

# THES OUL PUBLISHING

# #1 Global Content Platform For The Creator Economy

TheSoul is the **global leader in independent social media content creation** powered by a **proprietary AI-enabled tech platform** that reaches **global audiences in the billions, in over 20 languages**. With recent acquisitions, we are building a next-generation creator platform that includes **Talent Management** and **Professional Services**. **Our partnership with Crayola is proving this point.**

## Key Highlights to Date

**~250 bn**  
Total views in 2022<sup>(1)</sup>

**2.0 bn**  
Subscribers/followers globally

Scaled from 5 to  
**50 viral brands**  
between 2016-22

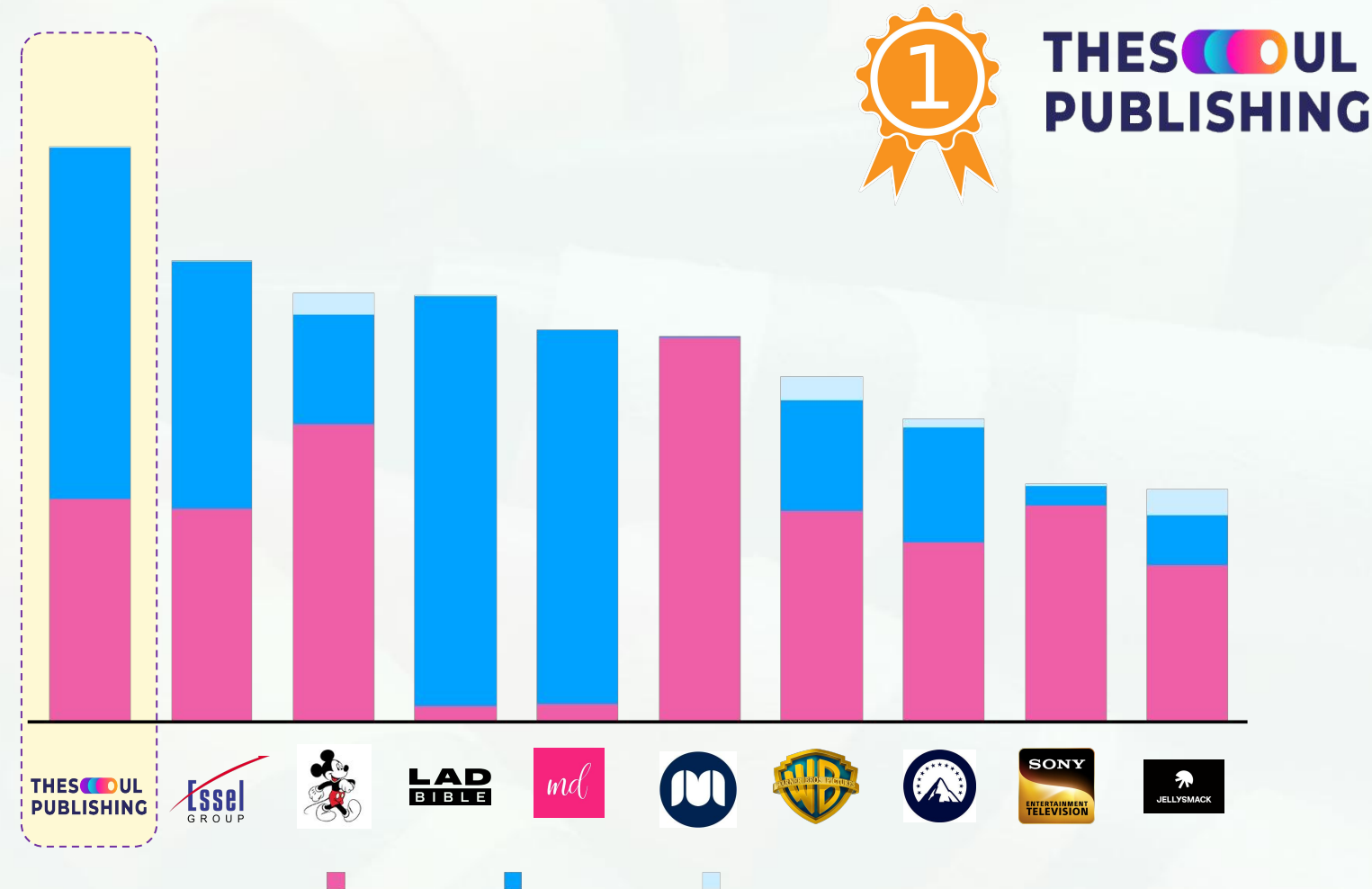
14,000 Original videos produced and  
**1.6M Social Posts**  
Generated in 20+ languages in 2022

## Available on 30+ platforms



## #1 Globally on YouTube and Facebook

Monthly views (billions)<sup>(2)</sup>



(1) ~2bn unique monthly viewers in 2022.  
(2) Tubular Viewership Rankings data and company estimates

WHO WE ARE

**We're the award-winning studio  
that produces the most popular  
digital-first channels on your  
favorite platforms**



5-Minute  
Crafts



123GO!



'GHT S'  
Bright  
Side



La La Life



Avocado  
Couple



Teen-Z



Sick Slime  
Sam

...AND MANY MORE CHANNELS

# The Most Viewed Media Company in the World



**400+**  
channels

**1.2B+**  
total subscribers



**200+**  
pages

**600M+**  
total followers



**50+**  
accounts

**70M+**  
followers



**60+**  
pages

**90M+**  
subscribers



**40**  
shows

**20M+**  
subscribers



**30**  
pages

**6M+**  
followers

Also on

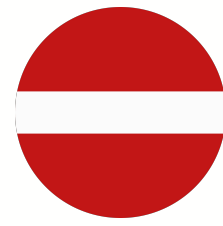


# We Are a Truly Global Company

**8** Offices  
& Production Studios



Cyprus



Latvia



USA



UK



Hungary

**71 Countries**

all over the world



**71% FEMALE**

50% ON C-LEVEL

90% ON EXECUTIVE PRODUCER LEVEL

**70%**

Work remotely



We pioneered  
remote work  
model long before  
COVID-19!

# Proven Track Record of Growing Viral Brands

Successful launch and scaling of IP

Exploring New Genres & Partnerships

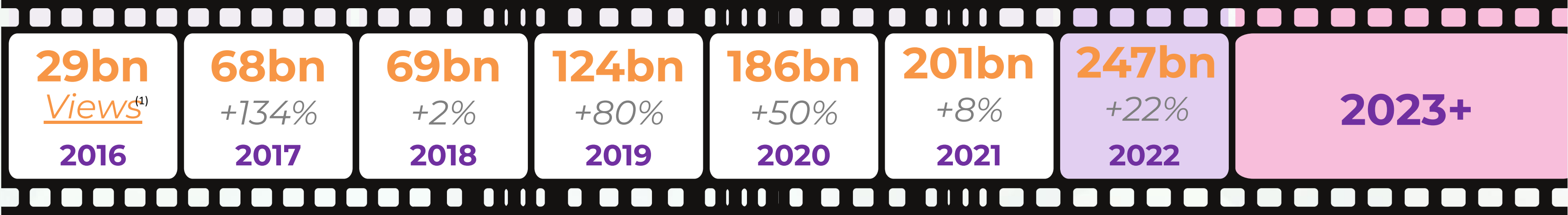
Selected new channel launches



Exploring New Genres & Partnerships

- Music
- Gaming
- Pop Culture
- Brands
  -

Leveraging existing IP



(1) Figures represent views per year on all platforms.

# THE LARGEST PLAYER ON SOCIAL MEDIA 1B

MONTHLY VIEWS  
WITH KIDS  
CONTENT

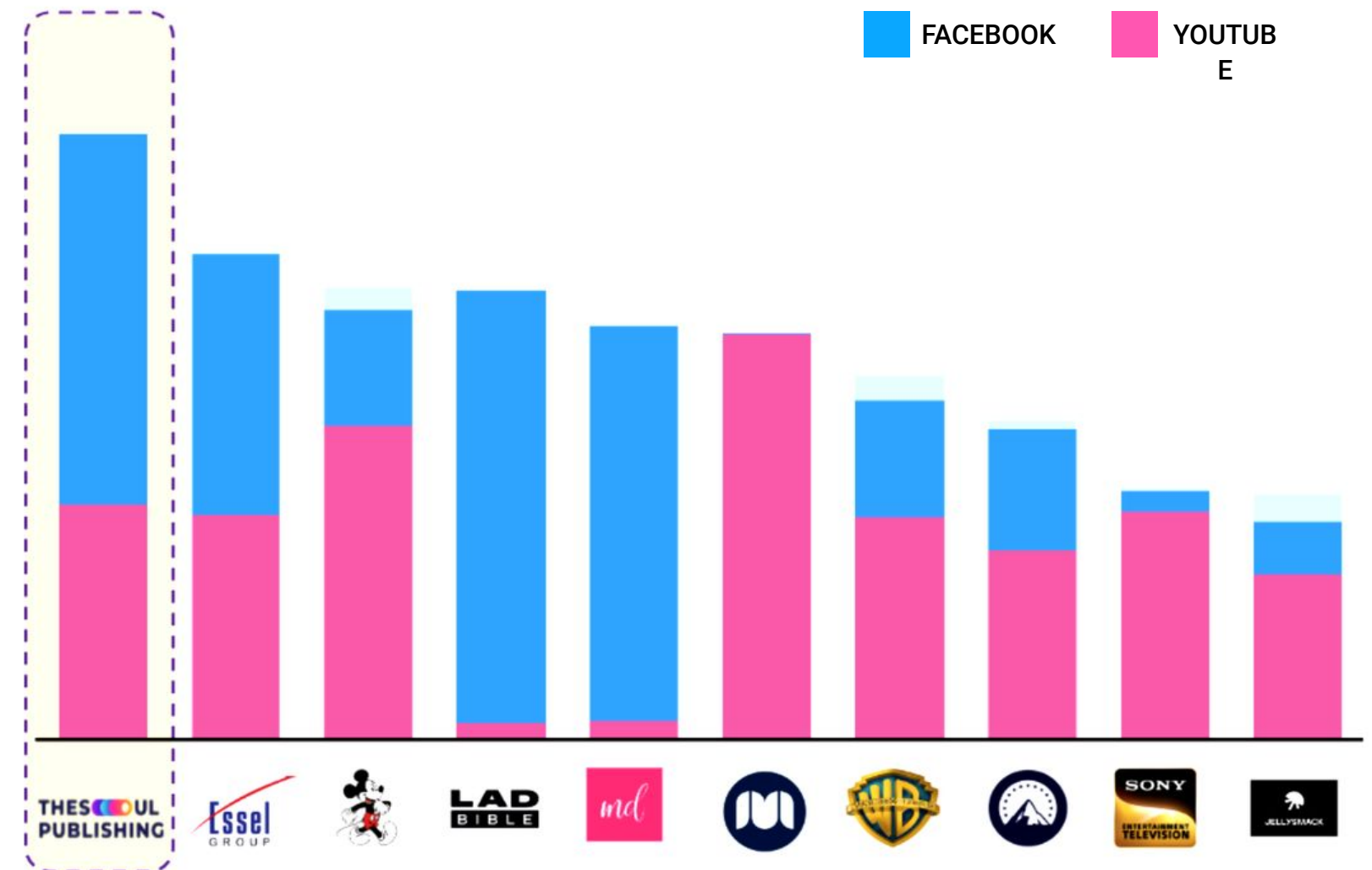
**20B**  
MONTHLY VIEWS

**8** OFFICES  
& PRODUCTION  
STUDIOS  
CYPRUS LATVIA USA UK HUNGARY

COLLEAGUES IN  
**7** COUNTRIES  
ALL OVER  
THE WORLD

## #1 Globally on YouTube and Facebook

Monthly views (billions)<sup>(2)</sup>



TRULY GLOBAL  
CONTENT  
LOCALISED TO 19  
LANGAUGES

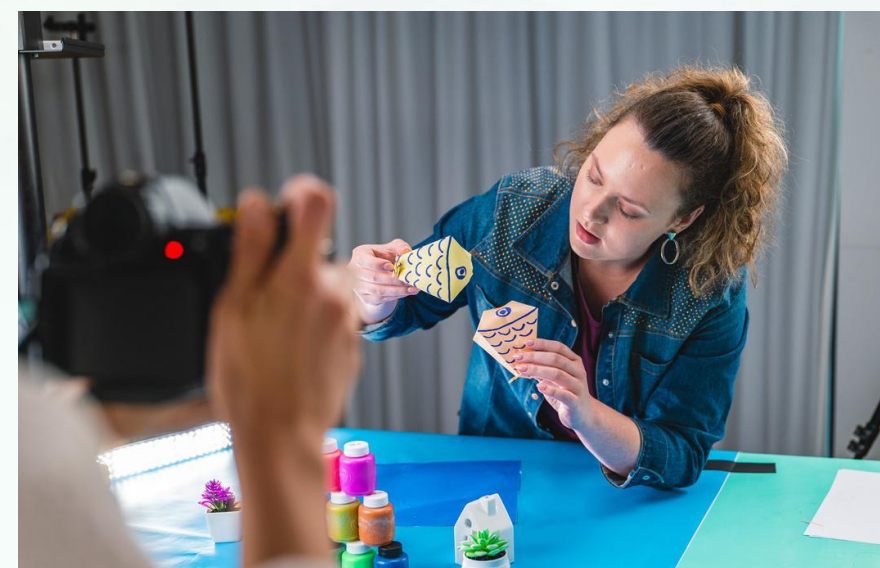


Meet the team at  
work!





# And the working



## Content Production

# 140 minutes of original content filmed



**90 min long  
format [16:9]  
YouTube videos**



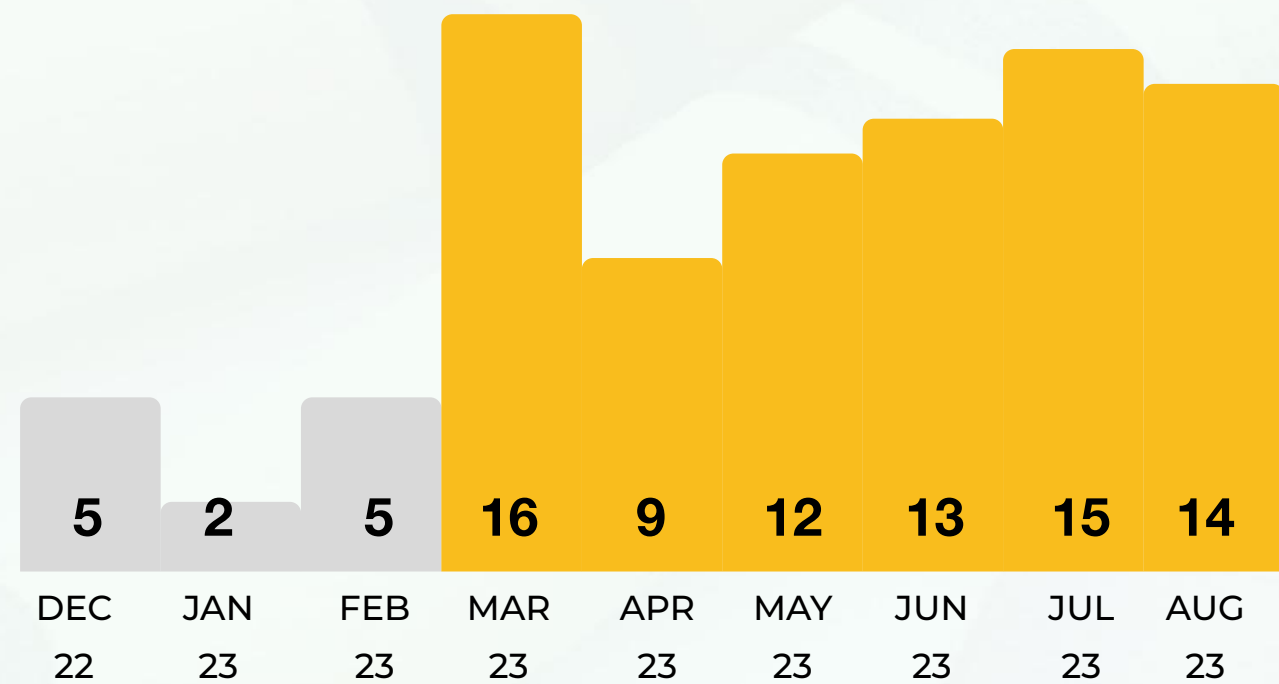
**50 min vertical  
[9:16] YouTube  
#Shorts**

## Content Production

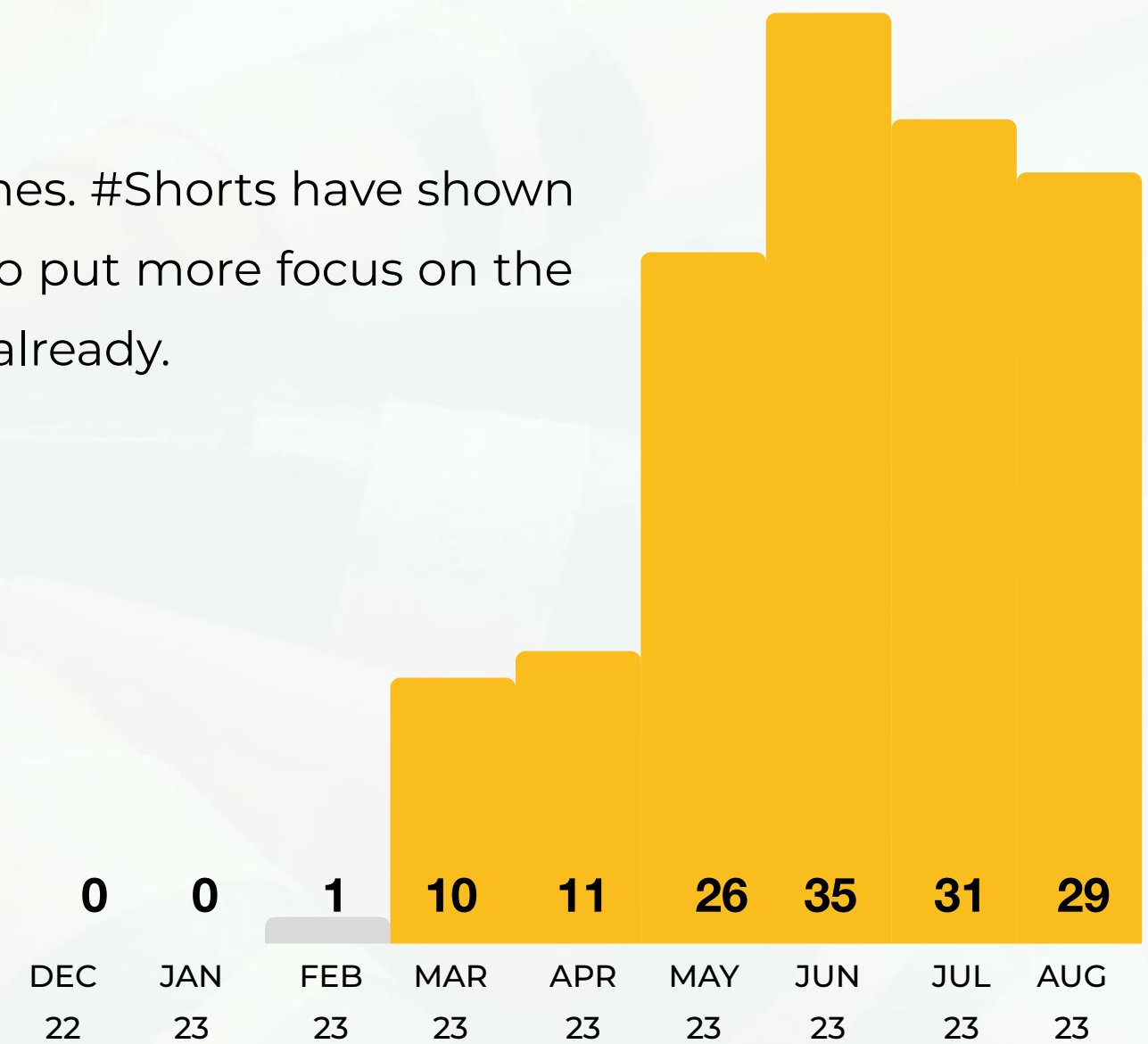
# 223 videos & #Shorts

## published

During March and April TheSoul tested various content & thematic approaches. #Shorts have shown promising results. From May onwards, TheSoul and Crayola jointly decided to put more focus on the production of original #Shorts content. It paid off, several #Shorts went viral already.

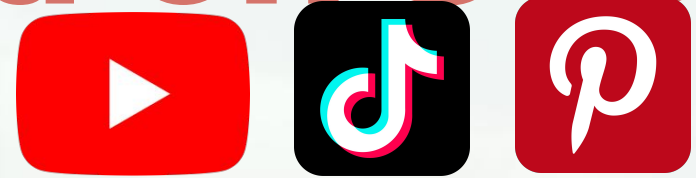


**VIDEOS**



**#SHORTS**

# TheSoul Partners with Crayola on Social Media



6X  
more videos

10 Million  
#Short views

40X  
organic views

30X  
watch hours

\* average monthly **organic performance** in Q4 2022 compared to monthly average 2023.

Rainbox unicorn  
14.4 M views

Rainbow Unicorn  
Artwork |Crayola CIY  
4.5 M views

St. Patrick's Day  
Melted Crayon Art!  
7.2M views



Marketing / SEO

# Video Content Drives SEO Ranks

YouTube search traffic evolution after

**THE SOUL**  
**PUBLISHING**

**+250%**

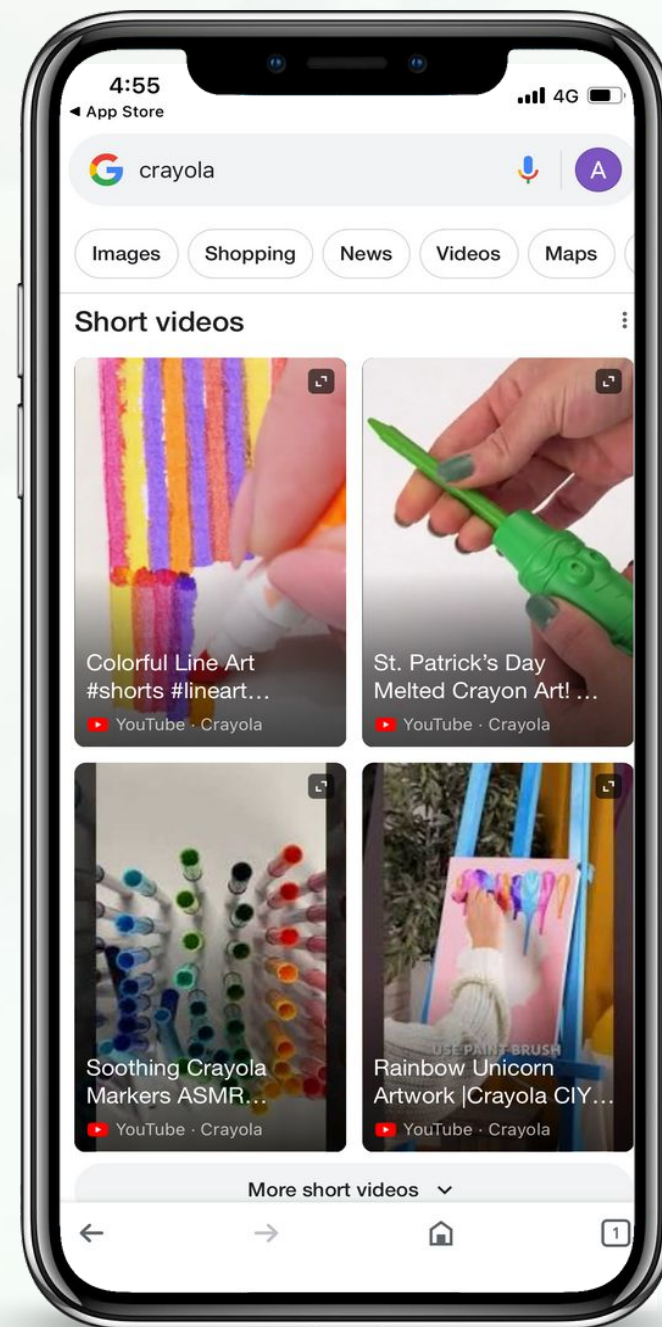
Showing users the videos that best match their search queries.

\*Source: Crayola YouTube Analytics, growth in YouTube search traffic (YTD Sep'23 vs YTD Sep'22)

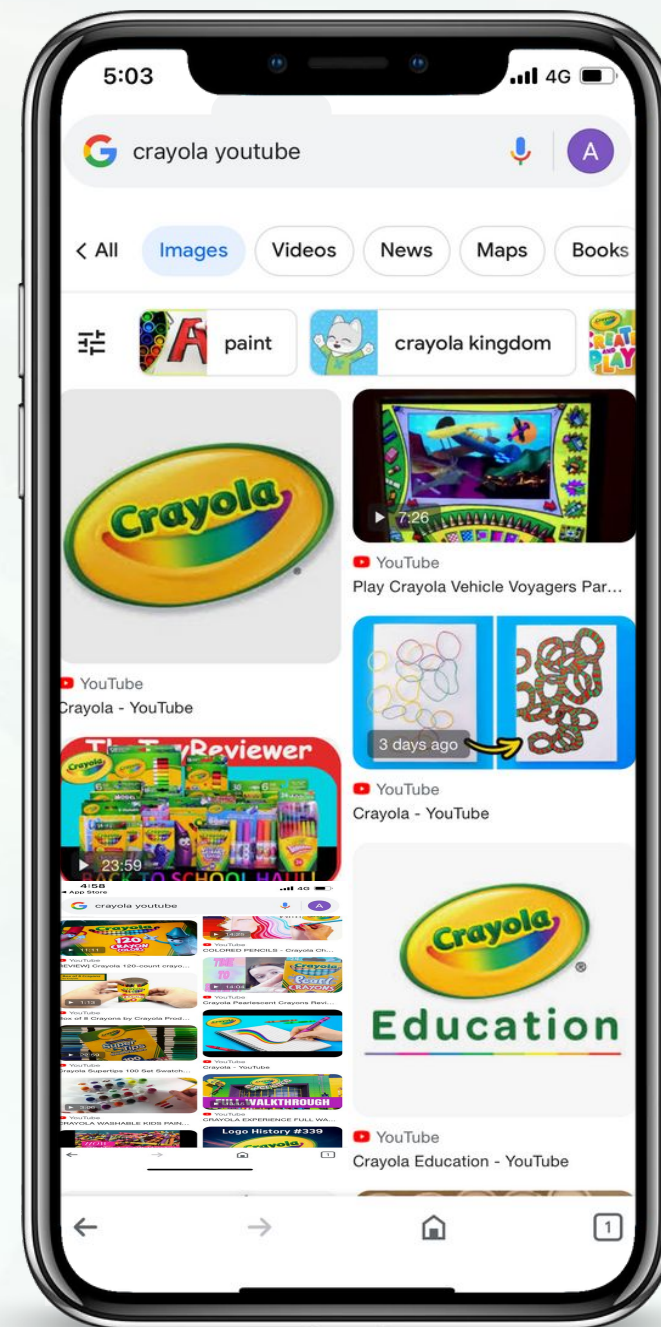
# Marketing / SEO

# Crayola Conquers Google Search

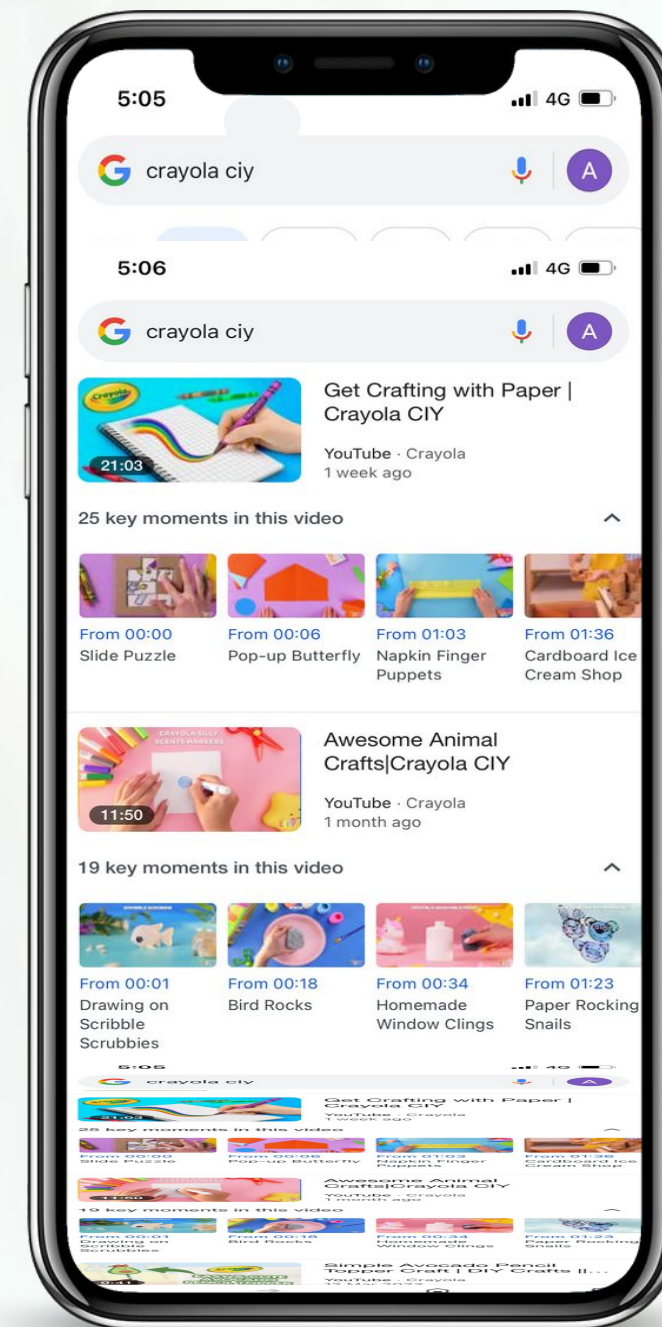
Popular Youtube Videos can appear in several different places on Google:



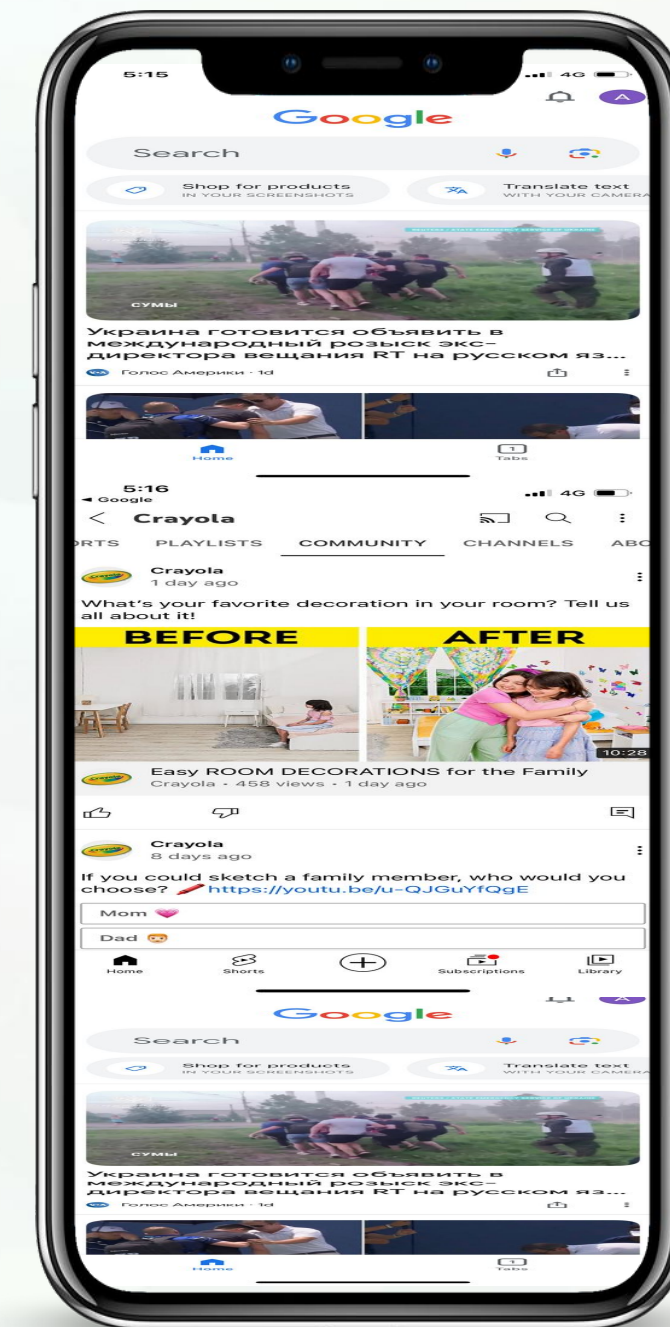
MAIN SEARCH RESULTS PAGE



GOOGLE IMAGES



VIDEO SEARCH RESULTS

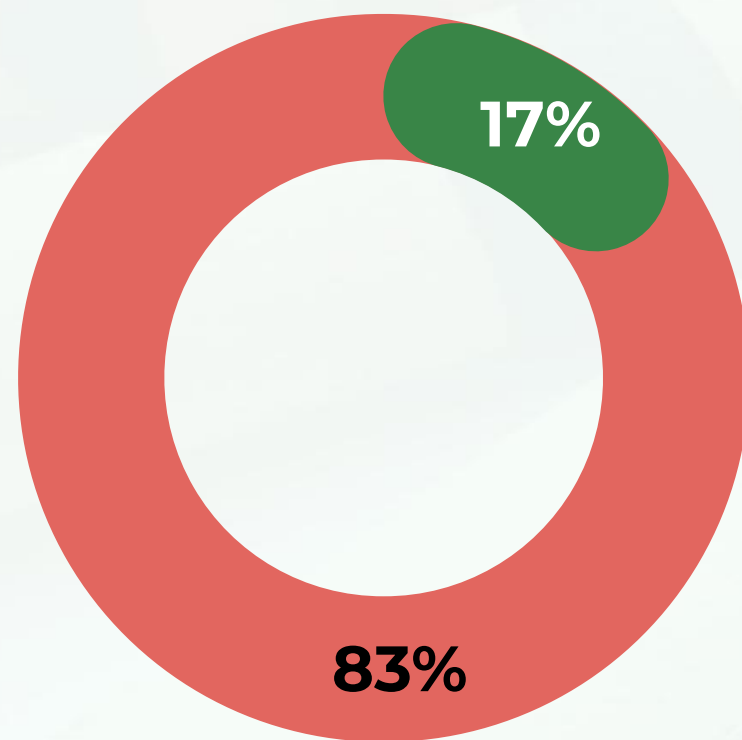


DISCOVER

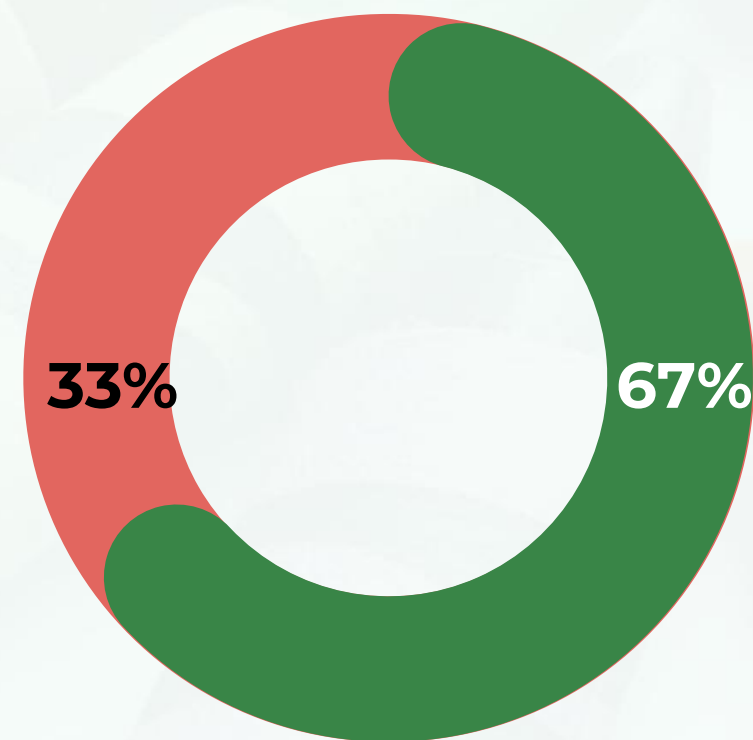
## Marketing / SEO

# Crayola's Fans Grow Organically

BEFORE THESOUL  
PUBLISHING — 6 MONTHS



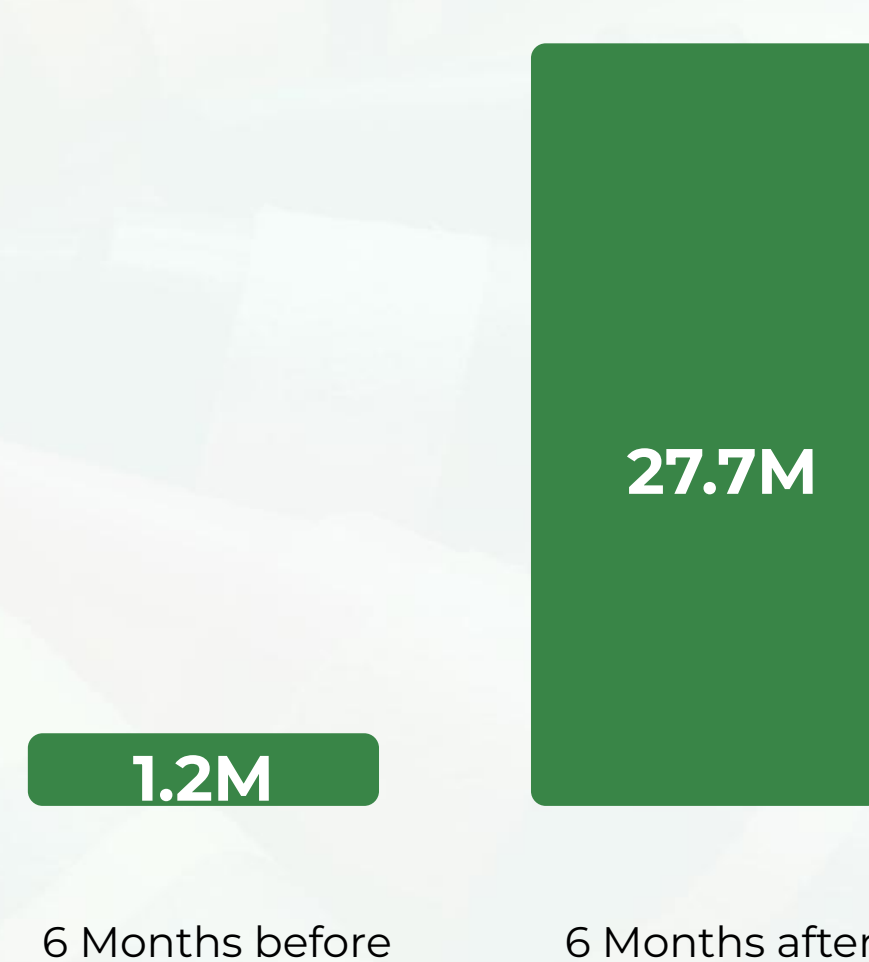
AFTER THESOUL  
PUBLISHING — 6 MONTHS



● Traffic from paid media

● Organic traffic

ORGANIC TRAFFIC





Thank You ❤️



## SOCIAL MEDIA MANAGEMENT

# Our Services

### Social Media Managements

We Grow Your Social Media  
Presence



### Sponsored Content

We Grow Your Reach via  
TheSoul's Channels



### Content Production

We create original 2D, 3D, Live  
Action content



### Influencer Marketing

We find and manage the right  
social media brands for your  
brand

[Crayola Partners with TheSoul Publishing on Digital Content](#)  
[Crayola's Global Digital Influence Amplified with TheSoul Publishing](#)

A background image showing a group of diverse hands of various skin tones holding a stack of papers together in a circle, symbolizing teamwork and service.

# **Our Services**

## SOCIAL MEDIA MANAGEMENT

# We grow your brand on social media

### Re-Editing

TheSoul will be re-editing / re-formatting your existing content to improve KPI. We utilize our vast experience and our in-house team of editors and social media experts. We are already successfully doing it for our 300+ accounts across all the key social media platforms.

### Content Ideation

TheSoul's idea finders are analysing billions of data points to figure out what is trending RIGHT NOW and what will trend in THE FUTURE. Our analytics are monitoring and suggesting improvements for any stage of content creation. Resulting in more reach and higher engagement

### Content Production

Whether 2D, 3D or live-action TheSoul will take care of the process from A to Z: idea generation, procurement, location management, filming & editing. Videos will be customized per platform

Content production can be a stand-alone service as well

### Publishing & Analysis

TheSoul will optimize the posting workflow which would allow to streamline the process and optimize the dates & times of the posts for viewership & engagement. We create monthly reports on channel and video levels to share our learnings with you

[Crayola Partners with TheSoul Publishing on Digital Content](#)  
[Crayola's Global Digital Influence Amplified with TheSoul Publishing](#)



## BRAND AWARENESS CAMPAIGNS

# Millions of eyeballs every month

### Native Intregation

Sponsored video assets, where your brand is driving the storyline, to be effectively distributed across YouTube, Facebook, Instagram, and TikTok with the brand's desired CTAs.

### Brand Takeover

Become an exclusive sponsor of a category, like cosmetics, food, glue, or tools for one of our channels. TheSoul will use your products in a pre-agreed number of videos over a 6 or 12 month timeframe



Some of the brands that we worked with

## PROGRAMMATIC ADVERTISING

# Advertise based in a pre-defined set of KPI

### Facebook Pages

200 Pages with 1.7B global monthly impressions  
591M Tier 1 monthly impressions. Viewability 70%

### Websites

5 owned and operated Websites with over 20M users monthly. Top GEOs: USA, France, Brazil, UK, Spain  
Formats: Display banner, Interstitial, Mobile & Desktop anchor. Targeting: Geo, Frequency, Device category, Operating system

### Digital Media Buying

Our media experts are best positioned to plan and execute your digital campaign- pre-roll, midroll or any other ad option- to run across our massive network on Social Media platforms or owned and operated inventory.

### YouTube Preferred

Custom channel selection  
**Contextually & Brand Suitability.**  
**1st Priority Ad Rights/O&O.**  
**Viewability 94%**  
**Creative(s): 00:15s non-skip, 00:06s or 00:30s skippable and click-through URL.**



via our partner

## ANIMATION SERVICES

# Bringing Ideas To Live

### 2D Animation

#### Full cycle 2D animation content creation.

- Idea finding
- Script creation
- Storyboard/Animatic creation
- Character concepts
- Character creation
- Locations and items creation
- Rigging
- Animation
- VO, Sound Design
- Music creation

Moho Animation Studio

### Motion Design

#### Full cycle Motion Design content production

- Idea finding
- Script creation
- Animation
- VO, Sound Design

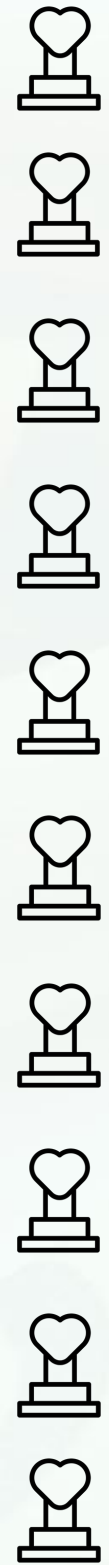
Adobe After Effects, Blender 3d

### 3D Animation

#### Full cycle 3D animation content production

- Character concepts
- Character creation
- Rigging
- Locations and items modeling
- Body & fingers capture (mocap, Xsens)
- Face capture
- Animation cleaning
- Adapting models and rigs for Unreal Engine
- VO, Sound design  
Blender 3D, Unreal Engine
- Music creation

# Management Summary



TheSoul produced ~ 140 minutes of original content so far

Through smart editing we published 49 compilations on Crayola's channel

TheSoul doubled Crayola's dedicated production resources and added expert matrix

Compared to 2022, we increased organic monthly views by avg 16x (3,518,972 views)

Watch hours on average increased 14x (30,338 hours) every month

US views and watch time grew by 241% and 155% respectively

#Shorts are now Crayola's top performing format, driving 65.7% of views

Significant savings in advertising budgets (52%), as organic views take over

Crayola is winning on YouTube search, +250% increase. "Crayola" most search term

YouTube Kids is driving performance (+15% views), especially in the United States

# Overview

## CONTENT PRODUCTION



TheSoul produced ~140 minutes of original content and, via smart editing, existing Crayola content and the use of compilations and cut-downs created 240 videos (including #Shorts).

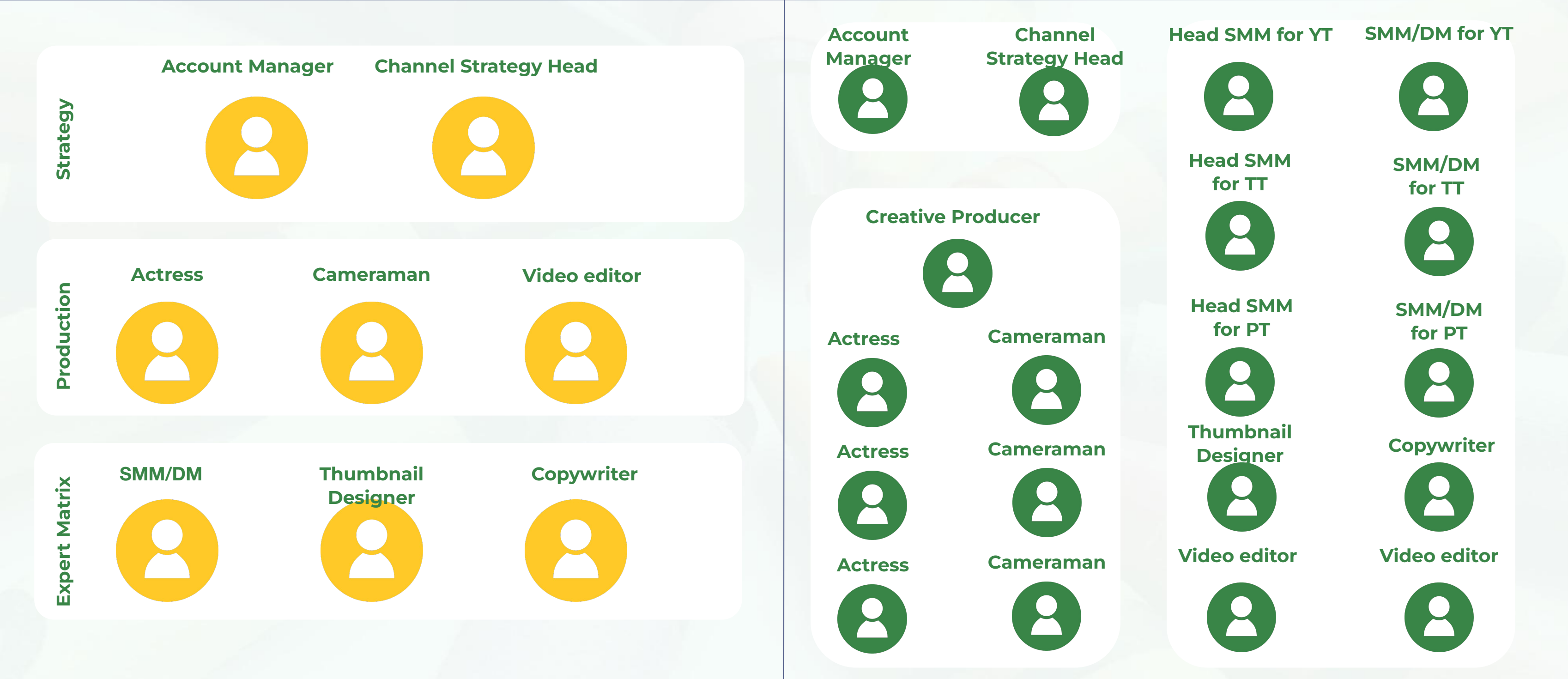
## CHANNEL MANAGEMENT



Using best practices of channel management, thumbnails, and metadata optimization, TheSoul drove 27.7M organic views and 28K new subscribers to Crayola's channel.



# The Team is Growing



**Before**

**Now**

# Trending Topics

# Most Popular Videos



#DIYCRAFTS



#ASMR



#RAINBOW #UNICORN



#MARKERMAKER



Rainbox unicorn  
14.4 M views



St. Patrick's Day  
Melted Crayon Art!  
7.2M views



Rainbow Unicorn  
Artwork |Crayola CIY  
4.5 M views

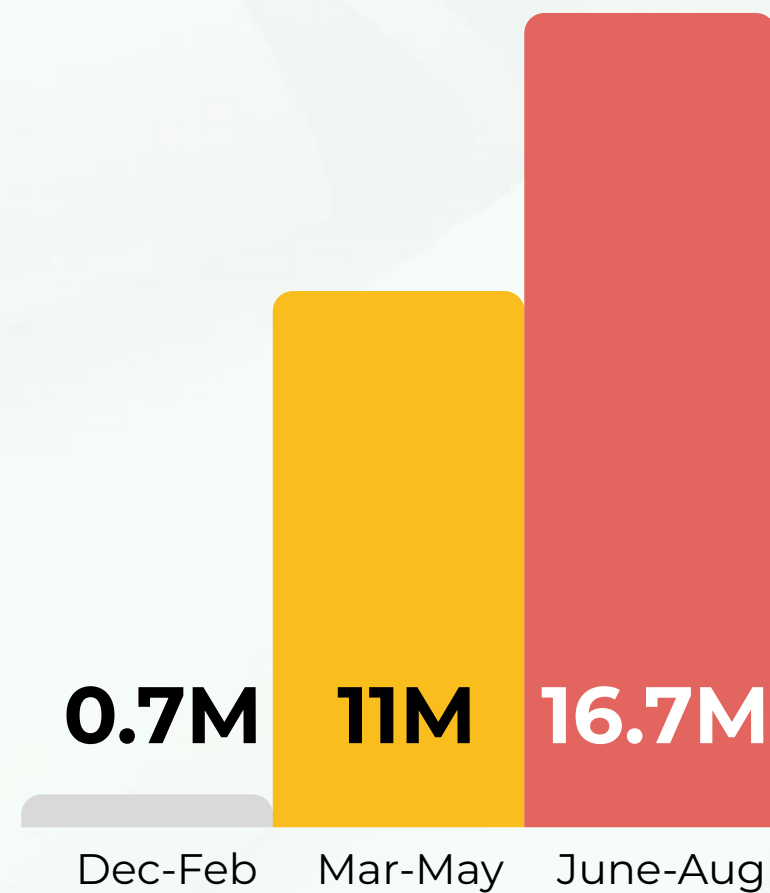
## Channel Management

# Outstanding performance increase

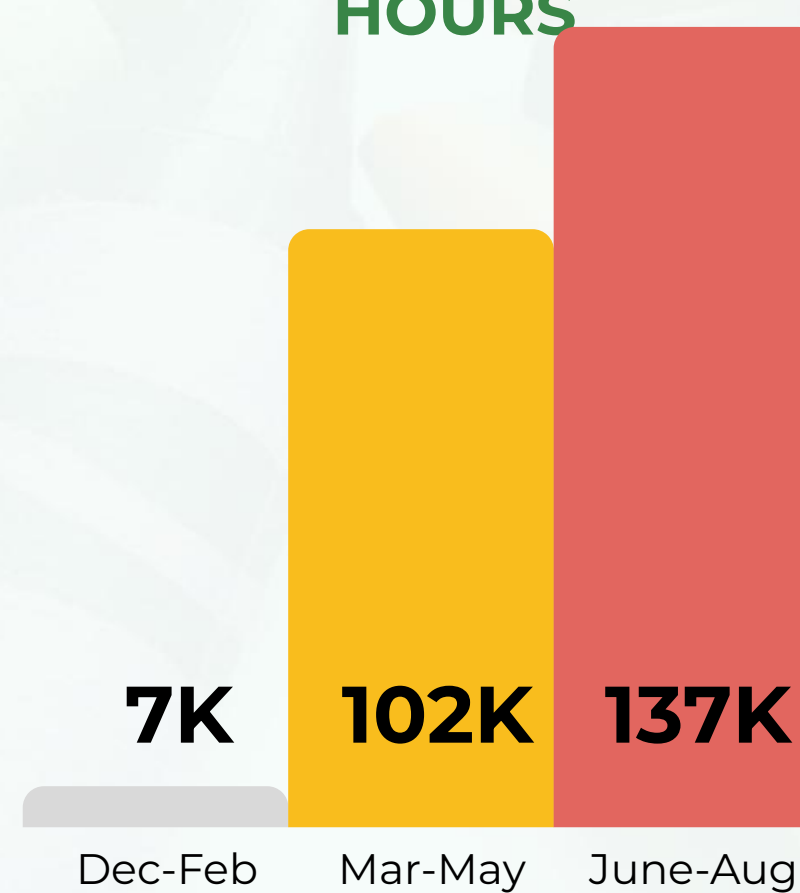
The numbers speak for themselves



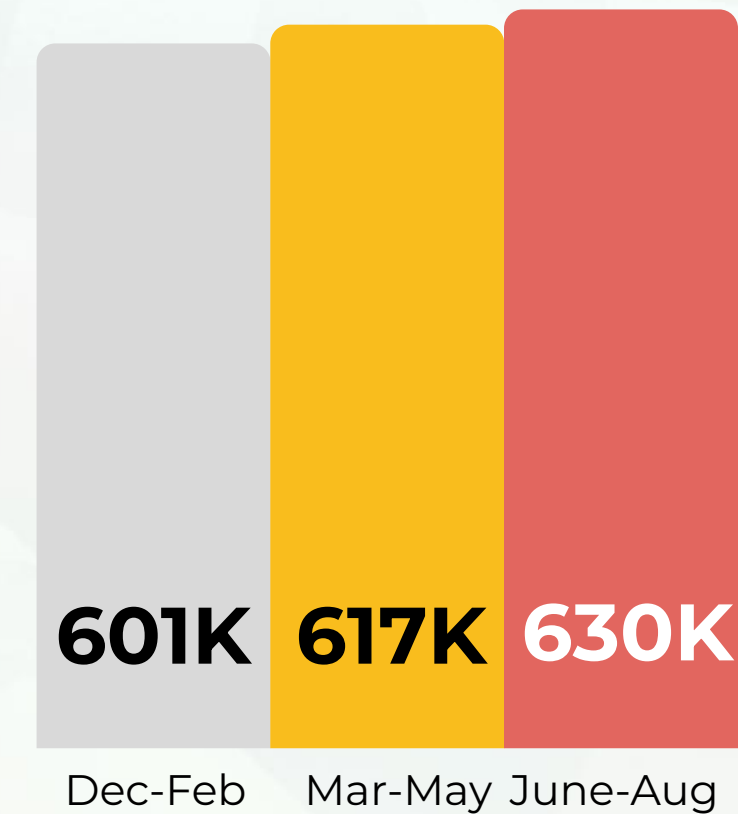
### INCREASE IN VIEWERSHIP



### INCREASE IN WATCHTIME HOURS



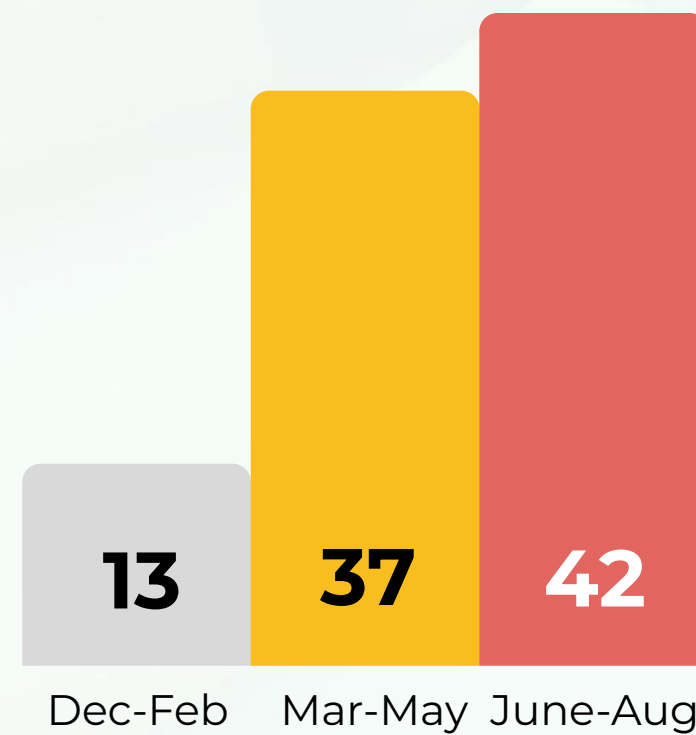
### INCREASE IN SUBSCRIBERS



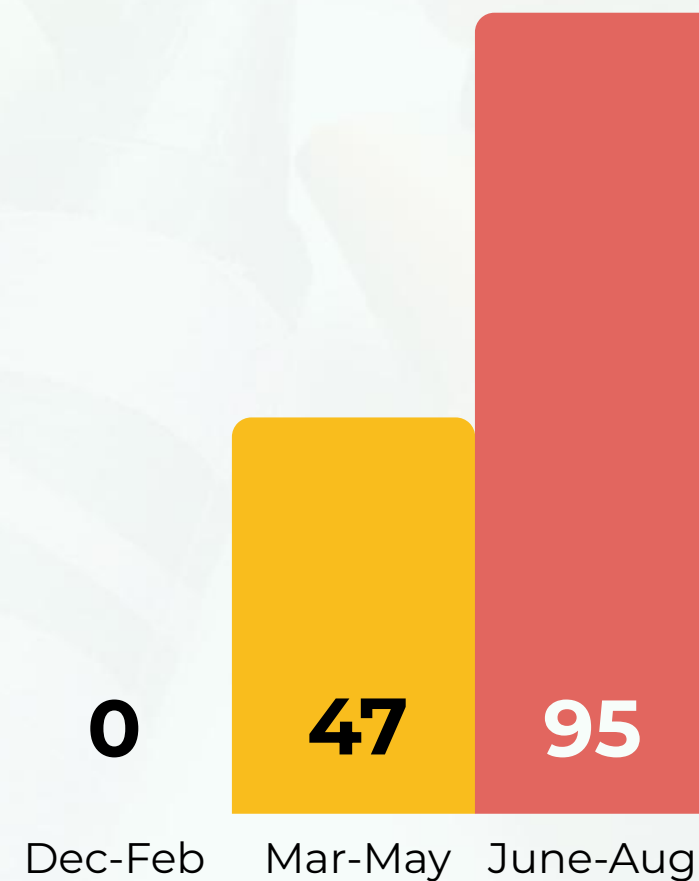
## Channel Management

# TheSoul increased publications frequency

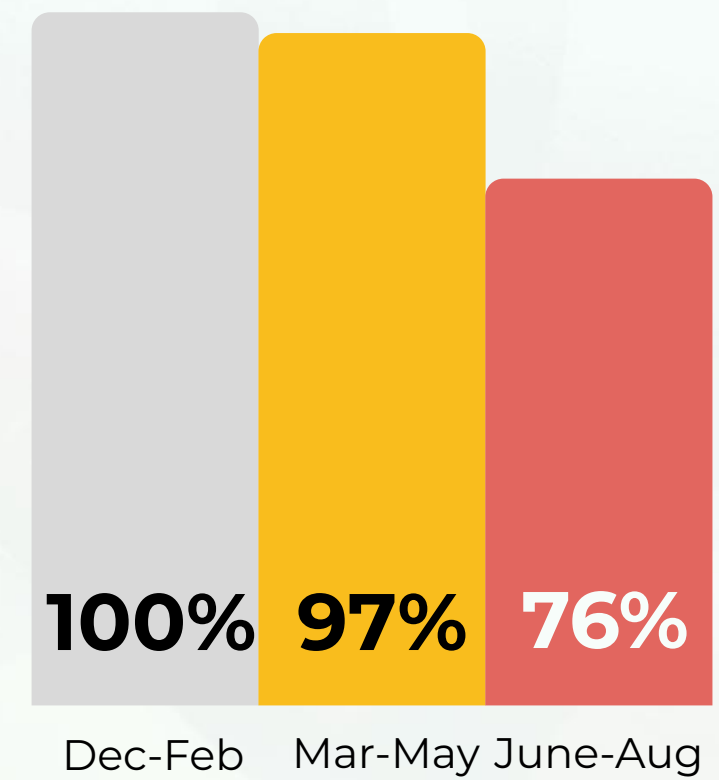
 PUBLISHED VIDEOS



 PUBLISHED #SHORTS

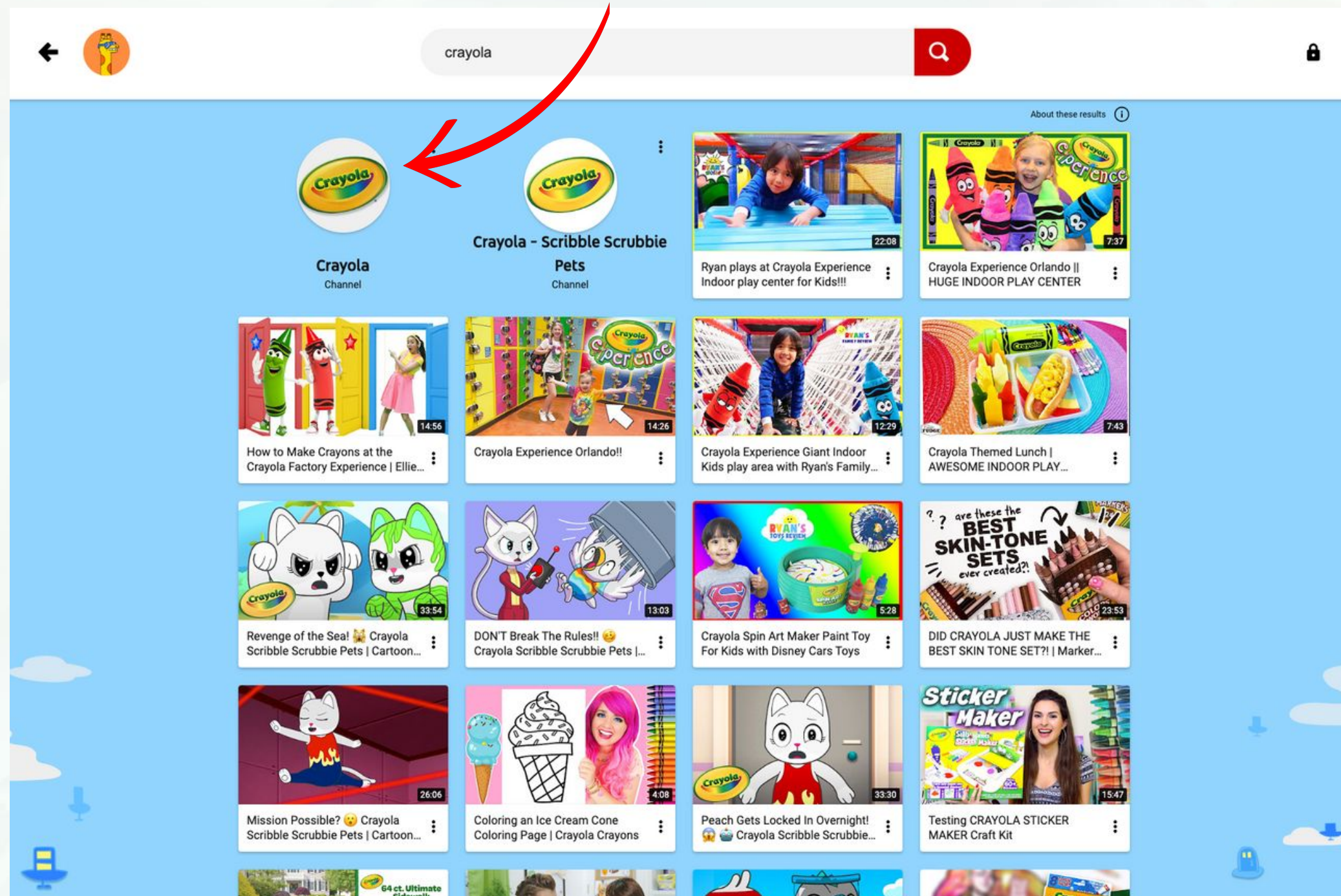


 LIKES TO DISLIKES RATE %



# YouTube Kids - Whitelisted

Opening up new audiences and opportunities to grow organically

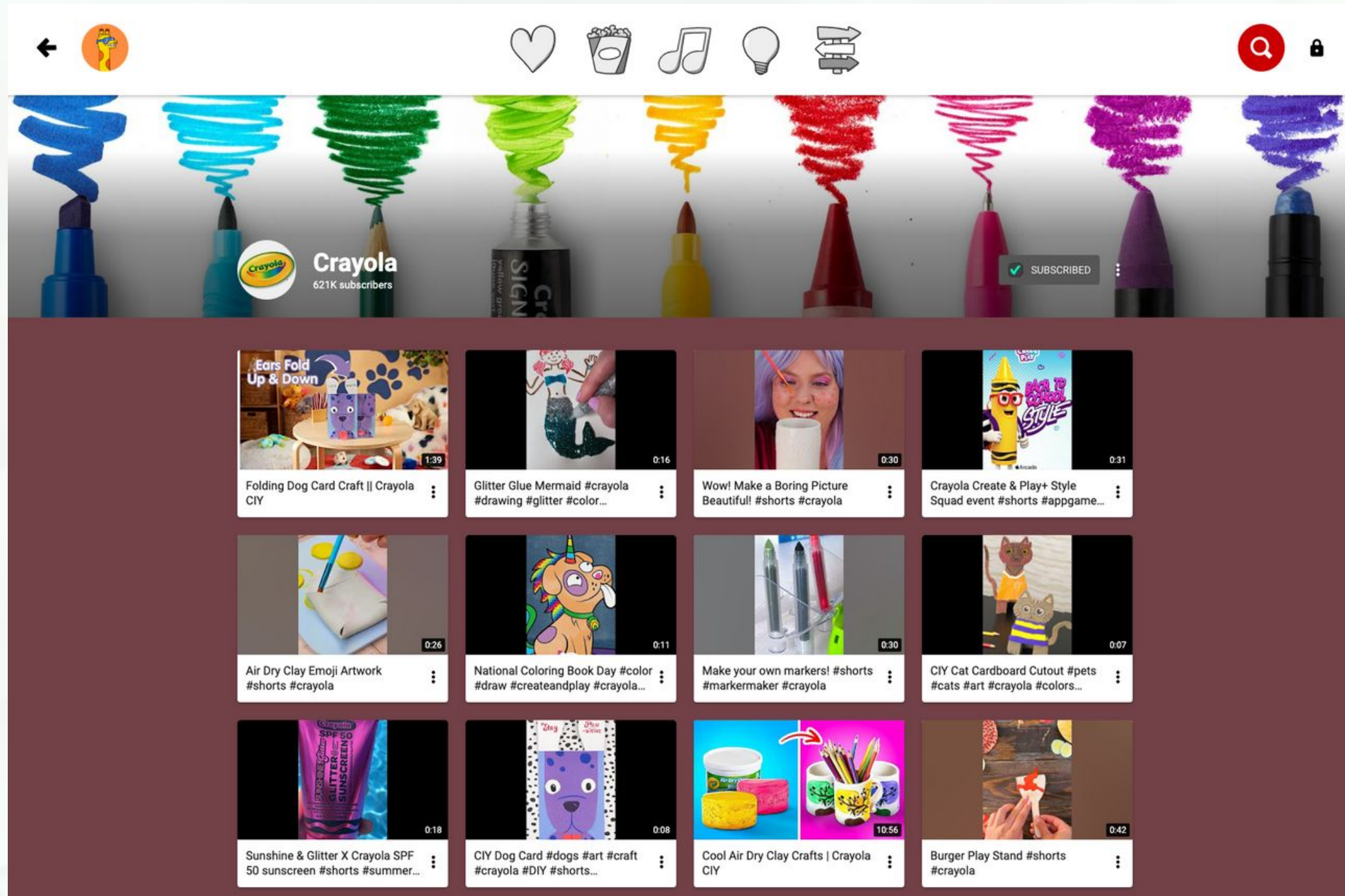


## Key Features:

- Rather than having each piece of content reviewed manually, each Crayola video we upload now is eligible
- Parents and kids can now discover Crayola channel on YouTube Kids

YouTube Kids "Crayola" Search Result

# YouTube Kids - Whitelisted



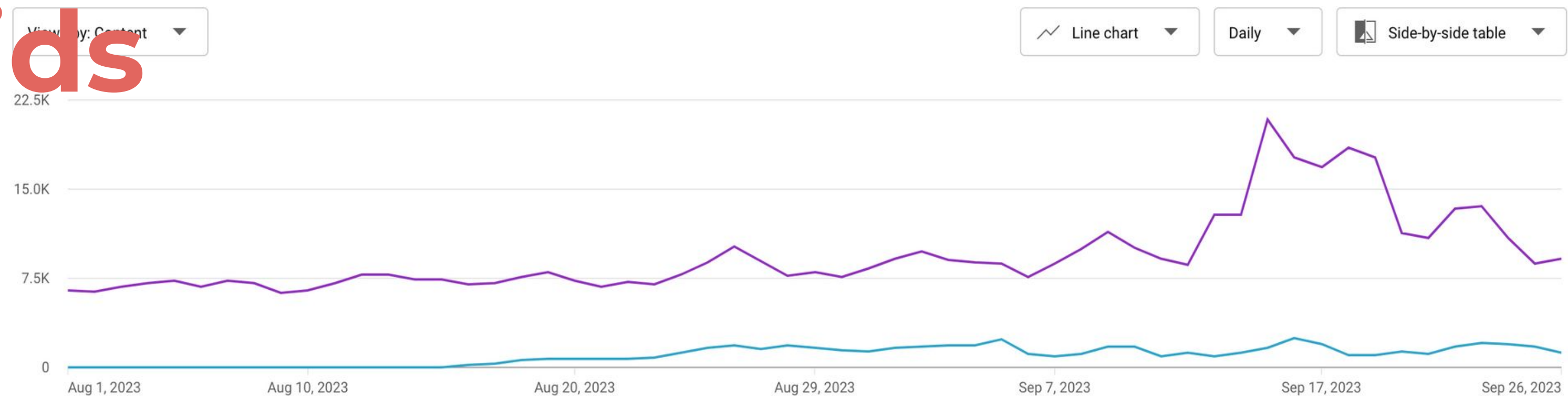
Channel page

## Key Features:

- Rather than having each piece of content reviewed manually, each Crayola video we upload now is eligible
- Parents and kids can now discover Crayola channel on YouTube Kids

# Leveraging YouTube

## Kids

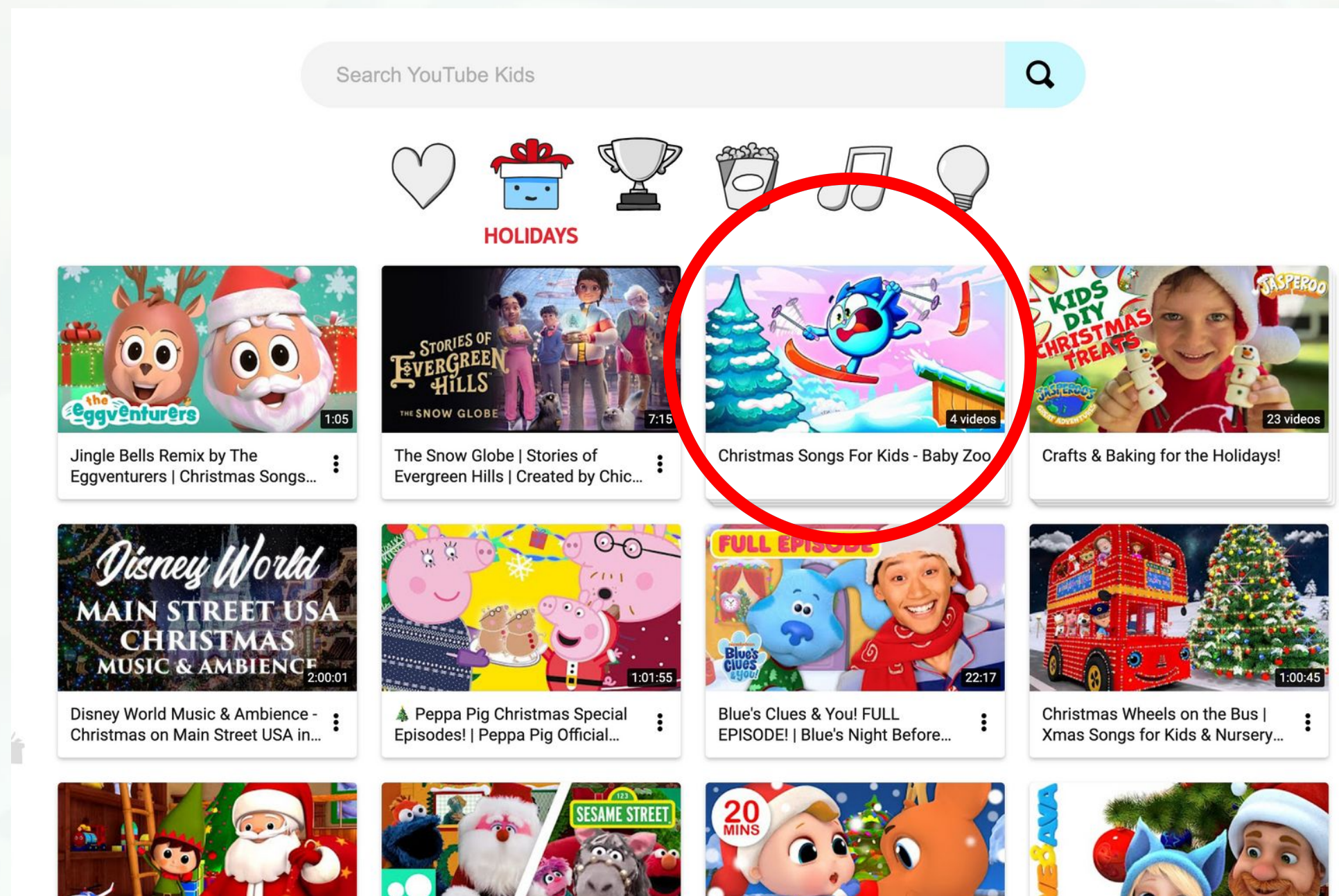


### Traffic from YTK (in blue) vs traffic from videos (#Shorts excluded) on YT

- Since whitelisting, YouTube Kids started generating an additional 15% traffic
- This traffic is especially valuable as it comes predominantly from US (58%)
- There are limitations. Content has to be made for pre schoolers and no #Shorts
- We aim to grow this audience further

# YouTube - Special Content Deal

The most Premium promotion opportunity on the platform



Baby Zoo 2022 Christmas 🎄 Feature

## Key Features:

- Bespoke Playlist, live on YouTube and on YouTube Kids
- Featured on a **premium placement** (one of the top 4) on the **global English home screen** of the platform
- Live for 1-2 weeks (it remains discoverable after that)
- Curated playlist. High-quality, new content. No #Shorts. 4 - 5 episodes. Each around 6 - 10 Minutes (TBC)



## Channel Management

# Strategy & tactics going forward

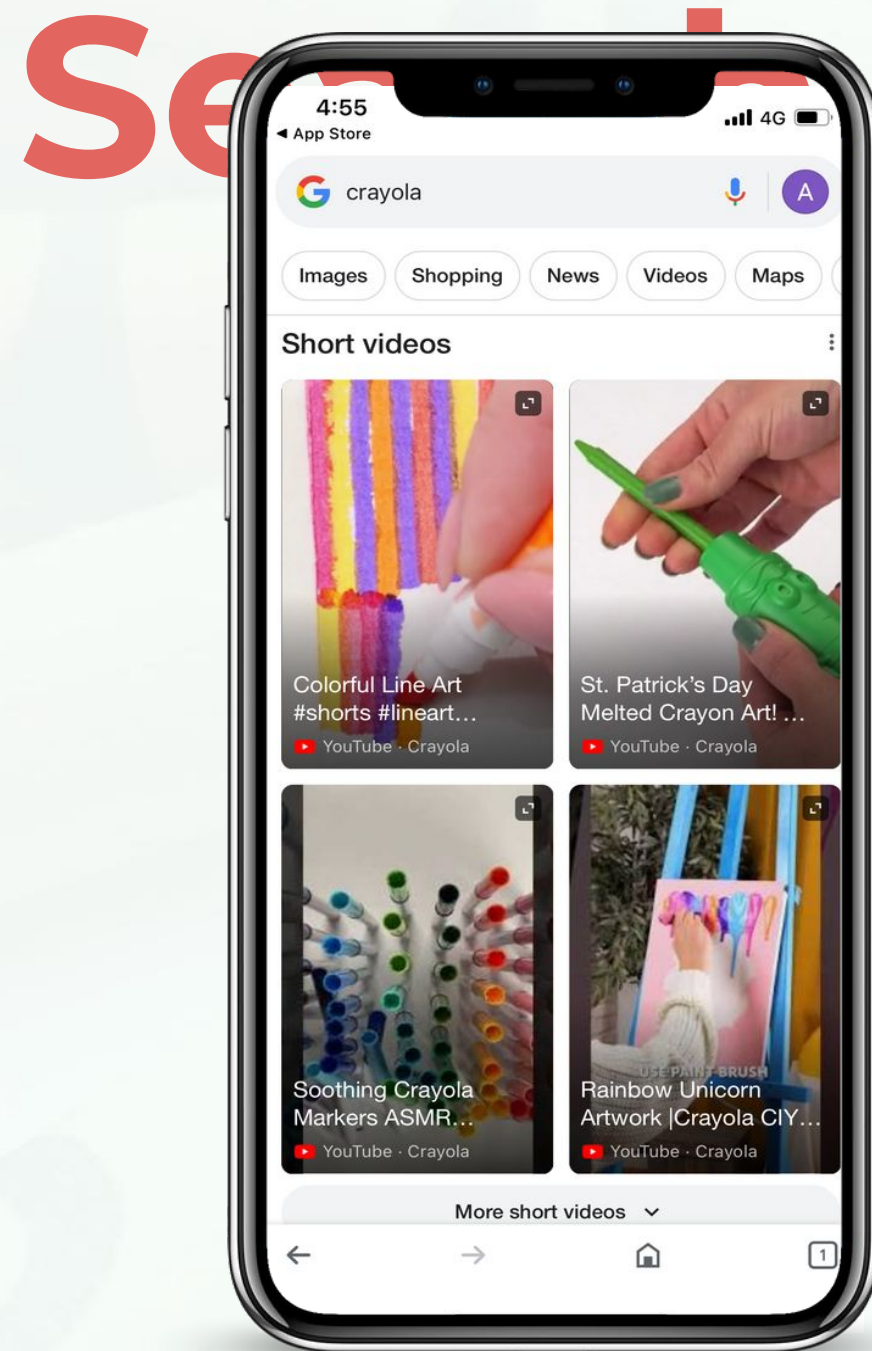
To continue driving stable growth of the Crayola YouTube channel, TheSoul team will focus on the following strategy & tactical approaches:

- Focus on baseline growth; ensure content is growing in popularity
- Run experiments to increase the amount of viral hits over time
- Continue to produce high-quality original content and smartly re-use already existing
- Continue to create both videos and #Shorts to grow total reach of Crayola's content
- Constantly work on CTR by upgrading thumbnails, titles, and descriptions
- Experiment with content topics to match the interests of Crayola's audience
- Continue engaging with Crayola's fan base via community tab communication
- Use longer compilations and experiment with key moments to increase audience retention
- Use TheSoul Publishing's media assets to cross-promote Crayola content to its target audience via end screens (videos and #Shorts)

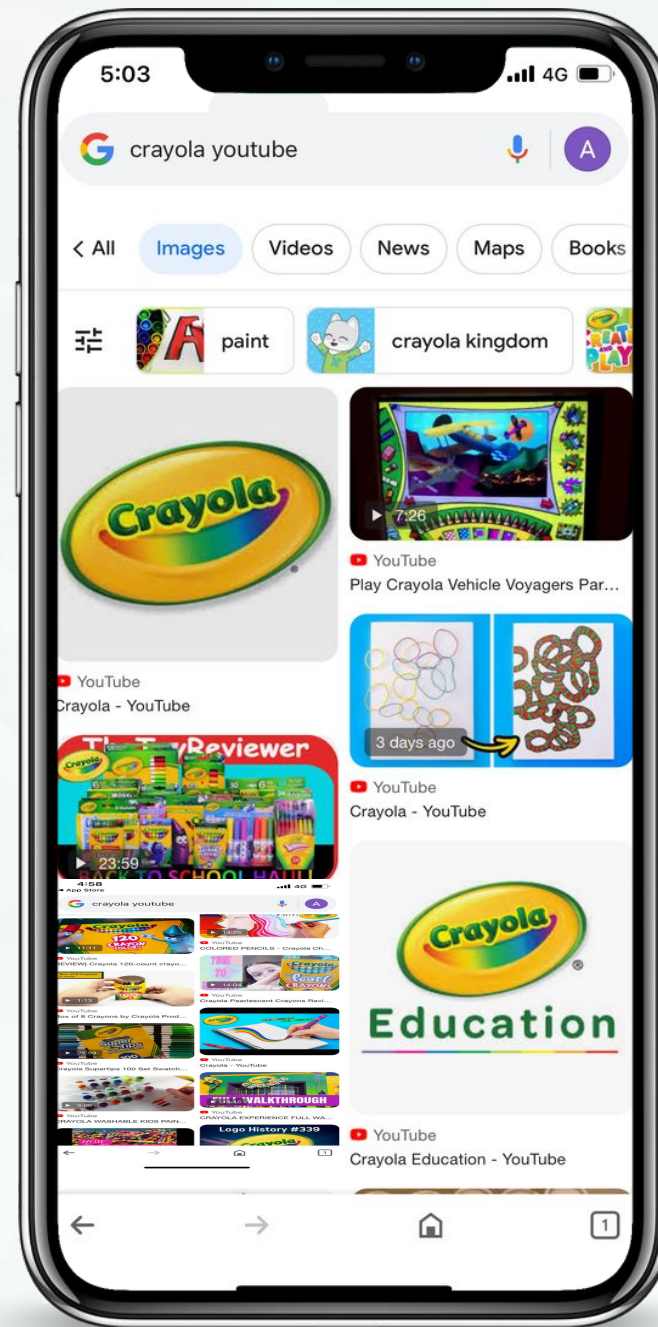
## Marketing / SEO

# Crayola Conquers Google

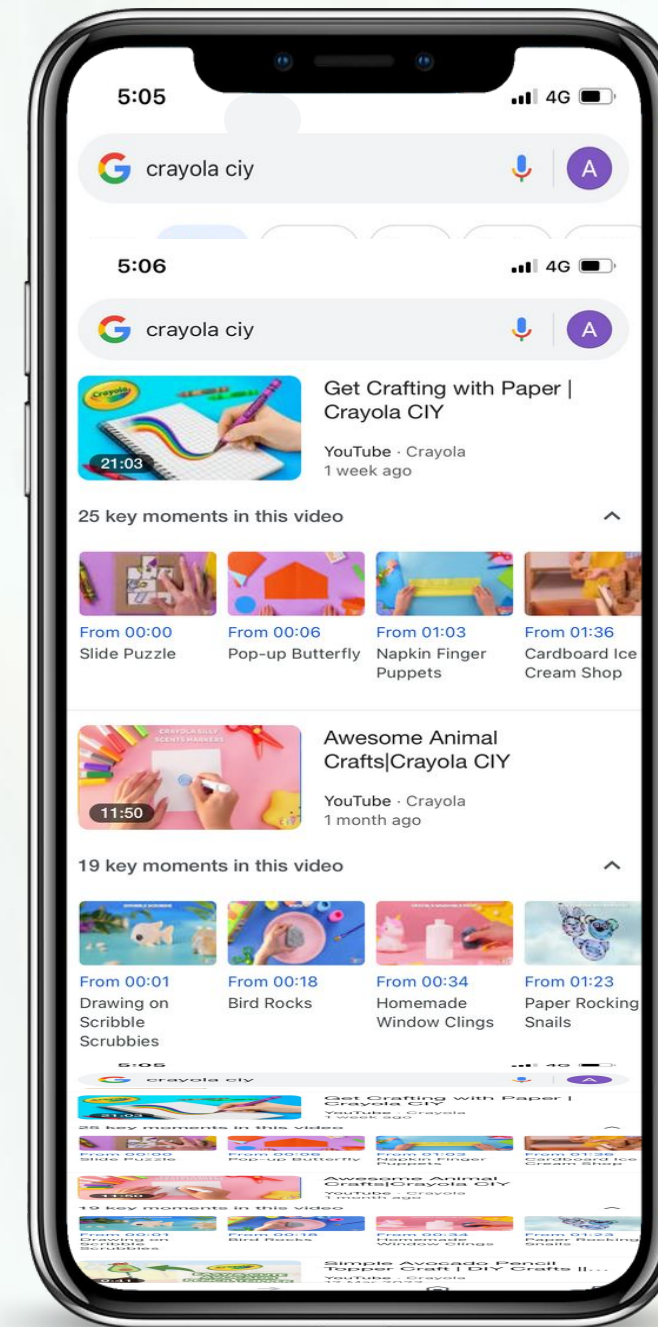
Popular Youtube Videos can appear in several different places on Google:



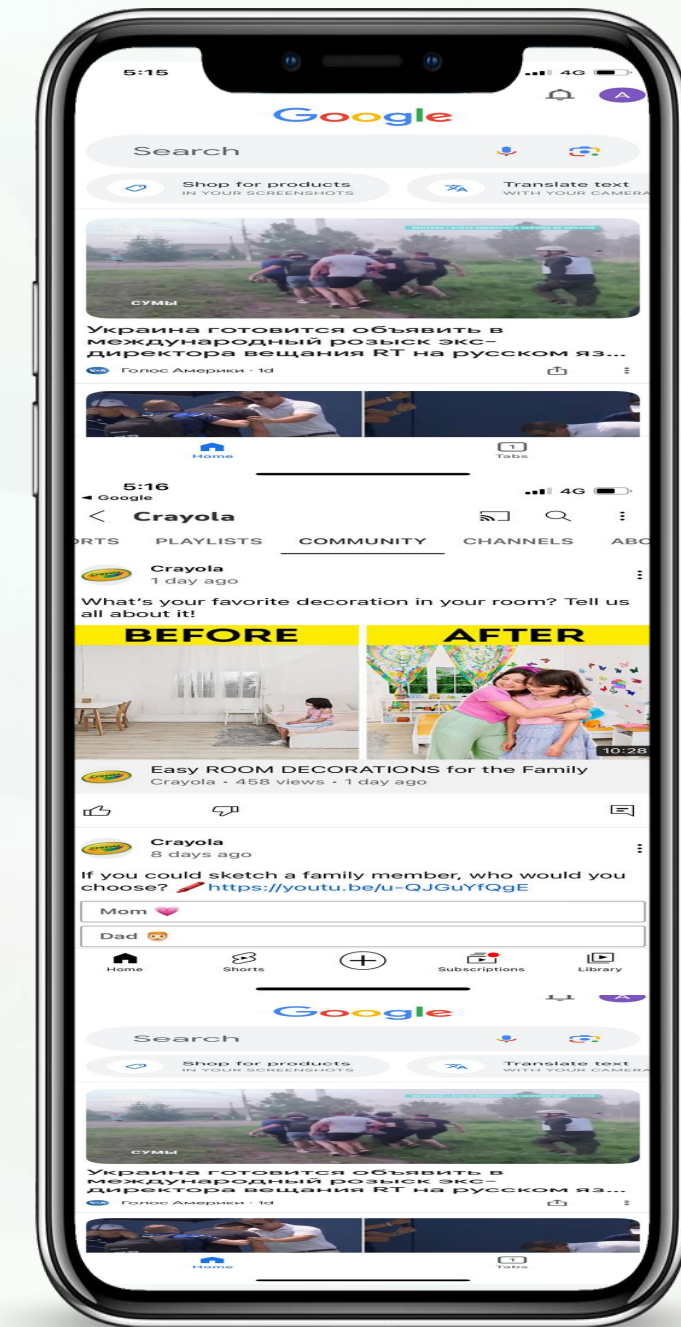
MAIN SEARCH RESULTS PAGE



GOOGLE IMAGES



VIDEO SEARCH RESULTS



DISCOVER

Marketing / SEO

# Video Content Drives SEO Ranks

YouTube search traffic evolution after

**THE SOUL**  
**PUBLISHING**

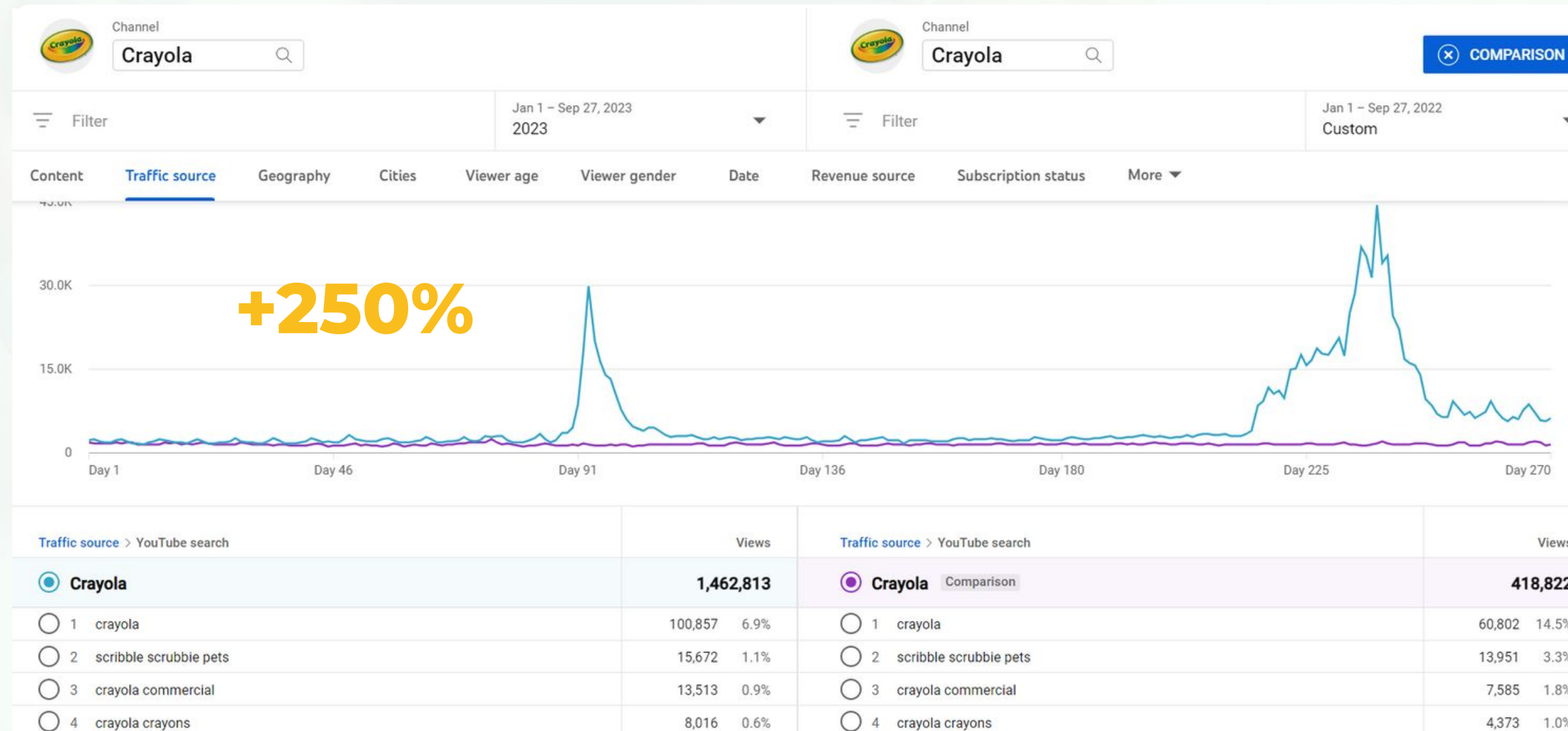
**+250%**

Showing users the videos that best match their search queries.

\*Source: Crayola YouTube Analytics, growth in YouTube search traffic (YTD Sep'23 vs YTD Sep'22)

## Marketing / SEO

# Video Content Drives SEO Ranks



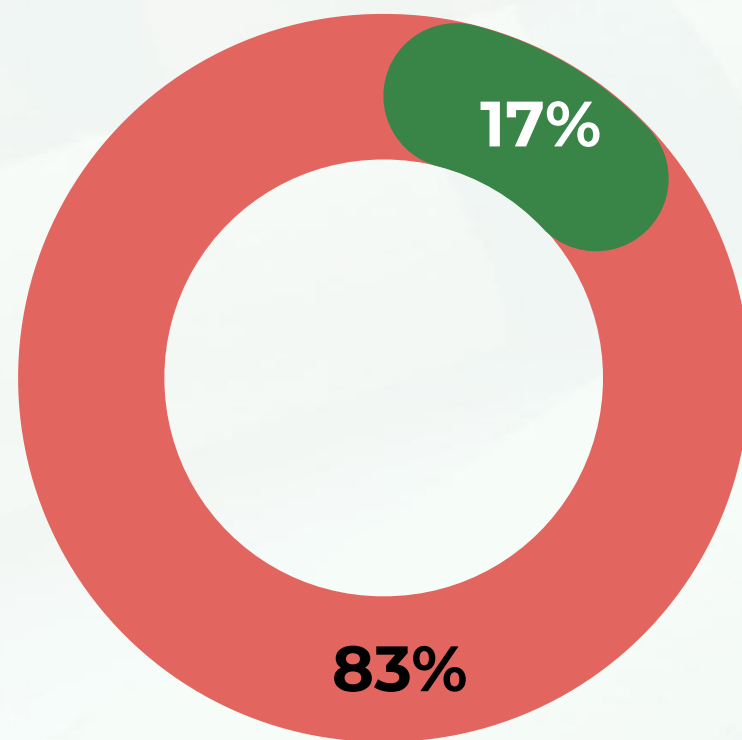
Showing users the videos that best match their search queries.

**\*Source: Crayola YouTube Analytics, growth in YouTube search traffic (YTD Sep'23 vs YTD Sep'22)**

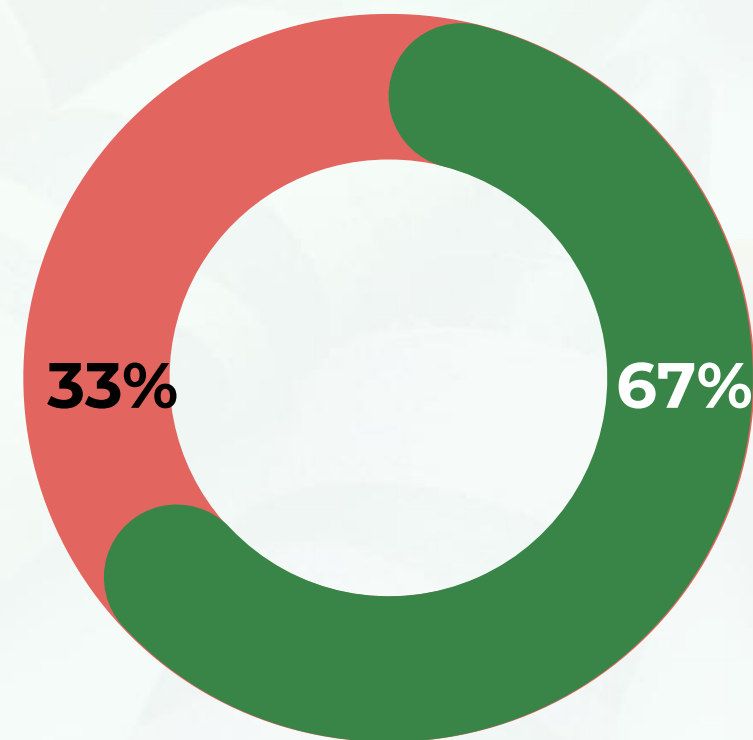
## Marketing / SEO

# Crayola's Fans Grow Organically

BEFORE THESOUL  
PUBLISHING — 6 MONTHS



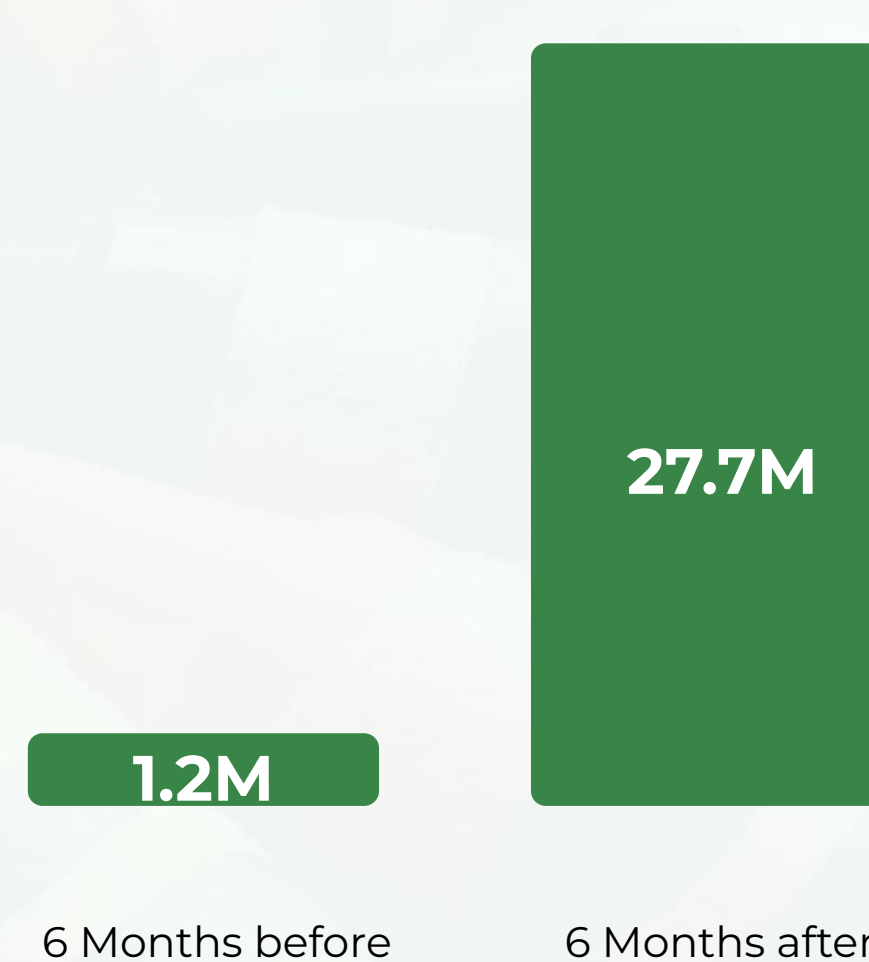
AFTER THESOUL  
PUBLISHING — 6 MONTHS



● Traffic from paid media

● Organic traffic

ORGANIC TRAFFIC



# What's Next



Dedicated DIY channel



Change from pre-approval to video review to increase agility



Keep pushing into YouTube Kids content and promotions



Dedicated TikTok content to bring the platform to the next level



Showcase 2D/3D animation capabilities to support Crayola's media plans