

NEW AD CREATIVE

Media Support Details 2026



PETTING ZOO



BAD BIRTHDAY

READY TO LAUNCH



BALLOON ANIMAL



THE MOMENT



Award-winning creative studio, *Where the Buffalo Roam*, and global advertising agency, *Zimmerman*, partnered with Unleashed Brands Marketing leadership to build four engaging concepts as :06, :15, and :30 spots. These ads debuted in media on **January 27, 2026**.

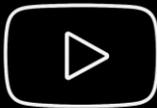
ACTIVATED CHANNELS



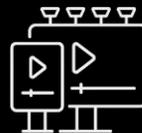
Connected TV
(:30/:15)



Interactive Video
(:30/:15)



YouTube
(:06)



Digital OOH
(:30/:15)



Paid Social Video
(:15)



Zigazoo (Polls)
(:06)

IN THE FIRST THREE WEEKS

\$1.51
COST PER PROSPECT SITE VISIT
(\$67.39 IN '25)

\$1.47
CTV PROSPECT ROAS
(\$0.07 IN '25)

These ads have already driven **more site visits** and **more revenue** than all upper funnel ads in all of 2025!

Programming to be measured by Marketing Mix Model analysis in April