



LIA MARIE JOHNSON

ALL ABOUT

Breakout Persona

Vlogger, actress and musician, Lia Marie Johnson has come to define creative content in the YouTube culture. With her humor, authenticity and improv style, Lia's built a fleet of followers over the past 7 years.

Signature Content

Lia's the Teen Queen of the sketch--featuring parody, musical covers, how to's and fun challenges.

LMJ's Stats

Nearly 600K Subscribers on YouTube
Over 35M views
126K followers on Twitter
150K followers on Instagram
Only 17 Years Old

ATV & Lia Marie

Top ATV-Rated, Terry The Tomboy, leads ATV programing along with signature sketch segments. Lia Marie also draws hot, weekly ratings for Nickelodeon's AwesomenessTV block.



THE CONTENT

Onset and off, Lia Marie lives a life that's fun, fast-paced and incredibly her...from Twitter to Instagram to ATV, she shares her sense of humor and winning self—capturing the hearts of fans everywhere.

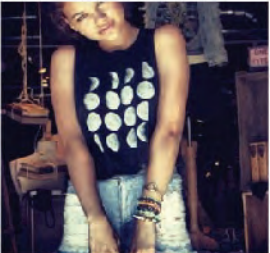
With Welcome to My World, we'll explore the whirl and twirls of being a rising star in today's ultra-connected world.

For Lia, writing, performing, dressing and dreaming all mix in a way that's unlike anyone else.

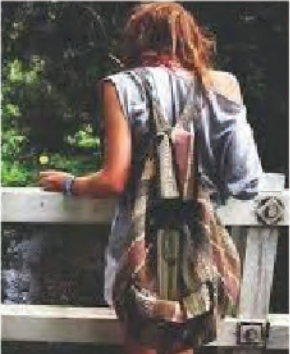
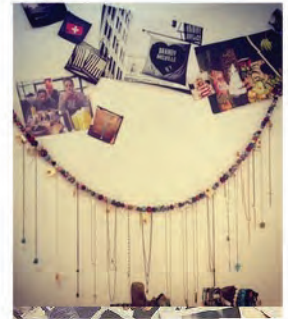
Follow her adventure as she...



FREE FLOW



OPEN YOUR EYES AND SEE THE BEAUTY



THE PROGRAM

Welcome To My World takes you on an adventure—a behind the scenes look into Lia's everyday as a writer, actress—and down-to-earth girl. From a wider lens, Lia represents a major shift in the way Gen C sees and expresses themselves.

The Set Up:

Lia's unique take on being herself threads through everything from creative choices to the way she curates her look. These segments tap into what makes Lia the cool, relatable—real girl.

The Style:

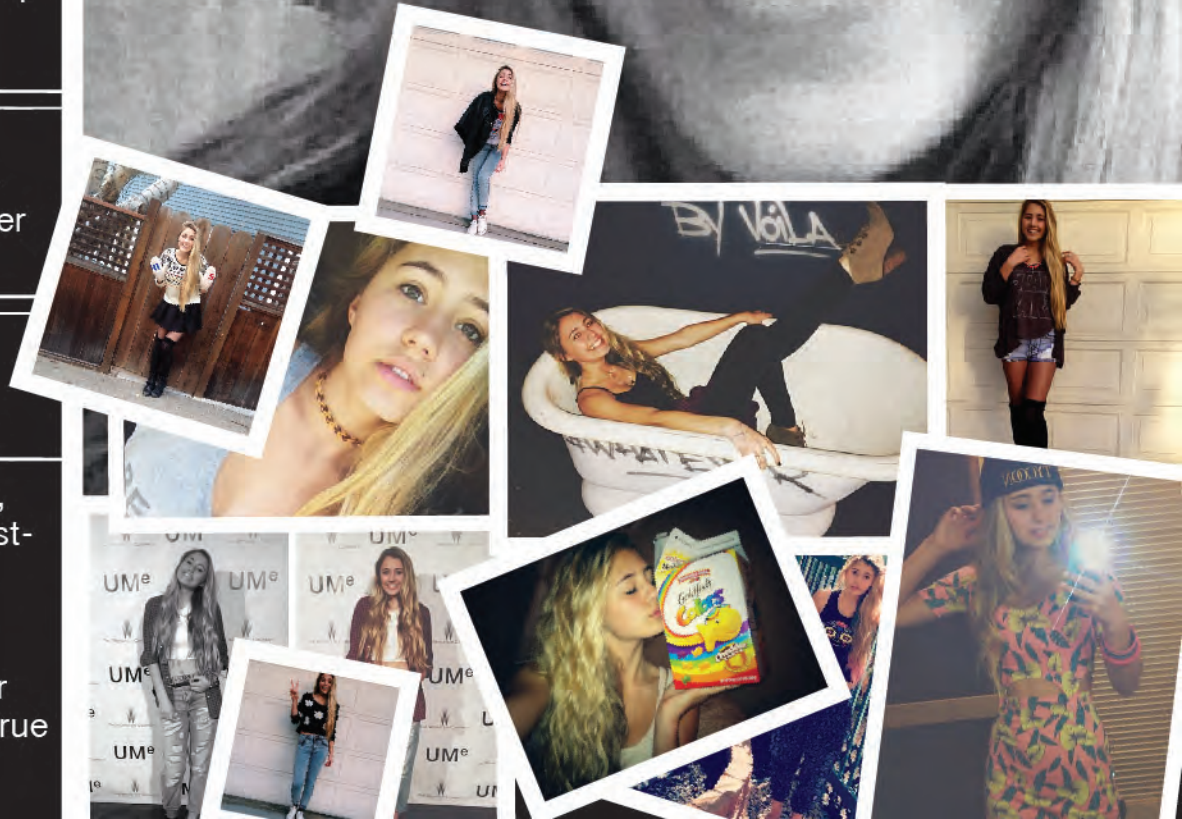
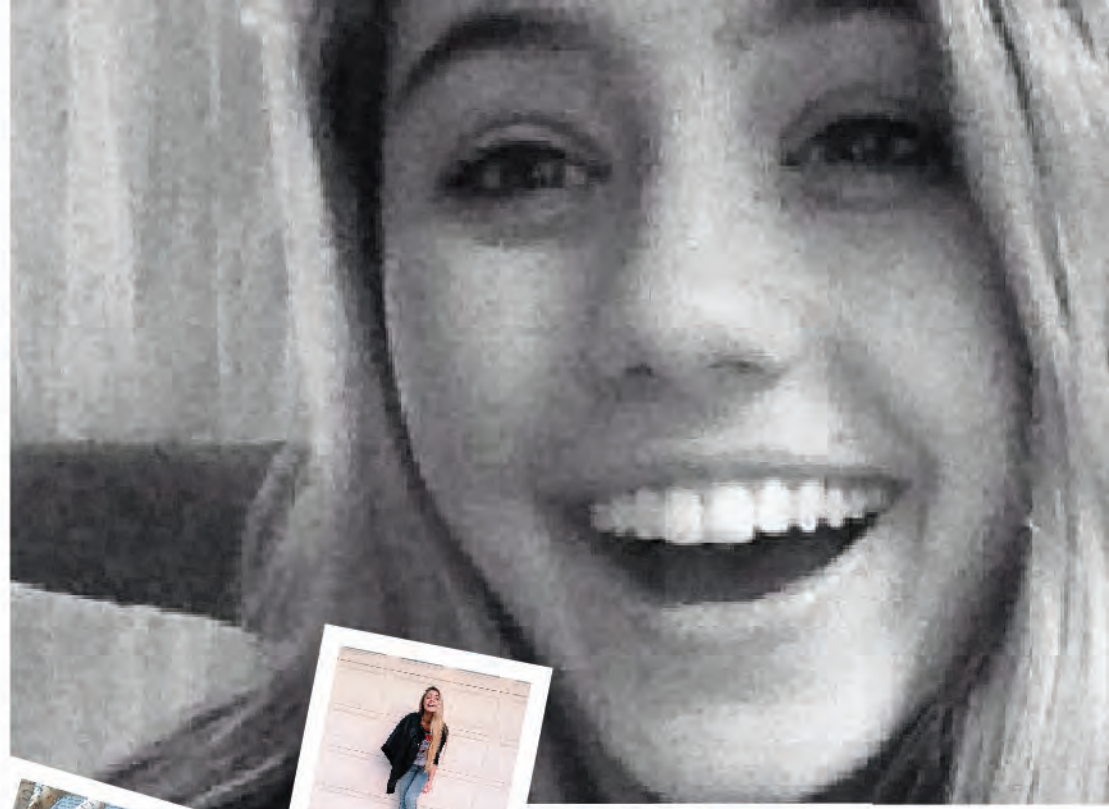
Lia's vibe is free, fresh and fantastically now-blending high low looks that effortlessly tell her story.

The Showcase:

Here, Lia will break down her essentials—highlighting products from across the store...

Whether it's her favorite lip gloss, yoga pants, flannel or earbuds...look for both content, posts and comments the products that weave through her world.

Whether it's a glimpse into production days or downtime, it's about showing up and staying true to Lia's brand of authentic awesomeness.



HOW IT WORKS

Welcome to My World—launches Fall 2014 with segments tied to Lia's everyday life. From re-charge time to hanging out with friends Lia's look is fun, hip and comfy cool. We'll be looking x-store for callouts to complete her style story...

ON THE GO

What's in her bag?
Everything for the next adventure.



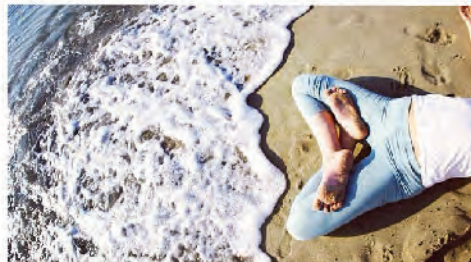
HANGING OUT

For catching up with her crew it's an easy breezy feel.



WORK IT

Getting a move on means feeling your best.



RE-CHARGE

To create, sometimes you've got to unplug.



BENEFITS

Partnering with Lia Marie Johnson and ATV ultimately gives you tremendous positioning through:

1. **Gen C Access**—with ATV, you connect with millions of style-driven girls every second.

2. **Customized Content**—with programing tied to your products, we feature callouts and curated moments

3. **Curated Experience**—generated product frequency and freshness ensures Gen C engagement

4. **Facilitated Network**—driven by both ATV and key influencers, we build online and in-store momentum

5. **Authentic Retail**—ongoing dialogue between talent and consumers evolves messaging and marketing

