

## **CROWN MEDIA FAMILY NETWORKS NAMES NOBLE PEOPLE AS COMPANY'S NEW MEDIA AGENCY OF RECORD**

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**New York, NY, April 30, 2018** – Following a thorough review beginning in January, Crown Media Family Networks announced today that it has selected New York-based independent, [Noble People](#), as its media agency of record. Working closely with Crown Media's marketing, social and creative teams, Noble People will oversee strategic media planning and buying for the company's linear networks, Hallmark Channel and Hallmark Movies & Mysteries including national print, video, radio, digital, social and out-of-home advertising. In addition, the agency will play a critical role in raising the profile of Crown Media's recently-launched subscription video on demand service, Hallmark Movies Now, as a distinct destination for Hallmark's unique brand of entertainment.

"Throughout the review process, Noble People consistently exhibited tremendous creativity and a strong understanding of our brand and the marketplace," said Susanne McAvoy, EVP, marketing, creative, and communications. "We are confident their strategic approach to leveraging the media landscape will be instrumental in taking our brand awareness to the next level."

### **ABOUT CROWN MEDIA FAMILY NETWORKS**

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable's leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, "Miracles of Christmas". Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' digital publishing extension, Hallmark Publishing, is an eBook division that creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks. Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

### **ABOUT NOBLE PEOPLE**

Noble People is a full service media buying, planning and strategy agency with clients including: PayPal, Honest Tea, Zappos, Bumble, Slack, Kodak, Dunkin Donuts, Braintree, Puma and ASOS. Creatively led and operating under full transparency, Noble People has become a go-to alternative to big media agency agencies for businesses looking to maximize impact through media innovation.

For more information visit: <http://noblepeople.com>

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