

# Turner Ignite Deepens Investment in Social Distribution of Branded Content

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***Frank Kavilanz promoted to lead effort as senior vice president of Social Strategy and Solutions, Turner Ignite***

As Turner Ignite's branded content partnerships with marketers continue to grow across all platforms, Frank Kavilanz has been promoted to lead the team's social monetization efforts as senior vice president of Social Strategy and Solutions for Turner Ignite. In this new role, Kavilanz will oversee Ignite's ability to deliver content-driven campaigns for brands into social media and beyond. Based in New York, he reports to Dan Riess, executive vice president of Content Partnerships and Co-Head of Turner Ignite.

"Social has become a big part of our branded content partnerships with marketers," said Riess. "We're now creating powerful content for brands and delivering it everywhere we connect with our fans. This requires a sophisticated, data-driven approach - especially in new platforms like social. Frank has a deep understanding of the social landscape, and he has helped get us up to best-in-class in a very short period of time."

Since joining the company in May 2015, Kavilanz led the development of Turner Ignite's social distribution capability, called Launchpad, from the ground up. Launchpad now includes a dedicated team of 15 social advertising experts, with plans for further growth this year, and a social advertising approach that leverages data across Turner's 650M global social followers. Pairing Launchpad with the powerful branded content offered by Turner's creative teams resulted in over 80 partnerships and 370M social views for brands in 2016. Deals spanned nearly every Turner property and every major social network.

Kavilanz joined Turner with a rich background in social and video strategy. He was most recently general manager of Partnerships and Revenue at Bedrocket Media Ventures, where he led sales and business development for a portfolio of social video properties. Prior to Bedrocket, he was senior vice president of Strategy and Business Development for NowThis News, the digital video news publisher built for a mobile, social-first generation. He has also held a variety of leadership roles at NBCUniversal News Group and Disney ABC Television Group within the business development division.

Kavilanz earned a bachelor of arts degree in marketing from St. John's University and a master's degree in business administration at Columbia Business School. He resides on the Upper West Side in Manhattan with his wife, who is a senior writer for CNNMoney, and two children.



Turner Ignite is focused on reimagining advertising. Powered by unrivaled branded content services, data-rich ad targeting capabilities, first-of-its kind social optimization tools and global distribution, Turner Ignite empowers brands to build more meaningful connections with consumers and drive return-of-investment at scale. The business unit is backed by Turner's wide-scale audience of diverse fans within its portfolio properties, including leading media brands Adult Swim, Boomerang, Cartoon Network, CNN, Great Big Story, HLN, TBS, TNT, truTV, Bleacher Report and Turner Sports' high-profile coverage of the MLB, NBA NCAA, PGA and the professional eSports league ELEAGUE. In addition, the company has digital sales partnerships with the NBA, NCAA and PGA.

[Turner](#), a [Time Warner](#) company creates and programs branded news; entertainment; kids and young adult; and sports media environments on television and other platforms for consumers around the world.

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