

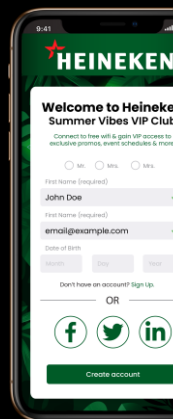
**ABOUT
THE BIG IDEA
MAINSTREAM**

INFORMAL MARKET

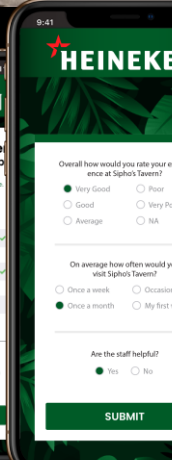
**SERVICES
PRODUCT
USER JOURNEY
COSTS**



FREE WI-FI IN TAVERNS



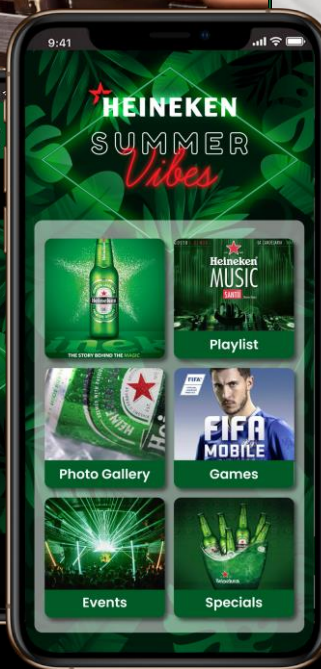
Entrance
Entry



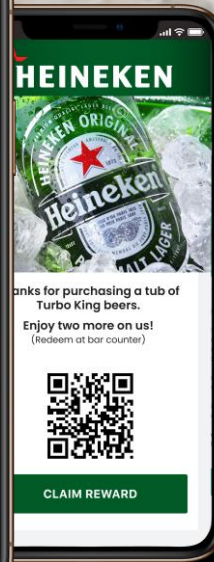
Registration
&
Survey



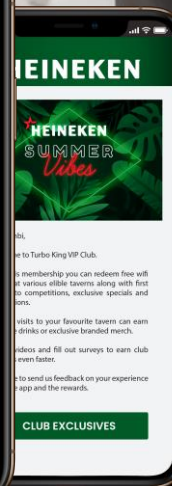
Dynamic
Content
Delivery



Custom
Landing Page



Proximity
Offers



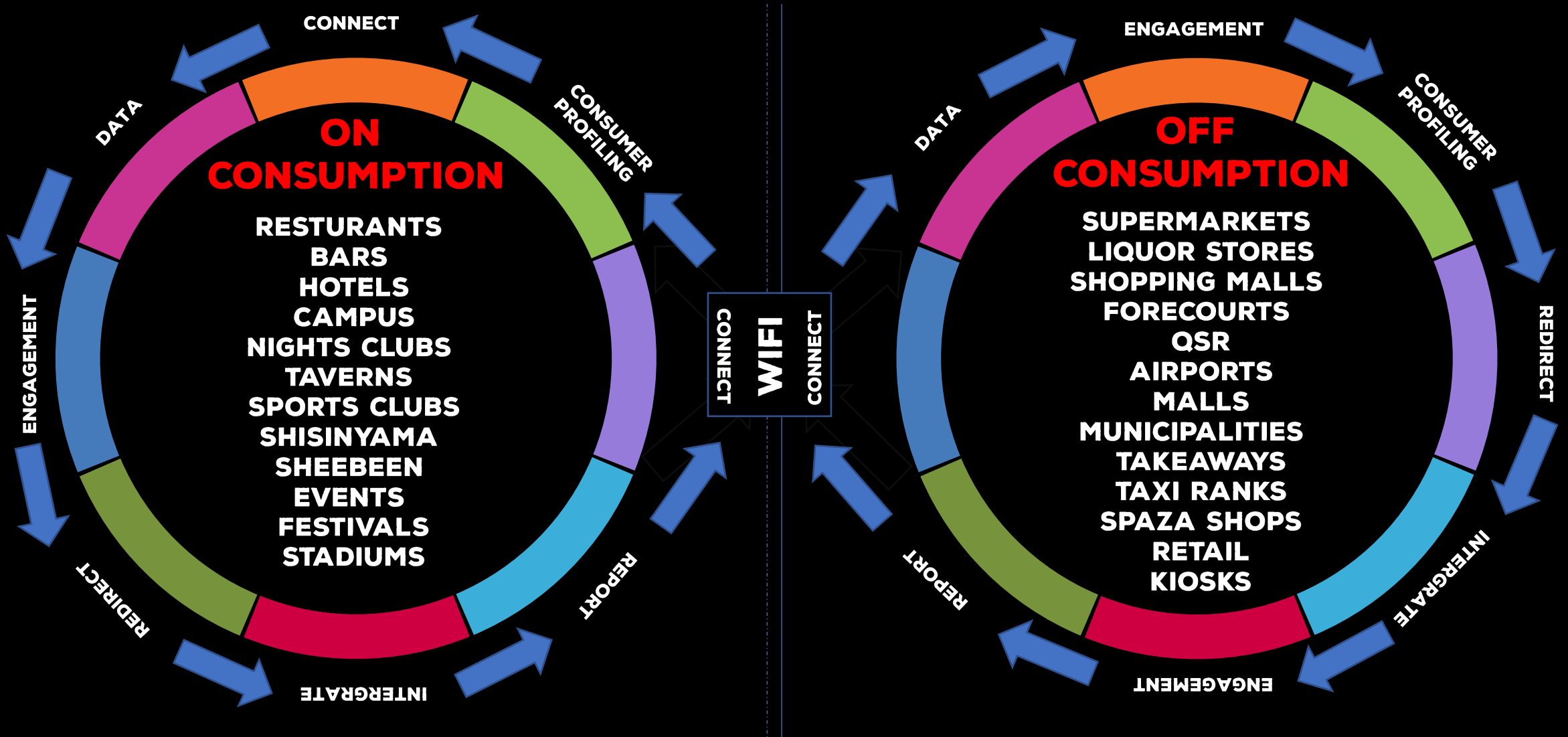
Instore
Welcome
Email



Exit
Survey

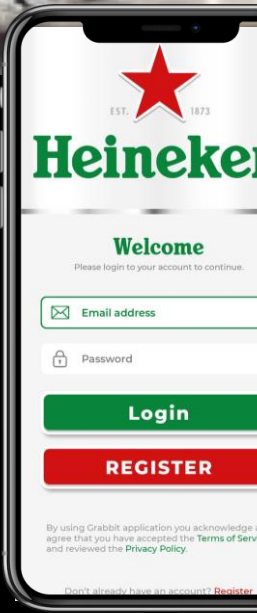
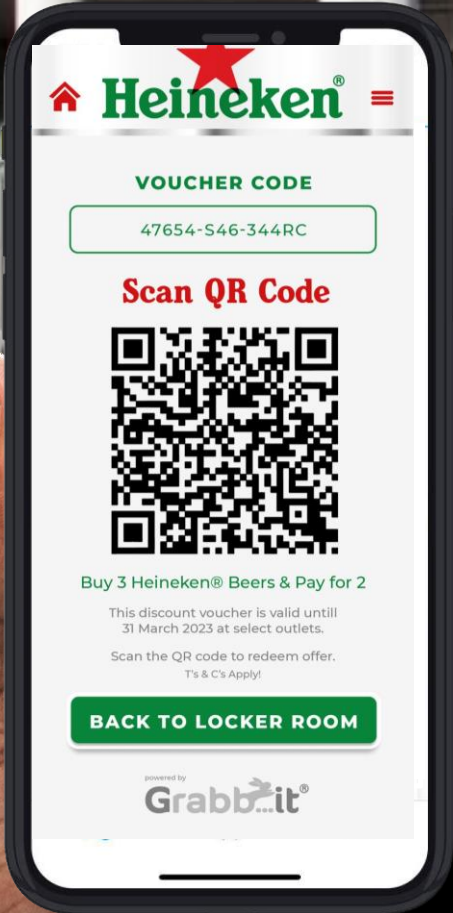
ON CONSUMPTION

By providing consumer wifi you allow the consumer to engage with your brand on a captive ports



The user journey starts by providing wi-fi for the consumer to engage with your brand through providing a reward for insight

FREE WI-FI IN MALLS



OFF CONSUMPTION

Think-Wifi

Think Wi-fi is a WIFI Ad-tech company, and ISP partner, providing Free Uncapped Wi-Fi to communities and people across South Africa, developing customized Wifi enabled marketing solutions for its customers and leading-edge connectivity solutions with partners – all driven by its mission to uplift communities through free access to connectivity. They have specialized in deploying sustainable WiFi into communities across South Africa since 2018.

In partnership deliver a broad range of services that includes:

Hello Brand has built innovative, targeted and measurable digital marketing solutions, using tech-forward ideas, strategies and mechanics, to design and execute bold activations that link brands to socially-connected consumers. Hello Brand empowers brands to engage with consumers through technology at the point of purchase and consumption. Creating relationships and a meaningful, memorable value exchange



A Road Map to Achieving Phenomenal marketing and sales results

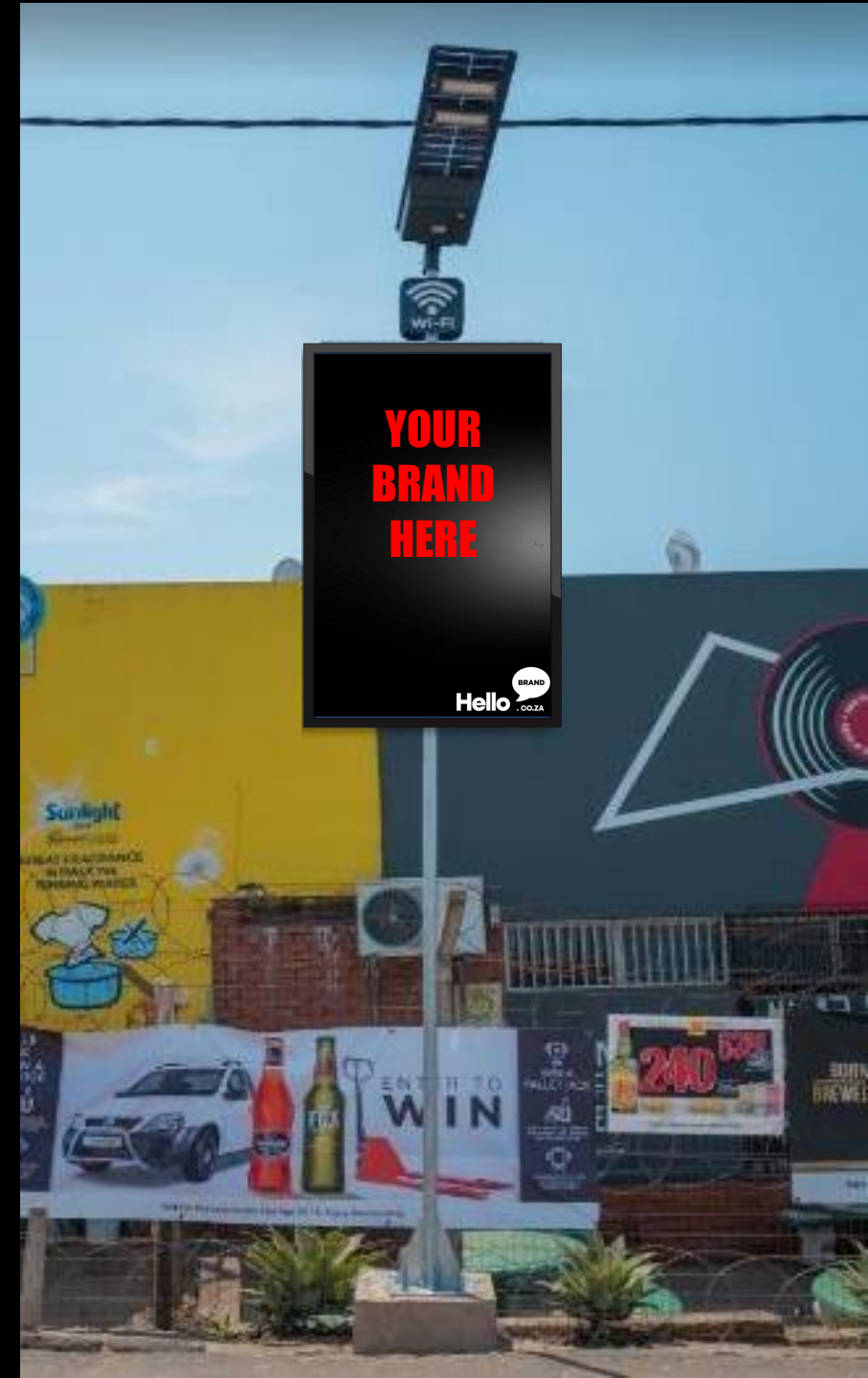
- ★ We focus on point of sale through advertising on mobile and screens within the outlets , ensuring your brand has a voice when you are not there to promote it, 24/7.
- ★ Our marketing team working closely with brands create the right mechanic in order to get “liquid onto lips”, and consumers engaging with their brands and tasting their product. Perhaps switching them 😊
- ★ We showcase analytics converting direct-to-consumer digital marketing strategy based of reliable 1st party data.

PURPOSE

Think Wifi proposes the use of existing Think Zones to access informal / Kasi markets and drive usage to Hello Brand walled garden/marketing portal.

Free Wifi offered by Think Zones allows users to connect to the internet at no cost, thereby enabling access to Hello Brand apps via Think Zone's captive portal. Users are informed, inspired and redirected to marketing content from Hello Brand 's customers and/or other streaming media services.

Hello Brand may also consider a customer-specific solution consisting of an Ad-tech portal and in-venue WiFi, deployed and managed by Think WiFi, as a platform for its marketing and brand engagement service.





This Public Wifi network is built in Communities, Malls, and various public venues. This journey allows brands to engage with customers before they are on the internet – thereby reaching them first in their digital journey. Think Wifi has built a unique platform whereby we are able to collect valuable information from a user, without asking them to provide any information. This best-in-class journey allows any person to connect to the internet for Free, whilst allowing brands to be at the centre of the user's digital journey.



- ★ The opportunity is to create a direct-to-consumer broadcast channel for Brands whereby data will be continuously be graphed, and marketing strategies created based off 1st party data harvesting and predictive buying behaviour.
- ★ With a powerful team of marketers, software developers and brand activators will create content and wireframe a UX & UI for instore activations.
- ★ Our objective is simple, to build a network of digital ecosystems where brands can engage with consumers directly, at the point of purchase.
- ★ Consumers who engage with brands will receive and redeem loyalty rewards for providing data insights.
- ★ Our platform will allow us to communicate directly with members and reward them for participation and ensuring that they come back for more.