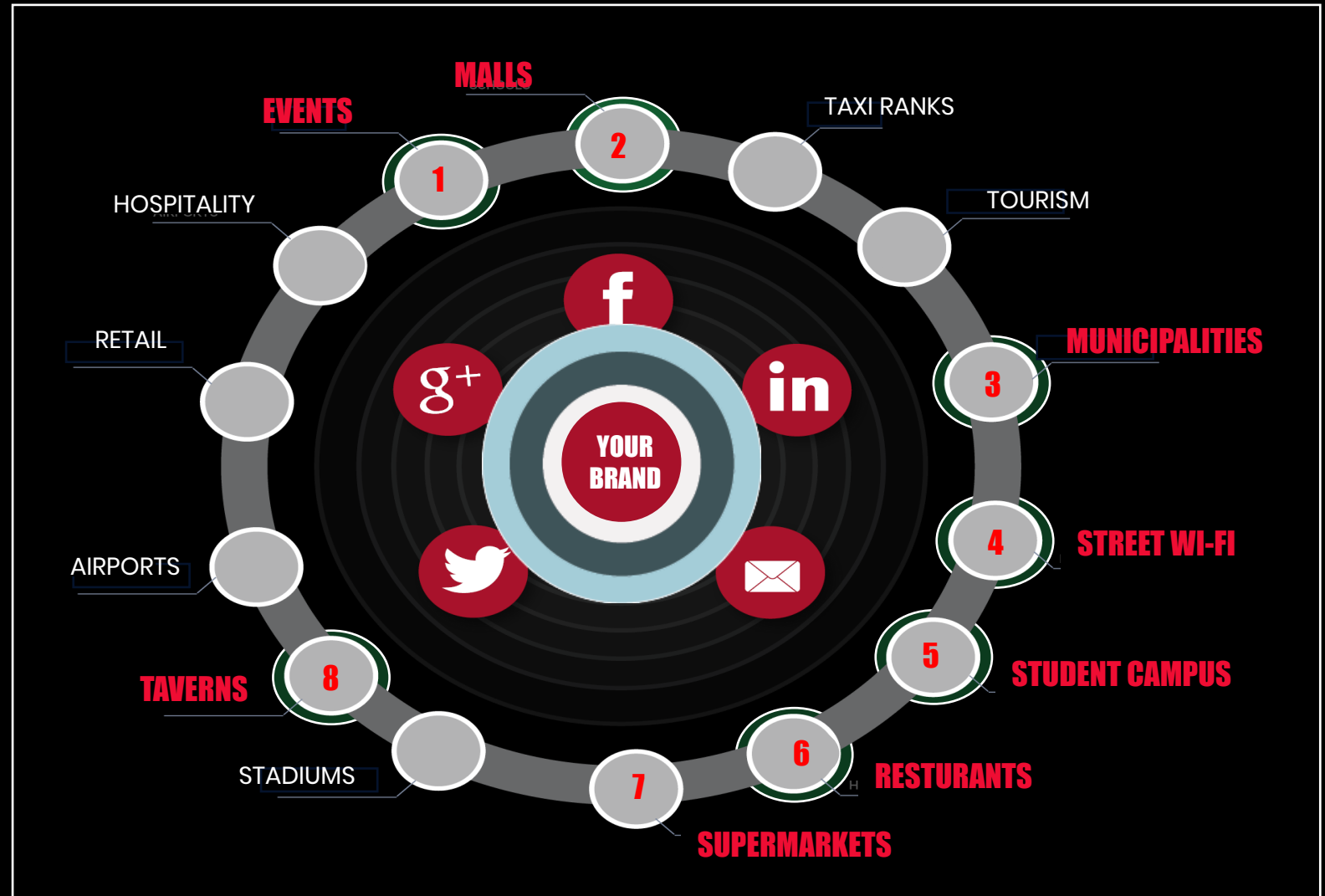# The BIG idea

Mechanic

★ When a customer enters an environment they are connected to the Free – Wi-Fi captive port. The consumer is directed to the "Garden Menu", also always on-screen call to action.

★ Customer encouraged to redeem complementary discount on product by answering a question (for brand insights) limitless on how many questions. View upcoming events, play games, have opportunities to win in national campaigns etc.

★ 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.

★ Onscreen strip advert at ALL times (motion scrolling ad) call to action within the store environment.

★ Video content loops off peak brand current ATL.

★ Live Sport Screen Squeeze ads (video and/or stills)

★ All pages to have Banner ads
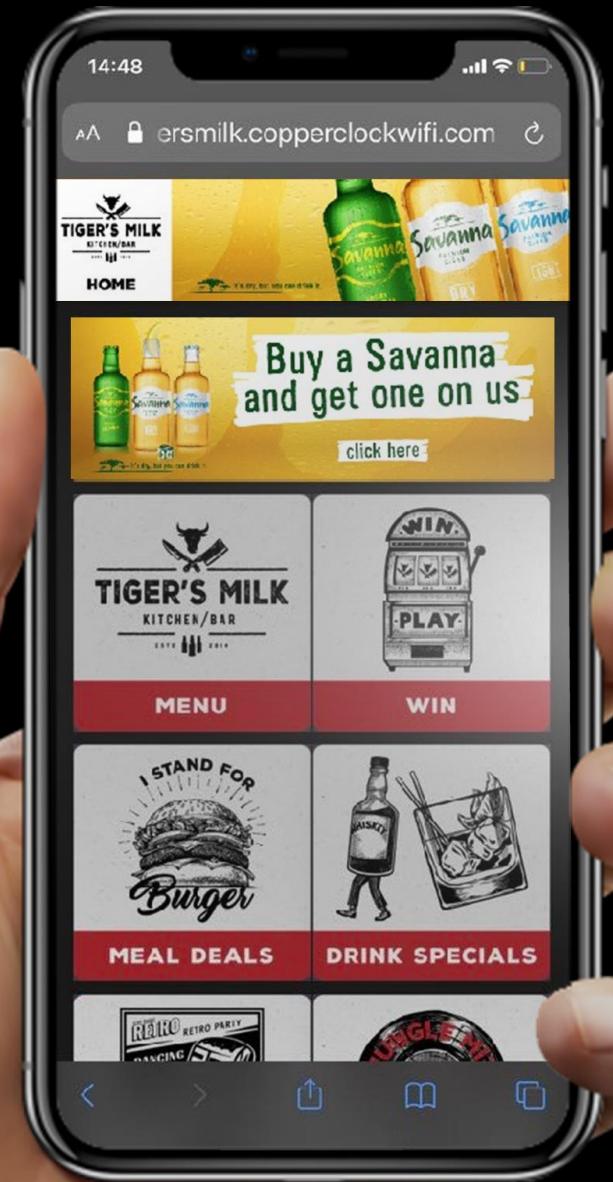
TYPES ECOSYSTEM

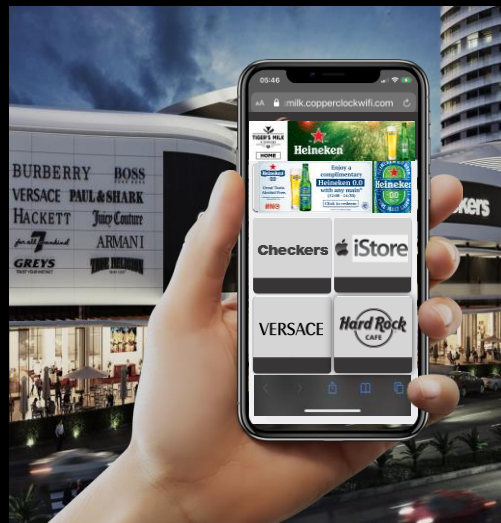## MAINSTREAM URBAN

STUDENT CAMPUS
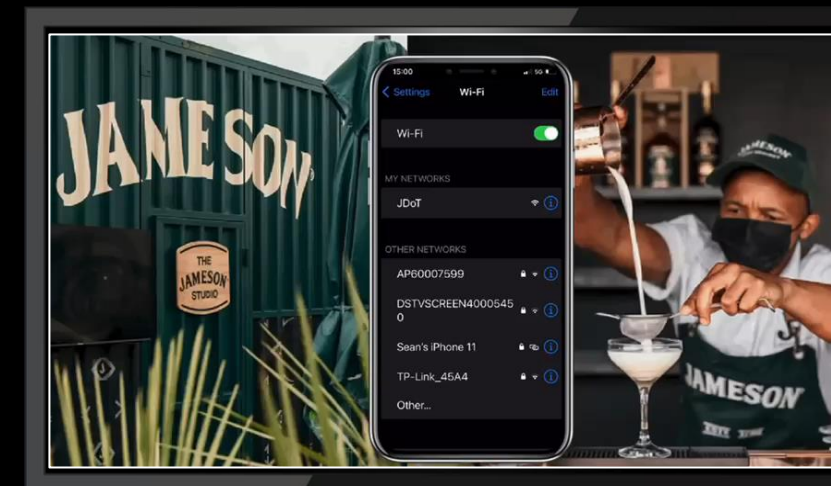

INFORMAL MARKET

MALLS

STADIUMS

EVENTS

OVERVIEW

A digital activation platform that connects brands to outlet customers, bringing benefits to Outlets, Brands and Customers.

By offering customers free Wi-Fi, they are driven to take advantage of various promotions & specials and in turn give participating brands valuable insights into their target market as well as opt-in communication channels.

THIS DOCUMENT

This document gives a brief overview of a system required to manage the above-mentioned platform in a way that helps all parties to effectively manage components neccessary for such a platform to be successful. It is advised that further detailed documentation be compiled to expand on the specifics of each component.

A high-level cost breakdown should be derivied from this overview to allow the client to either agree to further development of the "blueprint" of the control hub. This would include wireframes, technologies to be used and time frames for developement. That will allow for a more accurate cost breakdown of the system and allow for a decision on the viability of such a project.

Hello **BRAND** .CO.ZA

The Hello Brand Digital Assets Manager will give users access to various digital assets related to building campaigns, use of brand assets, everything that is required in executing a successful digital activation within an outlet.

The level of access will be related to the user type, meaning that not all users will have access to all the files.

The platform will allow for reporting of data to Clients and Stores

THE COMPONENTS

From information recieved to date, 5 main components can be identified as key roles necessary for the mangement of the complete platform, these are illustrated in the diagram below. A brief overview of each compoment can be found in forthcoming pages of this document.

① CONNECT to the Wi-Fi Network

Hello Brand uses an open Captive Portal to authentic users onto the Wi-Fi Network and re-authenticate returning users.

The Captive Portal

Progressive Profiling is used to gather in-depth information on the users and present them with the tailored appropriate advertising or promotional content in still or video.

All data is available from the platform for campaign and engagement services.

① WE HERE CONNECT to the Wi-Fi Network

REDIRECT to the Walled Garden

ENGAGE with users and run campaigns

INTEGRATE with social media, WhatsApp and Activations

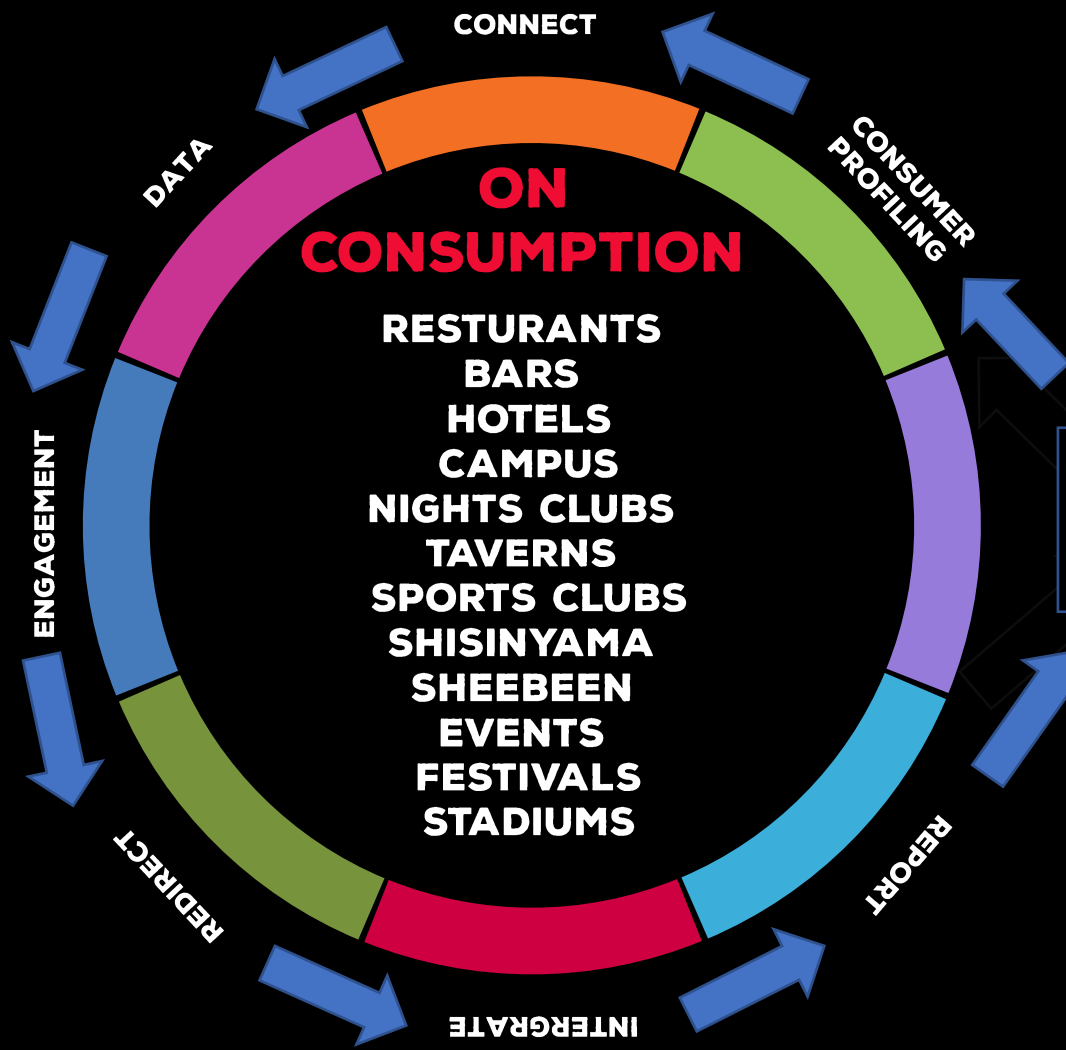**REPORT** on user stats, Campaigns and engagement

FROM HERE THE MAGIC HAPPENS

Brands keep rewarding their consumers, who in turn keep buying and sharing the journey, as its built on loyalty, trust and integrity. Interact, Listen and act through measured executional planning.

With measured, aggregated data, assisting brands with direct consumer engagement and opening a direct line of communication, as well as a database of loyal membership, brands can build their presence in the market.

CONNECT

CONSUMER PROFILING

DATA

ENGAGEMENT

REDIRECT

INTERGRATE

REPORT

ON CONSUMPTION

RESTURANTS
BARS
HOTELS
CAMPUS
NIGHTS CLUBS
TAVERNS
SPORTS CLUBS
SHISINYAMA
SHEEBEEN
EVENTS
FESTIVALS
STADIUMS

CONNECT WIFI CONNECT

ENGAGEMENT

CONSUMER PROFILING

DATA

REDIRECT

INTERGRATE

ENGAGEMENT

REPORT

OFF CONSUMPTION

SUPERMARKETS
LIQUOR STORES
SHOPPING MALLS
FORECOURTS
QSR
AIRPORTS
MALLS
MUNICIPALITIES
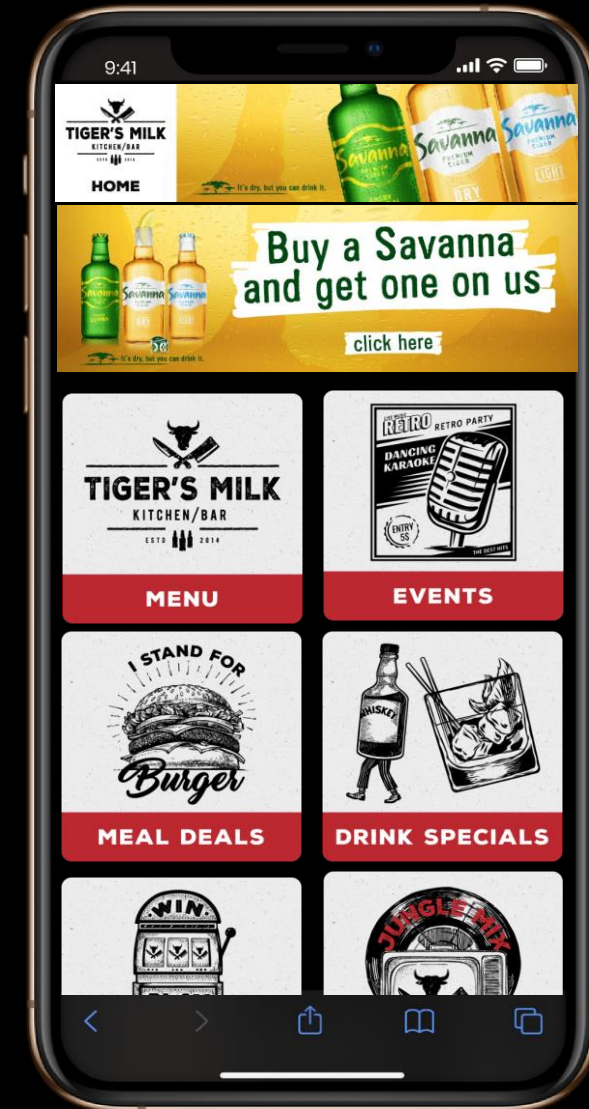TAKEAWAYS
TAXI RANKS
SPAZA SHOPS
RETAIL
KIOSKS

② REDIRECT
to the Walled Garden

Hello Brand integrates The Captive Portal and Analytics into the Think Zone Wi-Fi Services Management platform(SMP) re-directing the user to a walled garden **offering various Engagement tools and Rich media content repositories** available to consume. All content is supplied by the client and or client's media partners i.e., agency, in house brand team etc.

NOTE different walled Gardens can be used for Activations etc.. (Beer promotion); **revenue opportunity for activation companies.**
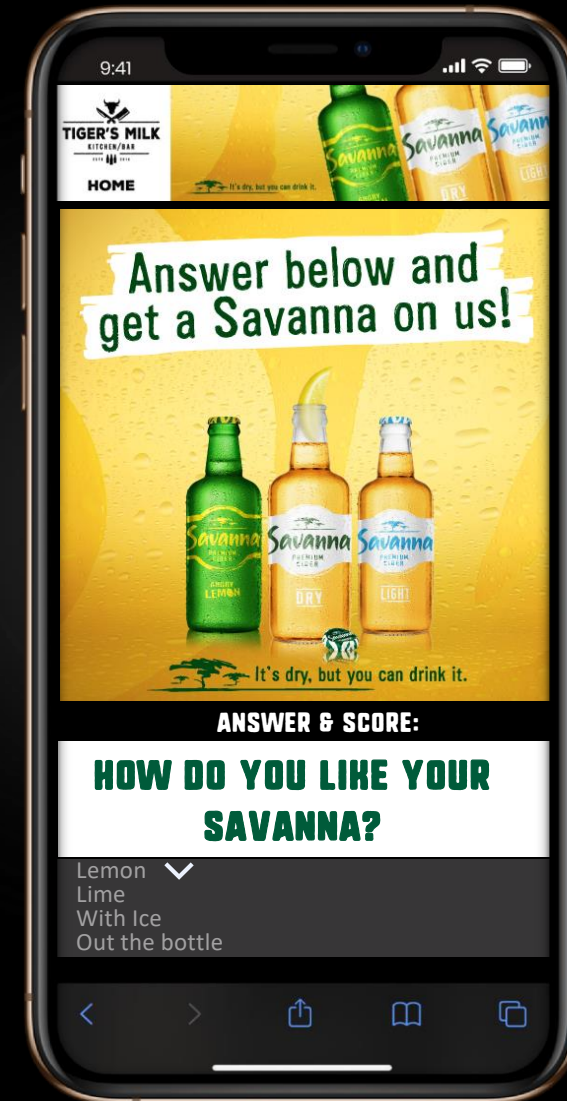

Hello BRAND .CO.ZA

Hello Brand offers the customer the ability to tailor the Walled Garden and engagement tools to meet campaign requirements, distribute content, offer gaming, specials, promotions and "speak" to the users. The Captive Portal e-mail, SMS or WhatsApp Bot and Wi-Fi campaign manger is used for direct engagement using the progressive Profiling to determine the target audience.

The same Platform has a media playlist content management platform to manage and distribute still imagery and video on display units video walls and any audio-Visual devices or network.

④ INTEGRATE
with social media, WhatsApp and Activations

ThinkWi-Fi offers social media authentication onto the Wi-Fi network via The Captive Portal and **Facebook, WhatsApp and most 3rd Party supplier API integration.**

Hello Brand capture the moments real-time which are shared onto the social media channels as consumers have data to post content and receive content.

We also assist influences, creating showreel content for them to post their many followers that will be viewing your brand.

Hello .co.za
BRAND

Client will see updated rewards once a week and can redeem/collect them at anytime.

- Real time Wi-Fi Analytics
- User Profiles
- Anonymous Data
- Session Data
- Web-based Dashboard
- Detailed reports

Think Wi-Fi can export Data and track access to the platform for end customers to ensure data integrity and protection of it; complying with POPI and GDPR.

Hello .CO.ZA BRAND