



The Best Way to Deliver Media Assets to Talent

Expanding audience reach and boosting fan engagement are top digital priorities for TV networks. Forward-thinking marketers are leveraging the advocacy power of their talent to carry their brand's message directly to fans in a way that's engaging, authentic, and drives more show affinity.

Greenfly enables television networks like Showtime, BET and ESPN to quickly distribute photos and videos to show talent and creatives - so they can share it on their own social profiles. Using Greenfly, you'll get more out of your promo clips and BTS moments, engage more potential viewers, and increase each show's brand value—all at the same time.

- Leverage the enormous social reach and personal authenticity of talent and creatives
- Boost social engagement by 50% or more - without social ads
- Simplify communication between talent and internal teams
- Ensure quality content is always available for talent when they want it
- Build authentic fan connections to the brand - and for each show and sponsor
- Drive tune-in and brand value with every social media post



LIGHT UP YOUR ADVOCATES

Distribute Media

Advocates with the Greenfly app are immediately notified on their mobile device when new content is available for them to browse, download, and post to their social profiles.

- **Galleries** - curated portfolios of photos and videos, shared with individuals or groups
- **Smart Galleries** - automated, personalized Galleries of media for single individuals
- **Share Requests** - specific time-bound requests to post content on social profiles; packaged with assets, suggested copy, hashtags, and instructions

Source Original Media

Social media marketers can aggregate, organize and curate content from internal and external repositories, and can also send requests to gather content from advocates and fans.

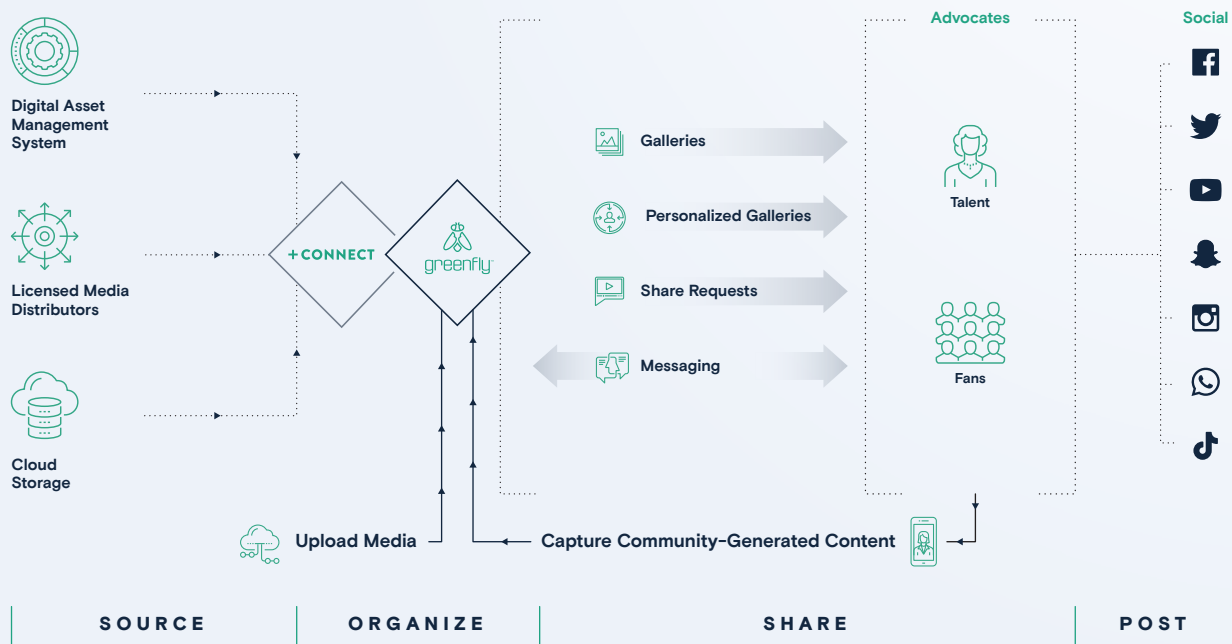
- **Desktop Upload** - drag and drop photos and videos from any source into Greenfly
- **Content Requests** - ask individuals or groups of advocates to create original content on their mobile device, guiding them with active instructions in their camera app

Get Up and Running Quickly

Onboarding talent is fast and easy. Marketers are pleasantly surprised at how rapidly advocates adopt Greenfly and make their first post – typically in days or weeks. Your dedicated customer success team will train your staff and help you get all your advocates on board.

After this initial setup, we'll be there with you to provide regular guidance and introduce new, proven strategies to maximize your social impact and help you achieve your goals.

HOW GREENFLY WORKS



Source through Greenfly +Connect

- **Cloud Storage** – pull content directly from file systems like Box, Dropbox & Google Drive
- **File Drop** – photographers and videographers can drop media directly from wherever they are
- **Digital Asset Management Systems** – ingest large media collections, along with all metadata
- **Official Licensed Media Services** – automated transfer of media and metadata from Getty Images and WSC Sports

“We have over 70 ESPN talent that have shared content from Greenfly. And we have a leaner team that's working on this initiative, so it really helps us to be able to scale.”

Kaitee Daley
Senior Director of Social Media
ESPN

About Greenfly

Founded in 2014 by MLB All-star Shawn Green, Greenfly is the world's leading social content collaboration and distribution platform.