

Usage & Workflow

Advertiser / Client

- Defines creatives and **rewards** for end users: loyalty bonus / discount / gratis product or service...
- Defines visuals for “collectibles” (logo, icon, mascot...)
- Defines marketing campaign budgets and KPIs



OR



OR...



“COLLECTIBLES” - customized animated graphics

Mr. Popper

Collectible Video Ads



CAMPAIGN:

Separate



Joint



+



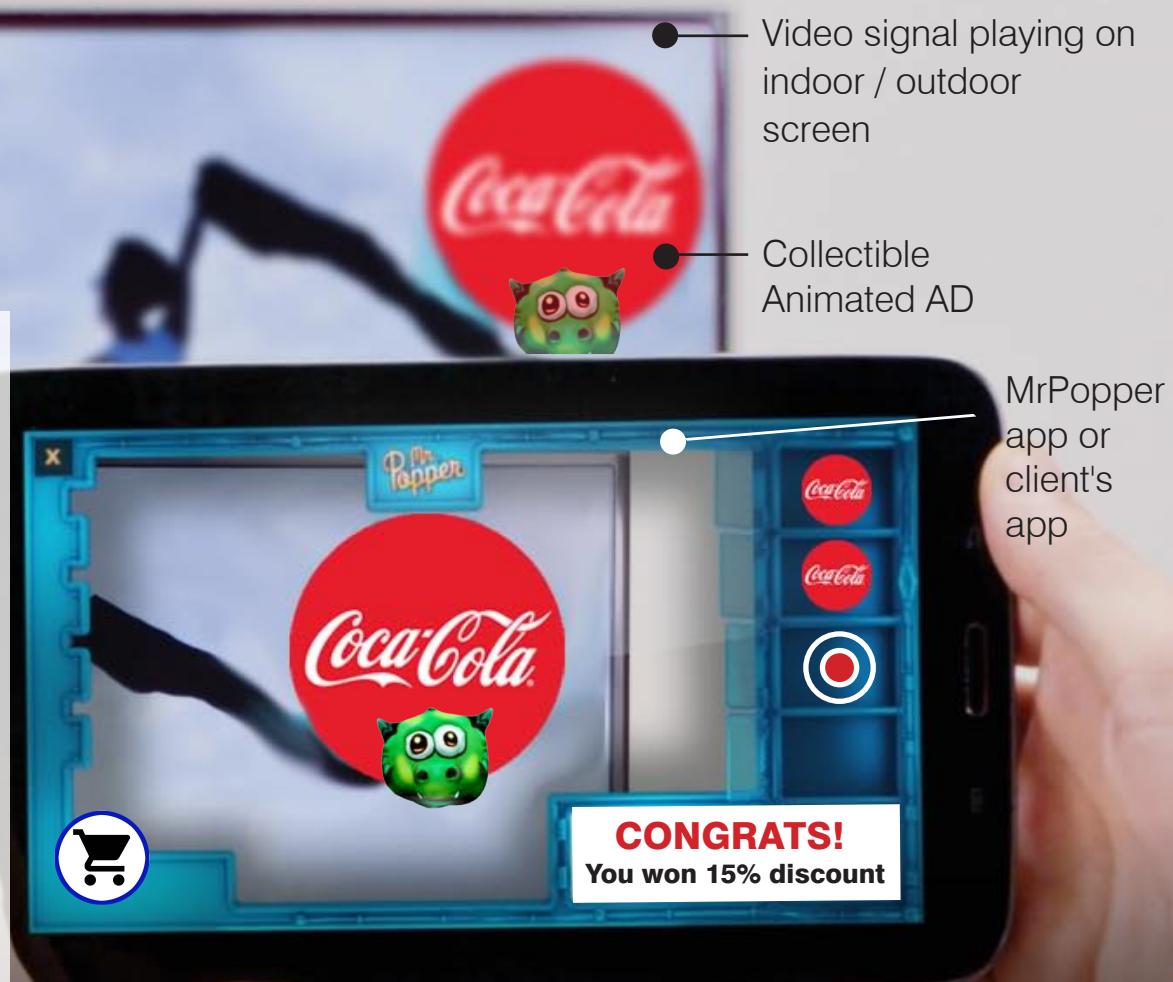
Usage & Workflow

End User (case 1)

- Watches video on **outdoor** screen
- When the user sees a video AD with Collectible Animated AD, activates app * and he is: ready to play and have fun while watching video AD
- Catches “collectibles” on screen with his smart device
- Gets more info about the campaign and a reward
- Makes **direct discounted purchase** with a single tap

* User can:

- A) install Mr. Popper app. on its mobile device
- B) upgrade existing client's app. that is already installed on his device (with API connection to Mr.Popper platform)



FOR REAL IMPRESSION AND BENEFITS FROM THE PRODUCT WE NEED TO PRESENT APP/PLATFORM DEMO IN ACTION - LIVE PRESENTATION OF THE WORKFLOW!

Usage & Workflow

End User (case 2)

- Watches indoor video AD
- User has to catch "collectibles" with client's mobile app (with Mr.Popper plugin) at **specific locations** in a shopping centres
- Gets **reward from Advertiser** - after 3 catches at 3 different locations (e.g.)
- After each campaign the user is attracted to be part of a new campaign through mobile app award /loyalty program



A large digital advertisement for McDonald's. The main image shows a red gas pump nozzle pouring a golden liquid into a glass cup. The text "Fuel up... feel good!" is written in a cursive font. In the foreground, a hand holds a smartphone displaying a mobile app interface. The app shows a large red McDonald's logo, a shopping cart icon, and a reward offer: "1 LUNCH GRATIS! (up to 10 EUR)". At the bottom of the ad, there is contact information: "©11-12-44-622 111-BIG-MAC www.mcdonalds.com.pk" and "McDonald's @ Caltex".

Benefits for:

Advertisers / Clients

- New fun, interactive solution for presenting their brand / product / service
- Additional PR value
- Can follow interests of their users on each screen, and get new data of their habits
- Great solution for capturing the attention of distracted multi-screen users
- Customized and localized video marketing campaign with loyalty / bonus / discount reward

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Collectible Video ADs



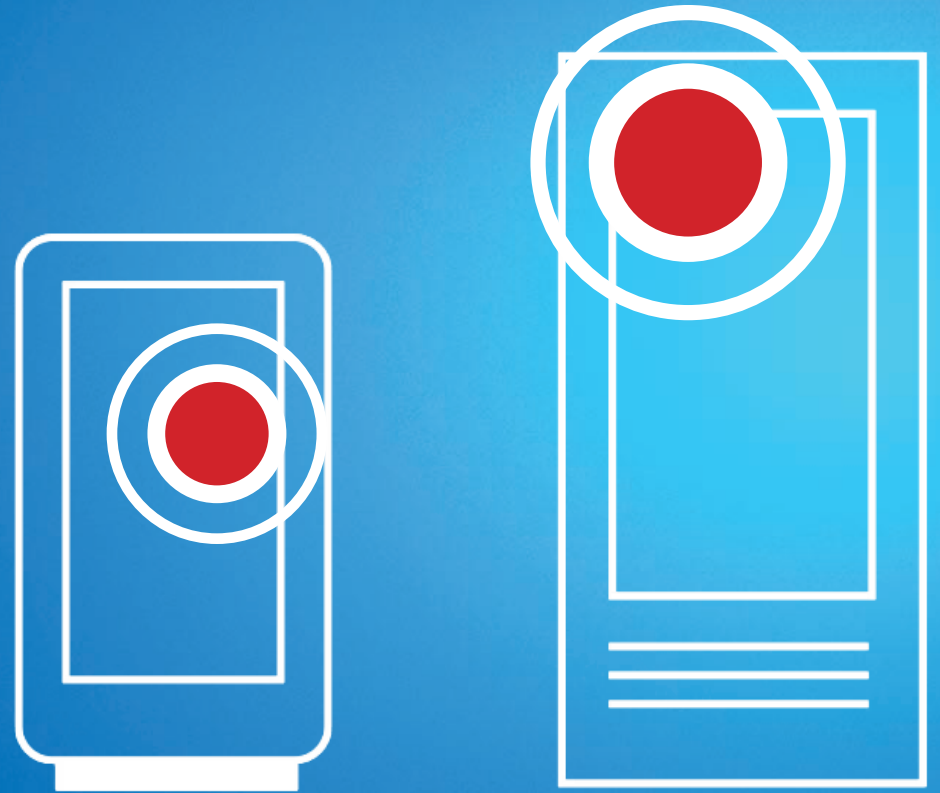
Benefits for:

Indoor-outdoor Agencies

- New interactive, second screen marketing channel
- More targeted impressions of video ADs
- More user retention in front of the screen
- More revenue with existing infrastructure

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Collectible Video ADs



Benefits for:

End Users

- Having fun while watching video ADs
- Being part of community with similar interests
- Exciting multi-screen experience
- Opportunity to win! (gaming factor)



15% discount



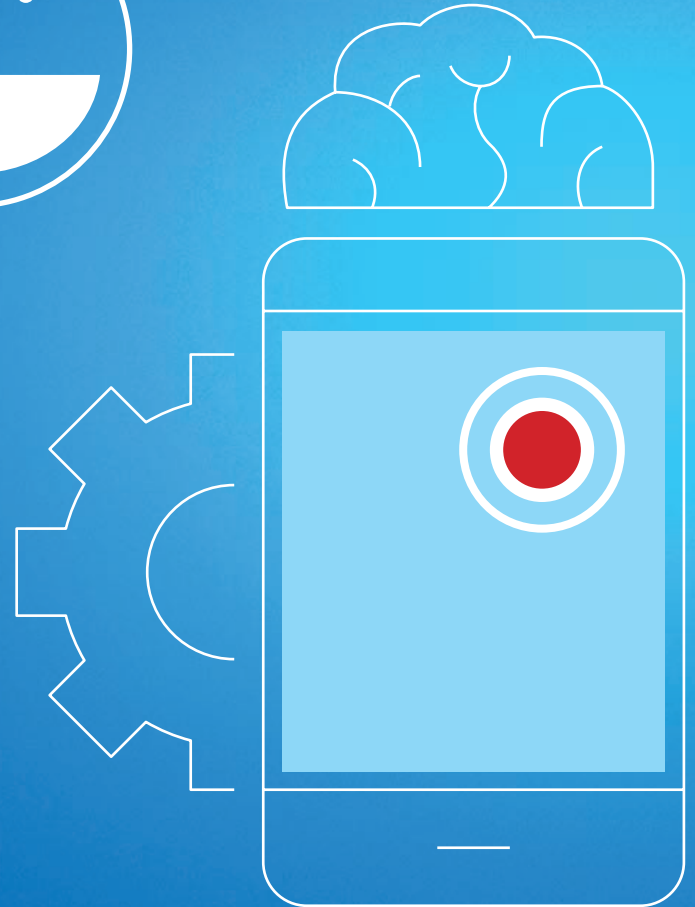
1 gratis lunch



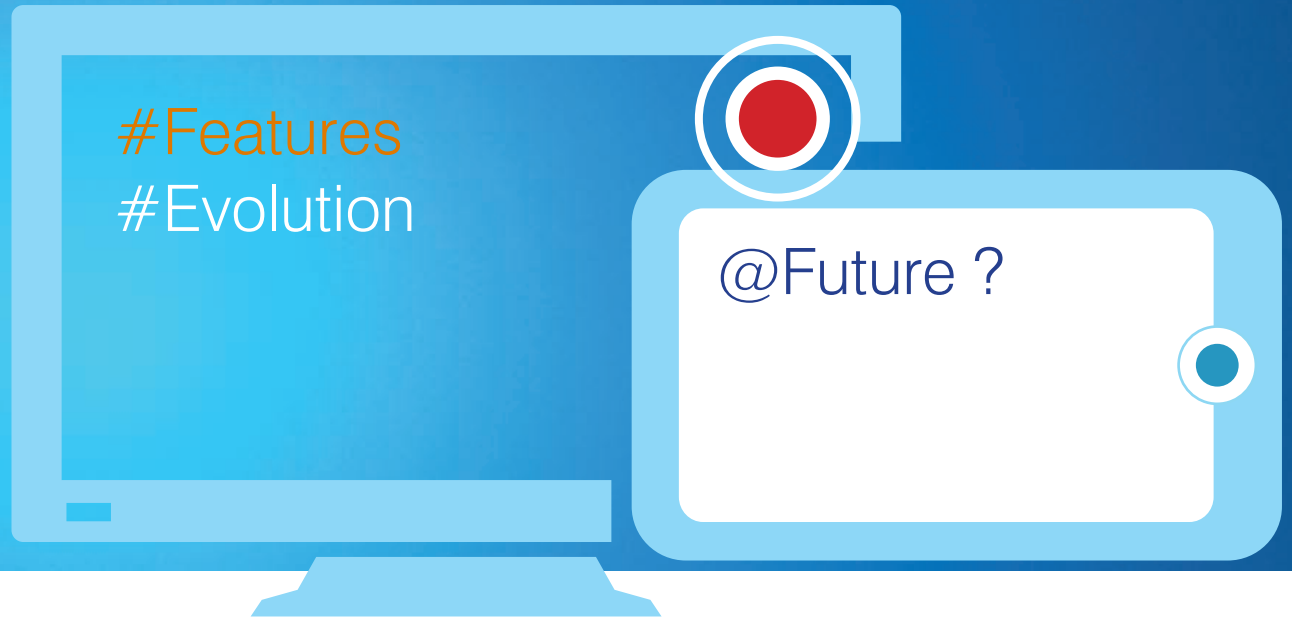
**WIN MORE IN
NEXT
CAMPAIGN!**

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Collectible Video ADs



Additional Features & Evolution



- UI/UX redesign
- Further app development
- Making global video AD platform with gamification elements
- Brand name change?

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Collectible Video ADs