



MARKETING AT THE SPEED OF SOUND DURING COVID

Gayle Troberman, CMO iHeartMedia

Marketing Is Harder Than Ever

01 Old Playbooks Weren't Working

02 Consumer Trust Eroding

03 And then there's COVID

Finding Brand Purpose





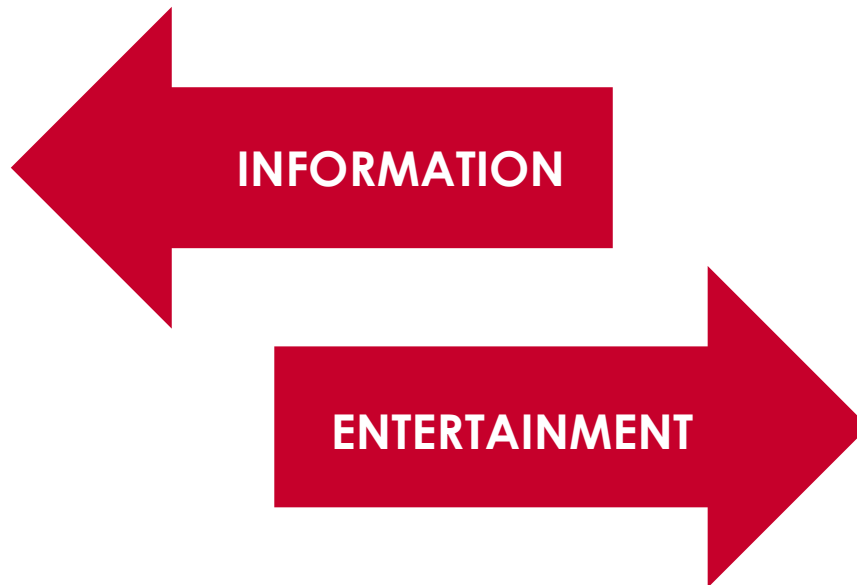
OUR MISSION:

**Give everyone in America
a friend who is there
anytime, anywhere.**

**Using the power of audio and human companionship
to create deep and engaged relationships
in an increasingly fragmented and isolating world.**

Return to Purpose at the Speed of Sound

Daily Sentiment Studies Show Massive Swings in What Listeners Wanted



March 29, 2019



FOX PRESENTS
THE
iHeart
LIVING ROOM
CONCERT FOR AMERICA

The fastest pivot to purpose...
**iHeartRadio Music Awards becomes the first,
major Living Room Concert for Good.**



SPEECHES FOR THE CLASS OF 2020

COMMENCEMENT

the podcast

WITH GRADUATION SPEECHES FROM

JOHN LEGEND • BILL AND MELINDA GATES
TIM MCGRAW • HILLARY CLINTON
MARY J BLIGE • KESHA • ELI MANNING
PITBULL • BECKY G • T.I. • AND MORE



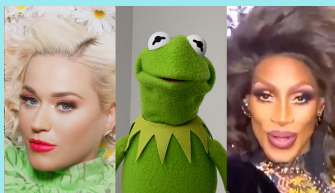
While Others
Cancelled Pride.

P&G & iHeart
Drove Impact.

27 Days.
10 Brands.
6 LGBTQ Causes.
5.6 Million Fans Watched/Listened
Millions of Dollars Raised.

PERFORMANCES BY

ADAM LAMBERT • BIG FREEDIA
KATY PERRY • KIM PETRAS
MELISSA ETHERIDGE
RICKY MARTIN • SIA



JUNE 25TH | 9^{PM} ET

STREAM ON



#CANTCANCELPRIDE

COVID-19
CAN'T
CANCEL
PRIDE





Charmin



Let Pride Roll On



BRIDGING THE TRUST DIVIDE



Building Trust Fast (3 MONTHS)

**1 Out of 2 Black Adults Believe
BIN is Necessary**

**4 Out 10 Black Adults Give
BIN High Trust Scores**

**Brand Partnerships Create
Content That Matter**



"Blackness has an immediate, culture shifting effect on everything. Blackness controls the cool. Blackness is the culture but Black voices are not monolithic. The only way to appreciate the diversity of thought and experiences in black culture is to build a platform for those voices to be heard. Unapologetically black experiences, unapologetically black thought, unapologetically black ideas, black, black, blackity black, black, black. Everything Black. Black Everything."

Charlemagne tha God





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**Urgency Wins.
Purpose Accelerates Impact.
Speed of Sound is a Real Thing.**



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Q & A

Melissa Etheridge