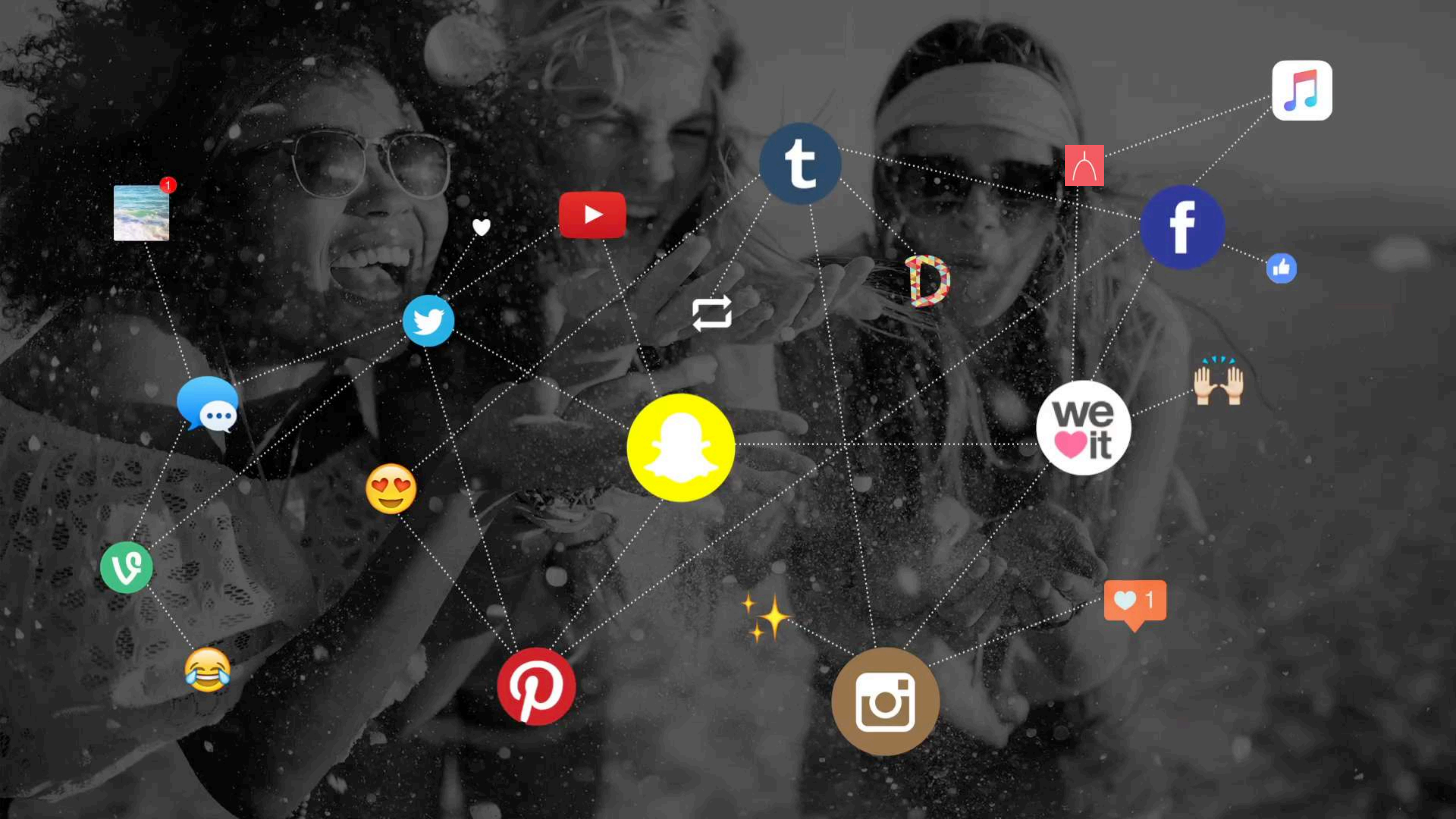


**BE MY FRIEND
NOT MY
ADVERTISER**

THE
FANDOM
NEEDS YOU



PLATFORMS





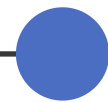
SOCIAL FEED

VS

SOCIAL LIFE



THE MATURE AD PLATFORM



Total Reach
Single Video
Social Velocity
Ad Targeting

Issue:
Algorithm forces pay to play



TROJAN HORSE + COPYCAT



Creativity
Engagement
Feed+Life
Ad Targeting

Issue:
Unknown shifts in user behavior



REAL-TIME HERO

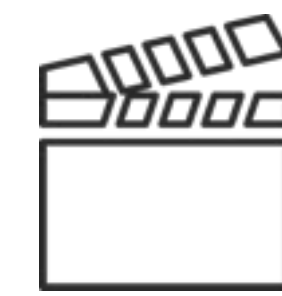


Community Mgmt
One to one
Listening
Sentiment

Issue:
The dynamic of self-selection



BINGE WATCHING

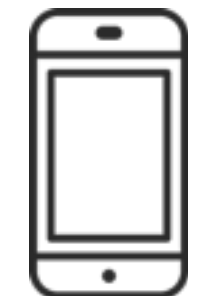


Video Ecosystem
Search
Revenue
Influencers

Issue:
Requires video investment



VEXING JOY



Youth Reach
Fun Formats
Geotargeting
Mobile only

Issue:
Discouraging organic accounts



**ASPIRATIONAL
COLLECTING**



**SPECIALTY
TOPICS**



**PROFESSIONAL
PASSIONS**



**MOMENT OF
SILENCE**



**WE HEART IT
MUSICAL.LY
SOUNDCLOUD
WATTPAD**

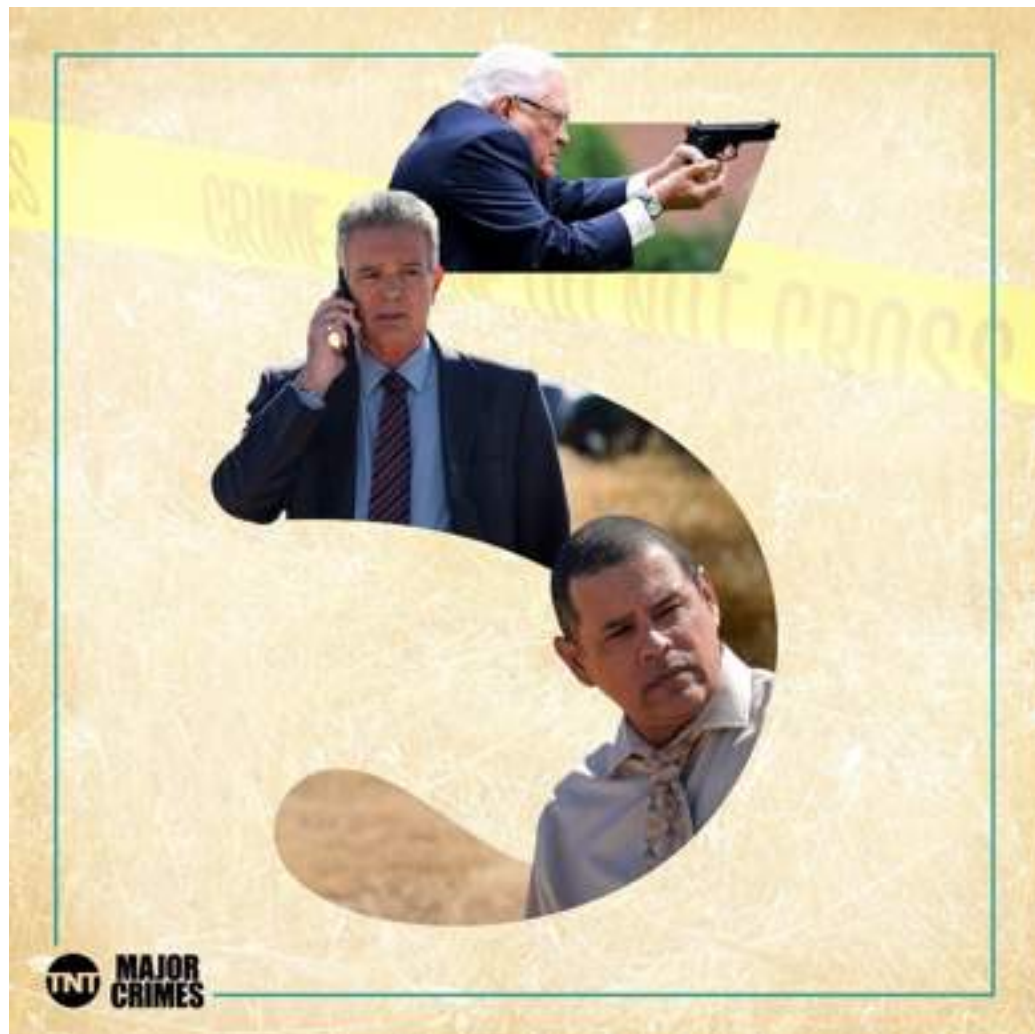


**MESSENGER
KIK
WHATSAPP
PUBLIC**



**YOU NOW
FB/IG LIVE
YT LIVE
SNAP LIVE**

CREATIVE



THE LAST SHIP



THE REAL USS NATHAN JAMES

IS IT REAL? THE U.S.S. NATHAN JAMES UTILIZES AN ACTUAL ARLEIGH BURKE CLASS DESTROYER IN SAN DIEGO WHEN SHOOTING **THE LAST SHIP**

SPEED THE ARLEIGH BURKE CLASS DESTROYERS ARE **300 FT LONG** AND WEIGH **81,000 TONS**... AND CAN GO FROM 32 KNOTS TO ALL STOP IN 1,000 FT.

BALLISTIC MISSILE DEFENSE

THE AEGIS WEAPON SYSTEM GIVES THEM LONG AND SHORT RANGE BALLISTIC MISSILE DEFENSE CAPABILITIES

THIS IS A HIGHLY DIFFICULT MANEUVER THAT REQUIRES SHOOTING A MISSILE OUT OF THE SKY WITH ANOTHER MISSILE IN A MATTER OF SECONDS.



ADMIRAL ARLEIGH BURKE'S FAMOUS QUOTE ABOUT THE NAVAL DESTROYER WAS:

“THIS SHIP IS BUILT TO FIGHT AND YOU BETTER KNOW HOW”

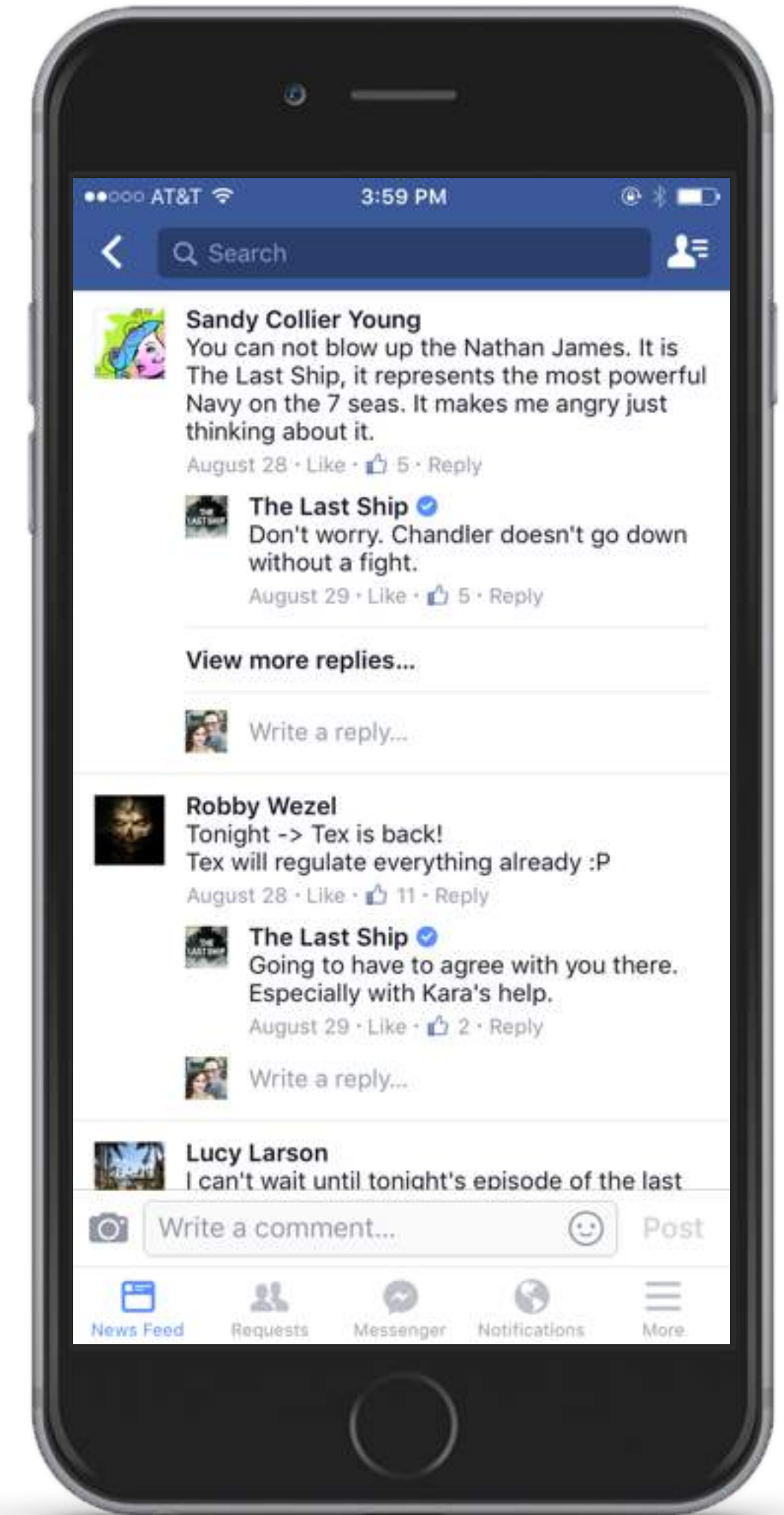
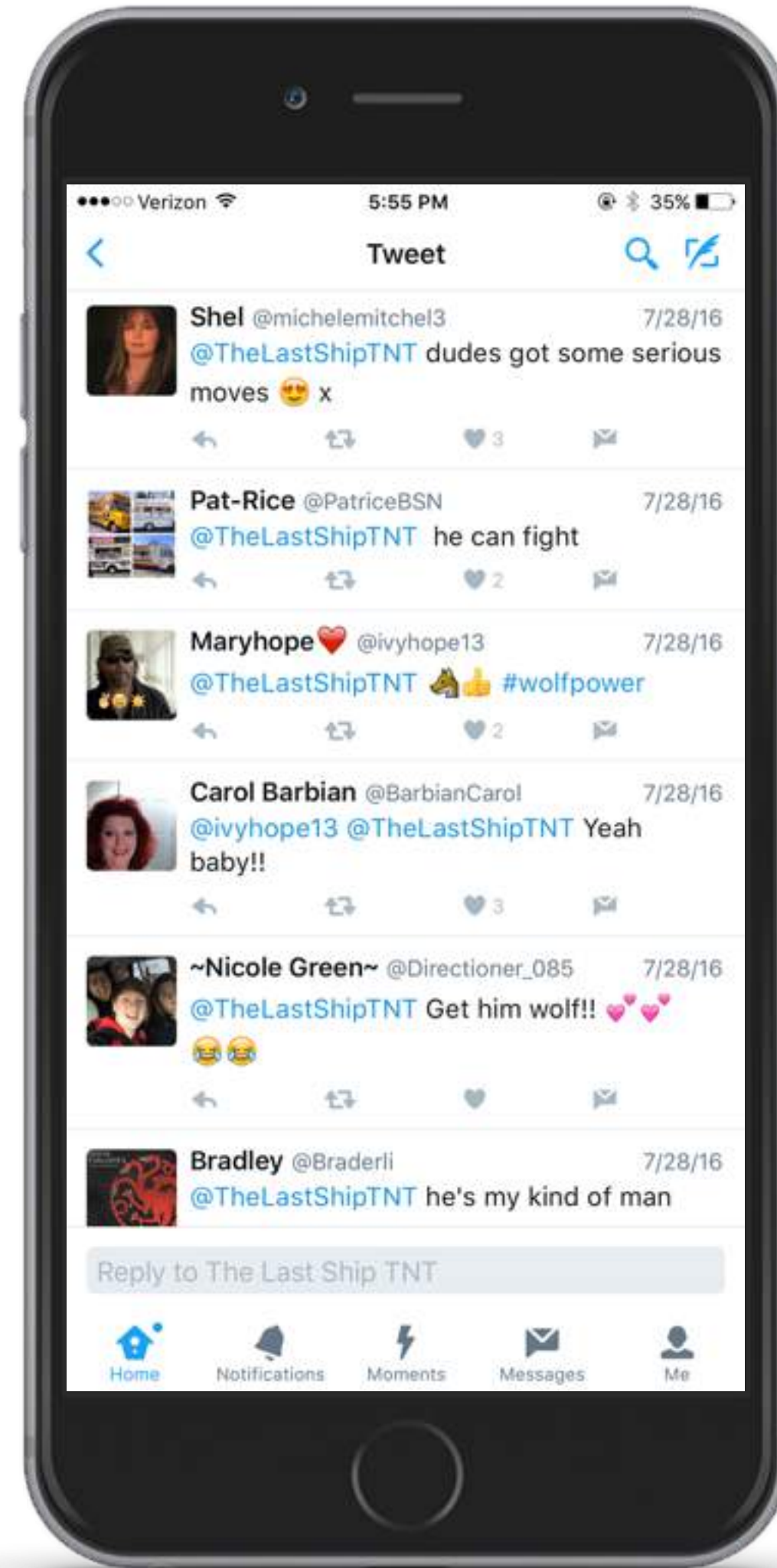
HOW MANY SHIPS USED FOR PRODUCTION?

THE LAST SHIP HAS SHOT ON **11 DIFFERENT ARLEIGH BURKE CLASS DESTROYERS** TO BRING THE U.S.S. NATHAN JAMES TO THE SCREEN. THIS IS DUE TO SHIP SCHEDULES, MISSION PRIORITIES, AND DEPLOYMENTS.

THE NAVY CONSIDERS THE DESTROYERS THE **"GREYHOUNDS OF THE SEA"** FOR THEIR SPEED & THE **"TIP OF THE SPEAR"** IN ANY NAVAL FIGHT.

THE FIRST ARLEIGH BURKE CLASS DESTROYER COMMISSIONED BY THE U.S. NAVY WAS THE U.S.S. ARLEIGH BURKE COMMISSIONED ON JULY 4TH, 1991.

THE LAST SHIP





YOU KNOW
WHAT THEY SAY,
**THE
CAMERA
NEVER
LIES.**

A promotional image for the TV show "Dead of Summer". It features a black camera on a wooden surface next to several Polaroid-style photographs. The text "YOU KNOW WHAT THEY SAY, THE CAMERA NEVER LIES." is written in white, with "THE CAMERA NEVER LIES." in a larger, bold font.

FREEFORM *dead of summer*

A promotional image for the TV show "Fashionista". It features a woman with blonde hair wearing a black, cut-out dress. She is surrounded by colorful, swirling ribbons in shades of pink, red, and blue. A red shopping basket filled with various fashion accessories like shoes, handbags, and jewelry is at her feet. The text "FASHIONISTA" and "#PECULIARPLL" is written in white on a red banner at the bottom.

FASHIONISTA
#PECULIARPLL

They have a connection.

A promotional image for the TV show "Recovery Road". It shows a young man and a young woman standing in a diner, looking at each other. The man is wearing a dark jacket and the woman is wearing a denim jacket over a red dress. The text "They have a connection." is at the top.

RECOVERY road
MONDAYS 9/8c
FREEFORM
THE NEW NAME FOR
ABC FAMILY

A promotional image for the TV show "Dead of Summer". It features a bowl of soup with dumplings on a wooden table. Next to it is a notebook with a circular logo that says "CAMP STILLWATER EST. 1994" and a pencil.

FREEFORM *dead of summer*

A promotional image for the TV show "One Week". It features a hand holding a large, white-glazed donut with colorful sprinkles. The text "ONE WEEK" is written in large, red, bold letters across the donut.

**ONE
WEEK**

FREEFORM *young & hungry*

A promotional image for the TV show "Guilt". It features a person in a red dress, possibly a woman, in a dark setting. The text "GUILT CAN BE REVEALING" is written in white, with "GUILT" in a larger font.

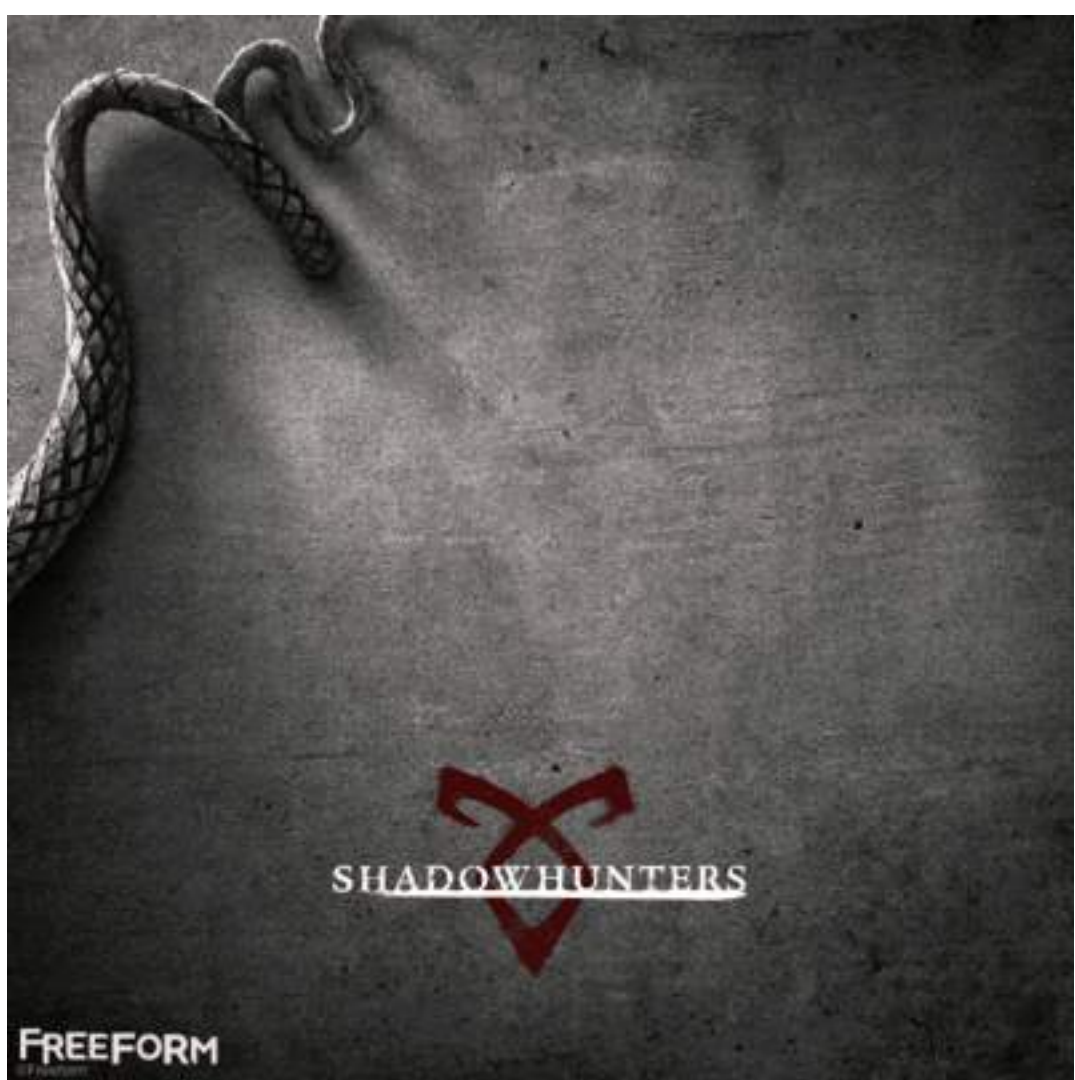
GUILT
CAN BE
REVEALING

FREEFORM GUILT

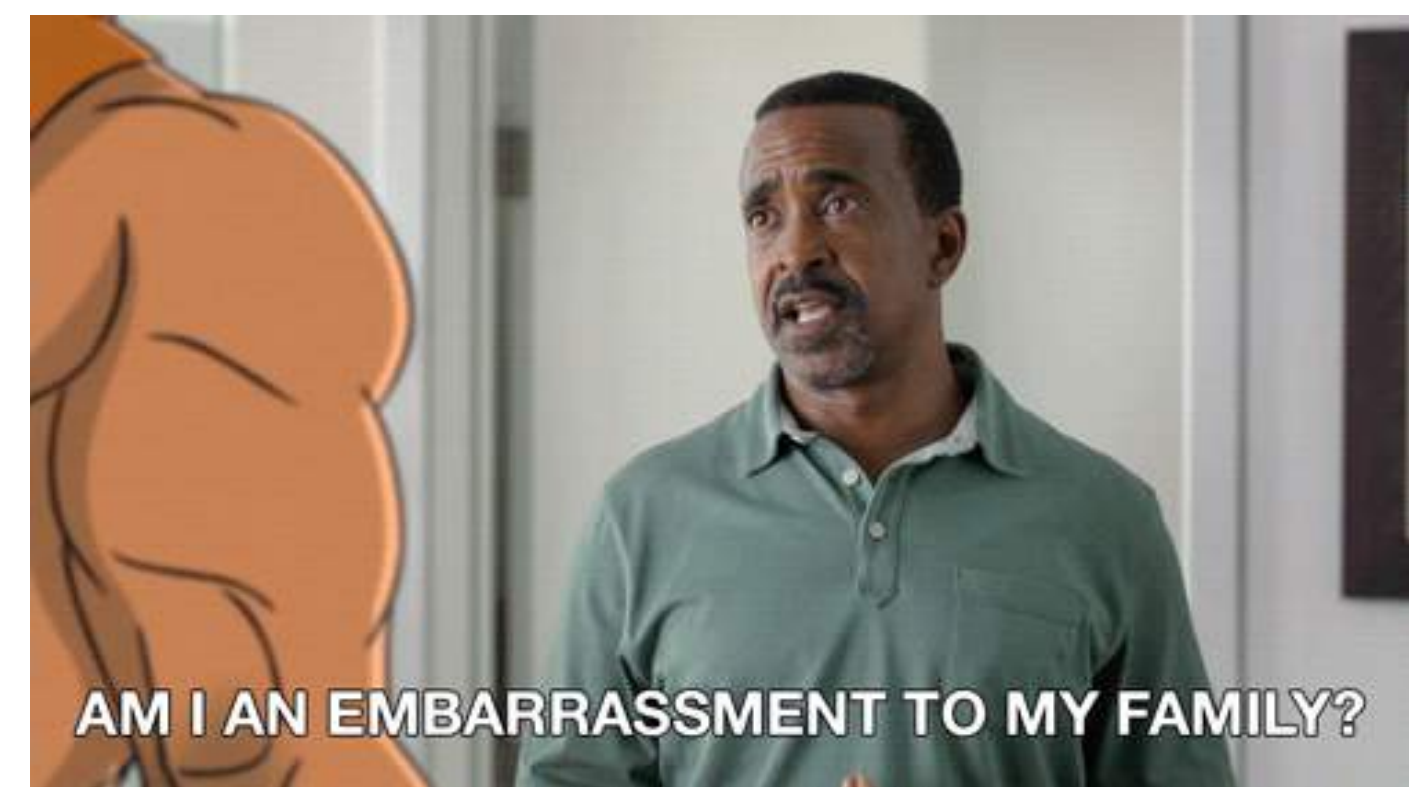
A promotional image for the TV show "Guilt". It features a man in a dark suit and tie, holding a glass. The text "LOVE. WHAT A DANGEROUS GAME." is written in white.

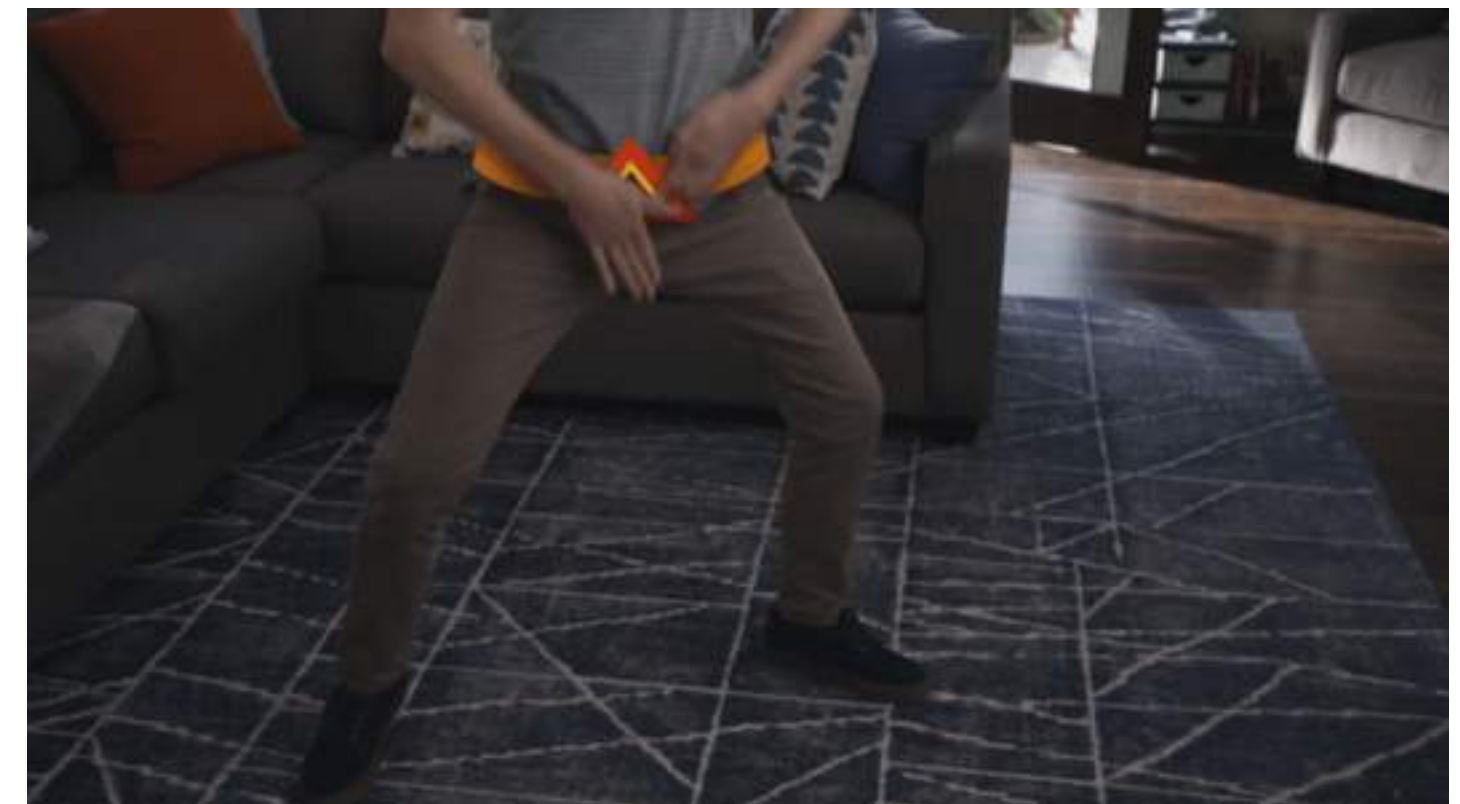
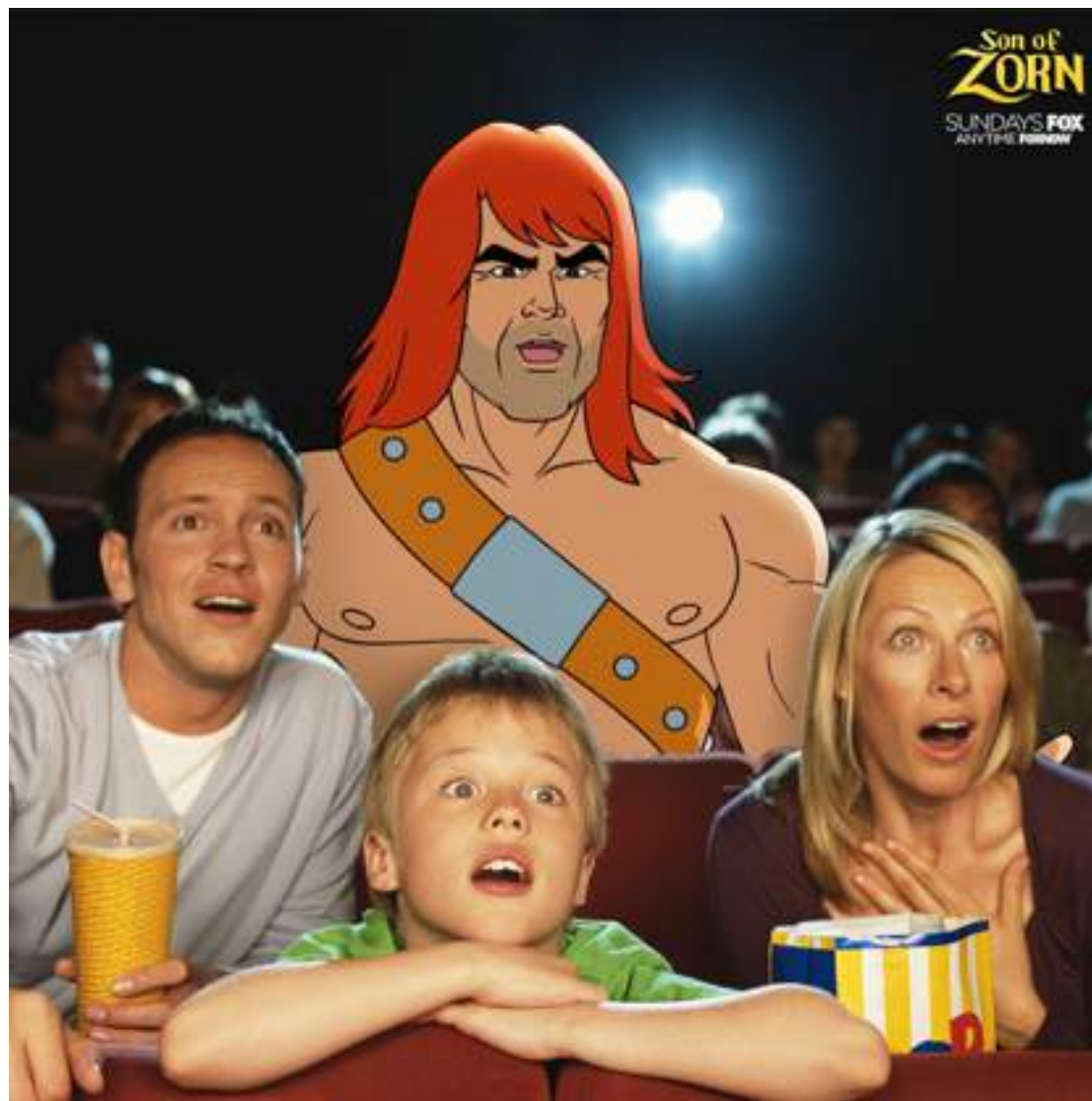
LOVE.
WHAT A DANGEROUS GAME.

FREEFORM GUILT





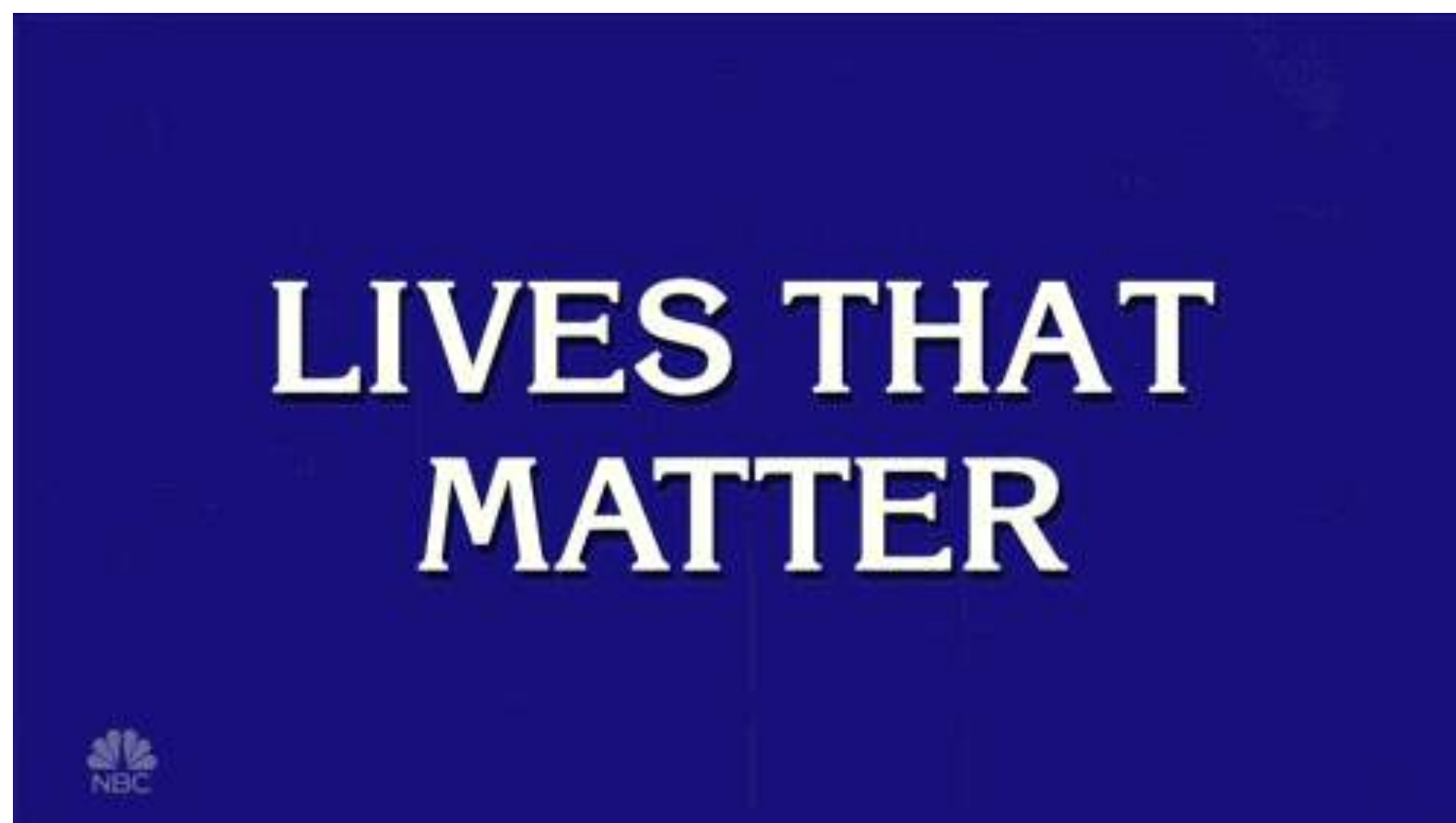




SNL



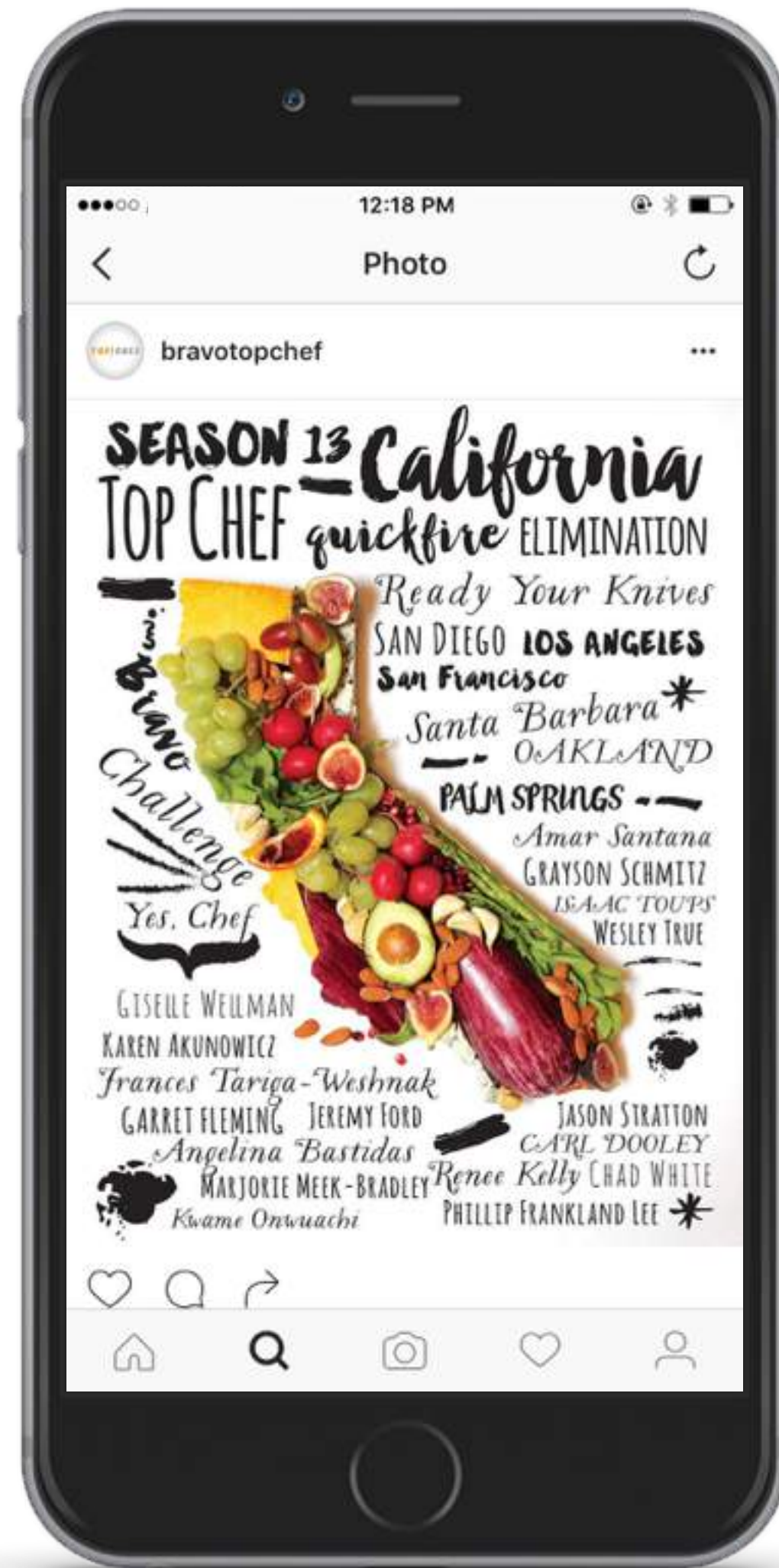
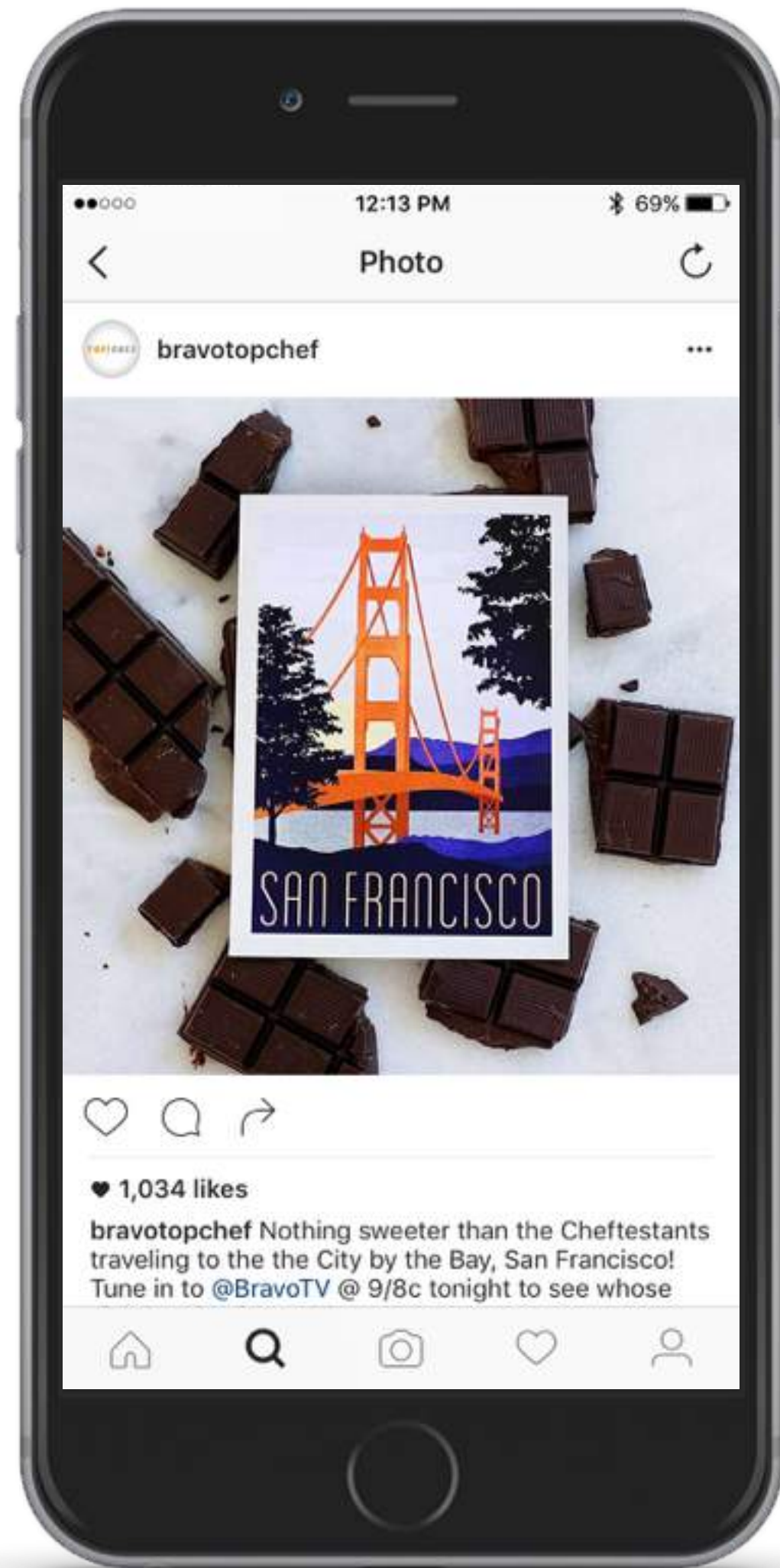
SNL



TOP CHEF



TOP CHEF



A FAVOR





thank
you

MCBEARD



ADDENDUM

FREEFORM



FANDOM HIERARCHY OF NEEDS

