



At Home with Genevieve

75-Day Wrap Report - 09/11/2023

At Home with Genevieve - Executive Summary

Since launching on June 23, 2023

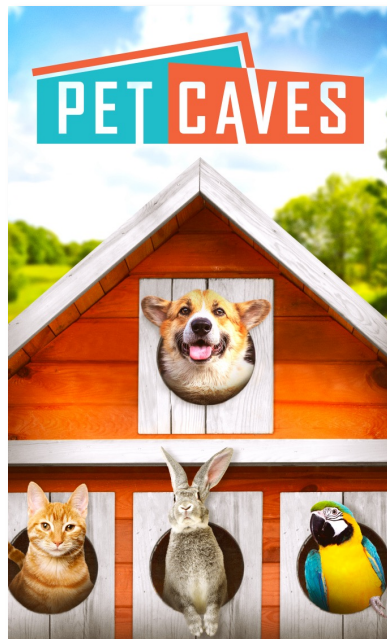
- Series exceeded viewership projections.
- Viewers are watching multiple episodes / more of the series than other Originals.
- Success came from multiple sources
 - Strong organic social media awareness
 - Robust press mentions in web, podcast & radio
 - In-app, on-air and cross-network promotions
 - Creating the “Reunion Special” - combining the three episodes into one special that ran in the Crackle and CSS recommended slot.



At Home with Genevieve - Comparison Guide

LAUNCH DATE: June 23, 2023

At Home with Genevieve is the best performing lifestyle Original to date.



3X more MPUs
(minutes per user) than
Going From Broke Season 4

3X more streams
than *Pet Caves*' entire
10-episode season

13X more minutes viewed
than *Tia Mowry's Comfort
Kitchen*



**PRESS &
EXTERNAL MARKETING**

At Home with Genevieve - Press

- Press release sent to the wires on 06/06/2023.
- Initial pickup by *Media Play News*, *Barron's*, *People*, *House Beautiful* and numerous morning shows, including KTLA - the largest morning show in Los Angeles.
- This reception spawned several other articles in outlets like *Yahoo News*, *MSN News* and *AOL News*.

RESULTS

- **18,618,500 Potential Impressions for Series**
- **744,739,000 total UVM (Unique Visitors per Month) to all these outlets, per Muck Rack.**
- This success was all organic; there was no paid marketing or PR for this series.
- **[FULL LIST OF PRESS CLIPPINGS](#)**



'Trading Spaces' Star Genevieve Gorder Is Back With a New Show—and Fans Are Going Nuts

housebeautiful.com



Genevieve Gorder talks 'Stay Here' and her new show 'At Home with Genevieve'

ktla.com

At Home with Genevieve - Press

Public reception of the first feature article at *People* was so strong that the editors followed it up with two additional pieces on Genevieve, all of which mention *At Home with Genevieve* and *Crackle*.



Genevieve Gorder Says Her New Show Will 'Redefine How We See Lifestyle' — Watch the Trailer! (Exclusive)
people.com

≡ People SUBSCRIBE

Genevieve Gorder on Why 'Trading Spaces' Reboot Didn't Get Same Love as Original (Exclusive)

The 'At Home with Genevieve' star chatted with PEOPLE about her thoughts on the 2018 version of the fan-favorite reno show — and her brand new series

By **Natalia Senanayake** |
Published on June 28, 2023 03:16PM EDT



Genevieve Gorder at the Global Lyme Alliance's 5th Annual New York City Gala in 2019. PHOTO: GARY GERSHOFF/GETTY
[Genevieve Gorder](#) is opening up about the ups and downs of the much-hyped (and now defunct) [Trading Spaces](#) reboot.

≡ People SUBSCRIBE

Genevieve Gorder Reveals 'Important' Lesson Costar Frank Bielec Taught Her 3 Years After His Death (Exclusive)

The 'At Home with Genevieve' star opened up to PEOPLE about the "really special relationship" she had with her late friend

By **Natalia Senanayake** |
Published on June 23, 2023 05:41PM EDT



PHOTO: GARY GERSHOFF/GETTY, PEGGY SIROTA/TLC
[Genevieve Gorder](#) is remembering her late friend and *Trading Spaces* costar [Frank Bielec](#) three years after his death.

At Home with Genevieve - Grassroots Social Strategy

We leveraged the host and guests' social presence by tagging, collaborating and sharing with them. These organic posts and stories generated great buzz.



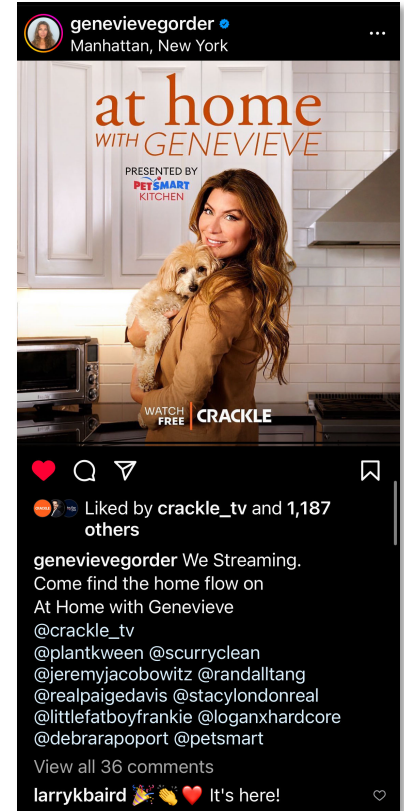
Jeremy Jacobowitz: 483K followers



Stacy London: 393K followers



Paige Davis: 40K followers



Genevieve Gordor 177K followers

At Home with Genevieve - Grassroots Social Strategy

Genevieve shot multiple promos:

- 7 videos for use on-network and social media.
- 1 video with Paige Davis & Stacy London for the special “Reunion” episode.
- 2 videos for Lowes and The Home Depot to help the Sales team to engage potential sponsors.



Paige Davis, Genevieve, and Stacy London outtake.



LINKS TO
[Show promo videos](#)
[Sales sponsor videos](#)

At Home with Genevieve - Roku: The Buzz Placements



- Posts ran on The Buzz for Crackle and CSS
- Posts included trailer, promo shoutouts, and Key Art (example above)
- Profile page featured AHWG sponsored Key Art (top right)

RESULTS

- 14,209 users viewed posts
- 1,637 watched video posts
- 52 hours were watched on Roku*

*This means users clicked on an AHWG post and watched something on the CSS or Crackle Roku app. It does not necessarily mean they watched AHWG, but the post did drive traffic and revenue.



**MARKETING
FAMILY OF BRANDS
PROMOTION**

At Home with Genevieve - Redbox Promotion

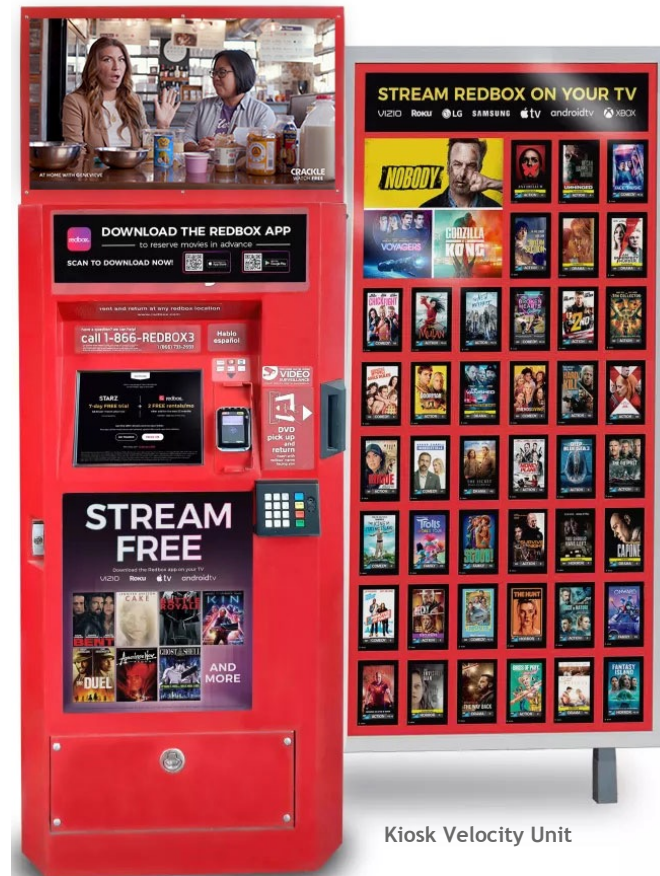
Leveraging the Redbox Kiosk's Velocity unit allowed us to expose the show and PetSmart's sponsorship to a larger audience.

~19,656,000 Impressions

Redbox Kiosk Video Ads

- Ran 21 Days (6/20 - 7/10)

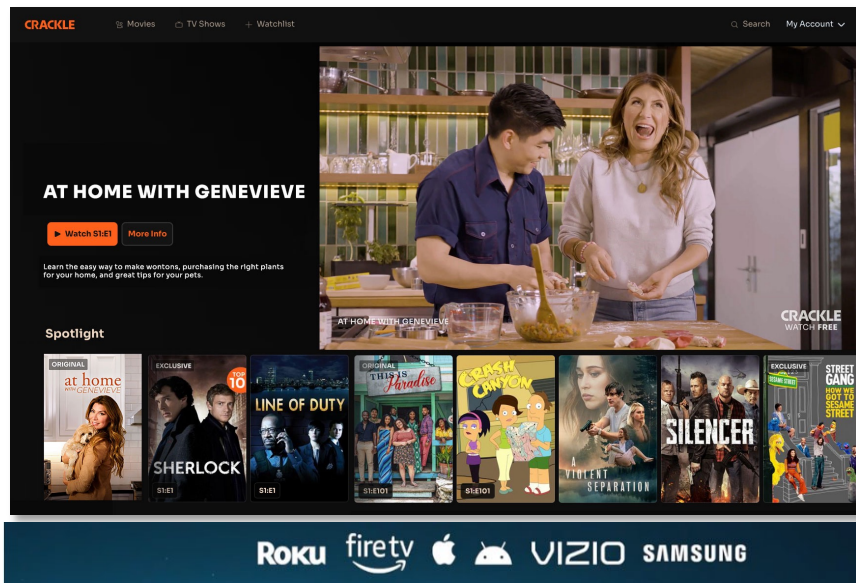
[Link to video trailer with PetSmart end card.](#)



Kiosk Velocity Unit

At Home with Genevieve - In-App Placements

- Web app (crackle.com, chickensoupTV.com)
- Hero placement (auto-plays trailer)
- #1 position in Spotlight Tray (below)
- Show placed in “New On” section
- On-air promos / trailers (next slide)



The 3-episode compilation “Summer Reunion Special” was in the #1 recommendation spot, auto-playing for users after they finished watching a feature or series on Crackle. This helped generate extra views.

At Home with Genevieve - On-Air Promos

The *At Home with Genevieve* trailer ran:

- Across Crackle and CSS
- “Coming Soon” and “Now Playing” versions
- 0:15 and 0:30 spots

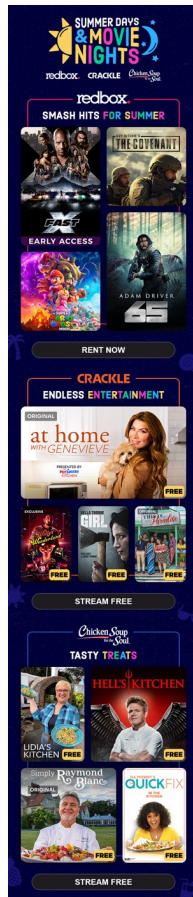
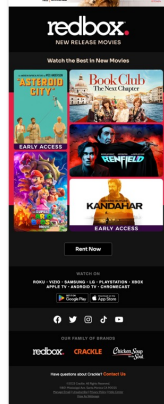
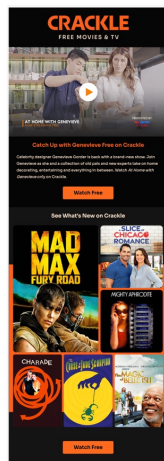
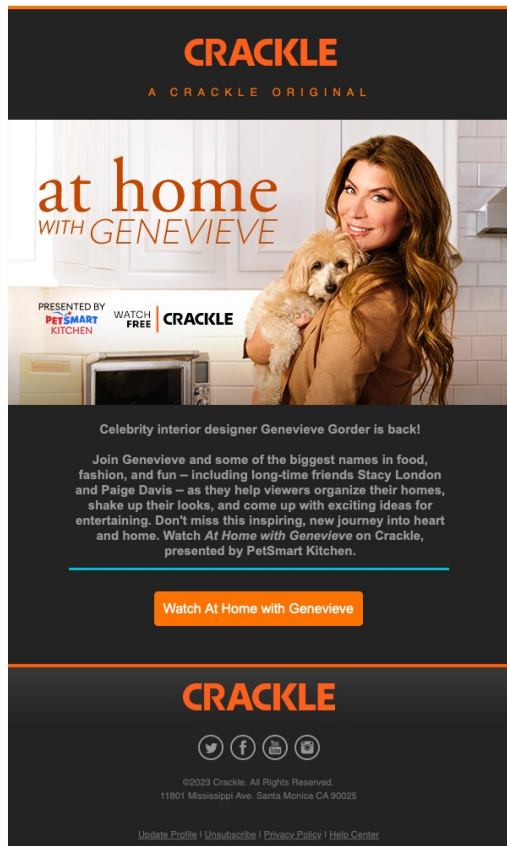


HOUSE ADS SERVED

- | | |
|---------------------------------|---------|
| • 30-sec “Coming Soon” CSS: | 29,394 |
| • 30-sec “Coming Soon” Crackle: | 76,900 |
| • 30-sec “Watch Now” CSS: | 26,958 |
| • 30-sec “Watch Now” Crackle: | 275,634 |
| • 15-sec “Watch Now” CSS: | 12,137 |
| • 15-sec “Watch Now” Crackle: | 226,608 |

TOTAL ADS SERVED AS OF 09/07/23: 647,631

At Home with Genevieve - Email Promotion



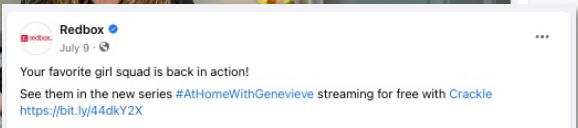
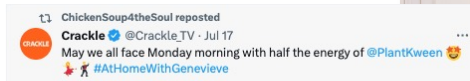
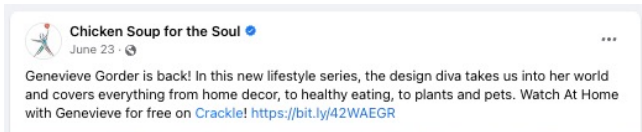
- 06/23 - Launch Email: ~5MM Subscribers
 - Open Rate: 17.9%
 - CTR: 0.1%
- 06/28 Family of Brands: ~10.5MM Subscribers
 - Open Rate: 34.7%
 - CTR: 0.2%
- 07/11 Hero Newsletter: ~ 1.2MM Subscribers
 - Open Rate: 70.2%
 - CTR: 0.3%
- Email Banners
 - Ran in 5 newsletters, 06/27 - 07/11
 - Generated 1124 more unique clicks.



Launch Email (left) • Hero Email (middle) • Family of Brands Email (right)
Email Banner Ad (above)

At Home with Genevieve - Social Media Support

100K Audience Reach: Support came from all four brands (Crackle, Redbox, CSS Publishing, CSS Streaming) running across all social channels.



CSS Publishing shared all posts across all platforms

designer @GenevieveGorder as she takes you into her world, with fabulous tips, useful tricks, and (of course) mind-blowing design you can use in your


Crackle Instagram



CSS Streaming TikTok



Redbox and CSS Facebook

The image features a dark blue parallelogram shape on a light gray background. A red diagonal line runs from the top-left corner of the blue shape towards the bottom-left corner. The text "PetSmart Kitchen Integration" is centered within the blue shape in a white, sans-serif font.

PetSmart Kitchen Integration

At Home with Genevieve - Summary

PetSmart Kitchen was seamlessly integrated across all platforms, making for a positive client/viewer experience. Highlights included:

- “Presented By” Billboard
 - Preceded episodes of *At Home with Genevieve*
 - Stitched to end of show “tune in” trailer
 - Stitched to end of PetSmart show clips/vignettes
- Redbox Velocity Kiosk Ad
 - “Presented By PetSmart Kitchen” displayed in video (Slide 12)
- Social Media callouts for PetSmart
 - Trailer premiere (week of 06/19)
 - Key Art release (06/23/2023)
 - Sponsor-branded episode clip (06/26/2023)

The logo for PetSmart Kitchen, featuring the word "PETSMART" in blue and red with a red dot above the "A", and "KITCHEN" in red below it.

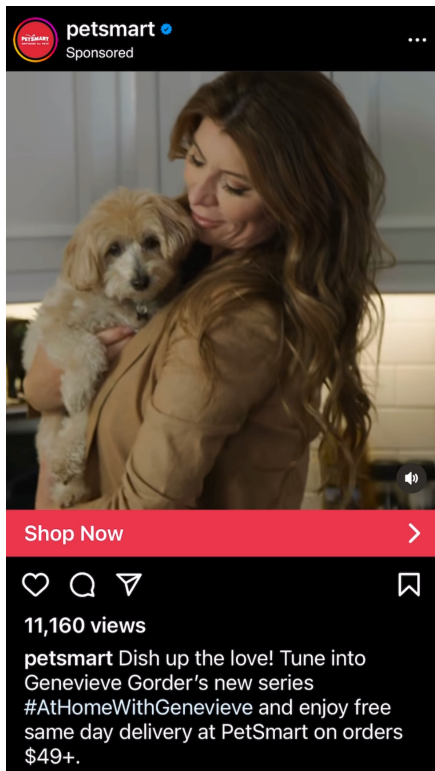
Additionally, there was show integration, a new Collections page, and social “presented by” banners.

At Home with Genevieve - Show Integration

Production found ways to seamlessly integrate PetSmart Kitchen into the show. These segments were also clipped out as standalone segments for client paid marketing and organic social media marketing.



Video segment featuring Genevieve and PetSmart product.



PetSmart used segments for paid marketing.

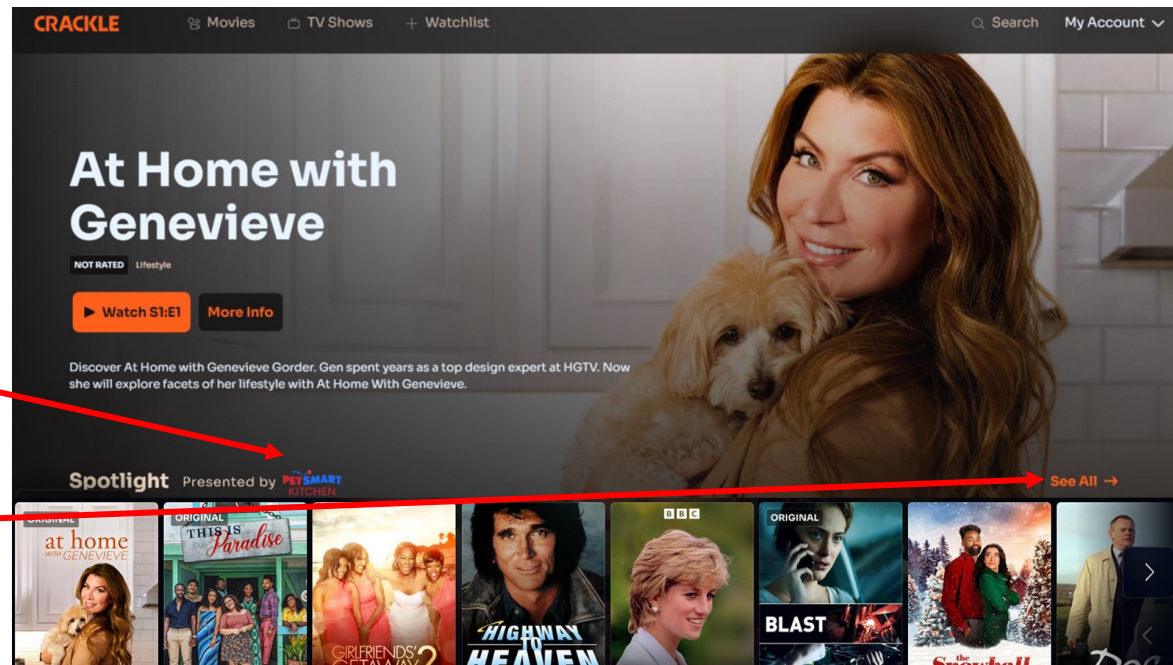


House photographer shot images per PetSmart's request for later use.

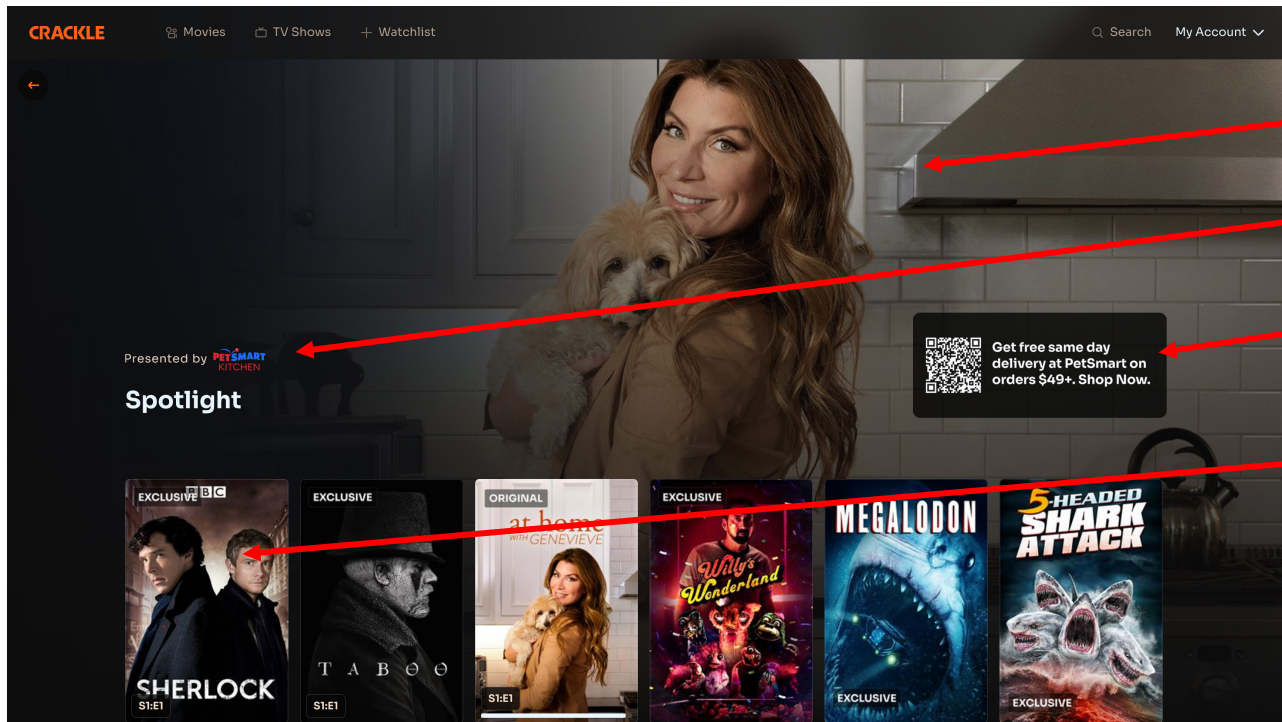
At Home with Genevieve - Crackle Home Page

New “Presented By PetSmart Kitchen” label on Crackle Home Page and link to branded Collections page offered greater brand exposure and opportunities for viewer engagement.

- Three-week run
- Prominent logo placement
- PetSmart Kitchen logo placement.
- “See All” or PetSmart Kitchen logo link to Collections page - see next slide for details.



At Home with Genevieve - Collections Page



Custom show image

Sponsor logo linked to purchase page

QR Code with CTA linked to purchase page

Curated titles in Collection. When user played content, they were given a “presented by” message

Pausing content revealed “presented by” logo

At Home with Genevieve - Collections Page Examples



Collections Page, Roku Example



Collections Page, LG Example

At Home with Genevieve - "Presented By" Integration

"Presented By PetSmart Kitchen" cover photos across all social media platforms give the show and PetSmart premium exposure.

Placements running on:

- Crackle
- Chicken Soup for the Soul Publishing
- Chicken Soup for the Soul Streaming
- PetSmart Social (if desired)

Placements created for:

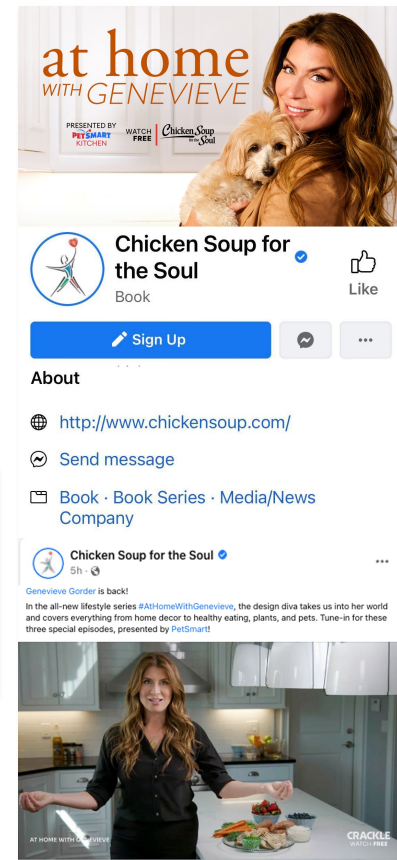
- Roku: The Buzz
- Facebook
- LinkedIn
- YouTube
- Twitter
- Email Footers




Twitter banner

Assets approved by client.

Assets located in the PetSmart Distribution Folder.



Example Facebook placement



At Home with Genevieve
Appendix 1

At Home with Genevieve - About the Show



Discover all there is to know about creating a fun, full life on *At Home with Genevieve*, hosted by expert celebrity designer, Genevieve Gorder.

After making her mark on the groundbreaking series *Trading Spaces*, Genevieve spent ten years as one of the top design experts at HGTV. Now she's taking her award-winning experience and exploring every facet of lifestyle - from food, health, cocktails and pets, to fashion, gardening and (of course) home décor.

Alongside celebrity friends, Genevieve also ventures out to meet local doers and creators who are making the world a better place to live. Best of all, she's offering the tips and tricks to help viewers incorporate these elements into their own lives.

Turn your living space into a place you call “home” on *At Home With Genevieve!*

3 Episodes at Launch

AIR DATE: June 23, 2023

PLATFORMS: Crackle and Chicken Soup for the Soul

At Home with Genevieve - Grassroots Social Strategy

A look at some of the highest-profile guests on these three episodes of *At Home with Genevieve*.

NAME	FACEBOOK	INSTAGRAM	TWITTER	TIKTOK
Genevieve Gorder	168,000	177,000	56,700	370
Stacy London	259,000	349,000	161,300	20,000
Paige Davis	128,000	39,500	16,400	--
Frankie Gaw	personal	127,000	271 (not using)	36,400
Christopher "Plant Kween" Griffin	889 (business)	401,000	433	59,800
Debra Rapoport	personal	57,300	--	--

Highlights only; other guest stars with smaller followings will be tagged as well.

At Home with Genevieve - Family of Brands Social Reach

9.5MM Potential Followers

The entire CSSE family of brands are on board to promote the show over social media.

NAME	FACEBOOK	INSTAGRAM	TWITTER	TIKTOK
Redbox	4.8MM	848,000	281,100	6,080
Chicken Soup for the Soul Publishing	2.2MM	99,400	24,100	--
Crackle	1.2MM	32,000	63,800	17,300
Chicken Soup for the Soul Streaming (launched 2023)	8,500	1,798	91	1,309

Updated 06/12/2023

At Home with Genevieve - Marketing Assets

AVAILABLE NOW

- Key Art
 - 16x9, 1x1, 9x16
 - Branded & Unbranded
 - Dated and “Watch Now” CTA
- BTS Images
- Press - Host Headshots and Bio
- Press - Images from Show
- Social Media Banners
- Trailer
- Press / Social Clips
- Blooper Footage

PRESS

- Press release
- Approved headshots and bio
- Approved press images

at home
WITH GENEVIEVE