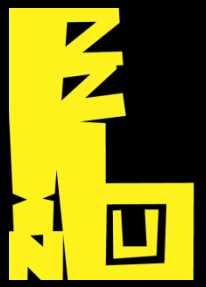


in-Buzz

Media-Multiplier Effect Expertise

'Helping our clients create the perfect
Buzz *to effectively* ***Attract, Grow***
& ***Retain*** *Business'*

Index

- Who we are
- What we can do for you
- How we can do it
- Our Areas of Work
  - Out of home (OOH)-Buzz
  - MarCom-Buzz
  - Buzz-Monitoring Tools

Who We Are

- Our team has over 15 years of combined experience in working in China
- We work together with China's, and global, pioneers in targeted, direct and indirect, branding, advertising and marketing
- We are highly experienced in the area of Media-Multiplier consultancy
- We are media multipliers; for us 1+1>3
- Our team has extensive experience in marketing techniques and solutions with a glocalized* approach

**Glocalized: Thinking globally, acting locally*

What We Can Do For You

- Our knowledge on the local market can help streamline and expedite the entry into the Chinese market
- We can help you avoid the usual new-market entry difficulties and provide you with precise and relevant market info and know-how to avoid expensive setbacks
- We can localize your global marketing, branding and advertising concepts without compromising the brand
- We use available technology and tools to support and enhance our client's existing marketing strategy

How We Can Do It

3-Step Process

Targeting

Product	Price Level	Ad Strategy	Stakeholder	Environment	Location	Positioning

Marketing

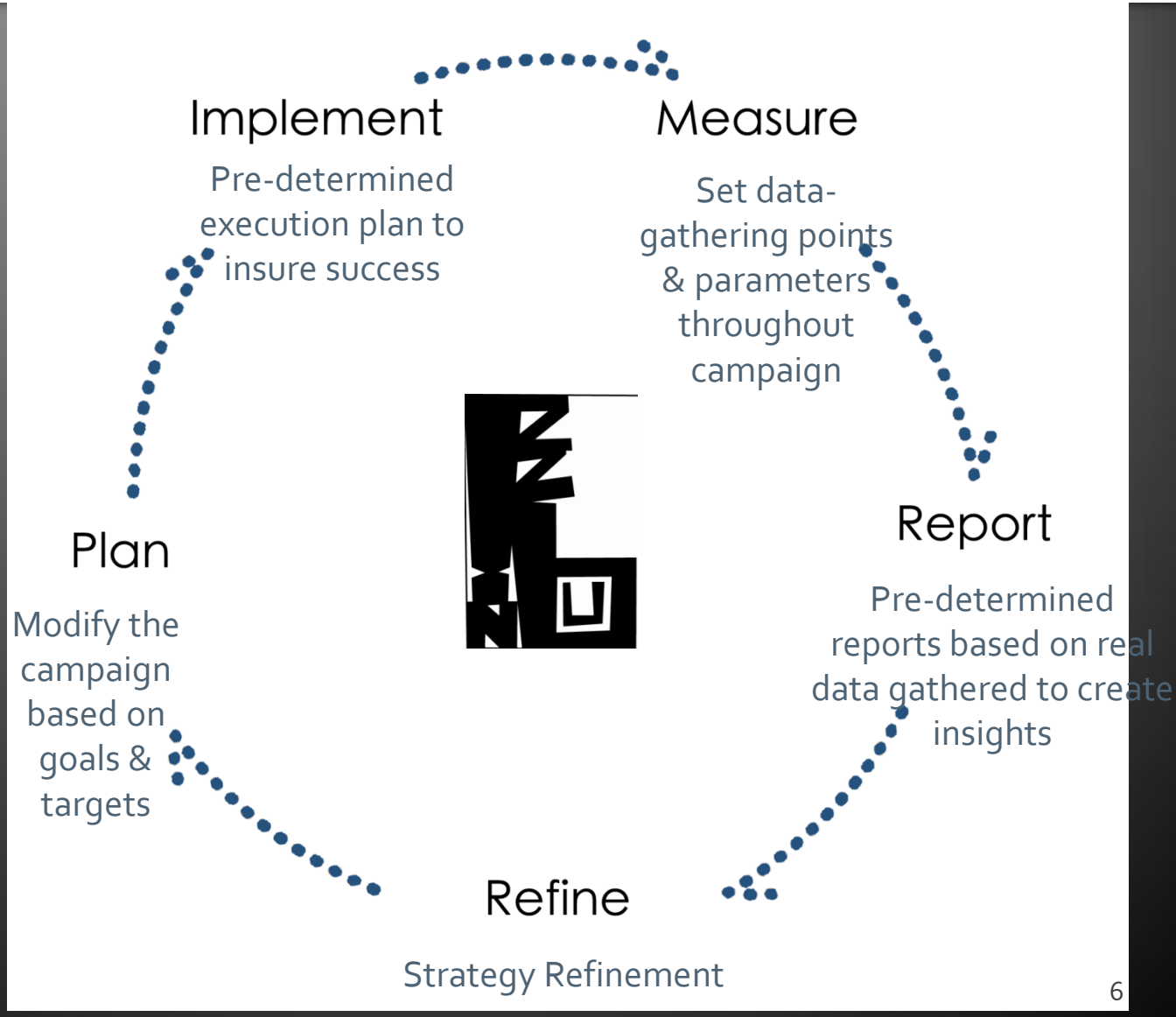
Plan	Strategy	Campaign	Reporting

Measuring

Implementation	Performance	Effectiveness

Our Measurable Target Marketing Cycle

Initial Analysis



Our Areas of Work

OOH-Buzz

- Outdoor Advertising Packages
- Digital & Mobile Advertising Packages
- Email & Web Advertising Packages

MarCom-Buzz

- Market Research & Insights
- Media Evaluation & Implementation
- Digital Marketing Tools

VIP-Buzz

- Database Package
- VIP Event Special & Development Packages
- Business Connection Packages

Buzz-Monitoring & Feedback

Our Out-of-Home (OOH) Partners in China

Targeted Advertising Services & Products

Our OOH Approach

- Bespoke solution every time
- Every site hand-picked by us
- Site visits before & during campaign periods
- Full Audit & compensation service for errors
- Double check of media owner's "fixes"
- Artwork & production consultation
- Professional quality photography service

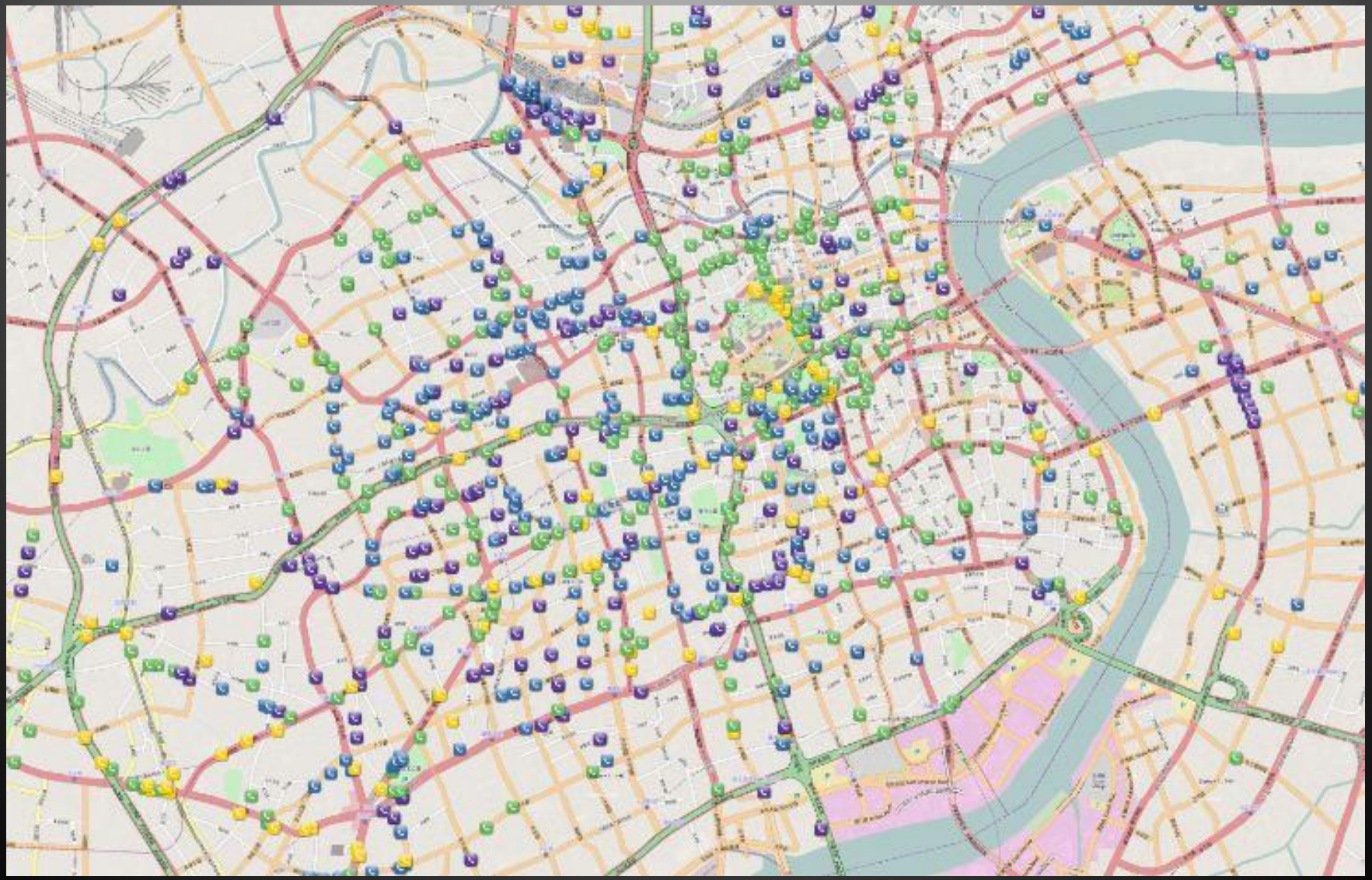
Some Medias Currently in our Repertoire

Phone Booth Ads

Taxi Ads

Airport/Airplane Ads

PhatMedia
Phone Booth Advertising Mapping



Phone Booths - The Numbers

- **Total reach: 13.6 million individuals daily**

(VS White Horse estimate 5.7m)

- **OTS/frequency x 3 = 40.8 million daily**

(VS White Horse x 2 estimate 11.4m)

- **8,000 sites - 1,100 roads** (verses White Horse 3,600 sites only 160 roads)
- Average of top 158 sites gives monthly OTS of 4,086,120
- CPM is .245 RMB (valued at 1,000 RMB per site per month when buying a package= 1,000RMB /4,086,120 x 1000)

Traffic in Passing by our Booths

Street	Traffic (Cars / Day)	Comments
Tibet Road South 177	144,000	西藏南路177号
Huai Hai Zhong Lu 1110	175,000	淮海中路1110号
Heng Shan Lu 7	173,000	衡山路7号
Tibet Road South 118	267,000	西藏南路118号南侧
Jiao Jia Bang Lu 1111	181,000	肇嘉浜路1111号
Xi Zang Zhong Lu / Jiu jiang Lu	302,000	西藏中路九江路
Xi Zang Zhong Lu / Nan Jing Dong Lu	305,000	西藏中路南京路步行街
Huai Hai Zhong Lu 1283	175,000	淮海中路1283弄
Huai Hai Zhong Lu 2	178,000	淮海中路2号
Xu Jia Hui ROAD	352,720	徐家汇路
Xi Zang Middle ROAD	351,039	西藏中路
Zhou Jia Zui ROAD	310,083	周家嘴路

TouchMedia
China's Interactive In-Taxi Media Network

- Touchmedia's in-taxi media network, China's largest, distributes advertising, entertainment, information and unique interactive experiences.
- They have installed 31,000 Touchmedia screens in Shanghai, Beijing, Guangzhou, Shenzhen and Hong Kong, reaching 43 million passengers each month (audited by CTR).

What is Touchmedia: The Unit

Theater
Videos and flash programs

Icons
Interactive Flash Programs

- The viewing screen has 2 parts:

  - ✓ A video "Theater" that runs TVC's for 18 to 24 minutes. This is the same as the average taxi ride so each passenger will see the loop through once.
  - ✓ And "Icon" buttons that call up the interactive programs on the screen.

Innovative Functionalities

- Relationships established with potential customers can be maintained beyond the taxi

✓ Time-based advertising
✓ Location-based advertising
✓ Download Apps to mobiles
✓ Download e-Coupons to mobiles
✓ Market research
✓ 3G
✓ SMS direct from the screen

More Cost-Efficient Targeting

Taxis deliver large numbers

Backseat passengers only, for 1,000 taxis, in 1 month

Viewers of Video

- **1,393,000** seeing TVCs on average **1.61** times

Icons Entrants

- **171,000**, roughly half spend over **1½** minutes in the icon.

A Shanghai taxi averages 36 trips per day, with over 1.3 backseat passengers.
In 1 month 36 trips x 1.3 backseat passengers x 30 days = 1,404,000 people.)

Data source: CSB 2009 / CTR 2009

AirMedia - On-Board Media

Only displays in cabin, exposure to 100% of passengers

Closed space, 94.6% of passengers watch TV in flight

Network of Nine Airlines, more than 2,200 routes

Airport TV Features and Specifications

Media Type：CCTV Civil Aviation Channel Media Network

Size ：42 Inch Display (H2250mm X W1395mm)

Network ：50 Airports Nation Wide (China)

Locations ：All terminals, Departures, Arrivals,

Security Check Point, Baggage Claim

Media types：Streaming videos, advertising with programs

Ad Length ：20 minutes of ads per hour, 15 hours a day

Examples of LED Screens in Chinese Airports

Other Examples of OOH Media
Giant LED Screens

Joy City LED Screen

Long Zhi Meng LED Screen

Xin ShiJie LED Screen

Jin An Si LED Screen

MarCom-Buzz

‘Utilizing the latest digital marketing tools to create a **Buzz, Optimize & Measure** the clients campaigns’

SMS by Triangulation

- China Mobile sets several mobile phone cells to capture the mobile numbers coming in & out of their area
- Numbers are stored & those with greater time in the area either work, live or are often in the area
- China Mobile will not sell the actual numbers but will allow to send an SMS to them
- Can be done in any area critical to the client

Buildings for Triangulation

信达大厦，**Jian Jing Building**,,上海市北京西路1399号, 1399 Beijing Xi Rd

恒隆广场, **Plaza 66**, 南京西路1266号, 1266 Nanjing xi Rd

新城大厦，**Xin Cheng Building**, 上海市江宁路167号, 167 Jiang ning Rd

凯迪克大厦，**Catic Building**, 上海市静安区江宁路212号, 212 Jiang ning Rd

越洋国际广场，**Wheelock Square**, 上海市静安区常德路1010号, 1010 Changde Rd

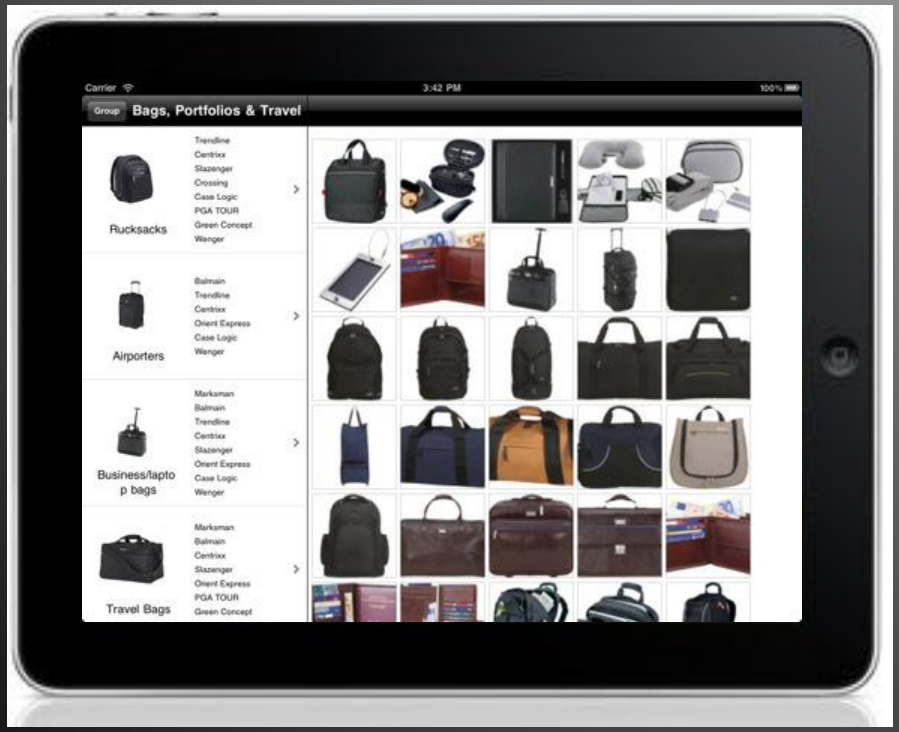
东海广场，**Donghai Square**, 南京西路1486号, 1486 Nanjing xi Rd

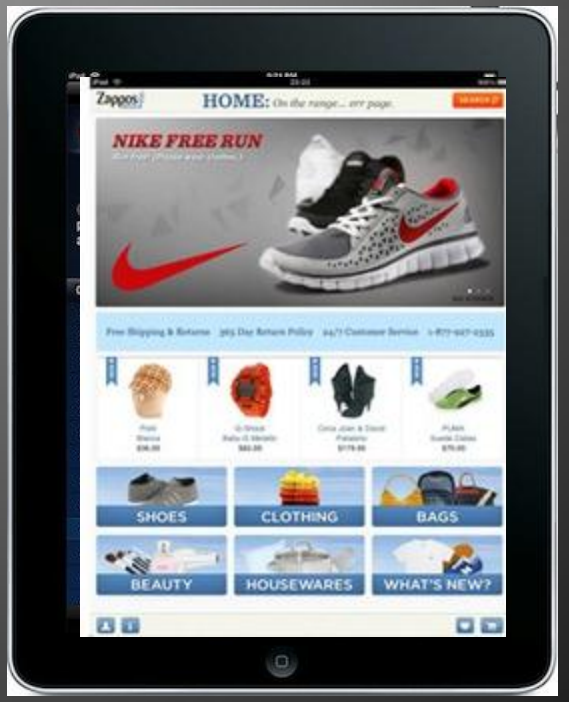
嘉里中心，**Kerry Center**, 南京西路1515号, 1515 Nanjing xi Rd

Sample

iPad Catalog & CRM Considerations

- ‘Customer Experience Management’ (CEM)
- App as a catalogue and CRM System





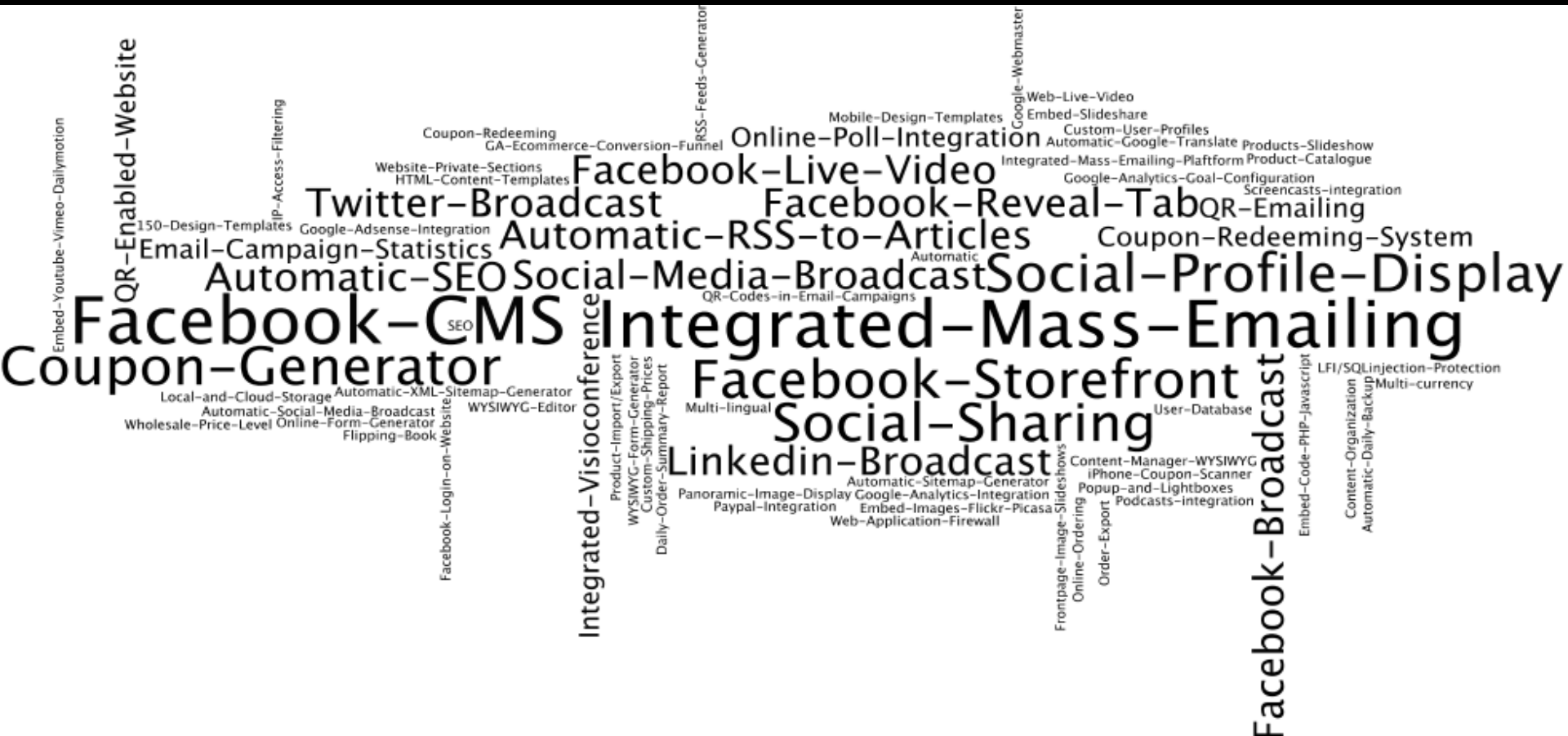
** Please download the BMW China iPad app for Series 1 from the app store for one of our case studies*

iPad Features for a Restaurant

- The ease of use encourages the customers to enter themselves information into the database
- Integrated in the CRM & LM systems
  - ✓ The wait staff can see what the customer ordered previously & make suggestions accordingly
  - ✓ Provide statistics of the daily meals & specials quickly
- The iPad menu can provide the following:
  - ✓ Wine & food pairing suggestions as well as side-orders & sauces
  - ✓ Present high-res pictures or videos of the food & drinks
  - ✓ Select the way to cook the meal (fried, steamed, & cooking level for steaks)
- Can help keep track of stock levels so if certain dishes & wines sell out they will automatically disappear off the on-screen menu
- UI can be made in several different languages

Integrated Marketing Platform (IMP)

Global Digital Marketing Solution for small to mid size businesses



Social Media Considerations

- Worldwide, and increasingly in China, the social media websites have increased in importance for companies
  - ✓ They offer a unique opportunity, and challenge, that must be addressed in order not to “lose-out” on potential revenue.
- We have developed digital and process tools to take advantage of this new opportunities and challenges
  - ✓ For small and medium-sized companies we have developed the integrated marketing platform (IMP)
- Our tools allow you to concentrate on content while they simplify the interaction with social media sites and web products

Integrated Marketing Platform (IMP)

Global Digital Marketing Solution for small to mid size businesses

*** in-Buzz is the agent of 'IMP' in China**

Integrated Marketing Platform (IMP)

Global Digital Marketing Solution for small to mid size businesses

- Our Web Integrated Marketing Platform is a set of packaged solutions based on open-source software bricks & innovative online platforms

- Web based back-end allows our clients to:
  - ✓ Manage the content of their website & their Social Media Pages almost simultaneously
  - ✓ Broadcast content in multiple social media channels with a single “click”
  - ✓ Integrate mainstream online digital services into their website & Social Media Pages (e.g. Facebook)

Web IMP Principles

Integrated, Versatile, Simple

Social

- Social Sharing
- Social Broadcast
- Social Profile Integration
- User Database & Profile

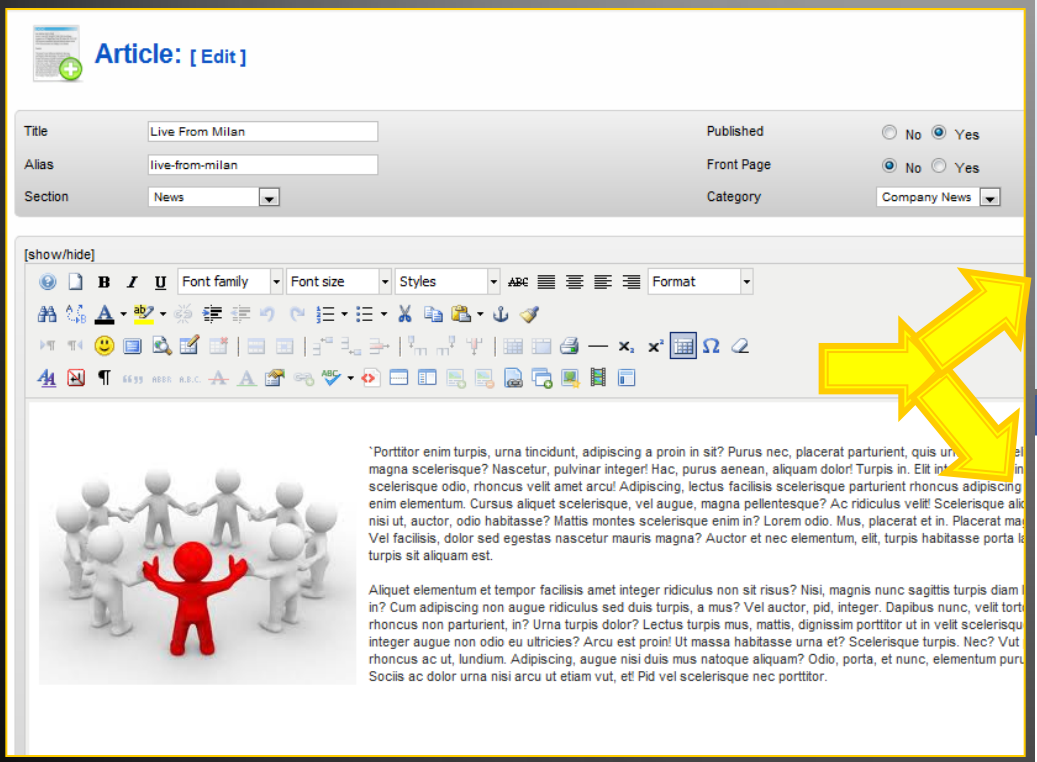
Content

- Simple Content Management
- iPhone/iPad enabled
- Data Security
- Automatic SEO

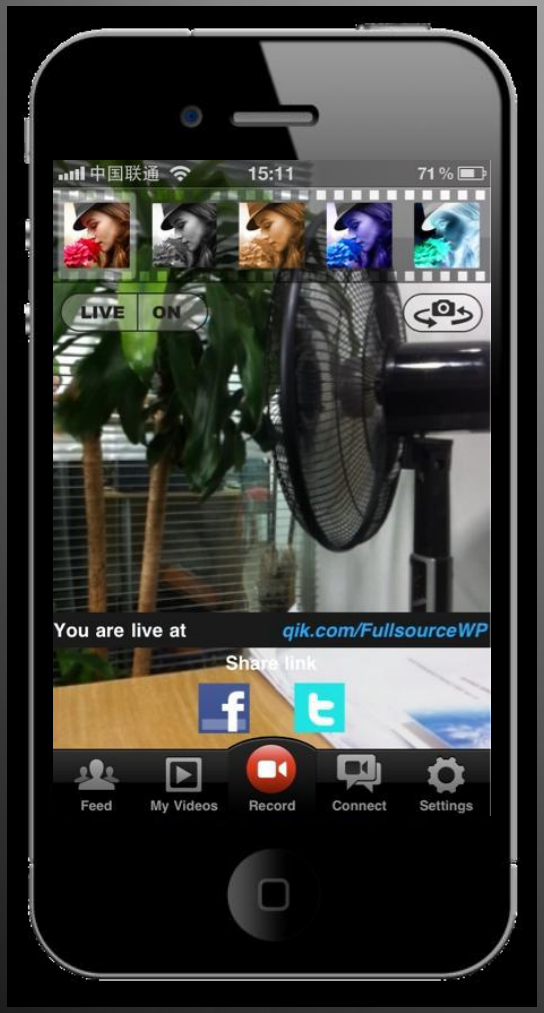
Commerce

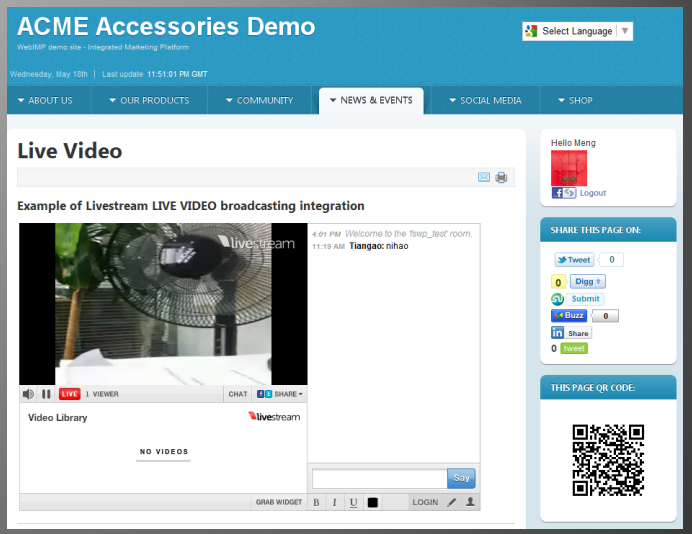
- ROI & Performance Tracking
- Integrated Emailing Campaign
- QR Code Coupon System
- E-commerce & Social Commerce

Web + SocialMedia CMS



Web + SocialMedia Video Broadcast





Buzz Monitoring Tools

Web-based Business Analytics

in cooperation with Anametrix (USA)

'Helping our clients measure the effectiveness & results of large multi-medium campaigns as well as their effects on social media'

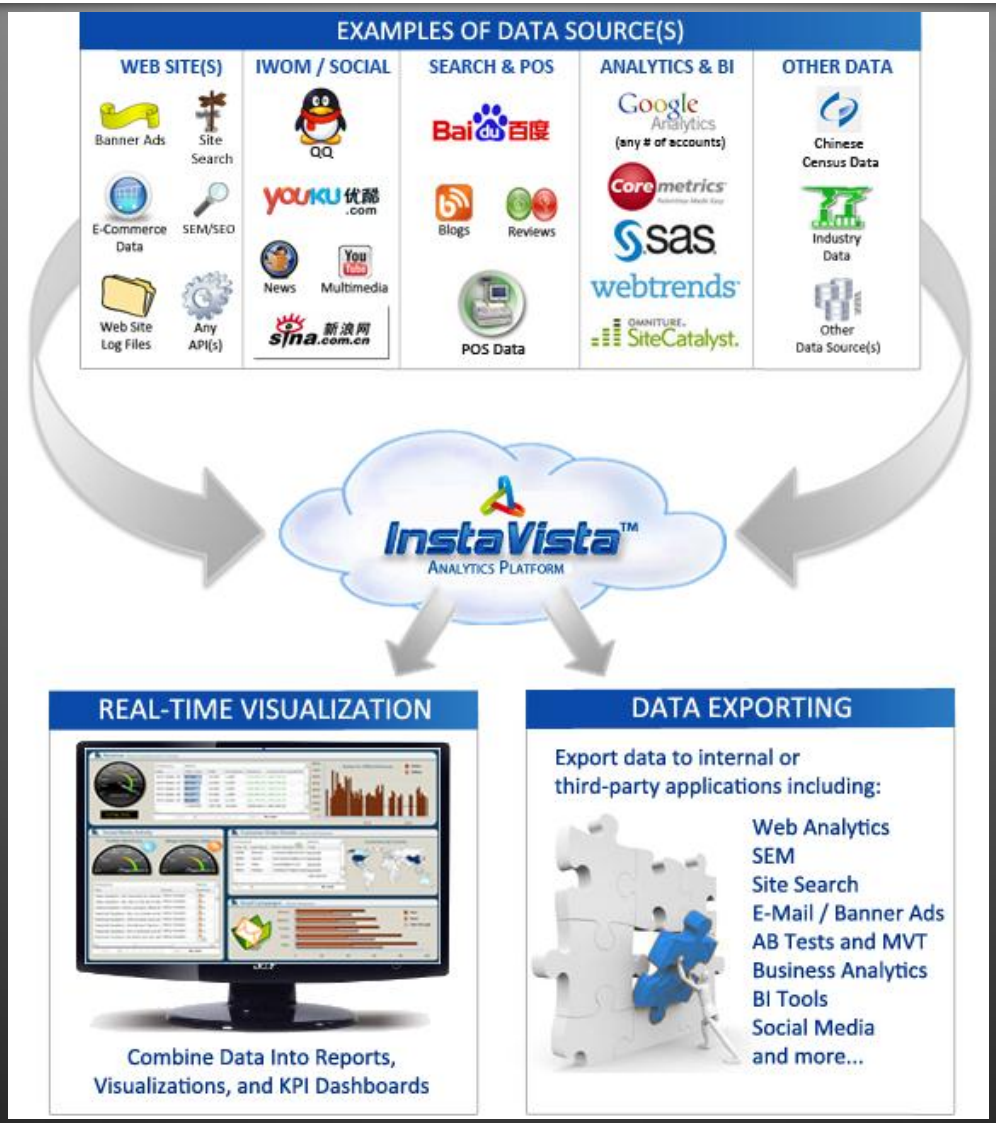
Brief Intro on InstaVista

- *InstaVista™* is a revolutionary marketing intelligence platform which aggregates, combines, and correlates almost any data sources in real-time, including data from both online and offline marketing channels.

- *InstaVista™* empowers business users to interact with data intuitively, finding key insights, correlations, trends and opportunities on a daily basis — in addition to providing a holistic view of data silos in an all-in-one, real-time reporting solution.

InstaVista Platform

powered by Anametrix* (www.anametrix.com)

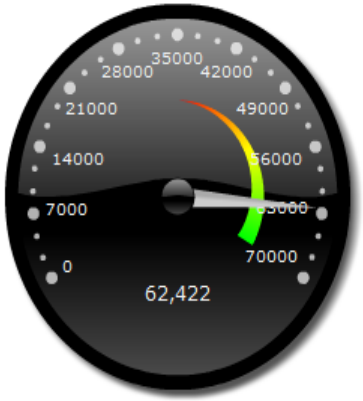


* in-Buzz is the agent of Anametrix in China & has signed a reseller agreement internationally

Case Study: Benefits of InstaVista™ for Advertising

- Track how each campaign affects revenues, profits, social buzz and much more–in real time
- Understand how your audience really responds to various advertising mediums and creative
- Determine which advertising campaigns aren't working and why
- Tailor and target your advertising campaigns to the audiences that best respond to each
- Optimize your advertising spend in real-time based on actual performance metrics
- Improve conversions with better targeting, understanding emerging trends, and more
- See problems and opportunities instantly on your customized KPI dashboard(s)
- Justify and report the results and impact of your advertising efforts in real-time

Revenue By Source



	Revenue Source		
Date	Total	Retail	Distributors
Tuesday, May. 25, 2010	$2,311.00	$406.00	$213.00
Wednesday, May. 12, 2010	$1,798.00	$395.00	$180.00
Wednesday, Jun. 2, 2010	$1,663.00	$410.00	$195.00
Wednesday, May. 26, 2010	$1,626.00	$383.00	$202.00
Tuesday, May. 11, 2010	$1,617.00	$389.00	$195.00
Tuesday, Jun. 8, 2010	$1,611.00	$397.00	$214.00
	$62,422.00	$15,618.00	$7,960.00

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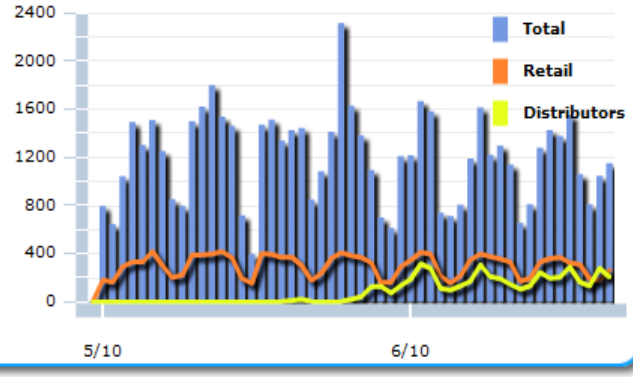
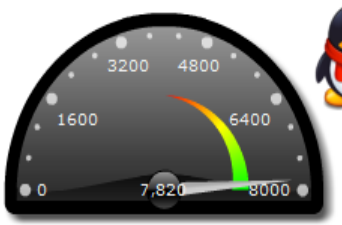


Social Media Activity



Dimensions				Metrics
Keyword	Title	Source	Outlet	Mentions
Proe	Mentor Graphics Cor	Blog Search	Mentor Graphics Communities :	8
Proe	Design Engineer Tur	Blog Search	Designer Jobs	14
Proe	Pro/ENGINEER Forum	Blog Search	MCAD Central Forum - Pro/E	13
Proe	Proe – Pound Up	Blog Search	Routine Fly	14
Proe	[UG] PTC ProEngine	Blog Search	Desimanzil Media Network - Co	13
Proe	Pro/ENGINEER Forum	Blog Search	MCAD Central Forum - Pro/E	9
Proe	Iges File - Opened i	Blog Search	MCAD Central Forum - Pro/E	14
				2,729

< Prev 1 2 3 4 5 6 7 ... Next > 716 Rows

Video Consumption

	Duration				
Video Name	Starts	25% Mark	50% Mark	75% Mark	Completion
Solid Modeling	2,420	1,947	398	347	365
Drawings	1,949	1,621	649	484	635
Cabling	1,299	949	215	207	141
	16,437	12,661	3,857	3,135	3,102

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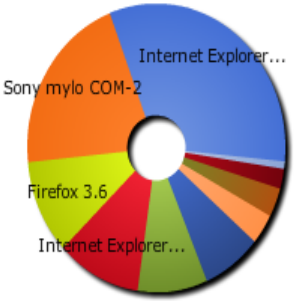
Mobile Audience



Some of our Clients

AEG LIVE

A. LANGE & SÖHNE
GLASHÜTTE I/SA

BMW

Nine Dragons Hill Polo Club
九龙山马会

魅力惠 GLAMOUR-SALES
惠奢华 享生活

LAMBORGHINI

CHAMPAGNE
PERRIER JOUËT
MAISON FONDÉE EN 1811
Epernay-France

DOLCE & GABBANA

RICHEMONT

SHANGRI-LA
HOTELS and RESORTS

SEPHORA

COACH
LEATHERWARE

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in-Buzz

Media-Multiplier Effect Expertise

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