

BRANDS AT PLAY

- Ownership of digital and live sport screens
- All consumers driven to free in-store WIFI for menu and specials redemption.
- Brands have opportunity for 1st party data question to redeem 2 for 1 per question.
- Screen advertising during live sport (squeeze-back) to amplify call to action. Environment also has 'win' tile for additional activation for prizes/product/merchandise Loyalty or drive to local off-con retailer vouchers to consumer.
- Off peak advertising looks on screen.
 - Social Media call to action.

Instore call
to action
content



HOW IT WORKS

Brand Strategy - ideas

We engage with brands to understand their marketing, sales and strategic objectives.

At each event that happens at the stadium we will be able to give valuable ROI data back into the hands of the brands.

insights

- We provide brands with the 'digital handshake' to engage and convert consumers.
- We create what we call a 'walled garden' exclusive to the environment through the wifi-access point, landing the customer in this plush garden.
- Getting the top-of-mind opportunity to drive consumers to engage.

intelligence

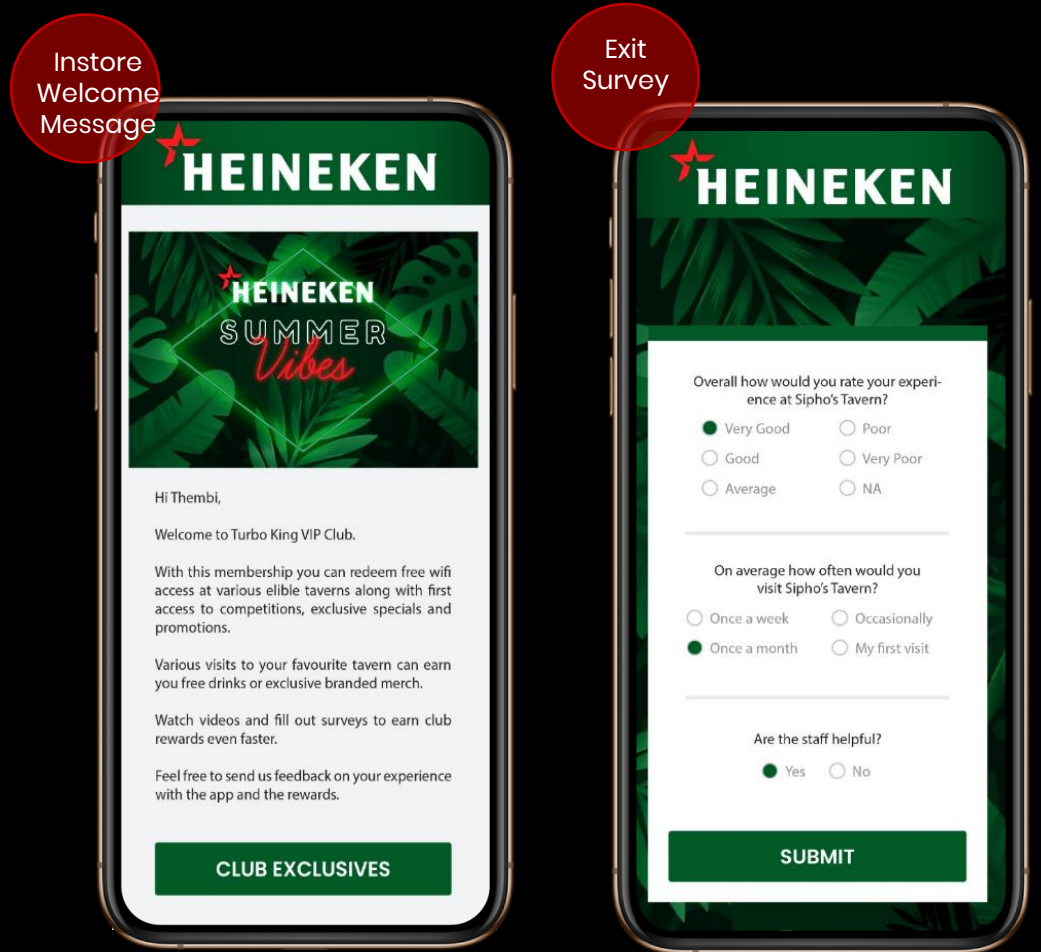
The data allows strategic advantage for both brands and environment.

HOW IT WORKS

The Garden can be customised by the following dependent on campaign objective:

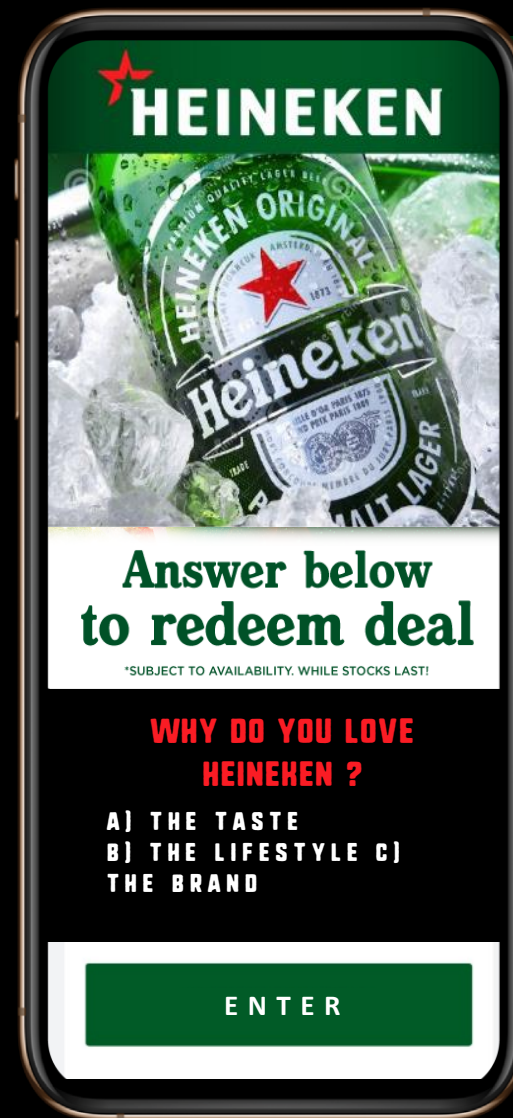
- Music
- Photo Booth
- Games
- Upcoming Events
- Specials
- Loyalty & Rewards

for additional activation for prizes/product/merchandise loyalty or drive to local off-con retailer vouchers to consumer.



WHY WE DO IT

- Customers arrive in a closed ecosystem with a front facing application to participate in rewards for insights. (1st party data mining)
- It excites in simplicity and execution to consumers comfortable with digital navigation. Top of mind & share of voice 1st Party Data through progressive profiling.
- Provides deals, specials and value. New customer conversion & sales amplifier



WHY WE DO IT

- **Creates meaning brand connection. A digital handshake - *tell me about you and 'I'll buy you a drink'* customer loyalty Direct to consumer - at not just point of purchase, but point of consumption!**
- **Delivery direct to consumer could drive to off-con**
- **Screens in store amplify brand exposure and interaction through squeeze screens with in store specials, deals, activations. Owning live sport**

Meal
Deal
Advert

WIN

EVENTS



WHY HELLO BRAND ?

Revolutionary

- First to market
- Instant consumer data, instant consumer reward
- Meaningful Brand connection & exposure
- Drive from on-consumption to off-consumption

Technology First

- Fully brand customizable
- Mobile & screen call to action
- Full ecosystem from content to conversion at point of purchase decision
- Retargeting marketing opportunities

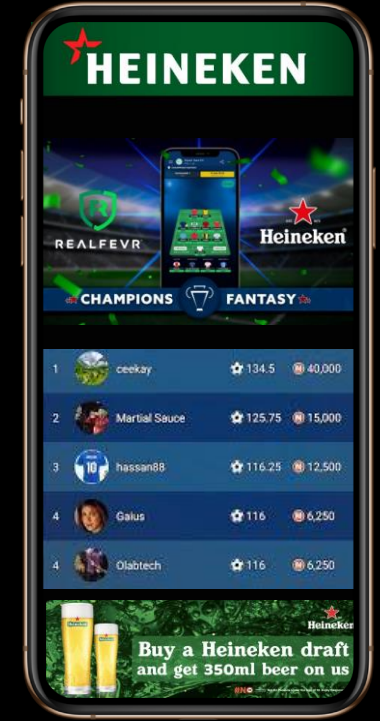
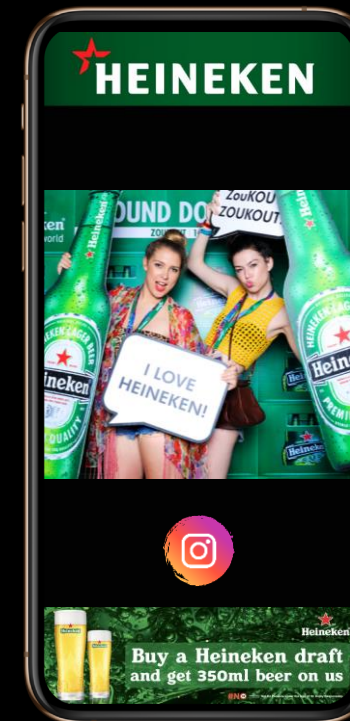
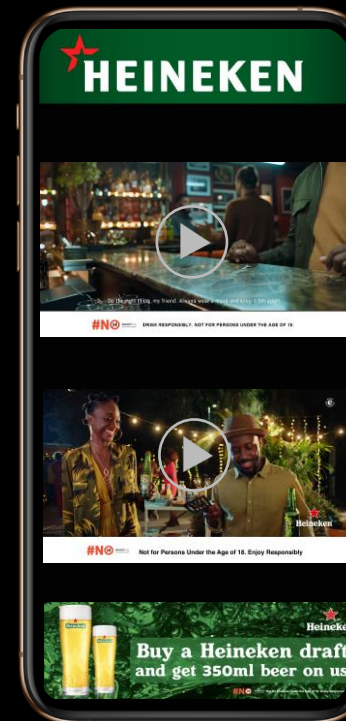
Data-Free

- Closed network means free content and value delivery direct to consumers.
- Consumer controlled experience

Dynamic
Content
Delivery

PHOTO
BOOTH

GAMES



THE BIG IDEA

THE MECHANIC

A DIRECT TO CONSUMER (DTC) DIGITAL ACTIVATION TOOL

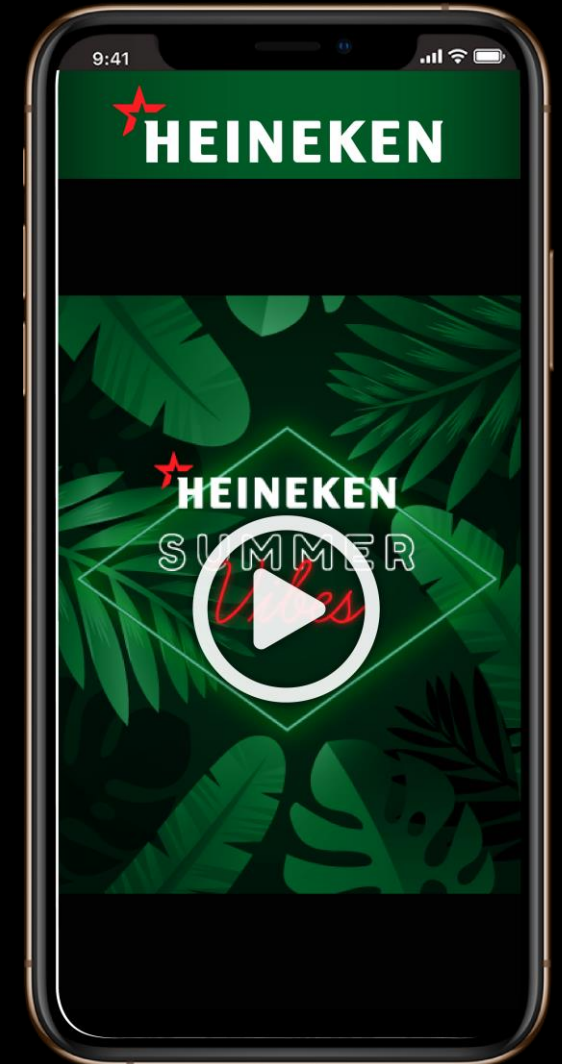
- ★ When a customer enters outlet, they will be asked to register, followed by directing consumers to the garden.
- ★ Customer are encouraged to redeem rewards offered by brands , by answering a question (for Brand insights) limitless profiling questions.
- ★ 2 for 1 / double for a single, complementary mixer of choice are a few mechanic used.
- ★ Live screen Squeeze ads (video and/or stills) every 15 min
- ★ Onscreen always on bottom scroller.
- ★ 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 on reliable 1st party data.

THE OPPORTUNITY

** Brand Owners are able to gain valuable consumer data for future strategic planning.

- Share of voice through clear brand ownership of store environment.
- Amplify sales through fun, easy deal redemption.
- 1 question = 1 deal. Brand relationship 2 for 1 mechanic to limit costs
- Onscreen strip advertisement at ALL times
(motion scrolling ad)
- Video content loops off peak
- Live Sport Squeeze-backs (video and/or stills)
- All Brand Box pages to have branded 'back home' button

Dynamic
Content
Delivery



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