



I Q O N I Q

B E C O M E O N E

# Introduction

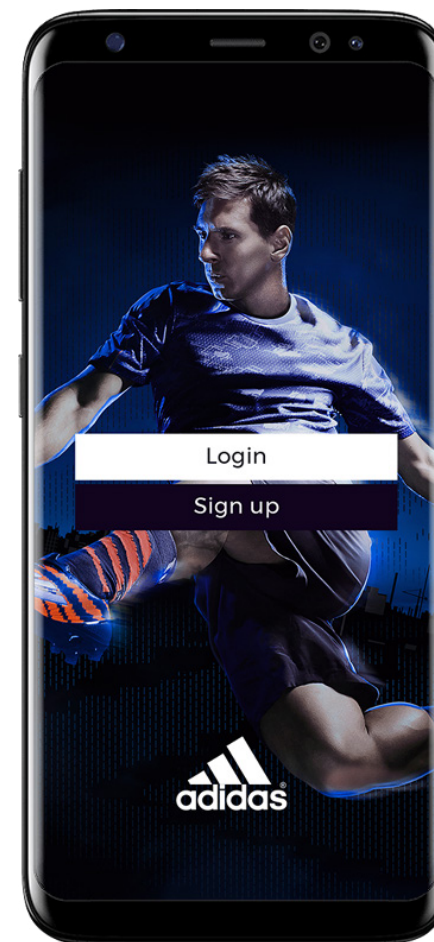
**IQONIQ is a global social networking platform which have created the perfect cross platform for Idols and fans to engage with each other. Our main goal is to create one platform that unites the Idols with their fans without using multiple social media platform to reach out to them.**

## Why use IQONIQ for influencer marketing?

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IQONIQ will be the main platform connecting brands and their marketers with main influencers. With our goal, we have also been able to create the perfect influencer marketing platform for the Brands. We have already narrowed our audiences down. You as the Brand have in your marketing team already planned which celebrity that fits or can represent your company in the best way.

On our platform the fans that are following the Idol, are more likely a fan of the Idol, or else he would not build his personal wall with the Idols content. We use a technology- and data-driven approach, examining things like geography and demographics to predict which influencers could make a big impact for a given brand. This is an excellent way of using “predictive data to drive authentic brand engagement.”



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The images shown are for illustration purposes only and may not be an exact representation of the Idols.  
IQONIQ reserves the right to change product and Idol images and specifications at any time without notice.



# @ Why is influencer marketing so effective?

> Social media have grown drastically, it the most popular thing on the internet now a day. One of the “main side effects” is the constant demand for fresh content. The brands are constantly challenged to create high-quality content.

> The influencer post has proven to be more efficient over the years. To compare with real numbers, a social marketing company compared the TV commercial cost vs. an Influencer campaign.

> We all remember the traditional advertising we saw in the TV and online banners that once dominated the market, it is FALLING. Research in the US have shown through analytics that one-third of the internet users have installed ads blocker to avoid it.

> 114m viewers watched the Budweiser’s #GiveADamn commercial, because 114m tuned in via TV. 50 post were posted on Twitter and Instagram with the hashtag #GiveADamn by 12 top digital celebrities. The total reach was 107.1M and the engagement was 1.02m, while the TV commercial can’t give any data’s about how many engaged with their commercial. And the cost?

	Influencer Posts	TV
<b>Total Reach</b>	107.1m	14.5m
<b>Total Engagement</b>	1.02m	
<b>Total Cost</b>	\$375-400k	\$5m

# @ Who are influencers?

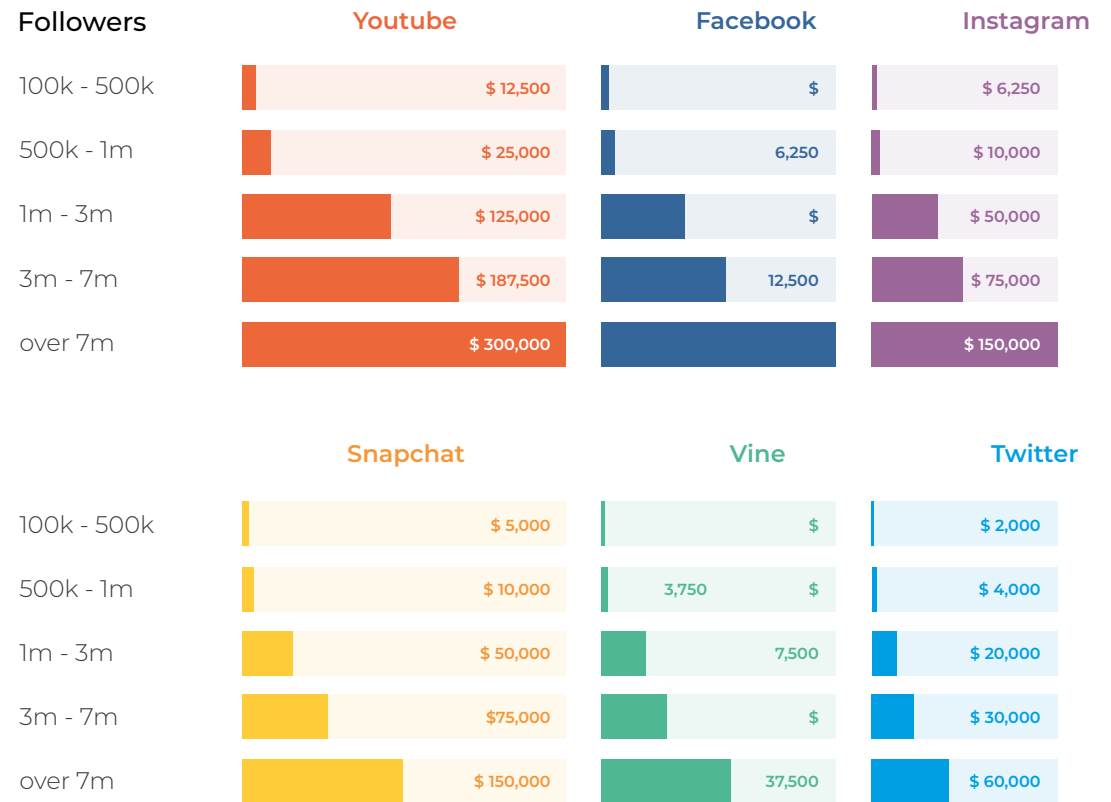
➤ Traditional Celebrities: athletes, movie stars and politicians, etc.

➤ Leaders of key interest communities: for example, a well-known designer for a popular fashion label.

➤ Digital natives: Individuals who may not be well known in traditional celebrity or interest community circles, but who are adept at creating content for emerging digital platforms and have large audiences from doing so.

## Follow the money

Average earnings for influencer posts on selected social-media plat-



Source: Economist.com

# @ Influencer marketing statistics

**Social media offer brands their best opportunity to reach cord-cutting millennials: IQONIQ, will reach 80% of all American 14- to 40-year-olds every day.**

Moreover, the IQONIQ platform can make consumers feel they have gained unprecedented access to the lives of the rich and famous. That lets sponsors interact with their target audiences in ways that traditional advertising cannot match. In turn, demand from marketers for these channels has made social media lucrative territory for people with large online followings.

## #ad infinitum

Sponsored Instagram Posts per month:

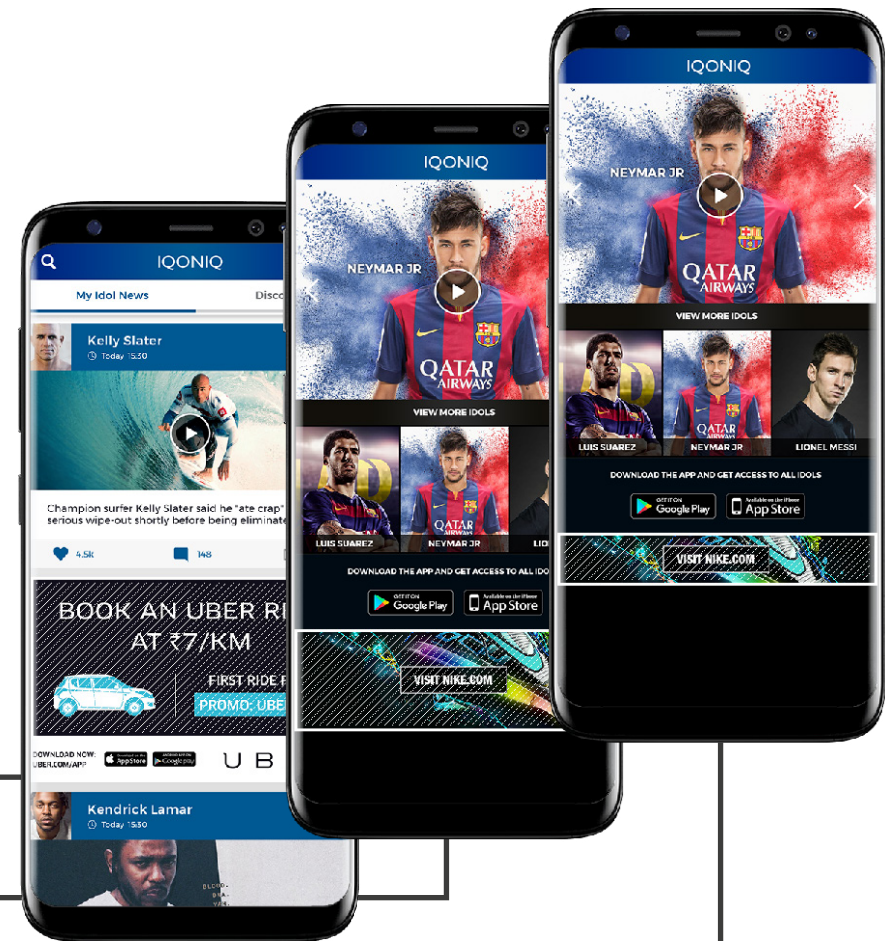


**Source:** Economist.com

# Advertisements

Our fantastic marketers have found the most optimal spot for the advertisement to really blend in with the content that is being posted by our Idols on the platform.

The average person is served over 1,700 banner ads per month but only half of them are ever viewed. However, IQONIQ has sharpened the tools to help businesses with achieving their goals via advertisement, and we are therefore filtering the Ads that are not being viewed. By doing so we will help the brands with improving their brand lift. Statistics has shown that by doing this, businesses have managed to improve brand lift by 31%.



**Mobile app ad: 320 x 250 Pixels**

**Mobile small ad: 320 x 100 Pixels**

**Mobile small ad: 320 x 50 Pixels**

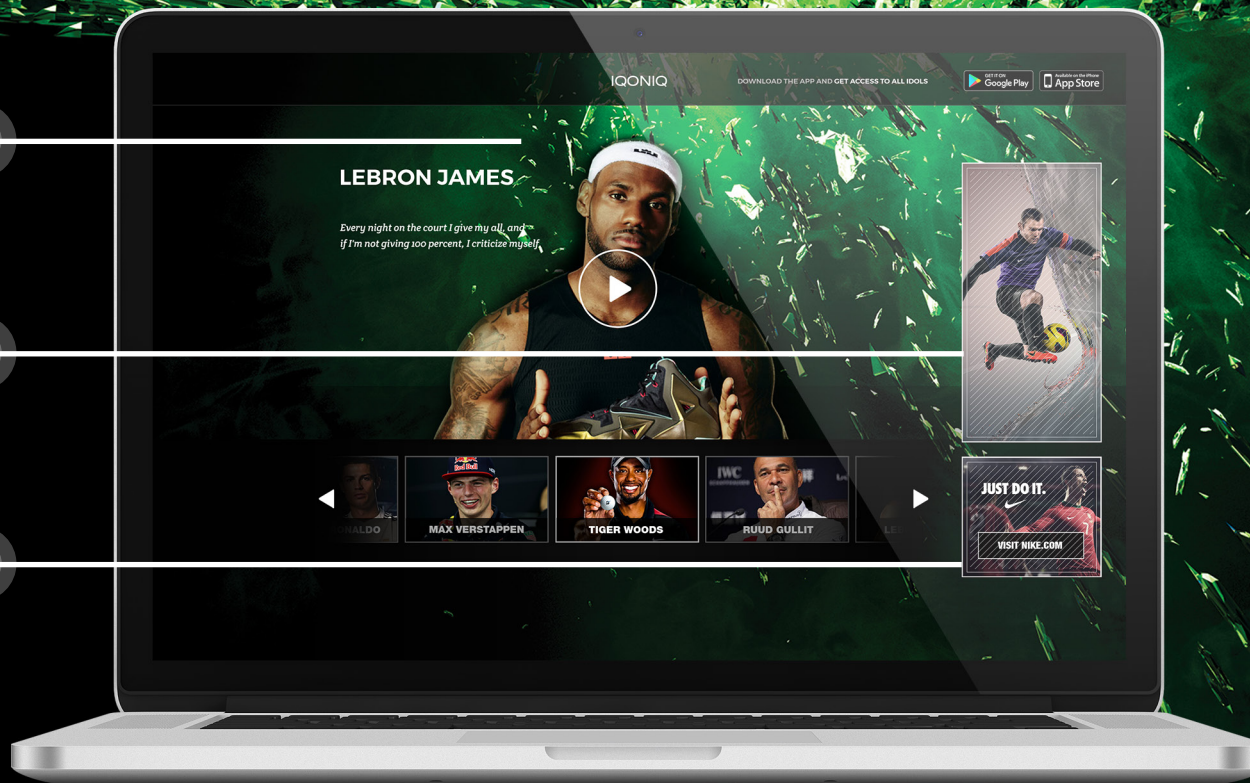


# @ Advertisements

**Full take over:**  
1920x1080 Pixels

**Half-page ad:**  
300x600 Pixels

**Medium rectangle:**  
300x250 Pixels



# @ Product endorsement

**IQONIQ is a social media platform for celebrities. We ensure that the fan has access to exclusive content. With influencer marketing, we ensure that product endorsement matches the target audience. Because we use famous people with a big fan base and we make sure that the promoted product quickly arrives at the target audience.**

## Example

Having just received a fancy new watch from TAG Heuer, Cristiano Ronaldo, a footballer, posts a photo of himself, wrist aloft, to his Instagram account. He dutifully thanks them for their “kind gift” and signs off the post with the company’s advertising slogan #dontcrackunderpressure.





# Product endorsement

Product endorsement:  
1080x1500 Pixels



# @ Sponsored logo

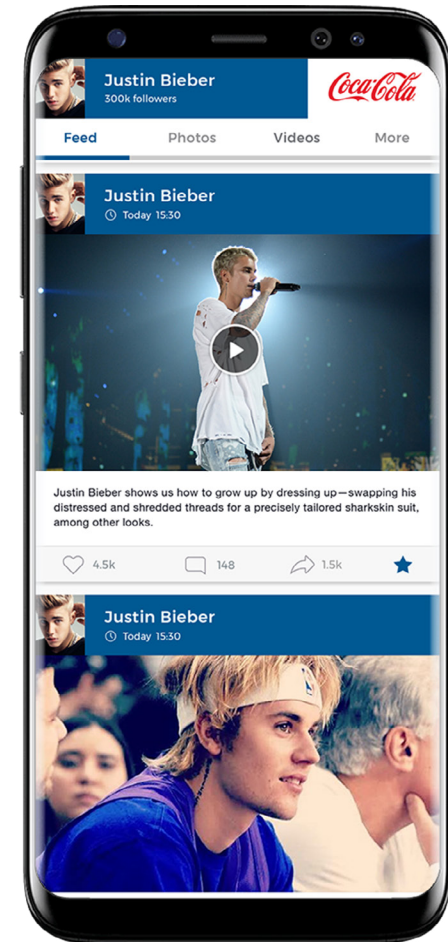
IQONIQ have created a new way of advertisement, a new tool that have not been seen on the market yet! Select 1 or multiple Idols and select the countries that you want to target, with our technology we have made it possible to market your brand in a specific country with Idols where you know that your brand is big. In this way we make sure that you don't waste money on targeting the wrong location.

## Sponsored Logo

A lot of thoughts have been put into it when designing the spot for the Sponsored logo. Our marketers have analyzed where the user spends the most time, and that is on the Idols profile. The logo will be displayed on the Idols profile next to his/her name. Even when the user is scrolling down, the logo will still be visible because we have made the placeholder for the logo sticky, as seen in the picture on the right..

## Sponsored Logo+

With Sponsored logo+ the logo of the sponsor will be displayed on every fifth post of the idol you are sponsoring.





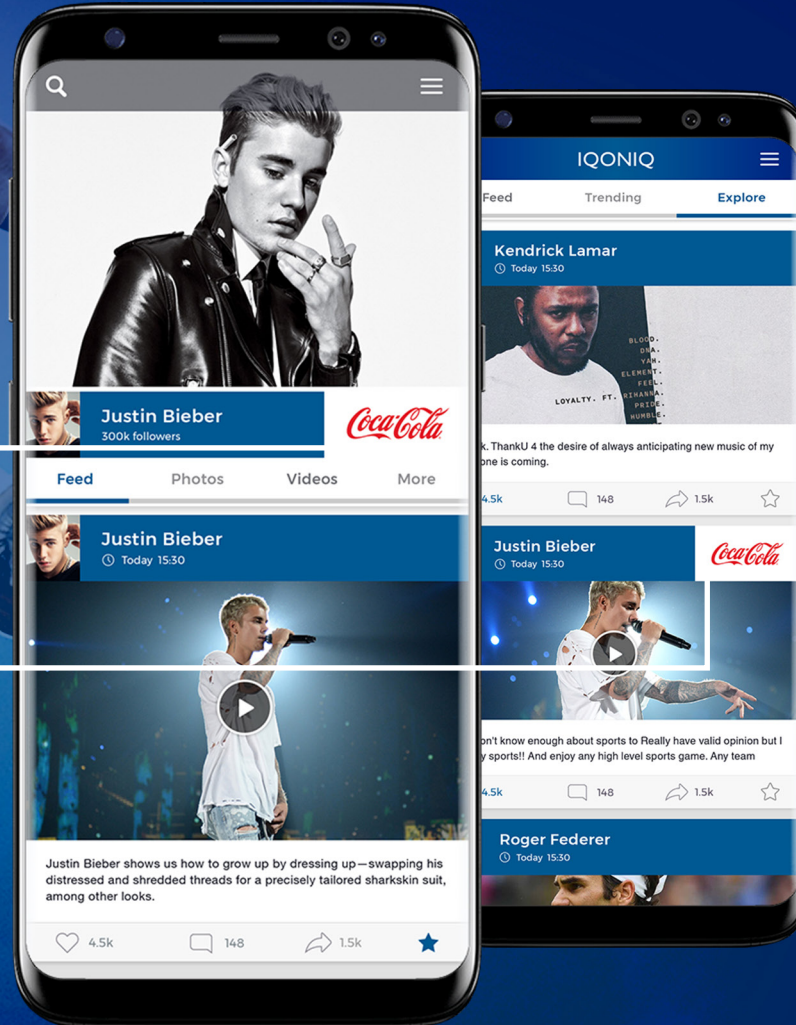
# @ Sponsored logo

Sponsored logo:

100x40 Pixels

Sponsored logo+:

100x40 Pixels



# Sponsored Splash Screen

## Sponsored splash screen

**IQONIQ wants that the companies that works together with us, gets the most value out of their content. Our goal is to blend in the content from brands with our app itself, and also that it hits the correct audience.**

Only 5 spots will be available per country, so we always makes sure that your brand will be seen, and on top of that add your brand in the countries where you want to brand yourself.

## Example

Each time a user is opening the IQONIQ app, the app have to load the content. This small gap of loading time will in our app be used to advertise your brand for 3 sec. while the app is loading the content in the backend.

We are every week selling only 5 sponsored splash screens pr. country, so every user of the country will see the same sponsored splash screen, in this way we can make sure that your brand is being advertised in the optimal way.





# @ Sponsored Splash Screen

**Sponsored Splash Screen:**  
1080x1920 Pixels



# @ Story Advertisement

## Story Advertisement

**Stories are created by Idols that will last for 24 hours in the app.**

**We have analyzed that this is the feature that is hot among users.**

Full page advertisement will also be displayed after every third Idol in our feature “My Stories”. The brands can either choose to upload an image or video that will display for up to 10 sec. In this case the user only have to swipe up to visit your campaign.





# @ Story Advertisement

Story Advertisement:  
1080x1920 Pixels



Buy product through website

# Membership

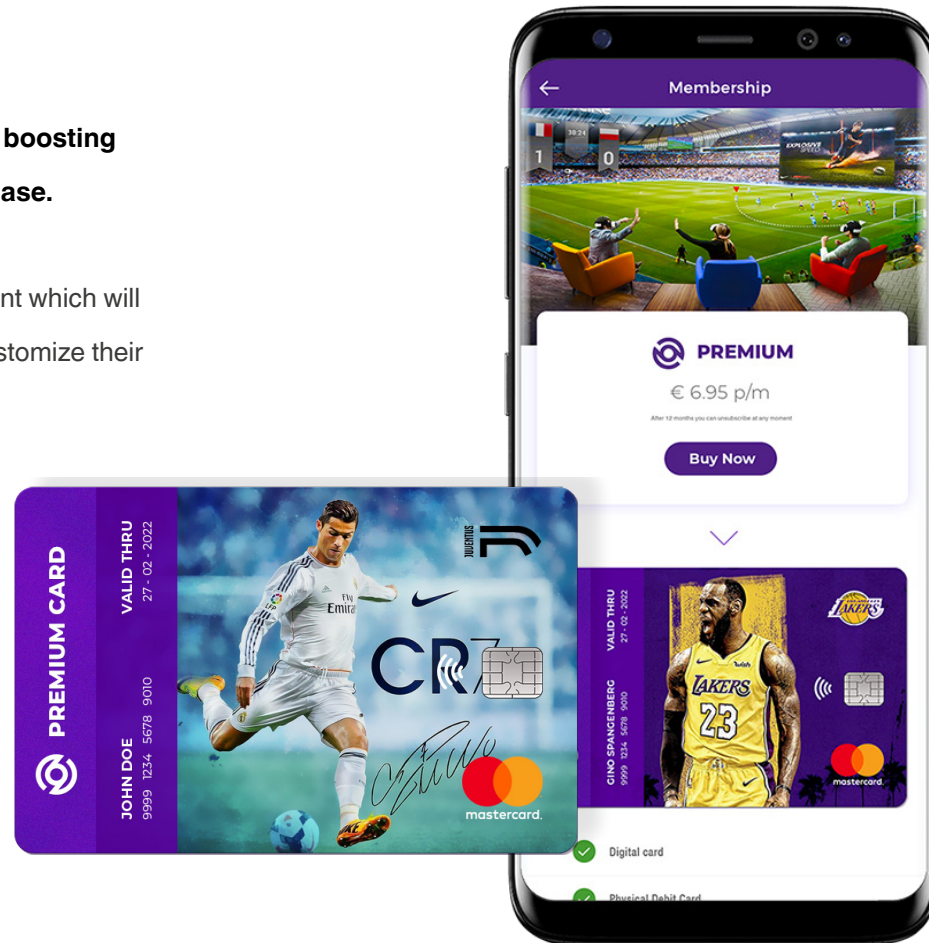
## Smartcard

**IQONIQ will offer the fans a membership which will not only help boosting the revenue of the Clubs but it will also help monetizing the fan base.**

The fans can choose to upgrade their free account to a premium account which will activate the many benefits that the fan can gain from. The Fans can customize their own membership Smartcards.

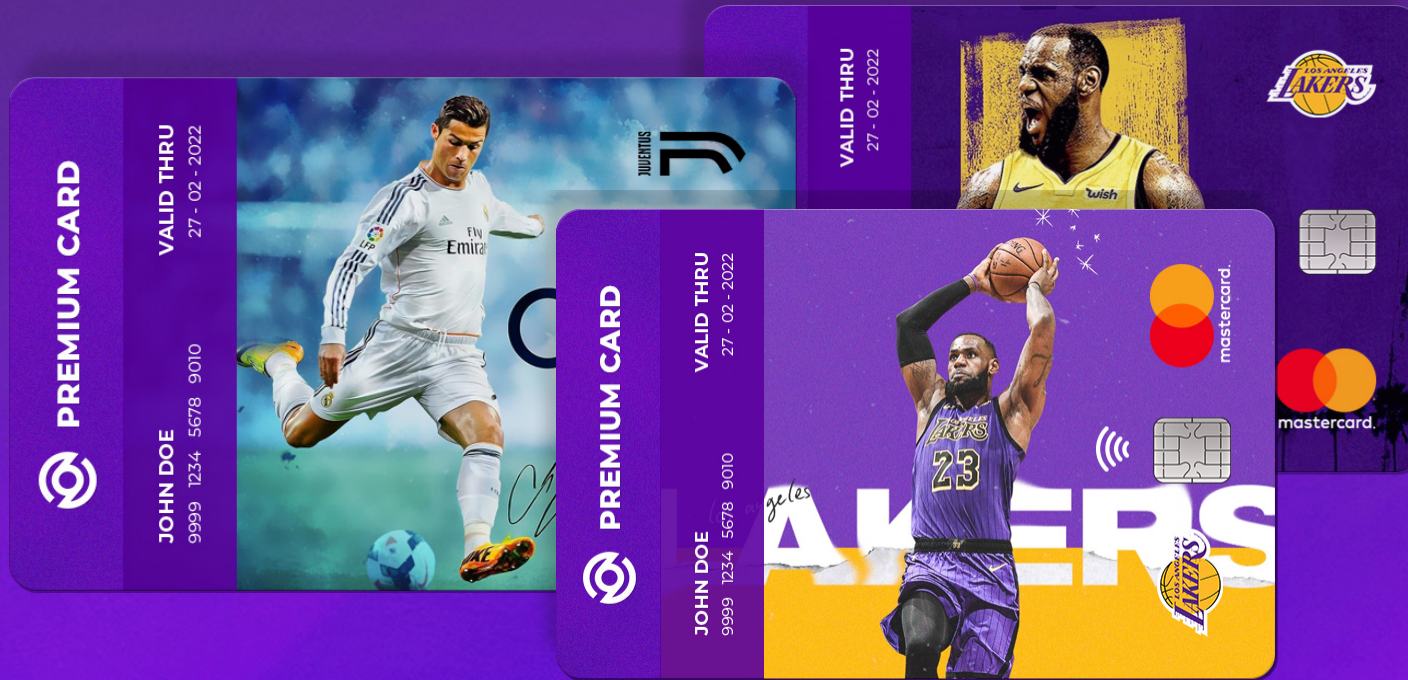
### Three in one Smartcard:

- Personalised ID membership Smartcard
- Pre-paid debit card
- Loyalty card





# Membership



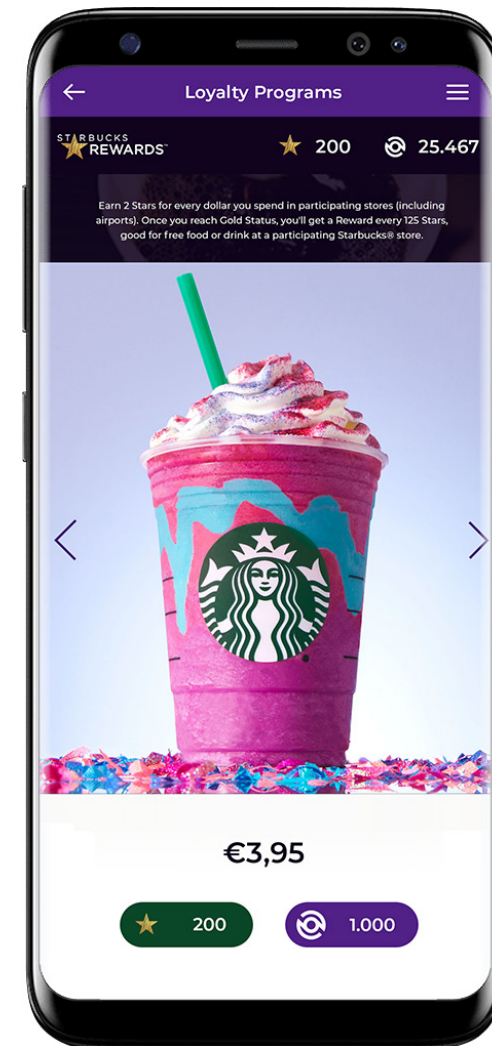
# @ Loyalty Platform

## Loyalty Platform

Reward loyal fans with discounts, vouchers, cashback and reward items of their choice. IQONIQ users can obtain IQONIQ Loyalty Points via different actions in the app, such as purchasing merchandise from the webshop, enter the gamification to earn points and much more!

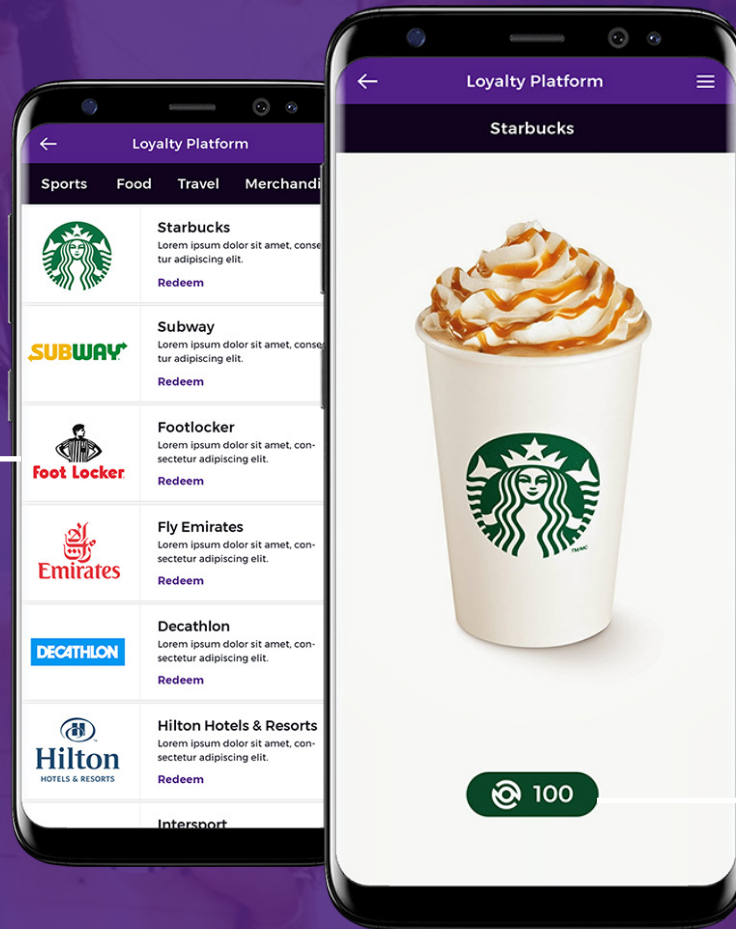
IQONIQ will also create partnerships with existing companies where the fans can redeem their IQONIQ Loyalty Points.

- Cashback
- Discounts
- Subscriptions
- Notifications





## Loyalty Programs



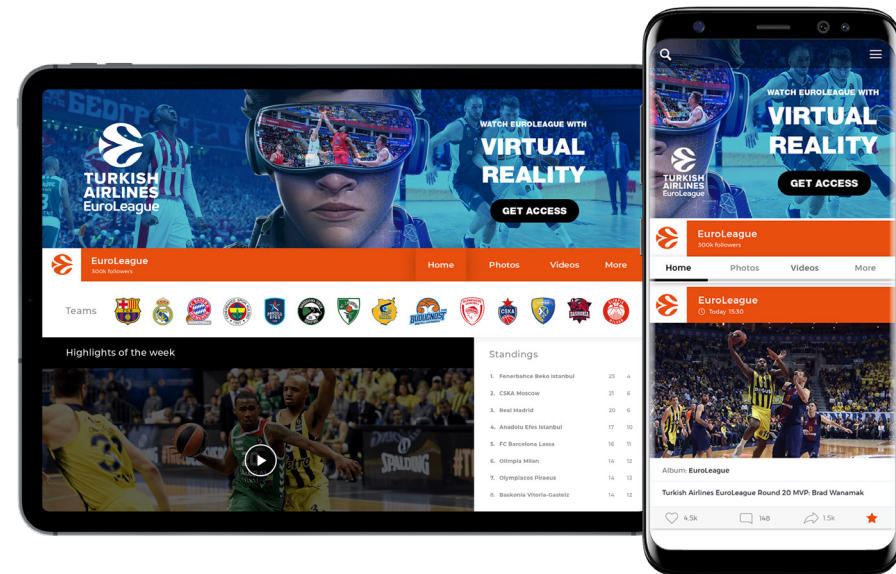
IQONIQ Points

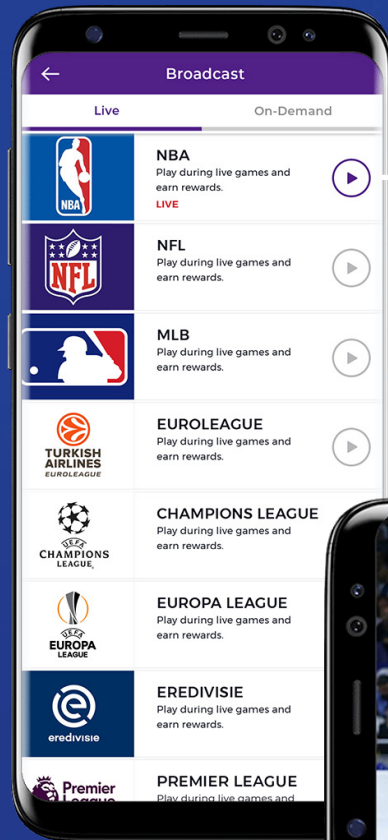
# @ VR/AR Broadcasting

## VR/AR Broadcasting

IQONIQ will introduce a brand new technology to the market where the fans now can choose between 16 different angles that they want to watch the game through. Fans can even lock-on a specific player that they want to follow through the whole game!

- **Virtual Season Pass**
- **Watch your team live**
- **Select your own point of view with our cameras**
- **Create your own highlights of the game**
- **Guess the outcome of free-kick, penalties and other situations during the live match to win prizes**





Choose League/Game

Camera Angle



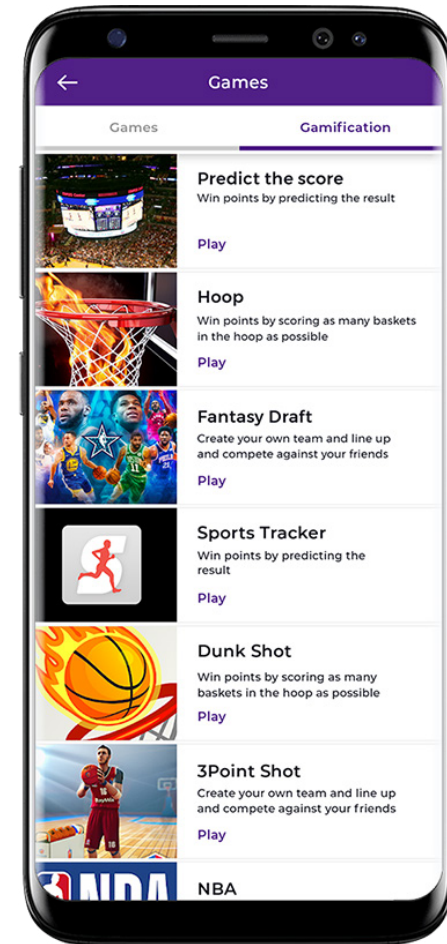


# Gamification

## Gamification

The fans can while watching the live match also join our live games to competing against each other to obtain prizes and IQONIQ points for the Loyalty Platform and webshop.

- **Win amazing prizes**
- **Advertisement**
- **Sponsorships**
- **Earn IQONIQ points**



Compete with  
your friends

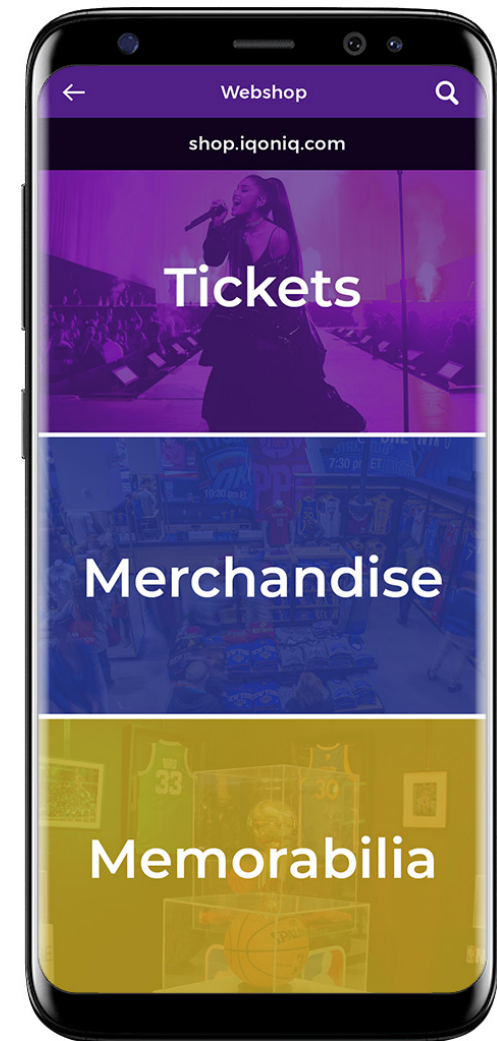


# Webshop

## Webshop

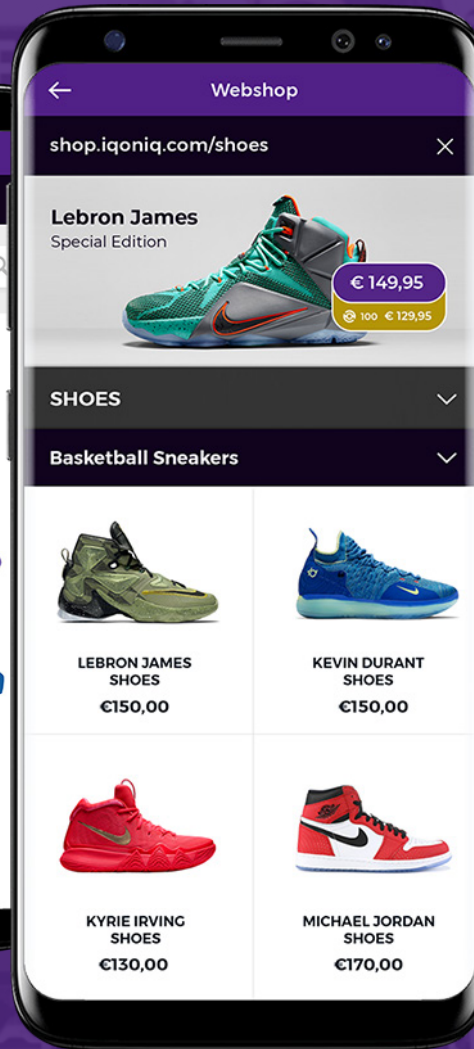
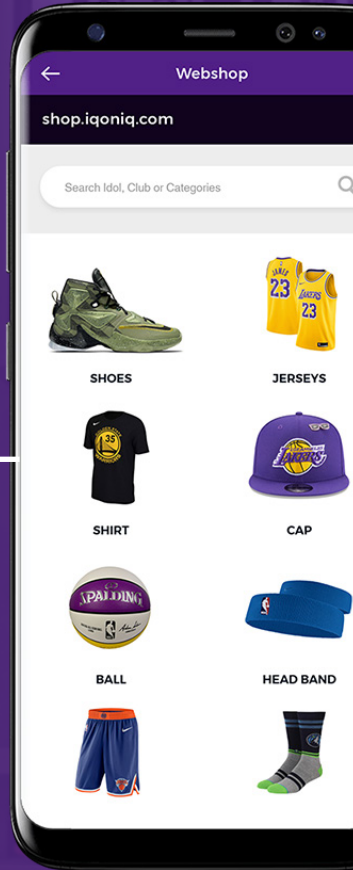
IQONIQ webshop will constantly be updated with the newest merchandise and offers from Idols and Clubs. The fans can find every product they want, and they will always be up to date with the most trending products. The user will also be able to use the IQONIQ points which they have earned to get even greater discount on the products.

- **Unique products**
- **One-stop shop**
- **Discounts**
- **Cashback**
- **Earn IQONIQ points**





Categories



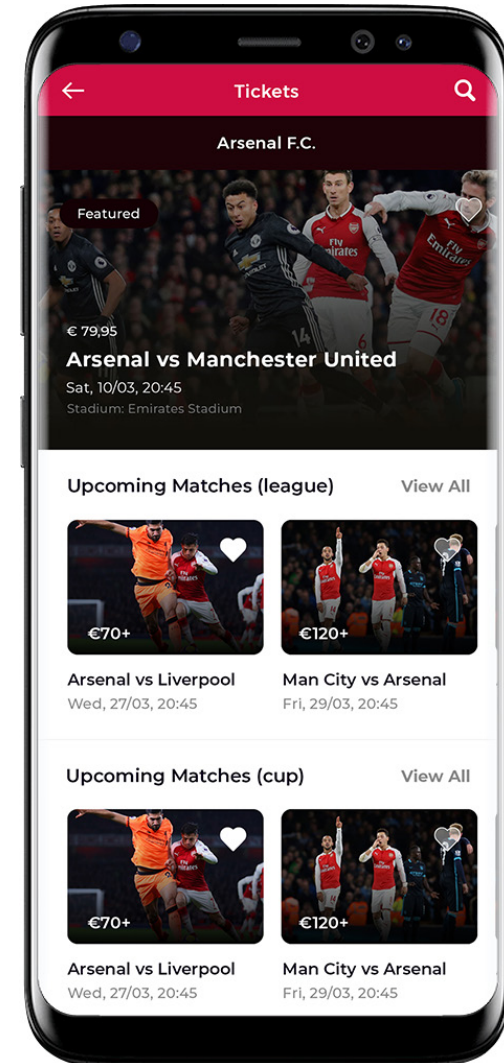


## Tickets

The IQONIQ ticket shop will sell tickets for upcoming events in the Sport & Entertainment world.

We will be one of the first places where fans can purchase the tickets of the events.

- **VIP Tickets**
- **Traceable Tickets**
- **Earn IQONIQ points**






Select seat

← Tickets

LA Lakers vs LA Clippers



€ 150


Available Tickets Last Minute Deals

- 89 Section 331 4 E-tickets €
- 86 Section 331 4 E-tickets €
- 84 Section 331 4 E-tickets €
- 82 Section 331 4 E-tickets €

← Tickets

Sports Music Theatre Comedy

Featured



€ 79.95

**AJAX vs Feyenoord**

Sat, 02/03, 20:45

Stadium: De Kuip

Popular near you View All

- €70+ Kanye West Wed, 27/02, 20:45
- €120+ Travis Scott Fri, 29/02, 20:45

Events this weekend View All

- €70+ Ajax vs Feyenoord Sat, 02/03, 20:45
- €120+ Barcelona vs Real M... Sun, 03/03, 20:45

# Memorabilia

## Memorabilia

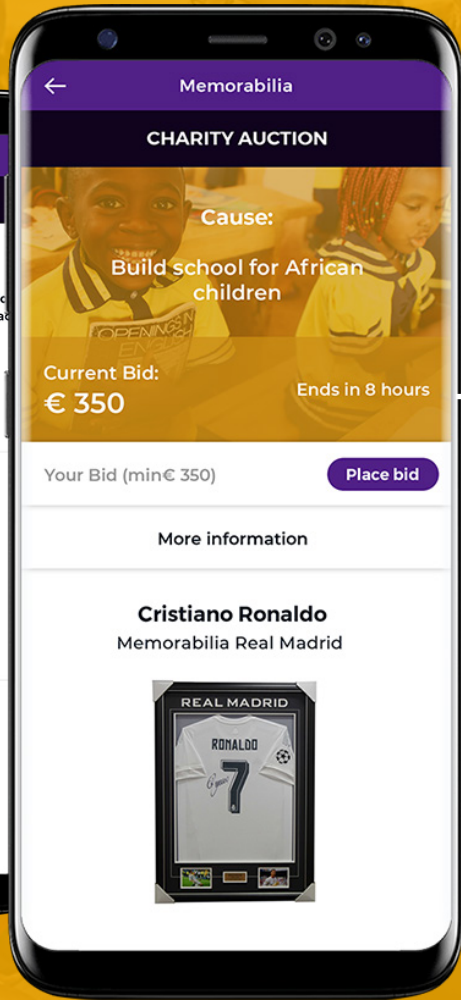
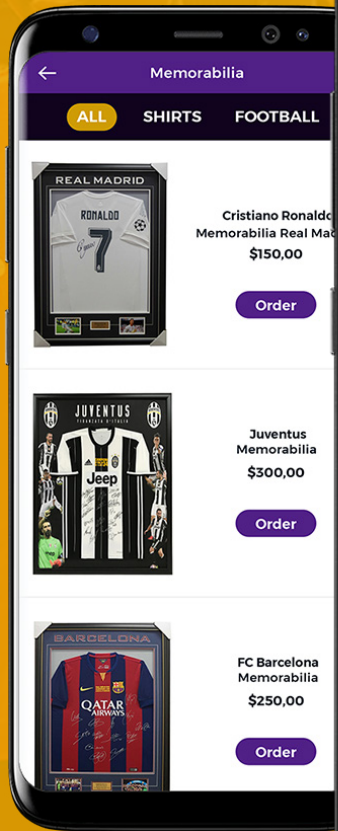
The IQONIQ webshop will sell exclusive limited edition products from Idols and Clubs.

The Clubs and Idols can also use our auction functionality to raise money for charity purposes.

- **Exclusive merchandise**
- **Help Charities**
- **Earn IQONIQ Loyalty Points**







Support a Charity

# Our services



**IQONIQ have built the perfect team that are specialized in influencer marketing and branded content. We help our customers and partners to develop remarkable digital content, and reach millions of consumers every month.**

We operate on the intersection between data and creativity, and guide our clients to qualitative content using this combination. Branded content that resonates with the passions and interests of our online users and the trend in 2019.



## **Data-driven Influencer network:**

IQONIQ operates the most influential network of celebrities, consisting of leading TV personalities, athletes and musicians in the whole world. The Celebrities we operate with have at least 1 million followers on their other social media platforms.



## **Full service agency:**

We offer to help you develop and manage your influencer marketing from A to Z: from strategy to successful campaign execution.



## **Reaching millions:**

Thanks to our Idols we can make sure that your content will reach and engaged by millions of users worldwide.



## **Gateway:**

We open doors to collaborations with Idols that you couldn't imagine that your company would ever be able to work with.



## How it works



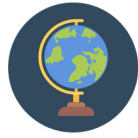
1. Join & Complete Your Profile



2. Select your Idol(s)



3. Select between Advertisement, Sponsored logo & Product Endorsement



4. Select country



5. Select your timeframe



6. Get started

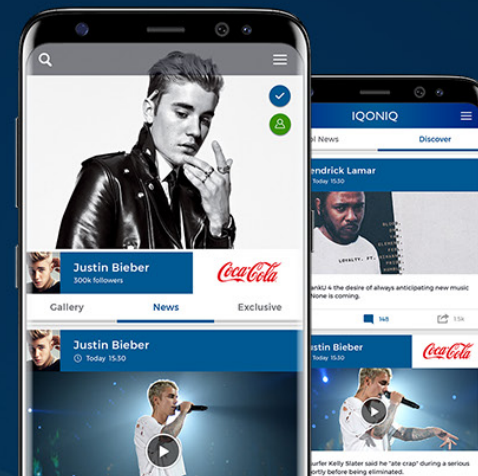


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