

Full Creative Production studio

Audio visual, Graphics & CGI, design, animate, Videography, 3D rendering, illustrator

Consumer Engagement

Content creator combined with seamless delivery into establishments including on the ground activation and “A” list on brand Influencers.

Application and Software Development

Web applications driving relevant content to grow consumer engagement through the captive portal. Mobile, back and front-end development. Full stack.

eCommerce

Purchase, deliver (local and international) with a brand merchandise eCommerce store

HARDWARE

Brand Box media player
OpenCharge cell phone charger
Ad Screen – LED and LCD solutions
Digital Podium
Wi-Fi

Analytics

1st party data from the moment real life behaviour captured at the moment a consumer makes a decision. We don't rely on claims but actual.

Campaign

Strategy & execution
OOH Out of Home Marketing will become more competitive than ever, and emotional connection will be essential



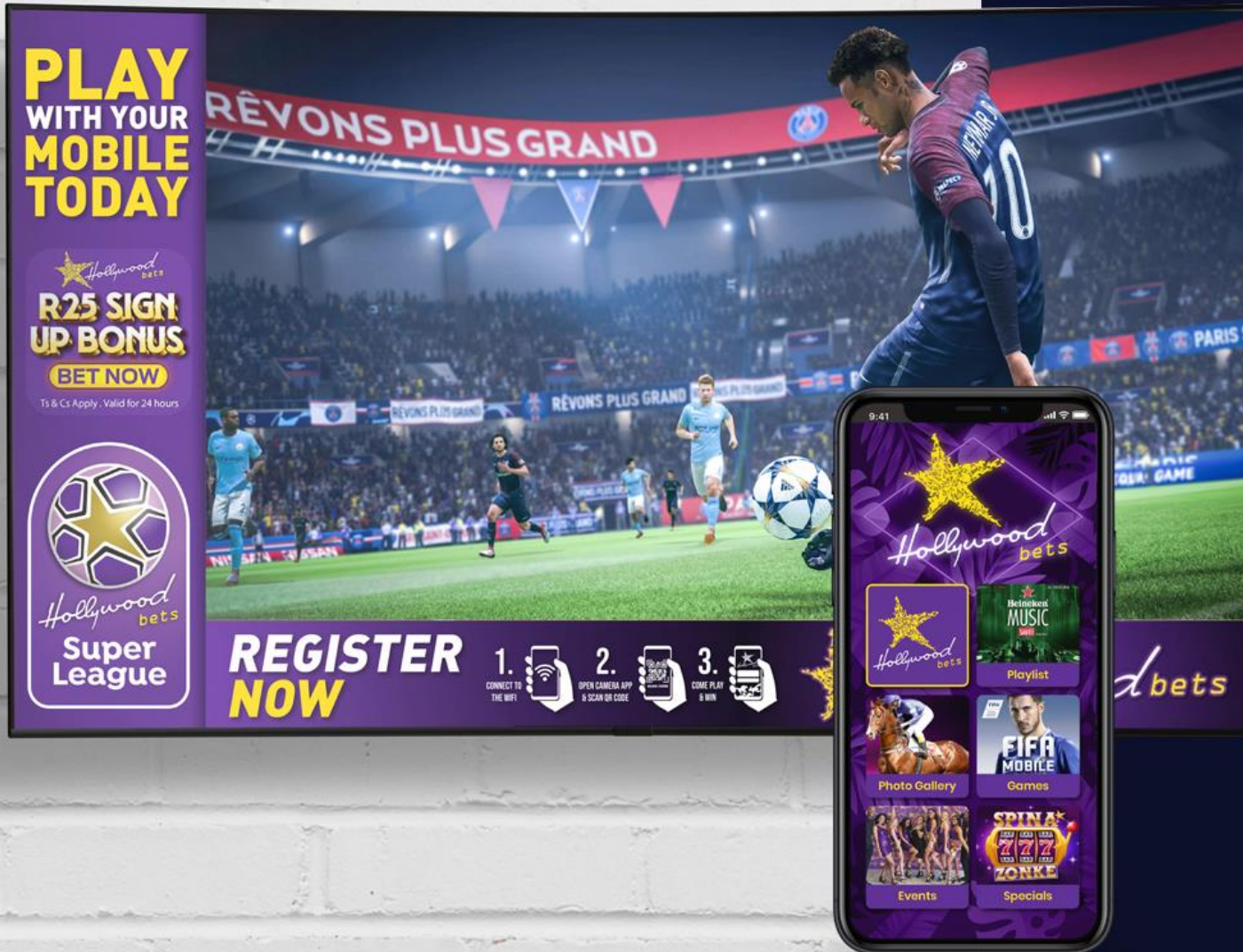
Marketing and Media

Higher conversation rates through our easy to use click through applications

Be your own broadcast network for your brand

Make use of our custom-built application to assist you in creating advertising, marketing and campaign activations using files stored in the media library.

The campaign builder features various templates that can be used to create your campaigns and simplify the process of doing so. There are forms that can be used to create emailers, surveys or polls to name a few, as well as functions you can add to the customer APP such as events, specials, music, games, rewards, brand media or social media links.



- ★ We have an inhouse brand team made up of the following:
 - Design – Illustrator ★
 - Videography ★
 - 3D animation ★
- ★ We utilise the Brands guidelines, fonts, pack shots, ATL and logos to customize the brands core identity and campaign outcomes
- ★ Screen advertising during live sport (squeeze screen) to amplify call to action are created to direct consumers to deal opportunities within the store environments

We help you give your content a voice.

The aim here is to build the most amazing, creative, out of the box engaging campaigns that that will keep the consumer coming back for more. The campaign app aims to engage with users while gathering data and analytics. Consumers that engage with the mobile platform are rewarded through a reward program and other targeted incentives. Campaigns can be scheduled and saved as templates so that they can easily be updated with new content without needing to be recreated from scratch.

Features in the campaign builder include:

- **Surveys**
- **Polls**
- **Emailers**
- **Posters**
- **Triggered Notifications**
- **Event Overview**
- **Specials**
- **Rewards Program**
- **Music**
- **Social Media**
- **Games**
- **Link to 3rd Party Apps**
- **Video Media**
- **Triggered Adverts**
- **Scratch Cards**
- **Promotion QR Scanner**

What makes **HELLO BRAND** different?

REVOLUTIONARY

In the famous words of Ricky Bobby “**if your not first your last!**”

Never before has digital communications connected to instore experience in such a consumer friendly, instant and appropriate way. True **SOCIAL MEDIA**. Instant data for brands and instant consumer reward.

TECHNOLOGY ENABLED

Means its customizable for brands to customer profile and deliver value to align with their brand and commercial objectives.

Full ecosystem from content to conversion at point or purchase/consumption.

Mobile and screen brand call to action.

DATA FREE

Closed network means free content and value delivery direct to consumers. Customer control of experience.

OUR BRAND

Our brand behaviour, positioning and message delivery is critical to 3 reasons:

Confidence - We know who we are and what we deliver

Conversation - Brands talk brand

Consistency - Security and peace of mind

OUR ATTITUDE & TONE CSI

Confident

Creative

Consistent

Solutions

Speed

Service

Intelligent

Inclusive

Impactful

OUR LANGUAGE PHD

Progressive, positive professionals **H**umble, honest & humorous **D**ependable, direct decisive doers

VALUES

Customer first
Customer conversation
Accessibility
Customer
Inclusivity
Brand exclusivity
Progressive

COST

Spend vs
return

Cost of
exclusion
Conversation - Conversion
Data - Insights

VALUE

Measurable

commercial results

Cost per acquisition

Cost per insight Brand
exposure Brand
engagement

At Hello Brand, we believe in the power of collaboration and partnerships. We work closely with our clients to understand their commercial and brand objectives and translate new-generational behaviors into effective marketing solutions.

Whether you're looking to build your brand, engage your audience, or drive business growth, Hello Brand is your go-to partner.

So, if you're ready to take your marketing to the next level, get in touch with us today. Let's build something great together.

Hello Brand is a powerful brand activation vehicle.