

SINGULARITI

Frøya Media Plan

Linear TV Holdout Test & CBS Deals

TARGET AUDIENCE

Women 40+

PREPARED BY

Singulariti

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This plan covers the two additional media elements Tobias raised on our August 14 sync: the CBS Deals / Good Morning America earned-media placement, and a linear TV holdout test. Audience targeting throughout is built around women 40+, Frøya's core buying demographic.

MEDIA PLAN

1. CBS Deals / Good Morning America — Investment Overview

Status: Confirmed — Tobias is ready to move.

CBS Deals is structured as a revenue-share placement, not a fixed media buy:

Cost structure: 20–30% of resulting sales revenue to the placement partner. No upfront media spend required to launch.

Timeline: CBS Deals can move fast — targeting launch within approximately one week of go-ahead.

Path to Good Morning America: CBS Deals placement first, then a GMA submission once live, using the CBS Deals placement as proof of traction.

Next step: Once Tobias confirms he's ready to go, we connect him directly with Jason Konefsky, Head of Investment, who will get everything running — pulling plans over and getting the placement live. This handoff happens as soon as Frøya gives the green light.

What Frøya needs to prepare:

- Offer and product packaging for the segment
- Spokesperson availability (Lena confirmed available to travel)
- On-air messaging and creative strategy aligned to the women 40+ audience
- Rights to repurpose segment footage into Meta ad creative post-air

MEDIA PLAN

2. Linear TV Holdout Test

Status: Recommendation — pending Tobias's go-ahead.

PARAMETER	VALUE
Test budget	\$60,000 all-in test (\$30,000/week per market)
Markets	2 markets — 1 test market + 1 geo holdout market Test length: 1 week.
Structure	Holdout test — measure lift vs. a control/holdout market
Assets	Current Frøya creative assets
Candidate networks	Fox, Bravo, E!
Audience	Women 40+

Test logic: Run current assets across 2 markets — 1 test market and 1 geo holdout market — to isolate incremental lift attributable to linear TV, and use that result to justify expansion. This is deliberately conservative: prove lift before committing further budget.

Scale decision: If the two-market test shows clear lift against the holdout, scale aggressively into additional markets using the same test-and-scale structure — let it rip. If lift is inconclusive, reassess creative or targeting before expanding.

Note: this test budget has been updated from the initial \$20–25K estimate discussed on the call to a confirmed structure: \$30,000 per week, per market, across 2 markets (1 test market + 1 geo holdout market) — \$60,000 all-in for the one-week test, per Sean's direction.

MEDIA PLAN

3. Creative Asset Requirements

Linear TV and broadcast-adjacent placements need hard-cut, unambiguous assets — this is a different creative bar than social-first content. Requirements:

:15 / :30 / :60 second cuts — each a complete, self-contained message, not a trimmed-down version of a longer social edit. Message clarity has to survive a single viewing with no scroll-back.

Messaging discipline: clear product statement, clear audience signal (women 40+), clear call to action — no ambiguity that depends on prior brand familiarity.

Format compliance: broadcast-spec delivery (not just web-ready MP4s) for network air.

Distribution/traffic cost: Getting these assets onto air requires trafficking through Extreme Reach (the broadcast ad-delivery vendor), which carries its own cost separate from media spend. This should be budgeted alongside the \$60,000 media allocation, not assumed to be included in it.

MEDIA PLAN

4. Summary of Next Steps

ITEM	OWNER	STATUS
Confirm CBS Deals go-ahead	Tobias	Awaiting confirmation
Introduce Tobias to Jason Kanefsky (Head of Investment)	Sean	Ready once Tobias confirms
Finalize linear TV test market + network	Singulariti	Pending go-ahead
Produce :15/:30/:60 broadcast-spec assets	Singulariti + Frøya	Not yet started
Budget Extreme Reach trafficking cost separately from \$60K media spend	Singulariti	To be quoted

This plan reflects the scope discussed in the August 14, 2026 weekly sync. Media spend, creator fees, production, and third-party trafficking costs are separate from any advisory fees and require Frøya's approval before commitment.