



## VIDEO ENGAGEMENT MARKETING



*“Putting the Media in Social Media Marketing”*



# Marketing 3.0

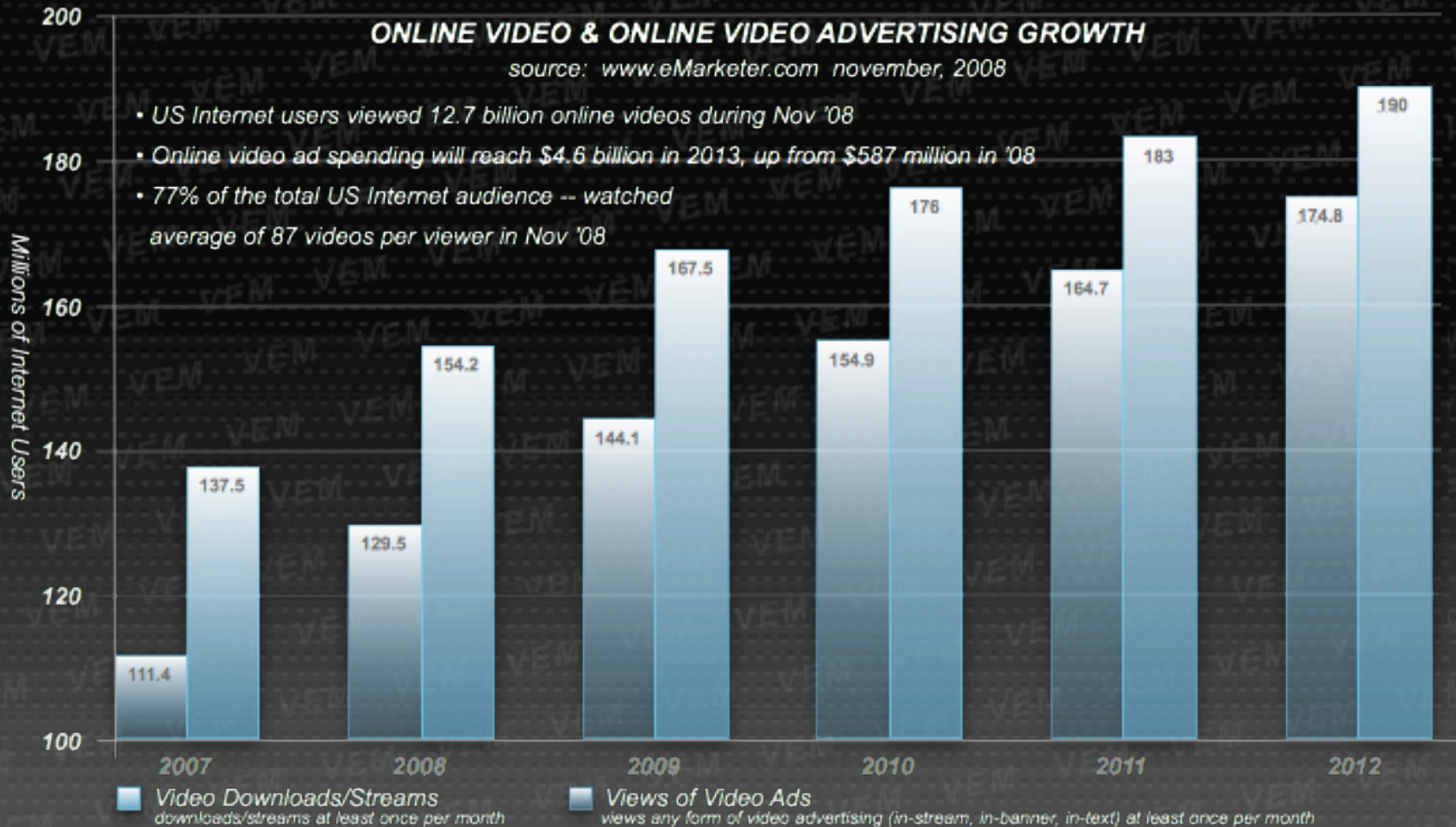
Marketing and advertising are undergoing systemic changes. Campaigns are now being measured by bottom-line performance, impressions are being replaced by engagement and consumers are demanding "their content", "their way", without disruptive advertising, when and where "they want to watch it."

Old Marketing	Marketing 3.0
<i>Impressions &amp; eyeballs</i>	<i>Transactions &amp; engagement</i>
<i>Limited media outlets &amp; formats</i>	<i>Countless media outlets &amp; formats</i>
<i>Spam &amp; disruption</i>	<i>Opt-in &amp; permission</i>
<i>Marketer-to-consumer communication</i>	<i>Consumer-to-consumer communication</i>
<i>Focus groups</i>	<i>Launch &amp; learn</i>
<i>Response rate</i>	<i>Cost-per-sale</i>
<i>Branding</i>	<i>Advocacy</i>
<i>Visibility</i>	<i>Trust</i>
<i>Relative sampling</i>	<i>Real-time measurability</i>
<i>1-to-many mass media</i>	<i>1-to-1 micro-media</i>



Online Edu-tainment

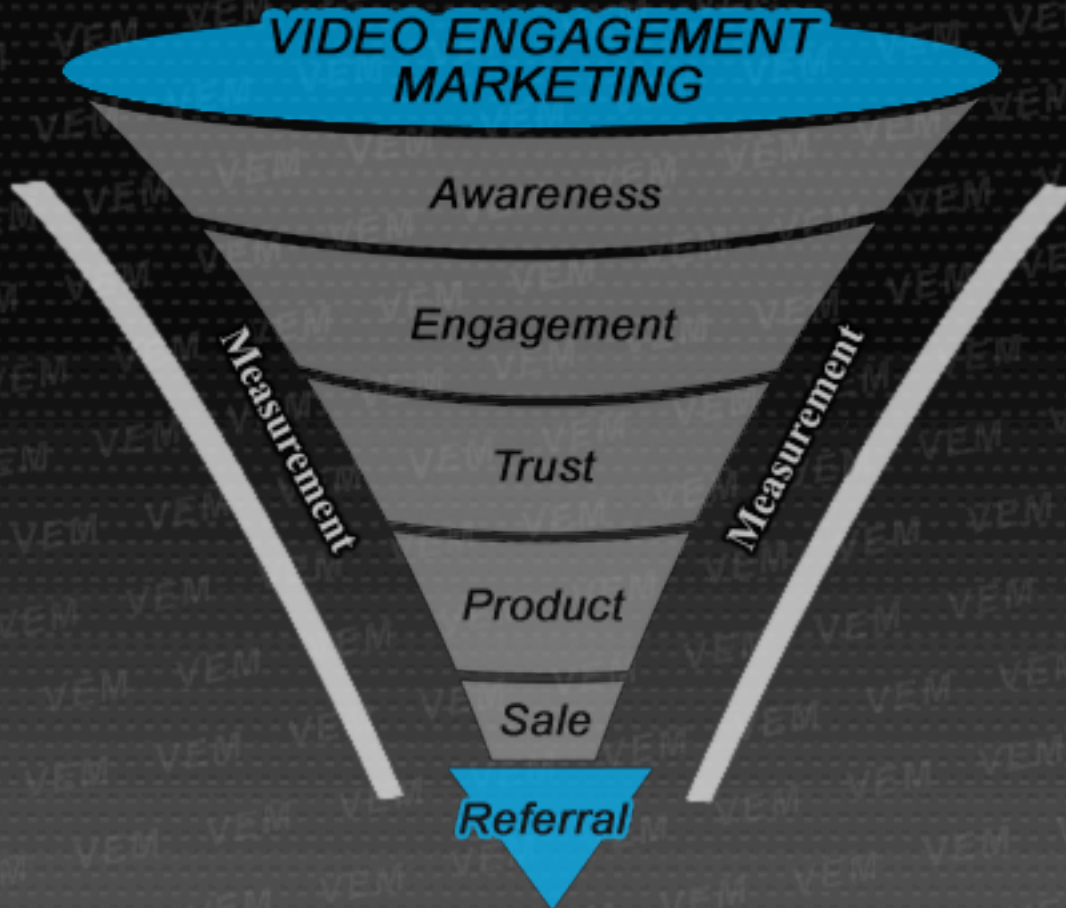
Today's consumers seek personalized on-demand video programming that feeds their passions and enriches their lives. Engaging content that educates and entertains is received as having premium value, drives opt-in incentives and establishes direct 1-to-1 brand relationships.





## Video Engagement Marketing (VEM).

Unlike SEM (Search Engine Marketing) and CPM (cost-per-thousand) marketing, VEM focuses on building trusted relationships between consumers and your brand and then converting these relationship into sales and brand advocacy that leads to peer-to-peer referrals, and as a result, additional sales.





Benefits to Your Brand.

VEM markets to smaller audiences by embedding your product message within highly engaging affinity content. That content is then distributed worldwide via social media sites, blogs and video aggregation sites. As a result, your brand receives heightened brand visibility, increased traffic and sales and 1-to-1 relationships with passionate brand advocates.



Consumer Groups with Similar Interests



High-Quality Video Communication



Consumer-to-Consumer Delivery



Brand Trust & Viral Advocacy










= Pre-qualified leads + Site traffic + Revenues



## Step 1 : Research

*iApplicate targets the more than 3,000,000 passionate iPhone consumers in today's marketplace, individuals that have a proven penchant for brand advocacy and have their fingers on the pulse of today's tech marketplace. They are technically sophisticated, early adopters that wield considerable influence within their social network and are:*



-  18-54 years old
-  60% Male, 40% Female
-  80% in college/college educated
-  \$55,000-\$125,000 household income
-  Media-savvy tech enthusiasts
-  Discerning early adopters that demand quality and authenticity
-  Socially active, wielding significance influence over their social networks
-  Cost and value conscious
-  Active online shoppers



## Step 2 : Create

Oktane's in-house video production fuels the proposed VEM strategy -- presenting an authentic "handshake" that feeds the sensibilities and preferences of the target audience and embeds your product and brand message within their edu-tainment and social media experience.



**YOUR BRAND  
HERE** presents



With over 3,000,000 iPhones activated to date and over 35 thousand iPhone applications available for that audience, there has never been a better time for **iApplicate** -- the first online video show dedicated exclusively to reviewing the latest and greatest iPhone applications as they make their way to the market. Three times a week, **iApplicate** will tell you which apps to avoid, which are perfect for your lifestyle, which are a waste of your money and which...well, just flat out rock? Oh yeah, and we'll make you laugh too.

**iApplicate** reviews and evaluates iPhone app functionality as intuitively as the iPhone itself -- rating each application based upon **Tech-Novelty**, **Dexterity**, **Form & Function** and finally **Buy-ability**. Each episode features a music track from an up-and-coming independent artist while helping you find the applications you need to make your life easier. Check out [www.iapplicate.tv](http://www.iapplicate.tv) now.

**iApplicate** -- the greatest friend your iPhone will ever have.








### Step 3 : Deliver

Building a digital brand requires patient and persistent distribution -- a comprehensive syndication strategy -that includes tagging videos with keywords/meta-tag data to make them easily searchable and placing them where the desired target audience gathers, socializes and watches videos online.






**YOUR BRAND HERE** presents  **Applicate.tv**

## GUARANTEED STREAMS






### **FREE CHANNELS**

-  Video Aggregators
-  Opt-in Subscription
-  Mobile RSS
-  Partner Publishers
-  Blogs/Newsgroups

### **PAID CHANNELS**

-  Video Ad Spots
-  Affiliate Partners
-  Direct Mail
-  Banners
-  SEM

### **SPONSOR CHANNELS**

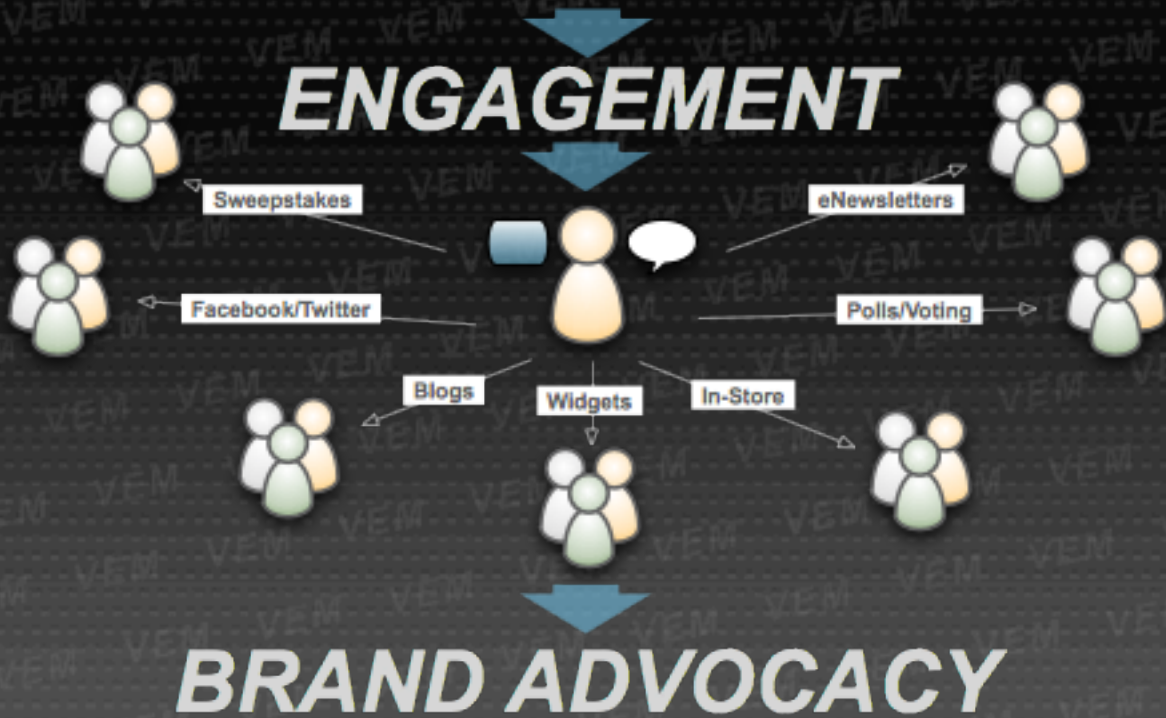
-  In-store Kiosks
-  Promo w/ Purchase
-  Loyalty Programs
-  Point-of-Sale
-  Closed-circuit

## GUARANTEED ROI



## Step 4 : Engage

Videos are developed with a strong call-to-action that drives traffic to sweepstakes, polls, blogs and other social trigger points that increase engagement and strengthen the brand relationship in an effort to bolster brand advocacy and increase viral word-of-mouth promotions.





Your Digital Agent.

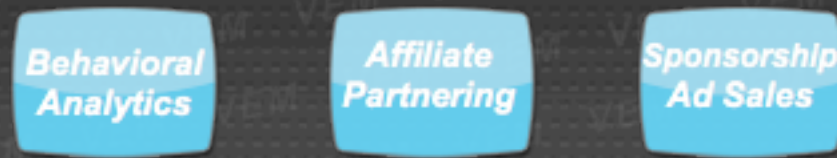
With a cross-disciplinary skill set that offers your brand both traditional and digital media marketing solutions, the proposed strategy is focused entirely on performance, brand extension and measurable/trackable bottom-line results.



**DIGITAL STRATEGY**



**PROJECT MANAGEMENT**



**PROPERTY REPRESENTATION**

# Applicate.tv



*A Proven Track Record.*

*With 25 years of offline and online marketing and brand development experience, our team of seasoned marketing professionals and digital media experts have successfully developed and delivered excellence and bottom-line performance for some of the world's top brands.*





*A Portfolio of Original Programming.*

*In addition to developing original programming specific to your brand, Oktane offers a portfolio of proven digital media properties that can provide an excellent, low-cost entry-point into the VEM marketplace. Each of these series provides a guaranteed number of streams within its target audience, assuring performance and results for every dollar spent.*



**UGVC.net** : A weekly review show that highlights and provides commentary on the Web's latest and greatest (and sometime not-so-great) user-generated videos.



**ModernManComedy.com** : A semi-scripted sit-com follows four NYC comedians during a game of poker, bravado and trash talking.



**TravelBytes.com** : An online family travel guide highlighting the best places to sleep, eat, play and shop in top destination cities.



**ParentsLoft.tv** : A weekly parenting how-to guide hosted by two married comedians whose only expertise is being parents themselves.



**Head2Head.tv** : A single-elimination video contest where two videos compete head-2-head, and then the audience decides who wins.



**AmericanDetour.com** : A respected travel writer travels the globe to unearth and chronicle unsung hero wisdom & immerse himself in local cultures.



Guaranteed Performance.



Oktane's 100% performance-based Video Engagement Marketing model revolutionizes direct marketing by guaranteeing your return-on-investment, delivering unsurpassed measurability and driving maximum brand engagement -- all for about the same price as a US postage stamp. Most importantly you will only pay for engaged consumers.

All sponsorship programs are creatively customized to meet your brand's specific marketing & business objectives.

### COST COMPARISON OF DIRECT MARKETING FORMATS

	Media Cost	Abandonment	Production Costs	Actual Media Cost	Branding Value	Engagement Value
<b>DM</b>	\$0.29 - 5.00	66%	\$5k-10k	\$0.88 - 15.00	☆☆	☆
<b>SEM</b>	\$0.75 - 5.00	0%	10% of media	\$0.82 - 5.50	☆	☆☆☆☆
<b>CPM</b>	\$0.01 - 0.10	85%	\$25k-100k	\$0.15 - 0.75	☆☆	☆
<b>VEM</b>	\$0.29 - 0.45	0%	\$0	\$0.29 - 0.45	☆☆☆☆☆☆	☆☆☆☆☆☆