

BrandBox

connect • engage • act

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What is it?

It's a digital brand activation platform that allows consumers to engage with brands of their choice as and when they wish, via a mobile device, on-site digital activation stand or on Facebook.

As a digital activation hub, BrandBox affords brands the opportunity to call customers to action, connect, engage and act on the desired brand messages.

BrandBox offers options to the already existing brand communication mediums such as print, billboards, radio and TV and goes a step further in bringing the message to life as it's the only medium that offers direct brand-to-consumer engagement. That means you don't just listen to or view the brand message as you would on a radio, billboard or TV, you act and engage through the various engagements modes .i.e brand led gamification.

How does it work?



Brandbox offers an alternative to existing communication mediums such as print, outdoor, radio and tv.

It follows the usual brand campaign execution platform by providing the direct engagement avenue that has so far been available only through on-site activations.

That means just as you plan to run your campaign on print, outdoor, TV or radio, you would book a space for your brand on the Brandbox platform to cover digital activation.

To engage with BrandBox:

1. Register campaign with Brandbox with clearly articulated mechanics. E.g. what does a consumer have to do to receive or win what you are offering.
2. Once the mechanic has been established a campaign specific engagement platform will be developed or you may chose from the existing customizable games.
3. If the mechanics include the use of promo vouchers, (e.g. buy a product and receive a short code) we will generate and supply these short codes to client and match them to rewards as determined by client.
4. Consumers can directly engage with brands via any of the three BrandBox platforms, ie Facebook/BrandboxBotswana, Downloadable mobile app and on site activation.
5. Upon satisfying the client's call to action (e.g. buying product, opening account, swiping, visiting stall, donating etc) the consumer will log into the Brandbox and engage to win.
6. Claiming of rewards will vary from client to client as well as the type of rewards.

client engagement

Benefits



1. One of the few platforms that can directly tie engagement to a sale. Eg. The promo code access affords brands an opportunity to reward customers who buy product or act on the call to entry.

2. It offers multiple interaction touch points providing increased reach and brand awareness which tend to catalyse brand loyalty

3. It reduces overall activation costs

4. Presents brand interaction using consumer stimulating platforms such as games, quizzes, etc.

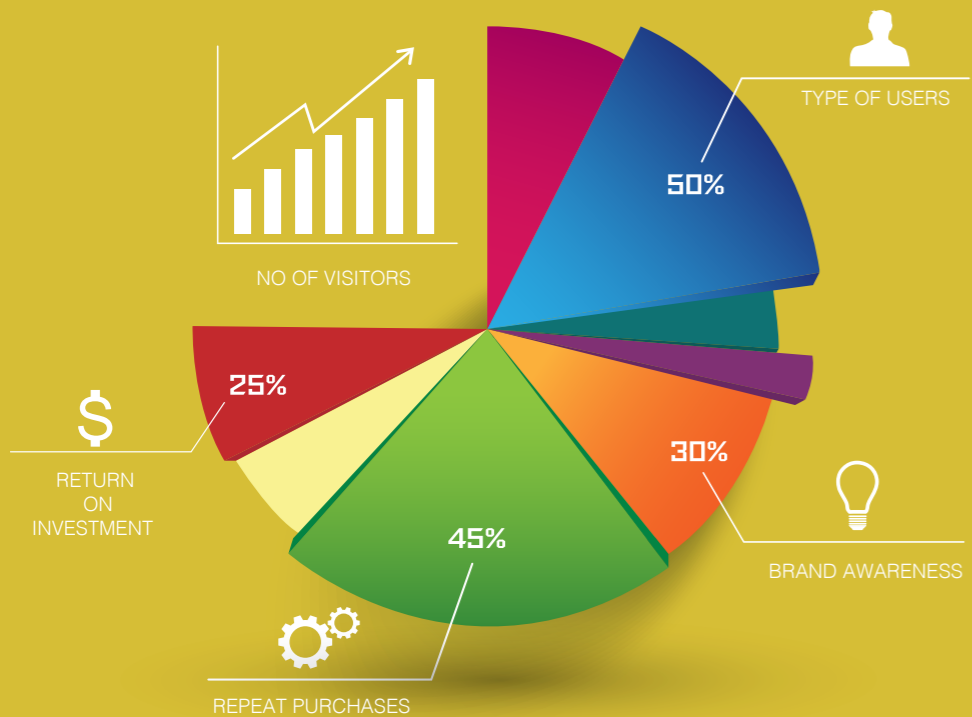
5. It can be integrated to the client's social media platforms eg. Your brand's Facebook page

6. It can be brought to where ever clients are and used as an engagement tool for clients during events, mall activations etc.

7. Its got a much longer lifecycle compared to the rest of the mediums as the platform is available for access 24/7, this translates into lower coverage costs for clients when compared to traditional ATL platforms.

lower activation costs

Reporting



Reports on all brand interactions are available at the click of a button to the Client.

All interactions are recorded, analysed and summarised for clients and they are able to track the performance of the promotions from the comfort of their own offices via the Brandbox webportal.

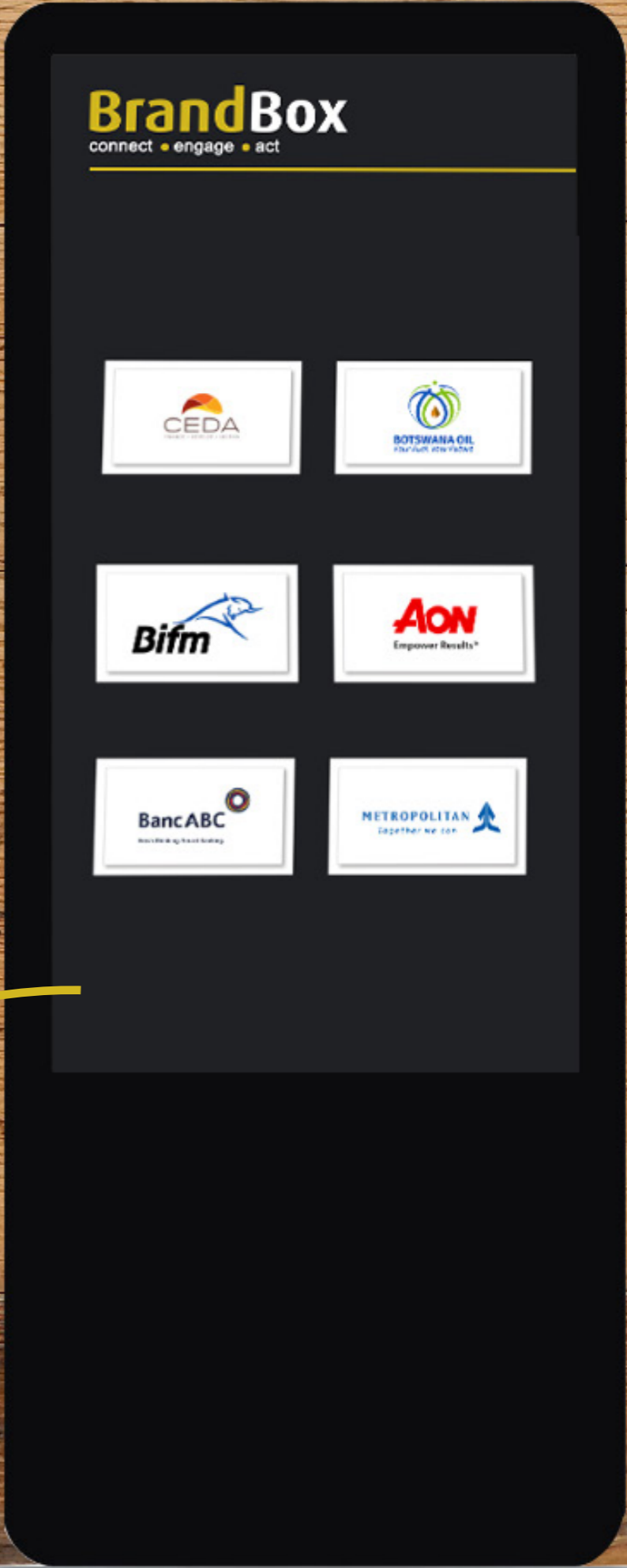
Consumer Fair Offer

Consumer Fair Week

Brand awareness corporate quiz played on the desktop version

How it works?

- Consumer visits your stall.
- Verbally engage with the consumer.
- Once you are done with the consumer, give them your corporate quiz BrandBox voucher
- Consumer approaches BrandBox hub, selects your brand and starts the brand awareness corporate quiz.
- At the end of the quiz we will conduct a draw to reward those with high brand awareness scores.
- Participating companies will receive a brand awareness and sales leads report emanating from all BrandBox interactions.



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1. When was company X established?

- 2012
- 2012
- 1958
- 2016

next

Player: Seabe
Question: 1 of 10

THANK YOU



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