

FOX
ENTERTAINMENT



**CO-MARKETING
PARTNERSHIP
OPPORTUNITIES**

PRESENTED TO



in the box

AUGUST 23rd 2021





THE MASKED SINGER

Since storming onto the music competition scene in 2019, *The Masked Singer* has been a **cultural juggernaut**, transforming the genre and delivering season after season of **mystery celebrities, unforgettable performances, and can't-miss unmaskings**.

This show promises to capture America's imagination once again with a whole new batch of incredible talent in **eye-popping costumes**, ready to go head-to-head in the **singing challenge of a lifetime**. And with all that excitement and intrigue packed into each and every moment, it's no mystery why **fans can't get enough!**

PRODUCTION DETAILS

PRODUCTION

FOX Alternative Entertainment

CURRENT HOST

Nick Cannon

CURRENT PANELISTS

Ken Jeong, Jenny McCarthy,
Nicole Scherzinger, and Robin Thicke

THE MASKED SINGER DELIVERS VALUABLE VIEWERS

#1

**PRIME ENTERTAINMENT
PROGRAM THIS SEASON**

C7 A18-49

#1

**CO-VIEWED BROADCAST
SHOW THIS SEASON**

Co-Viewing C7 A18-49 with kids/teens 2-17

585+
MILLION

**SOCIAL
IMPRESSIONS**

Across Facebook,
Twitter, Instagram



Source: Nielsen Media Research, C7, 9/21/20-5/16/21, prime entertainment (excludes sports and news), excludes repeats, 3 t/c minimum. Co-Viewing based on L7 co-view ratings. Listenfirst, The Masked Singer Total Facebook, Twitter and Instagram impressions, 9/21/20 -3/31/21.



UNMASKING EXCITEMENT, UNBOXING THE UNEXPECTED

Dear Mr. Jack Box,

At *The Masked Singer*, we've been unmasking excitement for five seasons and counting. So when we heard you've been unboxing the unexpected for your customers, our mouths started watering at the thought of a partnership between our show and your incredible brand.

A few thought starters instantly came to mind – both turnkey ideas for the rapidly approaching sixth season and bigger opportunities for the future – but we'd love to talk to you about how we could unbox/unmask a delicious partnership together. You bring the curly fries, we'll bring the tunes!

Sincerely,

The Masked Singer

P.S. Great mask, btw!





SEASON SIX
OPPORTUNITIES

THE GREAT JACK BOX CLUE HEIST

Jack Box is looking to unbox the unexpected – and he’s got his eyes on *The Masked Singer*’s coveted clues! In this co-marketing stunt **Jack gets his hands on *The Masked Singer*’s security detail’s briefcase of clues** and then mischievously releases them on social over the course of the season.

CO-MARKETING CREATIVE: We begin with co-marketing creative in which **Jack Box approaches a few *Masked Singer* security guards eating lunch at a Jack in the Box restaurant.** He smoothly chats them up as he pulls the old switcheroo – **secretly swapping their briefcase of clues for his own!** Let the fun begin...

SOCIAL CAMPAIGN: With the briefcase in **Jack Box’s possession,** he’ll **unbox those thrilling clues at unexpected times throughout the *Masked Singer* season** on Jack in the Box social channels, giving fans more of what they love while driving tune-in for the show!



TAKE IT OFF BUZZER EARNS JACK REWARDS

This season, the all-new “Take It Off Buzzer” gives our *Masked Singer* panelists a chance to stop everything and guess the identity of one of the contestants – and if they get it right, the celebrity is unmasked and eliminated on the spot!

In this “buzz”-worthy campaign, **Jack in the Box** could “take off” a discount on a TBD food item every time the “Take It Off Buzzer” is pressed by one of our panelists.

The posts on Jack in the Box social channels would feature content pieces promoting tune-in and the offer throughout the season, reminding fans that **when the “Take It Off Buzzer” is pressed, unexpected discounts get unboxed!**





SEASON SEVEN
OPPORTUNITIES

MASKED RESTAURANT CO-MARKETING CAMPAIGN

The Masked Singer has proven that fans love guessing the identities of mystery celebrities. Now let's give them a **guessing game that's even juicier – a masked mystery item*** at a *Masked Singer*-wrapped Jack in the Box location!

In this multi-part campaign, we'll wrap an entire Jack in the Box restaurant in full-fledged *Masked Singer* branding (show colors, masquerade logo, etc.) for a special "masked menu item" reveal at that location.

A social/digital campaign promoted by Jack Box would encourage people to try to guess the masked menu item based on clues released on Jack in the Box social channels. The campaign would conclude with a giant reveal event party at the *Masked Singer*-wrapped restaurant, letting fans **RSVP to join the celebration and experience the new item for free!**

*Mystery item could be created using existing Jack in the Box menu items.

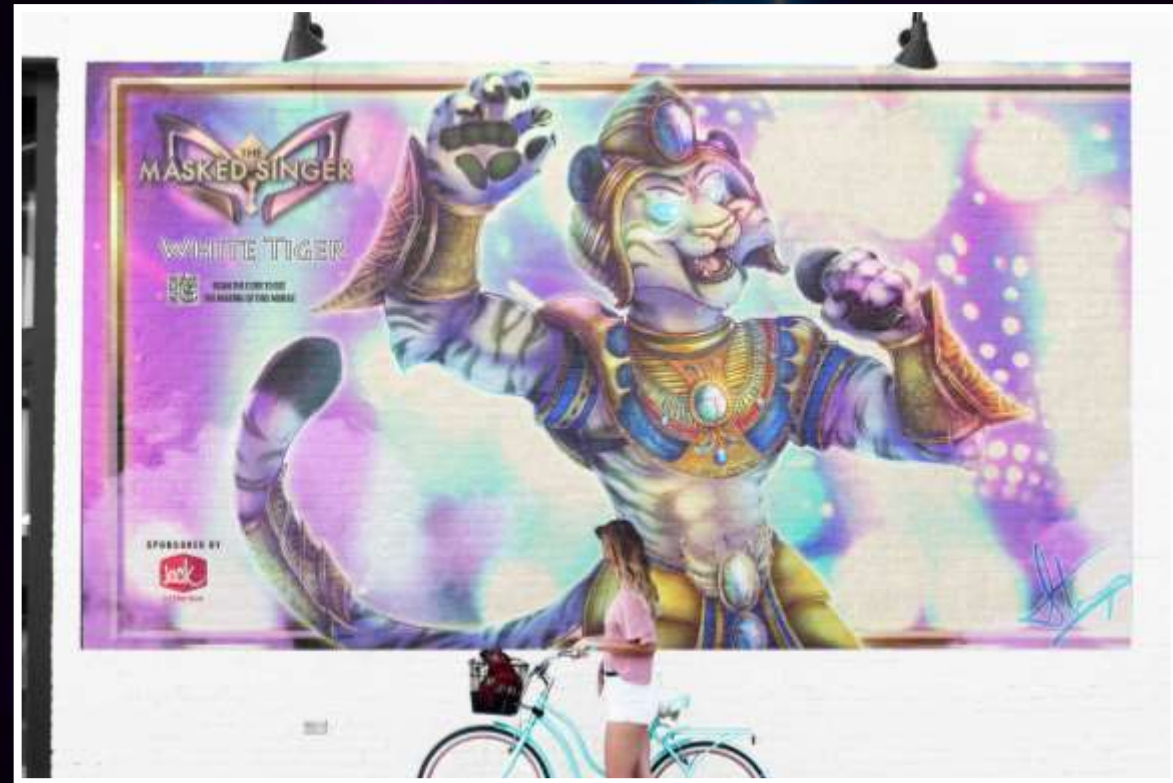


MASKED SINGER MURAL CAMPAIGN

Let's celebrate Season 7's new cast of colorful characters with a multi-city mural campaign in which local artists paint dazzling murals of each character at different Jack in the Box locations.

In addition to offering an eye-popping display for *Masked Singer* fans and Jack in the Box customers alike, we could potentially create an AR experience in the Jack in the Box app in which fans hold their phones up to each mural to see hidden clues about each character's identity.

For broader reach, murals would be shared with fans everywhere through an original digital co-branded series.





SEASON EIGHT
OPPORTUNITIES

THE SECRET SIP: MASKED SINGER REVEAL CUPS

What better way to introduce the incredible new characters of Season Eight than by revealing them with Jack in the Box color-changing cups!

We could create this collection of special cups that **change color when cold to reveal select characters from the new season**, exciting fans with the chance to collect them all.

On certain cups, we **could also offer a QR code for fans to receive limited edition Jack in the Box NFTs that unlock special Jack in the Box rewards**, such as free food for a year!

- *Could potentially have clues appear on cups instead of characters, further incentivizing foot traffic from Masked Singer fans hungry for info (and curly fries).*



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