2026 Paid Media Tactical Presentation

BRIEF

CAMPAIGN PARAMETERS

Goals:

- Strengthen emotional connection and brand affinity with Bobcat, positioning Bobcat as an iconic lifestyle brand in the eyes of Groundbreakers

Timing:

- Late January – December 2026

Budget:

- $7MM all-in

Audience:

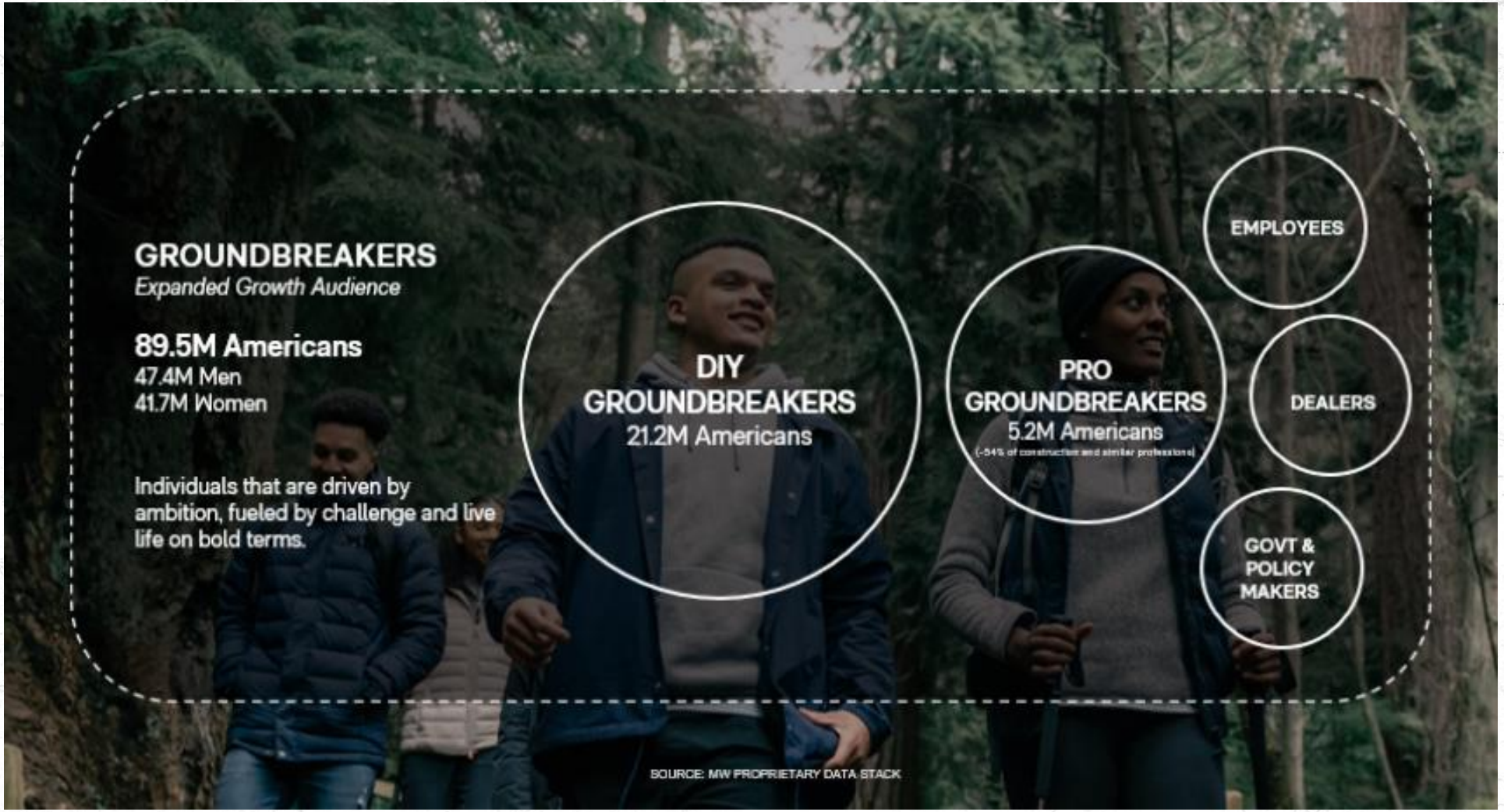
- Groundbreakers growth audience

KPIs:

- Awareness, brand affinity, brand favorability*

AUDIENCE

Groundbreakers: Millions living life on bold terms



Their mindset is built on challenge and fueled by risk taking



Groundbreakers' media behaviors match their drive



MEDIA STRATEGY

MEDIA STRATEGY

OUR MISSION IN MEDIA

Create Pride in Ownership and brand desirability by reimagining Bobcat as an Iconic Lifestyle Brand and creating an Echo Effect of reach and influence

ROLE OF CHANNEL

	SOCIAL
Priority Level	**Primary**
Role	Extend Bobcat's presence across the full year by **amplifying cultural moments and bringing the "Watch Me" mindset to life** through creator-driven storytelling, tentpole activations, and community-forward content. Social becomes the connective thread between major brand moments—**building recognition, familiarity, and emotional resonance.**

Social Strategy: From Awareness to Brand Advocacy

Across 2026, Paid Social plays a distinct role in reaching Groundbreakers where they're most active, inspired, and ready to engage. We structure our approach by quarter to align with platform behavior, Bobcat seasonality, and the evolving needs of our audience.

Ignite Broad Awareness

- Maximize reach among broader category-relevant audiences.

Build Familiarity & Drive Re-Engagement

- Maintain broad awareness while introducing retargeting, creator-led storytelling, and tentpole amplification.

Convert Engagement Into Affinity

- Continue broad reach but layer highly engaged audiences, brand-love creative, and hero content amplification.

Strengthen Loyalty & Sentiment

- Shift toward loyalty messaging, community-driven creative, and seasonal engagement.

Social Strategy: Second Screen Viewing Opportunities

There are a number of ways to sync paid social with live moments, shows, and broadcast environments.

META

Meta supports second-screen extensions via TV-viewing segments and timed delivery blocks

- Event-based bursts during known broadcast windows (scheduled)
- Interest layers based on shows, sports, teams, networks

TikTok

TikTok excels at capturing real-time cultural moments; ideal for event-aligned bursts, especially during high-concurrency periods.

- Contextual 'second-screen behavior' targeting
- Scheduled dayparting during game windows
- Sports/Team/League interest clusters
- Hashtag interest signals during live events

Reddit

Reddit can place us directly alongside real-time conversation hubs—ideal for second-screen behaviors during sports or premiere nights

- Contextual + community-based targeting for game threads, team subs, show subs
- Promoted posts alongside real-time threads

Network- or 3rd-Party Enabled Second Screen

This is the most accurate, modern version of "second screen"

- Third-party ACR data - Samba TV, iSpot, Inscape/LG- ACR Partner Builds "Viewer Segments"
- Partner-provided viewer segments can potentially be negotiated into the integration and partnerships buys, allowing us to retarget



Q1: LAUNCH

Q1 OVERVIEW

Goals: Celebrate the launch of Watch Me driving association between Watch Me and Bobcat

Strategy: Use video and social media to:

- Build Brand Awareness
- Drive Audience Engagement through Storytelling
- Spark Cultural Relevance & Trust for Brand
- Educate, Inspire, & Build Community of Groundbreakers
- Get ahead of the competition before peak loader season
- Keep Bobcat Top of Mind

Assets: "Watch Me" video

KPIs: Views, Reach, Impressions, Engagement

ALWAYS ON PAID SOCIAL

Objective

Cast a wide net focused creating brand recognition and category relevance across all audience segments

Channel	Meta	TikTok	Reddit
Purpose	Deliver cost-efficient reach and frequency to all key audience segments	Build top-of-funnel recognition by entering the creator-led spaces where brand audiences naturally live	Establish broad awareness and early mental availability by showing up where grounded, project-minded users actively engage
Approach	**Placements:** Standard Feed/Stories/Reels **Audience Target**: Broad + interest-based (loaders, mowers, home improvement, DIY behaviors)	**Placements:** Standard In-feed video **Audience Target**: Broad interest layers (DIY, home & garden, equipment), Behavior signals: project content, renovation, etc.	**Placements:** Promoted Posts + Conversation Ads **Audience Target**: Interest & Community targeting; Keyword targeting for contextual placements
KPIs	Reach Impressions (CPM) Video Views/VCR	Reach Impressions (CPM) Video Views/VCR	Reach Impressions (CPM) Video Views/VCR



Q2:
BUYING SEASON

Q2 OVERVIEW

Goals: Develop deeper engagement with audience during loader buying season and encourage Groundbreakers to express their Watch Me spirit

Strategy: Continue video and social media for building brand awareness, engagement, and trust, with additional layers focused on deepening relationships.

Leverage high-impact partnerships across digital, audio, and streaming to:

- Maximize visibility and storytelling impact
- Build authentic connections through live recordings and event activations.
- Create source of influence through integrations
- Celebrate the spirit and pride of Groundbreakers

Assets: "Watch Me" video

KPIs: Views, Reach, Impressions, Engagement

ALWAYS ON PAID SOCIAL

Objective

Continue with broad awareness campaign and being deepening relationships with retargeting audiences

Channel	Meta	TikTok	Reddit
Purpose	Drive deeper engagement and maintain consistent exposure among warm audiences to strengthen mid-funnel familiarity through repetition	Solidify strong brand presence in creator-led environments while beginning to introduce emotional storytelling.	Maintain contextual presence and deepen signals from high-intent audiences as project season begins
Approach	**Placements:** Standard Feed/Stories/Reels **Audience Target**: Broad + interest-based, Retargeting engagers, video viewers	**Placements:** Standard In-feed video; Interactive add-ons for RTG audience **Audience Target**: Broad interest and behavior layers (DIY, home & garden, equipment), Engagement retargeting	**Placements:** Promoted Posts + Conversation Ads **Audience Target**: Interests + communities, Engagement retargeting (Q1 engagers), Seasonal keywords: lawn, landscape, backyard
KPIs	Impressions (CPM) Video Views/VCR Engagement Rate CTR	Impressions (CPM) Video Views/VCR Brand Lift Engagement Rate CTR	Impressions (CPM) Video Views/VCR Brand Lift Engagement Rate CTR

TENTPOLE PAID SOCIAL SUPPORT

Extend Bobcat's presence at the Daytime Village by transforming on-site energy into a broader cultural moment.

How it comes to life:
Paid social turns a one-day event into a multi-week engagement cycle by capturing, amplifying, and recirculating the emotional energy of the event. We'll capture creator POVs, backstage storytelling, and fan-first content to deepen emotional connection and build brand momentum heading into summer.



The Details:
- TikTok TopFeed during festival week (1-2 week flight) to amplify hero moments
- TikTok One creator content focused on festival content and fan reactions (ie. produce "What I'd wear," "What I'd bring," style content)
- Spark Ads to boost top-performing creator content nationally
- Retargeting of festival engagers
- Meta geo-targeting in the festival DMA for reach extension
- Reddit festival, outdoors, and country music community targeting to meet fans in contextual discovery environments

Investment

Top Feed: $50,000
TTO: $2,000-$10,000

Estimated Scale

TF: 5,555,556 imp.
TTO: 200,000-1,000,000 imp.

KPIS

- **Video Views**
- **VCR**
- **ER**
- **CTR**
- **Reach**

TENTPOLE PAID SOCIAL SUPPORT

Introduce “Watch Me” through creator-led storytelling that humanizes the brand and sets the tone for the year.

How it comes to life:
Activate TikTok One creators in April to launch “Watch Me” messaging through authentic POVs rooted in ambition, pride, challenge, and possibility. Creators become the first wave of storytellers—building emotional resonance, establishing the mindset behind the campaign, and warming audiences ahead of summer hero moments.

The Details:
- TikTok One creator briefs centered on ambition, pride, challenge, and “making the impossible possible”
- Creator reactions, duets, and remixes of the “Watch Me” hero video or key campaign moments
- Spark Ads to amplify the strongest creator submissions
- Retargeting of Spark Ad engagers with follow-up narrative edits



Investment

$10,000-$50,000

Estimated Scale

1,000,000-5,000,000 impressions

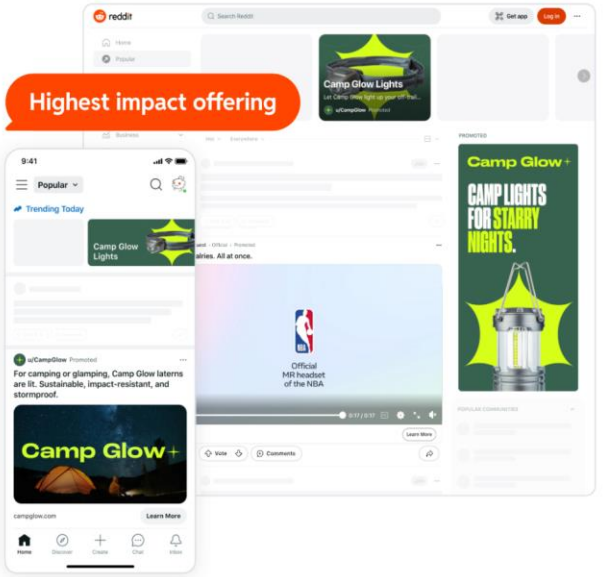
KPIS

- **Video Views**
- **VCR**
- **ER**
- **CPV**
- **CTR**

TENTPOLE PAID SOCIAL SUPPORT

Use high-traffic seasonal moments to seed early awareness for Bobcat's upcoming sports partnerships.

How it comes to life:
Leverage Memorial Day and 4th of July—two of Reddit's highest-volume sports moments—to capture attention within the platform's sports ecosystem. These category takeovers act as cultural "breadcrumbs," priming high-intent, sports-engaged users for the major Q3 and Q4 hero activations: X Games and Field of Dreams.



The Details:
- 24-hour Sports Category Takeovers during Memorial Day and July 4th
- High-impact placements across the entire Sports category, including top communities
- Creative and messaging tease upcoming Bobcat sports partnerships:
  - X Games
  - Field of Dreams
- Serves as a bridge between always-on awareness and major tentpole creative moments later in the year

Investment

Memorial Day: $94,760.00
July 4th: $101,200.00

Estimated Scale

4.9M–6.8M impressions per takeover

KPIS

- **Video Views**
- **VCR**
- **ER**
- **CTR**
- **Upvote Rate**



Q3:
NEW LOADER

Q3 OVERVIEW

Goals: Showcase the new loader in action through a content partnership with one of the Groundbreaker's key cultural moments

Strategy: Continuing video and social media for building brand awareness, building broad reach, and creating emotional connections.

Leverage high-impact partnerships with X Games to:

- Embed Bobcat in sports, lifestyle, and cultural moments
- Elevate the new Bobcat loader and other equipment in action
- Transform Bobcat from utility brand to lifestyle symbol
- Showcase craftmanship through content

Assets: Hero ('Watch Me") video, Icon (New Loader) video, custom content

KPIs: Views, Reach, Impressions, Engagement

ALWAYS ON PAID SOCIAL

Objective

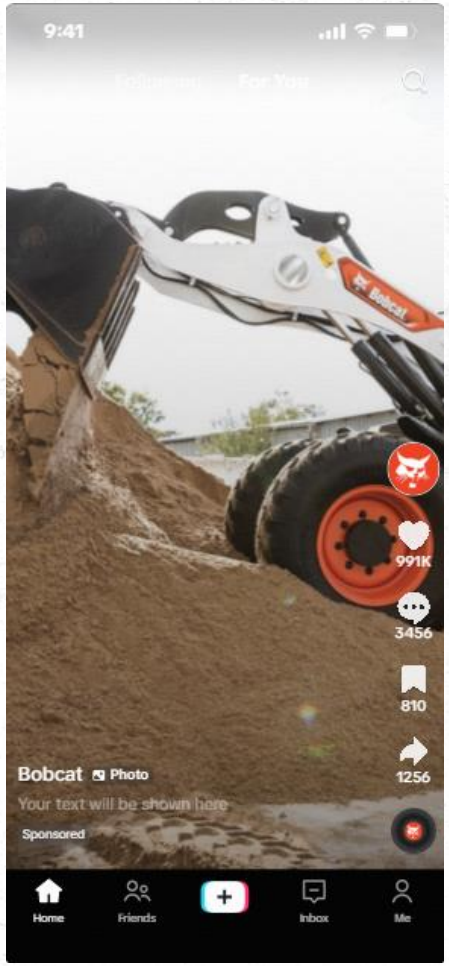
Maintain broad reach + layer high-engagement and brand-love creative that strengthens emotional connection.

Channel	Meta	TikTok	Reddit
Purpose	Reinforce consistent exposure to brand-love creative across national audiences and build emotional familiarity with the "Watch Me" mindset	Drive cultural lift with brand-love creative and culturally adjacent storytelling that feels native, energetic, and creator-led.	Show up in high-intent communities discussing builds, equipment, DIY projects, and emerging sports chatter—capturing audiences in an intent driven mindset
Approach	**Placements:** Standard Feed/Stories/Reels **Audience Target**: Broad + interest-based(loaders, mowers, home improvement, DIY behaviors), Retargeting: engagers, video viewer	**Placements:** Standard In-feed video; TikTok one creators- creators at scale- lean into brand love **Audience Target**: Retargeting video viewers; Interests: action sports, outdoor creators, project content	**Placements:** Promoted Posts + Conversation Ads **Audience Target**: Action-sports & DIY communities; Engagement retargeting
KPIs	Impressions (CPM) Video Views/VCR ER CTR Comment/Brand Sentiment	Impressions (CPM) Video Views/VCR Brand Lift ER CTR Comment/Brand Sentiment	Impressions (CPM) Video Views/VCR ER CTR Comment/Brand Sentiment

TENTPOLE PAID SOCIAL SUPPORT

Connect Bobcat to the ambition, creativity, and mastery of X Games athletes.

How it comes to life:
Celebrate the shared mindset between Bobcat and X Games athletes—craft, precision, discipline—through focused storytelling that positions Bobcat as the tool behind elite performance. TikTok-native creators extend this story by spotlighting process, skill, and transformation. This activation heroically links the brand to ambition and creativity, translating a broadcast-scale moment into a high-impact, social-first narrative.



The Details:
- TikTok Pulse flight (2 weeks) to amplify X Games hero video(s) (pending usage rights)
- TikTok One creator content at scale to spotlight craft, precision, and discipline, bringing the X Games mindset to life in TikTok-native ways
- Spark Ads to scale top-performing creator pieces
- Retargeting pools built from Q2 + early Q3 to deliver deeper storytelling to high-intent audiences

Investment

Pulse: $100,000
TikTok One: $2,000-$10,000

Estimated Scale

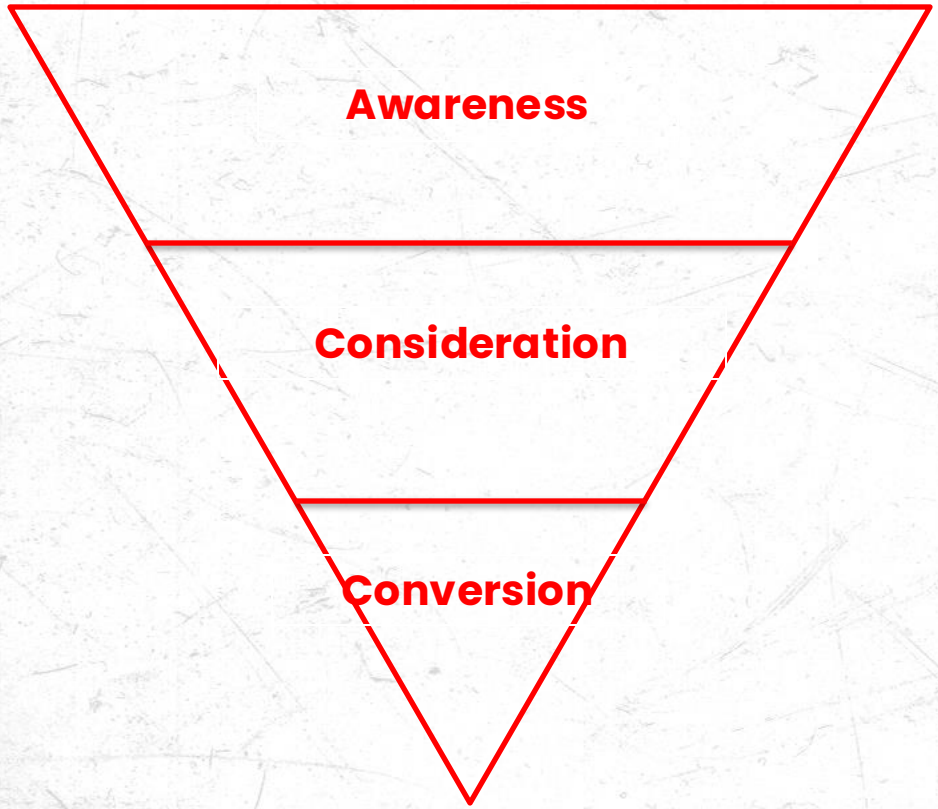
Pulse: 6,666,667 imp.
TTO: 200,000-1,000,000 imp.

KPIS

- **Video Views**
- **VCR**
- **ER**
- **CTR**
- **CPC**

MEASUREMENT

Measurement



Top of the funnel identified as a need:

Generate awareness, consideration and cultural resonance

Historically, focus has been mostly on conversion efforts.

It doesn't count if you can't measure it...

A measurement framework aligns media activities with business goals by using an array of performance metrics that help drive data-informed decisions. This approach enables real-time optimization and long-term brand growth by tracking both early indicators and final outcomes.

Planning Metrics	Optimization Metrics	Leading Indicators	Laging Indicators
Used to set goals, allocate budgets, and design strategies before campaign launches	Real time or near real-time metrics used during campaign to monitor performance, adjust tactics, improve efficiency, and enhance performance	Early signals or behaviors that provide insight into how well campaign is doing before final results	Post-campaign results that measure the ultimate impact of media efforts
These metrics help estimate potential impact and guide investment decisions	Allowing data-driven optimizations while the campaign is live to improve results and maximize performance	These metrics help gauge progress, spot issues early, and make informed tweaks to keep performance on track	These indicators show where the campaign achieved its business goals – they tell the full story
Examples: Reach, Impressions	Examples: CPM, CTR, CPC, Cost Per Thru-Play	Examples: Social Engagements, Social Engagement Rate, Thru-Play Rate, Website Visits	Examples: Revenue, Brand Awareness Scores

How we will be measuring campaign success

1 Primary Success: Awareness & Consideration

- Reach
- Impressions
- Views
- Listens
- Engagements

2 Secondary Success: Media KPIs

- CTR / CPC
- Engagement Rate
- Listen Rate / Cost Per Listen
- VCR
- Channel Followers

3 Website Engagement (if available)

- Sessions (by channel)
- New Users
- Engaged Sessions*
- Site Engagement Rate

4 Paid Media Brand Lift Studies

- Paid Social Brand Lift Studies

**Engaged Sessions = sessions that lasted longer than 10 seconds or took an action on the page*

Media Measurement Framework

Channel Media KPI Measurement

Channel		KPI(s)	Secondary KPI(s)	Optimization Lever
Paid Social	In-Feed Display	Impressions / Reach Link Clicks Engagements	CTR / CPC Engagement Rate Channel Followers	CPC
	In-Feed Video	Impressions / Reach Video Views / Thru-Plays / VCR Engagements	Thru-Play Rate / Cost Per Thru-play Engagement Rate Channel Followers	Cost Per Thru-Play

Channel Benchmarks:

- First quarter: Industry channel benchmarks
- After 1st quarter: Q1 Bobcat campaign performance benchmarks will be added

**Thru-Plays = full complete view count if full length video is <:15 OR watched for at least :15s if full length is :15 or longer*

NEXT STEPS

FEEDBACK Tues Dec 2
FINAL TACTICAL PRESENTATION TBD Dec
LAUNCH Jan 2026