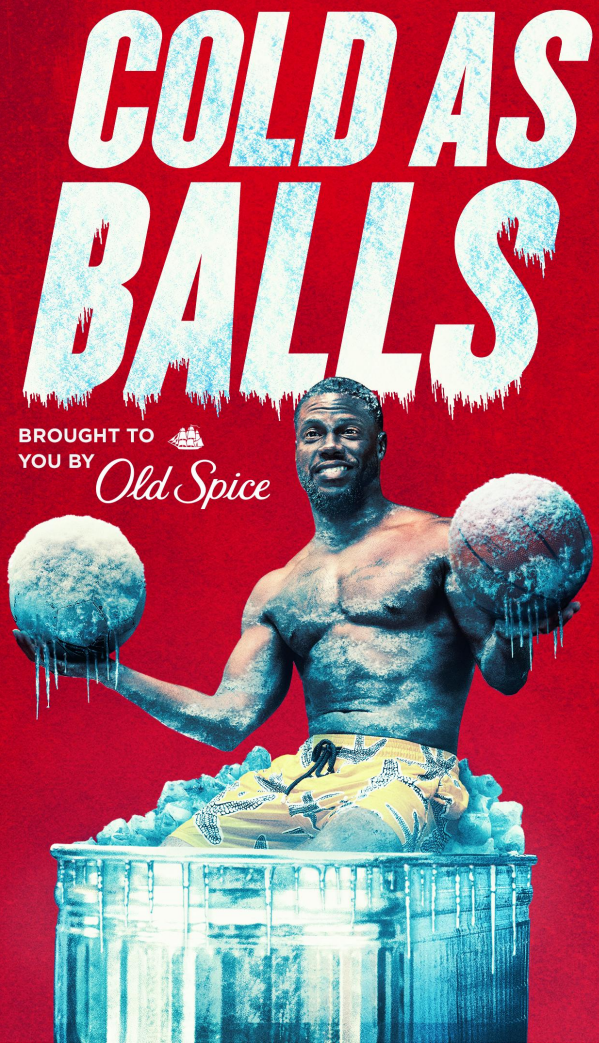


LAUGH OUT LOUD!

BY KEVIN HART

THE **TASK**



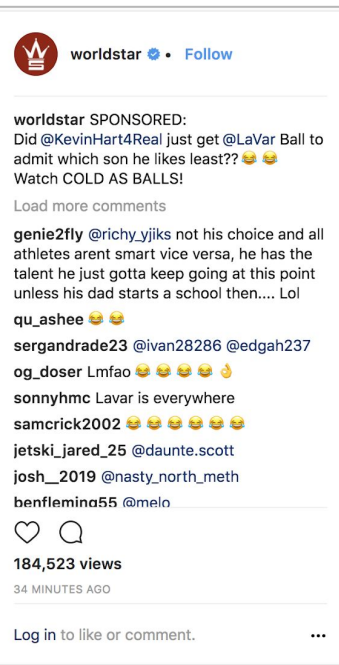
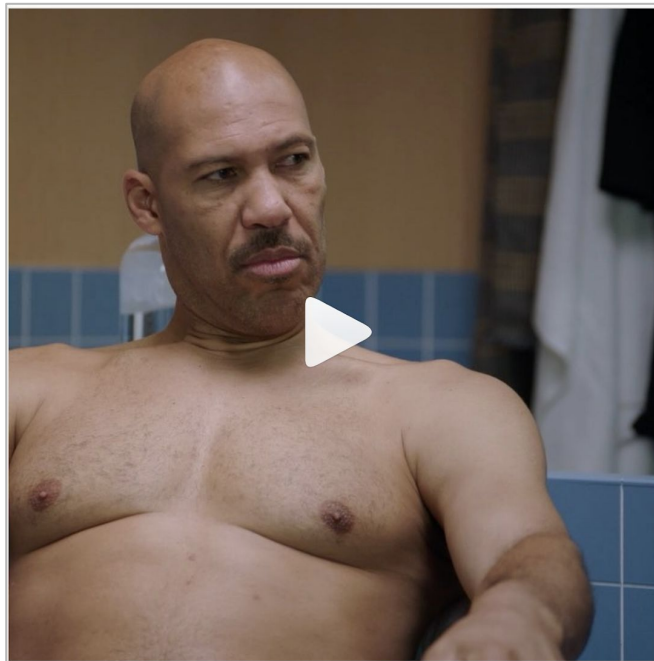
Garner social media hype around Kevin Hart's new series Cold As Balls debuting on his network LAUGH OUT LOUD!

THE **SOLUTION**

Leverage Kevin Hart's existing fan base while targeting multi-generational sports fans. We placed content on platforms such as The Shade Room, World Star Hip Hop, MTV, Vh1 and more.

THE **SAMPLES**

SOCIAL HIGHLIGHTS



TOTAL VIEWS: 1,281,886