

[adult swim][™]

Jim Babcock

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Jim Babcock is vice president, consumer marketing for Adult Swim. In this capacity, Babcock leads all facets of multi-platform consumer marketing strategy and planning that support network and brand priorities for Adult Swim, Adult Swim Games and AdultSwim.com. Among his responsibilities, he oversees development of show launch strategies and execution for all original and acquired programming for the network, as well as branded games and apps from Adult Swim Digital.

He furthermore supervises project management and integration with other key departments to create and execute consumer-driven marketing efforts for conventions, events and other branded initiatives. Additionally, Babcock's team oversees Adult Swim's major social platforms, including multiple brand- and show-based accounts, reaching millions of fans worldwide. In 2014, Babcock helped launch Turner's ELEAGUE esports brand. Babcock is based in Atlanta and reports directly to Michael Ouweleen, chief marketing officer for Turner's Cartoon Network, Adult Swim and Boomerang.

Previously, Babcock served as senior director of consumer marketing for Adult Swim. In this capacity since October 2011, Babcock leads a team charged with developing high profile marketing campaigns for new original series, including *Rick and Morty*, the Emmy Award-winning *Childrens Hospital*, *Joe Pera Talks With You*, *Squidbillies*, *The Eric Andre Show*, and more.

The marketing campaigns for the global phenomenon *Rick and Morty* have yielded multiple awards, including a Bronze Lion from Cannes and a Webby Award. Among the innovative executions for this show are a life-sized spaceship "crash site" in New York's Flatiron District, the Instagram-based Rickstaverse game and The Rickmobile, a mobile fan experience and merchandise truck.

Prior to this, Babcock served a director of trade marketing for Adult Swim and Cartoon Network, where he worked closely with Turner Ad Sales to develop sales strategy, messaging and multi-media marketing materials. He also produced annual Upfront sales presentations and managed trade advertising campaigns supporting both networks.

Before launching his marketing career, Babcock began his tenure at Turner in 2001 as a director of public relations for Cartoon Network. In addition to promoting the kids and family network's original content and on-air stunts, Babcock spearheaded publicity efforts for the fledgling

Adult Swim programming block, which grew within four years to become a full-fledged network individually rated by Nielsen Media Research. Prior to this, he worked with two Atlanta-based PR firms—Julie Davis Associates and GCI Group—and the Metro Atlanta Chamber of Commerce.

Babcock earned a bachelor of arts degree in politics from Wake Forest University in Winston-Salem, NC.

Adult Swim (AdultSwim.com), launched in 2001, is Turner's network offering original and acquired animated and live-action series for young adults. Airing nightly from 8 p.m. to 6 a.m. (ET/PT), Adult Swim is basic cable's #1 network among persons 18-34 and 18-49, and is seen in 99 million U.S. homes.

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