

Cohesion.



CAPTURING A PARADIGM SHIFT

**Beyond Brand Positioning: Development Solutions
For Full-Scale Brand Entertainment Platforms**

March 2025

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About Cohesion.

Cohesion is a strategic brand consultancy that helps organizations position, package and articulate the essence and direction of businesses, brands, solutions and issues. Since 1999, our work has created new value and revenue for more than 180 organizations, including Fortune 500 corporations, mid-market companies and innovative small businesses.

For years, Cohesion has been doing the front-end work to develop brands; crafting their foundation and structure. And then, handing those brands to internal resources, agencies, digital firms, ad agencies and production teams for execution and tactical development.

Born from the advertising agency business, we originally saw the specific need to focus on brand development.

Today, we see a brand new need...

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Today's Landscape: Point Of Disruption / Convergence

- Brands are being undermined by the lure of performance marketing
- Media distribution continues to fragment, now dominated by streaming services, social media platforms, and online publications: wider, more splintered reach and more personalized content consumption
- Disruption in both the traditional entertainment and broadcast industries has sent talent, producers and investors looking for new avenues
- Ad, digital and production firms have attempted to leverage the above evolution, but most simply use existing (and poorly constructed) solutions:
 1. Agencies still think in terms of 'campaigns.'
 2. Production companies too often produce content with little or no strategic / brand direction.
 3. Solutions are fragmented and often antiquated

From A Recent Post-Super Bowl Ad Research Study:

“As expected, 2025 continued the trend of Super Bowl commercials failing to generate the same cultural impact as those from the early 2010s.

We also observed that the modern media landscape, with fragmented attention and competing distractions, makes it increasingly difficult for even the biggest brands to own a Super Bowl moment. This isn't necessarily a flaw in creative execution but rather a shifting cultural reality.

Brands must now think beyond the traditional 30-second spot and consider how their campaigns live across digital and social media.”

-Infegy, 2025

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From Better Creative To Better Story

Brand positioning is still the key to a strong brand foundation. The issue becomes what to do with this positioning once it's properly articulated and crafted. 'Better creative' is no longer enough.

Today, the brand with the better story, wins.

Forbes Communications Council Article, May 16, 2024

Brand Entertainment: Brands Are Turning To Entertainment For Engagement

“Brand marketing is taking center stage and rising in popularity due to escalating performance marketing costs and reinforced global data privacy regulations. For brands, this has created a challenge, but also an impetus for creativity in marketing: how to connect with audiences in a world where content is king and where brand entertainment, with its unique ability to create cultural communities and reshape image, becomes paramount. Companies can capture entirely new audiences and, in turn, navigate any uncertainty.

What constitutes brand entertainment isn’t always clear cut, but that’s just part of the appeal: It’s ultimately about blurring the line between being advertised to and being entertained. That means that, by nature, brand entertainment is more discreet and unobtrusive than traditional advertising.”

Today, Brands Need Engaging Platforms

Well-crafted, branded entertainment content provides a new, 'Blue Ocean' opportunity for businesses to grow branded properties and explore proprietary sponsorships. While agencies, production firms and entertainment studios have worked in this space, most efforts and solutions lack full brand context, direction and vision.

*"The brands that win don't interrupt your entertainment.
They BECOME your entertainment."*

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*“The brands that win don’t interrupt your entertainment.
They **BECOME** your entertainment.”*

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The Opportunity: Merging Brand + Entertainment

Our unique perspective has presented a business opportunity:
Develop a firm focused on leveraging proven brand approaches to drive proprietary branded entertainment solutions for investors, marketing clients and sponsors. Build this firm in the solutions gap between marketing agencies, production houses and entertainment studios.

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Introducing Network 17

A premier development and production hub, fueled by expert strategic partners, focused on creating, producing and distributing original branded entertainment solutions, content and sponsorships that create longterm business value.

A COLLABORATIVE VENTURE

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AO Creative



StoryTrack

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Converting Marketing Spend Into Business Value

What if you could develop or sponsor a branded property that not only supports your marketing and sales performance objectives, but breathes new life into your brand story — *and* becomes a longterm business asset?

Now, you can.

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Finally. Longterm Brand Value You Can Own.

By providing turnkey development and production solutions in a brand-centric approach, Network 17 functions as the springboard from well-crafted brand positioning into owned, entertainment properties, channels and platforms.



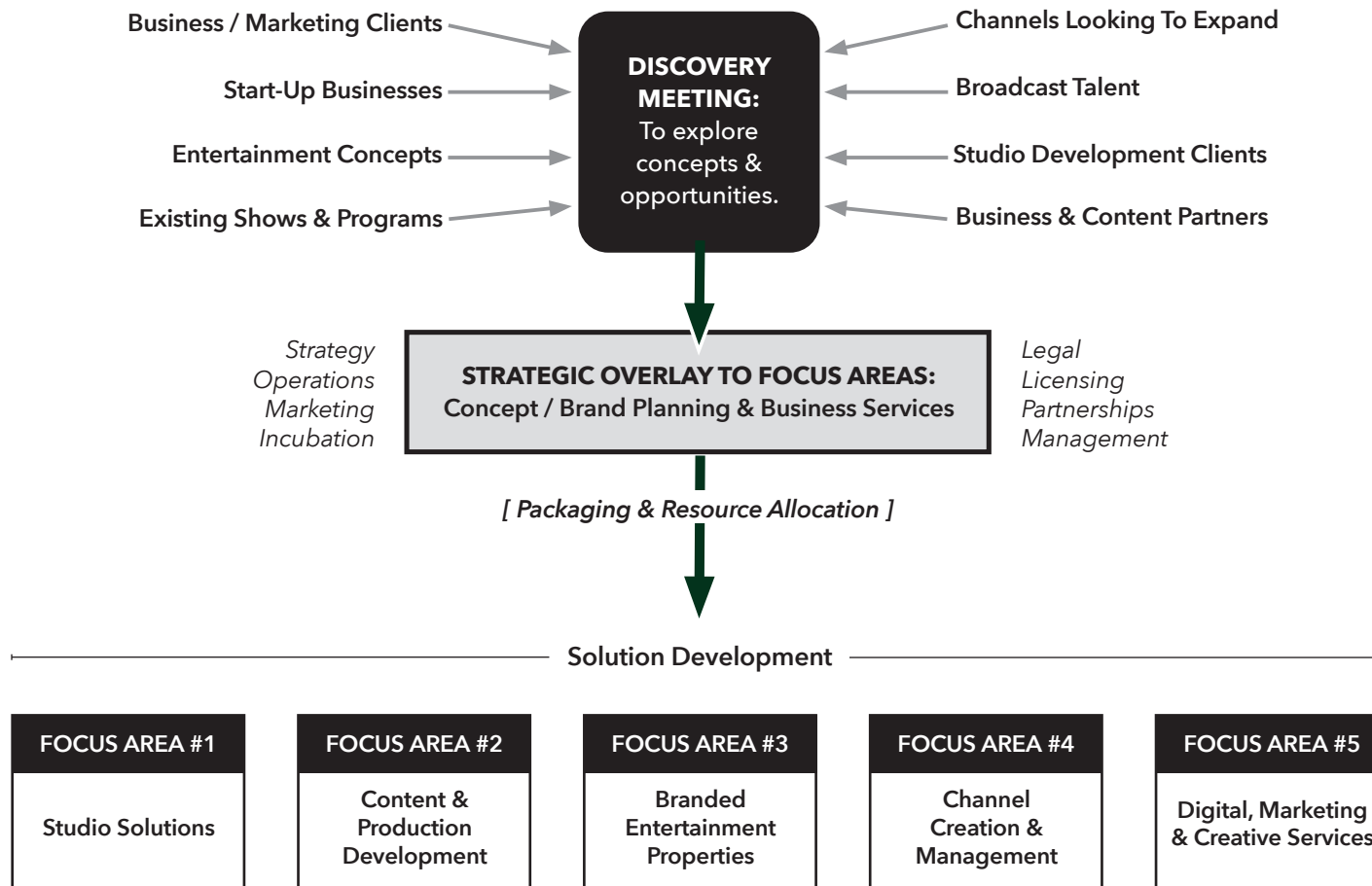
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A Full-Range Of Development & Services

- Custom Studio, Content & Production Solutions
- Branded Entertainment Property & Platform Development
- Sponsorship & Advertising

17 Network



KEY FOCUS AREAS



The logo for 17 Network features the number '17' in a large, bold, sans-serif font, enclosed within a thick black circular arc. Below the arc, the word 'Network' is written in a bold, sans-serif font.

FOCUS AREA #1

Studio Solutions

- Hourly / daily use of our extensive studios, meeting venues & production services
- 'Studio As Your Studio' - Use our turnkey solution for your studio and production needs
- 'On-Premise Plus' - We assist in development of your on-premise studio with the support of our production services

FOCUS AREA #2

Content & Production Development

- Story development
- Messaging & Scripting
- Video development & production
- Audio & recording
- Animation
- Motion graphics / Visual Effects (VFX)
- Streaming Services
- In-studio production
- Show production

FOCUS AREA #3

Branded Entertainment Properties

- Multi-medium entertainment brand development
- Branded podcast development & management
- Documentaries & Films
- Audio books & Audio show development
- Proprietary entertainment brands (concept, development distribution)
- Show planning & development

FOCUS AREA #4

Channel Creation & Management

- Vertical & Niche programming + channel development & management brand development
- Alternative screens & audio concepts
- Turnkey content distribution & tech support solutions

FOCUS AREA #5

Digital & Creative Services

- Creative development
- Website development
- e-commerce websites
- App development
- Data systems, API's and Connectors
- SEO / Technical SEO
- Digital Marketing
- Printing, Merchandise & Fulfillment

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What can we build for *you*?

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Network 17 is located on the 17th floor of the University Tower in Richmond Heights, Missouri.