

# LEARN HOW WE ARE WORKING HARD TO EMPOWER ARMENIAN CHRISTIANS IN AMERICA THROUGH CREATIVE MEDIA

## **Briefing Packet #1: Learn How - January 20, 2025**



**Analysis #1: Khachkar Studios 30 High Value-Add Accomplishments: 2024**

**Analysis #2: U.S.A. Armenian Church Related Numbers "Highlights": 10 Tables of the 227 Analyses**

**Analysis #3: Full Spectrum of 170 Potential Benchmark Commercials and Films Seeking to Influence Behavior**

### **SUMMARY:**

Our team at Khachkar Studios is working hard to empower the extraordinary potential of Armenian Christians in America. Among our long list of accomplishments for 2024 was discovering 2 massive performance gap opportunities.

The first performance gap targets increasing Non-Holiday Badarak Faithful (NHBF – “The Faithful”) at 164 Armenian Diocese, Prelacy, Protestant, and Catholic churches across America. Currently, throughout America, on average, only 13,000 attend Non-Holiday Badarak, barely 3% of the U.S. Census Armenian population. Khachkar Studios will work hard to increase this number to 28,000, or 6%. Even at 6%, attendance will remain in the bottom quartile of peer churches, leaving room for further growth. Our next goal is to reach the average of peer churches, which would quadruple the current attendance.

The second gap targets the near-total absence of impactful media spending by Armenian American religious groups to promote church attendance. In response, Khachkar Studios will spend US\$10+ million over the next five years to increase Armenian church attendance through benchmarked Armenian Christian “Good News” short-clip film production and promotion. Our research confirmed that Khachkar Studios “Good News” promotional media spending will be more than 25 times larger than all Armenian religious organizations in the U.S. combined.

### Khachkar Studios 30 High Value-Add Accomplishments: 2024

| 1H  |   | Q3  |   | Q4  |  |
|-----|---|-----|---|-----|--|
| #   | 10 HVA Accomplishments  | #   | 10 HVA Accomplishments  | #   | 10 HVA Accomplishments   |
| 1.  | Built multi-variant and micro-demographic 2024 analyses through 243 on-site field research visits at 106 Armenian churches in 25 states, with photographic evidence classifying 22,786 Holiday Badarak Faithful (HBF), 12,894 Non-Holiday Badarak Faithful (NHBF), seating capacity by church, and obtaining individual church membership numbers. Discovered only 2.8% of Armenians nationwide attend non-holiday Badarak. | 1.  | Transition from movies, to documentaries to testimonials. Identified traits to compare talents for producing each category.   | 1.  | Quantum leap high value-add transformation from testimonials to brand building universal commercials based on full spectrum of global benchmarking of 21 categories and 170 short-clips, HVA best practices, and worst practices.  |
| 2.  | Established our 4 KPIs (Non-holiday Badarak faithful, Sunday School Students, Church Members, Total Giving) and built percentile rankings for 106 Armenian churches and performance gaps.   | 2.  | Identified ARM films sector as negative ROI and nominal religious content, including building P&Ls on major Armenian film from 1982 to 2023. And, the major films have combined only 7% religious content.              | 2.  | Built 40 short-clip Excel model to increase SROI, including pre-production, scheduling, post-production, leveraging AI, project management software, training / development, and monitoring /analysis performance based on global benchmarking, HVA best practices, and worst practices. |
| 3.  | Built library and researched Armenian diaspora church related materials (1957 to 2024).   | 3.  | Identified 321 ARM Documentaries with only 19 having a religious content, 6%.   | 3.  | 20 Short-Clip script excellent drafts to increase our 4 KPIs based on global benchmarking, HVA best practices, and worst practices. Story boards currently in progress.  |
| 4.  | Comparative analysis of 8 major Armenian diaspora surveys (1998-2024)   | 4.  | Discovered that all six of the Armenian religious groups have little to no marketing spending.  | 4.  | RFPs drafts based on global benchmarking, HVA best practices, and identified worst practices that increase cost, delay production, and do not follow instructions. Have 3 RFPs pending response.   |
| 5.  | Interviewed leadership at all six Armenian church groups and select parish level staff; and reviewed religious and parish leadership training materials.  | 5.  | After 3 months of advertising and interviews concluded non-Armenian talent is higher 2025 SROI. And, concluded that our instructional materials are amazing compared to what is considered by many to be best practice. | 5.  | Built 3 Excel production templates based on global benchmarking, HVA best practices, and worst practices. Includes detailed expense line items and 30 day time lines.  |
| 6.  | Reviewed annual reports and financial statements of church groups and parishes; and built U.S. wide consolidated financial models of all six Armenian groups and 164 churches.  | 6.  | Identified 20 top quartile Armenian churches on all 4 KPIs.   | 6.  | Discovered 8 niche firms with world-class, perfect fit portfolios and multiple country film commissions.   |
| 7.  | Analyzed the purchasing power evolution of U.S. major Armenian Philanthropic Organizations spending.  | 7.  | Brand trait comparison of Armenian religion and 7 benchmarks.   | 7.  | 3 marketing campaigns based on global benchmarking, HVA best practices, and worst practices. Excellent drafts with micro-targeted demographic using 106 multi-variant database to customize relative to ratio of Armenian U.S. census demographics.                                      |
| 8.  | Compared the evolution of Armenian population in the U.S. with the U.S. population (1980-2020).   | 8.  | Compared the U.S. Armenian Church with 24 benchmark U.S. Orthodox Christian Churches.   | 8.  | Early drafts of copyright and free use of legal analysis; and hiring a librarian.  |
| 9.  | Built model to allow for estimates of U.S. Armenian population by generation and immigration trends, which helped build prioritized micro-demographic targeting to increase NHBF and dispelling systemic misconceptions.  | 9.  | 18 Armenian English web site banner ads for KS for Q4 and will continue in 2025.  | 9.  | Started Armenian ad campaign to increase political awareness of Armenian Christian significance to Christians in targeted congressional areas.   |
| 10. | Identified and built an extensive database of Armenian church related media platforms and reading materials (VEMKAR, Bread & Salt, Epostle, Cross Roads Newsletter, Cilicia Periodical, etc.).  | 10. | B and BPs of consensus thinking of story telling for film helpful to educate on why not an attractive SROI.   | 10. | ABC videos finished and letter agreement to teach in Armenia and create both instructional videos and commercials; to serve as global benchmark in teaching ages 10 to 18 government finances from a Christian perspective.  |



**U.S.A. Armenian Church Related Numbers "Highlights": 10 Tables of the 227 Analyses**

Source: The Charles & Agnes Kazarian Foundation "Next 25 Years Strategic Plan" and JI-Analytics. Date of Analyses December 2024.

Our 4 Key Performance Indicators (KPIs) to measure performance during 2025, starting in February are: KPI #1 is Non-Holiday Badarak Faithful (NHBF). KPI #2 is Sunday School Students (SSS). KPI #3 is Church Members. KPI #4 is Total Giving.

Our Multi-variant and micro-demographic analyses: JI-Analytics in 2024 conducted 243 on-site field research visits at 106 Armenian churches in 25 states, with photographic evidence classifying 22,786 holiday Badarak faithful and 12,894 non-holiday Badarak faithful, which supported our multi-variant and micro-demographic analyses on ages, genders, states, NHBF, HBF, and specific or grouped churches. Supplemental numbers from Orthodox Christians are from the 2010 and 2020 Religious Congregations & Membership Study (RCMS), by the Association of Statisticians of American Religious Bodies (ASARB).

|                                | U.S.A. Total       |             |                    |             |                    |             |
|--------------------------------|--------------------|-------------|--------------------|-------------|--------------------|-------------|
|                                | 1980-2020 % Change | 2020        | 2010-2020 % Change | 2010        | 1980-2010 % Change | 1980        |
| Armenians U.S. Official Census | 116%               | 460,254     | -2%                | 471,781     | 122%               | 212,621     |
| U.S. Total Population          | 46%                | 331,526,933 | 7%                 | 309,321,666 | 36%                | 227,224,719 |
| Armenians vs. U.S. Population  | 2.5x               |             | Negative           |             | 3.4x               |             |

|  | Non-Holiday Badarak Faithful (Badarak Faithful) |   |
|--|---|---|
|  | 2024  | 2024  |
| Armenians U.S. Official Census   | 460,254   | Armenians: Popular sited # 1,000,000  |
| Badarak Faithful. 164 Armenian Churches (includes adults and Sunday school students) | 12,894  | Badarak Faithful. 164 Armenian Churches (includes adults and Sunday school students) 12,894 |
| <b>Badarak Faithful per 100 (KPI #1)</b>   | <b>3%</b>                                       | <b>Badarak Faithful per 100 (KPI #1) 1%</b>   |

Table #3: U.S. Armenian Churches and U.S. Orthodox Christian Churches NHBF, Regular Attendees, Sunday School Students, Members and Adherents

| 106 U.S. Armenian Churches All Affiliations 2024 |                            |                           |                         | 24 External Benchmarks U.S. Orthodox Christian Churches |   |
|--|----------------------------|---------------------------|-------------------------|---|---|
| Percentile                                       | KPI #1 NHBF % of Max (HBF) | KPI #2 SSS % of Max (HBF) | KPI #3 Members % of HBF | KPI #1 NHBF % of Adherents                              | KPI #1 Regular Attendees % of Adherents |
| High   | 71%                        | 75%                       | 399%                    | 26%   | 71%                                     |
| Top Decile (TD)                                  | 64%                        | 56%                       | 208%                    | 24%   | 60%                                     |
| Top Quartile (TQ)                                | 48%                        | 26%                       | 130%                    | 18%   | 46%                                     |
| <b>Median (MD)</b>                               | <b>32%</b>                 | <b>20%</b>                | <b>91%</b>              | <b>12%</b>  | <b>39%</b>                              |
| Bottom Quartile (BQ)                             | 25%                        | 12%                       | 57%                     | 9%  | 22%                                     |
| Bottom Decile (BD)                               | 18%                        | 10%                       | 33%                     | 7%  | <b>Bottom Decile (BD) 12%</b>           |
| Low  | 14%                        | 7%                        | 9%                      | 5%  | 6%                                      |
| # Churches in Survey                             | 46                         | 16                        | 70                      | 46  | 24                                      |

| Regular Attendees 2010-2020:          | % Change | Regular Attendees % of Adherents U.S. Orthodox Christian Churches 2010 Rank | Armenian: Prelacy 12% | Rank 22 <sup>nd</sup> |
|---------------------------------------|----------|---|-----------------------|-----------------------|
| Armenian Churches (Diocese + Prelacy) | -2%      | Bottom Decile   | Diocese 11%           | 23 <sup>rd</sup>      |
| 20 Orthodox Christian Ext. Benchmarks | +1%      |   | <b>Combined 12%</b>   |                       |

According to 4 different Armenian diaspora surveys, between 1998 and 2018, the median of U.S. Armenians claiming to attend Badarak at least 4 times a month is 28%.

According to 5 different Armenian diaspora surveys, the percentage of U.S. Armenians claiming to be Christian are 82%, 78%, 66%, 60%, and 56%.

Table #4: External Christian Supplemental Benchmarks

| KPI #1 - Average Weekly Attendees % of Self-Identified | U.S. Latter-day Saints |                                  |                            |    |
|--|------------------------|----------------------------------|----------------------------|----|
|  | Catholics              | Greece, Ireland, Italy, Portugal | Estonia, Latvia, Lithuania |    |
|  | 46%                    | 28%                              | 23%                        | 6% |

Table #5: Performance Gap versus 22 External Benchmarks

| KPI #                       | Current - 2024 (164 churches extrapolated) | Armenian 164 churches achieving benchmark | External Benchmarks Bottom Quartile |                   |                 |                     |
|-----------------------------|--|---|-------------------------------------|-------------------|-----------------|---------------------|
|                             |  |   | Per 100 U.S. Armenians              | Per 100 Adherents | Performance Gap | Performance Gap (%) |
| KPI #1 (All ages)           | 12,894                                     | 27,347                                    | 6                                   | 22                | 14,953          | 116%                |
| KPI #2 (Youth)              | 3,218                                      | 6,949                                     | 8                                   | 28                | 3,732           | 116%                |
| KPI #3 (Adults)             | 21,682                                     | 46,826                                    | 13                                  | 47                | 25,144          | 116%                |
| KPI #4                      | \$21,225,267                               | \$45,838,902                              | \$979                               | \$979             | \$24,613,635    | 116%                |
| Church capacity             | 23,964                                     |   | 23,964                              |                   |                 |                     |
| NHBF - KPI #1 % of Capacity | 54%  |   | 116%                                |                   |                 |                     |

Table #6: U.S. Orthodox Christian Converts Survey July 2024 Performance Gap Versus Sample Group Average

|  |        |
|--|--------|
| 2019 to 2023 % Change in Annual Converts                                   | 19%    |
| 2023 - External Benchmark - converts to Orthodox per parish                | 6      |
| Converts - Performance Gap - extrapolated to the 164 JIA surveyed churches | 1,017  |
| KPI #1: Non-holiday Badarak Faithful (NHBF)                                | 12,894 |
| Converts % of NHBF   | 8%     |

Table #7: U.S. Armenian Church Annual Spending and Income (164 Churches and HQs)

|                     | 164 Churches  |               | Avg. spending by Orthodox benchmarks (est.) | 164 Churches (Excluding HQs) |                 |
|---------------------|---------------|---------------|---|------------------------------|-----------------|
|                     | Including HQs | Excluding HQs |   | Donations/Contrib.           | Membership Dues |
| Total Spending 2023 | \$41,230,114  | \$31,874,491  |   | \$4,919,159                  |                 |
| Per Week            | \$792,887     | \$612,971     |   | \$29,995                     |                 |
| Per Church          | \$251,403     | \$194,357     |   | \$209                        |                 |
| Per Member          | \$1,902       | \$1,470       |   | \$352                        |                 |
| Per NHBF            | \$3,198       | \$2,472       | \$2,416                                     | \$577                        |                 |
|                     |               |               | Weekly Per Church                           | \$532                        |                 |
|                     |               |               | Per NHBF Per Church                         | \$7                          |                 |

Table #8: Spending on Media Production and Promotions (non-fundraising related)

|   | 106 Churches and HQ |                  |                | % of Total Spending |
|---|---------------------|------------------|----------------|---------------------|
|   | Total               | Per Member + SSS | Per Church     |                     |
| Operating Expenses - Production of video and audio            | \$431,267           | \$23             | \$4,069        | 1%                  |
| Operating Expenses - Promotion of video and audio             | \$50,000            | \$7              | \$472          | 0.1%                |
| <b>Subtotal Operating Expenses - Production and Promotion</b> | <b>\$481,267</b>    | <b>\$31</b>      | <b>\$4,540</b> | <b>1%</b>           |

Table #9: U.S. Armenian Religious Related Media Content

|   | Financial Track Record |                 |
|---|------------------------|-----------------|
|   | Investors' ROI         | Investors' Loss |
| 10 Armenian Major Films (1982-2023) - % of Religious Content                          | 2%                     | -92%            |
| 18 Armenian News Online Outlets Articles (2024 Sample) - % of Religious Content       | 3%                     | \$-152,937,386  |
| 18 Armenian News Online Outlets Advertisements (2024 Sample) - % of Religious Content | 5%                     |                 |
| 321 Armenian Documentaries (1930-2024) - % of Religious Content                       | 6%                     |                 |

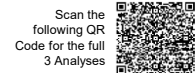
Table #10: Two Major U.S. Armenian Religious NGOs vs. Major Armenian NGO Spending

|                       | Major Armenian Religious NGOs |              | Major Armenian NGO |               |
|-----------------------|-------------------------------|--------------|--------------------|---------------|
|                       | Reported                      | Adjusted     | Reported           | Adjusted      |
| Spending:             |                               |              |                    |               |
| 2008 to 2022. US\$    | \$7,045,443                   | -\$1,107,608 | \$8,149,695        | -\$14,826,909 |
| 2008 to 2022 % Change | 75%                           | -12%         | 21%                | -39%          |

Sources of note: JI-Analytics in 2024 conducted 243 on-site field research visits at 106 Armenian churches in 25 states, with photographic verification to identify 22,786 holiday Badarak faithful and 12,894 non-holiday Badarak faithful; and obtained primary source membership numbers and detailed annual reports and financial statements. Association of Statisticians of American Religious Bodies (ASARB), Census of Orthodox Christian Churches 2010 and 2020 (U.S. Religious Census), Orthodox Studies Institute, Hartford Institute for Religious Research, Pew Research Center, Gallup Research, University of Chicago Pope study of GPS cell phone data, United States Conference of Catholic Bishops, European Research Infrastructure Consortium, Center for Applied Research in the Apostolate at Georgetown University (CARA), Faith Communities Today (FACT), Orthodox Reality, 990 U.S. tax filings, NGOs Financial Reports, and the U.S. Census 2010 and 2020.

Armenian References Library: See Informational Readings on Armenian Diaspora Stewardship from 1957 to 2024, which includes from our library 35 relevant documents, 25 of which are church related, and 9 of which have focus group or surveys.

Global Benchmark and Best Practices Library: An unparalleled library of global benchmarks and best practices information on a diverse spectrum of U.S. religious institutions over the past 50 years.



**Full Spectrum of 170 Potential Benchmark Commercials and Films Seeking to Influence Behavior**  
**Sourced from ChatGPT queries in Q4 2024. Goal is to find best practices to emulate and worst practices to avoid.**

| Total # of Examples  |  | 170           |  |  |   |  |   |   |   |   |   |   |
|--|--|---------------|--|--|---|--|---|---|---|---|---|---|
| #  | Topic Category                           | # of Examples | Examples   |  |   |  |   |   |   |   |   |   |
| 1  | U.S. Military Recruitment Commercials    | 7             | 1.   | 2.   | 3.  | 4.   | 5.  | 6.  | 7.  | 8.  | 9.  | 10.   |
| 1  | U.S. Military Recruitment Commercials    | 7             | "Be All You Can Be" (U.S. Army, 1980-2001)   | "The Few. The Proud. The Marines." (U.S. Marine Corps, 1977-present)   | "Army Strong" (U.S. Army, 2006-2018)  | "Forged By the Sea" (U.S. Navy, 2017-present)                | "What's Your Warrior?" (U.S. Army, 2019-present)  | "Aim High" (U.S. Air Force, 1984-present)   | National Guard's "Citizen-Soldier"                  |   |   |   |
| 2  | Portuguese Benchmark Commercials         | 10            | Todos Recebemos Mais Quando Damos Mais (We all receive more when we give more), Continente (2024), by More Maria | Somos só uma família (We are one family), Meo (2024), by Garage Films  | Experimenta viver mais (Try living more), Vodafone (2024), by Krypton Films       | O Presente (The gift), Nos (2023), by More Maria             | Haverá Sempre Natal (There Will Always be Christmas), Continente (2020), by Ministério dos Filmes | Dá espaço à partilha (Give room to sharing), Meo (2023), by Ministério dos Filmes   | EDP 40 Years (2016), by Garage Films                | Neste Natal abra o presente (This Christmas, open the present), Vodafone (2019), by Krypton Films | É uma menina (It's a girl), Banco BPI (2023), by Ministério dos Filmes              | Vodafone Christmas 2017, Vodafone (2017), by Krypton Films          |
| 3  | Armenian Benchmark Short-clips           | 8             | Zatik: A Thousand Springs in Armenian Homes (2025), by Narek Saroyan   | "Avetis" Christmas video (2023), by Gravity Production                 | "Caring is heartwarming", Ameriabank Christmas Promo (2023), by Domino Production | "Yes, Dear", Cube Invest (2024), by AMCG Agency              | "Be the Change", Ameriabank (2021), by Domino Production  | EUBC Men's European Boxing Championship Yerevan 2022, by Gravity Production   | "Mother's Day" (2020), by Domino Production         | "From the heart of Armenia", Yerevan Brandy Company (2019), by TBWA Moscow                        |   |   |
| <i>The following Topic Categories are sorted alphabetically.</i> |  |               |  |  |   |  |   |   |   |   |   |   |
| 4  | Armenian Church Attendance               | 10            | A New Cross for St. Vartan Armenian Cathedral (July 8, 2024, Eastern Diocese)                                    | Water and Spirit: Baptism in the Armenian Church (Mar 3, 2025, VemKar) | Bread & Salt: New Paths (December 21, 2016, Eastern Diocese)                      | Arakahas Circle (2025, St. Sarkis Armenian Apostolic Church) | Great Lent - Medz Bahk (Mar 25, 2017, Cilicia TV)   | The Right Hand of St. Gregory the Illuminator is the most important relic of the Armenian Church (Apr. 3, 2017, Cilicia TV) | The Armenian Catholic Church (15 Jun, 2011, Aletea) | Are Armenians Catholic? (10 Jan, 2025, Churches Of Faith)   | REBUILD: A Vision Film for the Armenian Evangelical Community (29 Jun, 2022, AEUNA) | The Armenian Evangelical Movement and the AMAA (22 Oct, 2019, AMAA) |
| 5  | Church Attendance                        | 5             | "The Chosen" - TV series (2017)  | "He Gets Us" Campaign (2022-Present)                                   | "Come and See" by The Church of Jesus Christ of Latter-day Saints                 | "Back to Church Sunday" Campaign                             | "Find Your Place" by the United Methodist Church  |   |   |   |   |   |
| 6  | Climate Change                           | 4             | "Hot & Toxic" by the Gas Leaks Project (2024)  | "Guardians of Life" by Mobilize Earth (2020)                           | "Save Her! Environmental Drag Show" by Pattie Gonia (2024)                        | "Don't Look Up" by Adam McKay (2021)                         |   |   |   |   |   |   |
| 7  | DEI Advocacy                             | 10            | P&G - "The Talk"   | Dove - "Real Beauty Campaign"  | Coca-Cola - "America the Beautiful" (Super Bowl 2014)                             | Nike - "You Can't Stop Us"                                   | Always - "#LikeAGirl"   | Mastercard - "True Name"  | Heineken - "Worlds Apart"                           | Microsoft - "We All Win"  | Benetton - "Unhate Campaign"  | Airbnb - "We Accept"  |
| 8  | Human Rights Activism                    | 4             | "Sound of Freedom" (2023)  | "The Man Box" by Gillette (2019)                                       | "Signs of Love" by Amnesty International (2015)                                   | "Edeka 1914" by Edeka (2014)                                 |   |   |   |   |   |   |
| 9  | Music videos to motivate to action       | 6             | Proud to be American, Lee Greenwood and U.S. Military (2020)   | Courageous, Casting Crowns (2011)                                      | I Will Follow, Chris Tomlin (2011)  | A New Hallelujah, Michael W. Smith (2008)                    | God's Not Dead (Like a Lion), Newsboys (2011)   | Soul on Fire, Third Day (2015)  |   |   |   |   |
| 10   | Pro-life                                 | 7             | Focus on the Family's Super Bowl Ad (2010)   | Save the Storks Campaign   | Live Action's "Baby Olivia" Animation   | March for Life Advertisements                                | Her Choice to Live (Heartbeat International)  | "You're Looking at It" by Vitae Foundation  | 40 Days for Life Campaign Videos                    |   |   |   |
| 11   | Product Selling Commercials              | 10            | Apple - "1984" (1984)  | Nike - "Just Do It" Campaign (1988)                                    | Coca-Cola - "Share a Coke" Campaign (2011)  | Old Spice - "The Man Your Man Could Smell Like" (2010)       | Always - "Like a Girl" (2014)   | Budweiser - "Wassup" (1999)   | De Beers - "A Diamond is Forever" (1947)            | Wendy's - "Where's the Beef?" (1984)  | Dove - "Real Beauty" Campaign (2004)  | P&G - "Thank You, Mom" Campaign (2012)                              |
| 12   | Promoting Positive Image of Accountants  | 9             | "The Accountant" (2016)  | "Schindler's List" (1993)  | "Moneyball" (2011)  | "Inside Job" (2010)  | "Enron: The Smartest Guys in the Room"  | "A Day in the Life of an Accountant"  | "Keddie"  | The Wolf of Wall Street   | The Big Short   |   |
| 13   | Psychological Operations (PSYOPS) Films  | 10            | Triumph of the Will (1935)   | Battleship Potemkin (1925)   | Why We Fight (1942-1945)  | The Eternal Jew (1940)                                       | Reefer Madness (1936)   | Red Dawn (1984)   | The Birth of a Nation (1915)                        | Wag the Dog (1997)  | Fahrenheit 9/11 (2004)  | The Act of Killing (2012)   |
| 14   | Reproductive Freedom                     | 6             | Planned Parenthood - "I Stand With Planned Parenthood" (2015)  | The New York Times - "The Fight for Reproductive Freedom" (2022)       | Nike - "Dream Crazy" (2019)   | Arizona Iced Tea - "Choice" (2022)                           | The Center for Reproductive Rights - "We Won't Go Back" (2018)                                    | #StopTheBans Campaign (2019)  |   |   |   |   |
| 15   | Selling Drugs or Surgeries               | 10            | Xeljanz (Rheumatoid Arthritis Medication)  | Keytruda (Cancer Treatment)  | CoolSculpting (Non-Surgical Fat Reduction)  | Dupixent (Eczema Treatment)                                  | LASIK Surgery   | Chantix (Smoking Cessation Aid)   | Allergan (Botox for Chronic Migraines)              | Bariatric Surgery (Weight Loss Surgery)   | Prevagen (Brain Health Supplement)  | Prolia (Osteoporosis Treatment)                                     |
| 16   | Sports Fan                               | 10            | Nike - "Just Do It" Campaigns  | NFL - "Football is Family" Campaign                                    | Aidas - "Impossible is Nothing"   | Gatorade - "Be Like Mike" (1992)                             | ESPN - "This is SportsCenter"   | Coca-Cola - "Mean Joe Greene" (1979)  | World Cup Ads (Nike, Adidas, Coca-Cola)             | Under Armour - "Protect This House"   | NBA - "Where Amazing Happens"   | Sports Event Teasers (Super Bowl, Olympics, March Madness)          |
| 17   | Team Fan                                 | 10            | NFL - Seattle Seahawks: "We Are 12"  | MLB - Chicago Cubs: "Fly the W"  | NBA - Golden State Warriors: "Strength in Numbers"                                | NHL - Vegas Golden Knights: Inaugural Season Campaign        | NFL - Kansas City Chiefs: "Chiefs Kingdom"  | MLB - New York Yankees: Legacy Campaigns  | NBA - Los Angeles Lakers: "Lakers Nation"           | NFL - Dallas Cowboys: "America's Team"  | College Football - Alabama Crimson Tide: "Roll Tide"                                | International Soccer - Real Madrid: "Hala Madrid"                   |
| 18   | Transgender Rights                       | 10            | "Disclosure" (2020)  | "Paris Is Burning" (1990)  | "A Fantastic Woman" (2017)  | "The Death and Life of Marsha P. Johnson" (2017)             | "Boys Don't Cry" (1999)   | "Tangerine" (2015)  | "The Danish Girl" (2015)                            | "Transamerica" (2005)   | "Kumu Hina" (2014)  | "Letitis in Waiting" (2018)   |
| 19   | Travel to a Specific Country             | 10            | Tourism Australia - Dundee: The Son of a Legend Returns Home   | New Zealand - 100% Pure New Zealand                                    | Visit Iceland - Inspired by Iceland: The Hardest Karaoke Song in the World        | India - Incredible India: Find the Incredible You            | Scotland - VisitScotland: Meet the Scots  | Portugal - Can't Skip Portugal  | Japan - Where Tradition Meets the Future            | Norway - Powered by Nature  | South Africa - Wow in Every Moment  | Switzerland - I Need Switzerland                                    |
| 20   | Voting and Elections                     | 4             | "Daisy" (1964)   | "Morning in America" (1984)  | "Willie Horton" (1988)  | "America" (2016)   |   |   |   |   |   |   |
| 21   | Watching a Specific Movie (e.g. Trailer) | 10            | Star Wars: The Force Awakens (2015)  | The Hunger Games (2012)  | It (2017)   | Titanic (1997)   | The Matrix (1999)   | Deadpool (2016)   | The Dark Knight Rises (2012)                        | Spider-Man: No Way Home (2021)  | Interstellar (2014)   | The Blair Witch Project (1999)                                      |

