



TOPFAN

# ADVERTISING & ACTIVATION CONCEPTS

# OVERVIEW

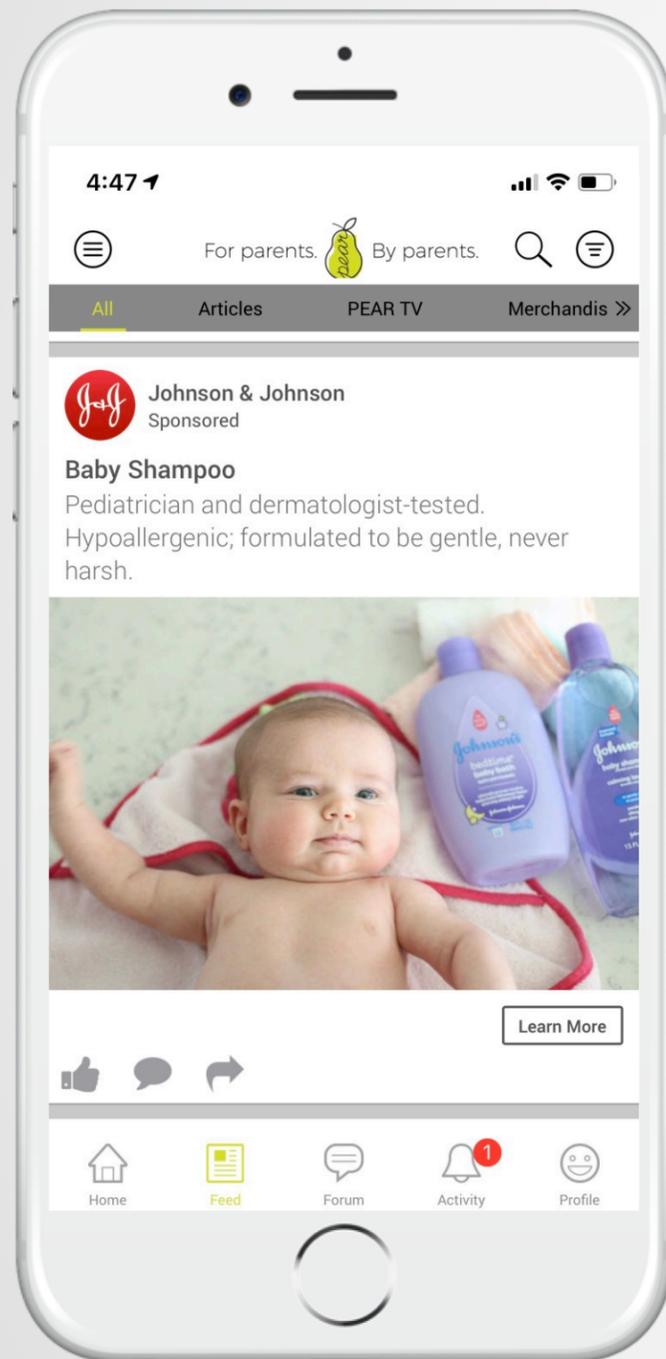


TopFan powers white-labeled digital fan engagement platforms for top entertainment, music and sports brands around the world.

These official platforms on app, web, and TV connected devices enable the delivery of content, community and commerce, allowing TopFan clients to build sustainable direct to fan (D2F) businesses.

In turn, there are many opportunities for unique experiential advertising and activations for a client's sponsors and partners within their platforms.

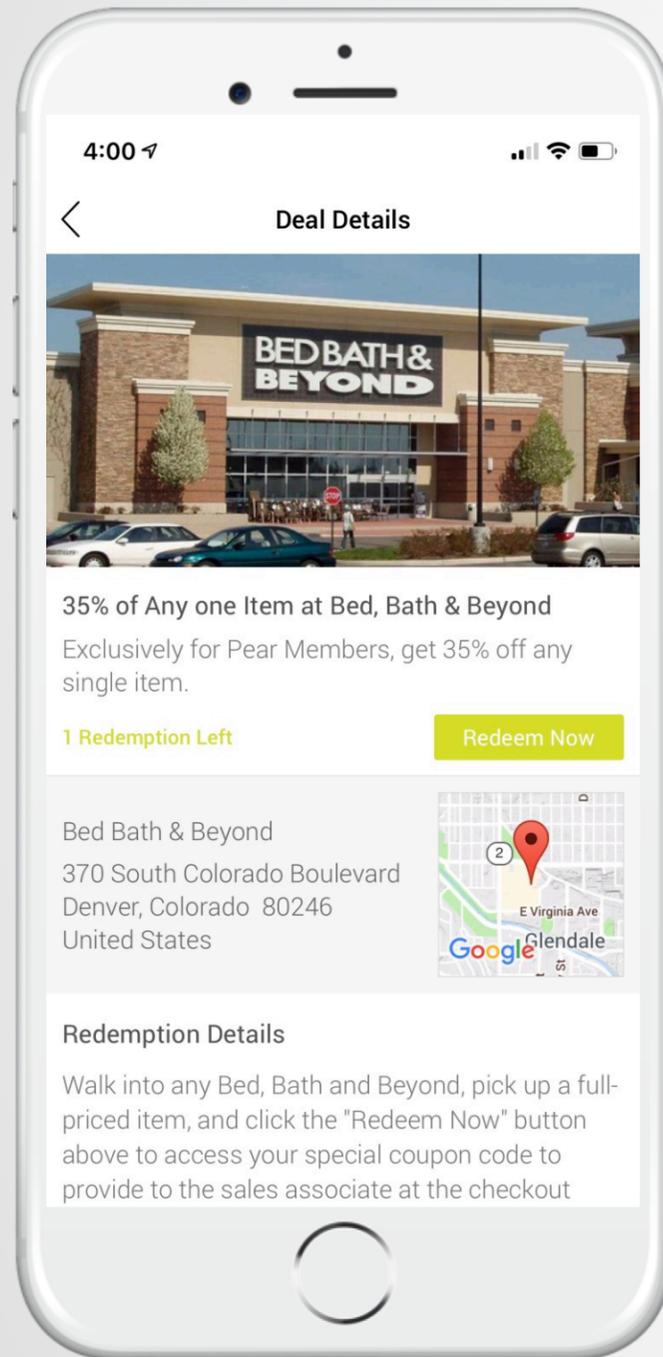
# EXAMPLE 1: DISPLAY ADVERTISING



Sponsors and advertisers can place FTC compliant advertisements into the feeds and forums that can include images, articles, GIFs, videos, with respective call to actions (e.g., buy now taking user to 3<sup>rd</sup> party e-commerce site) and full performance tracking.

The TopFan platform support both house ads and programmatic display ads.

## EXAMPLE 2: DEALS & REBATES



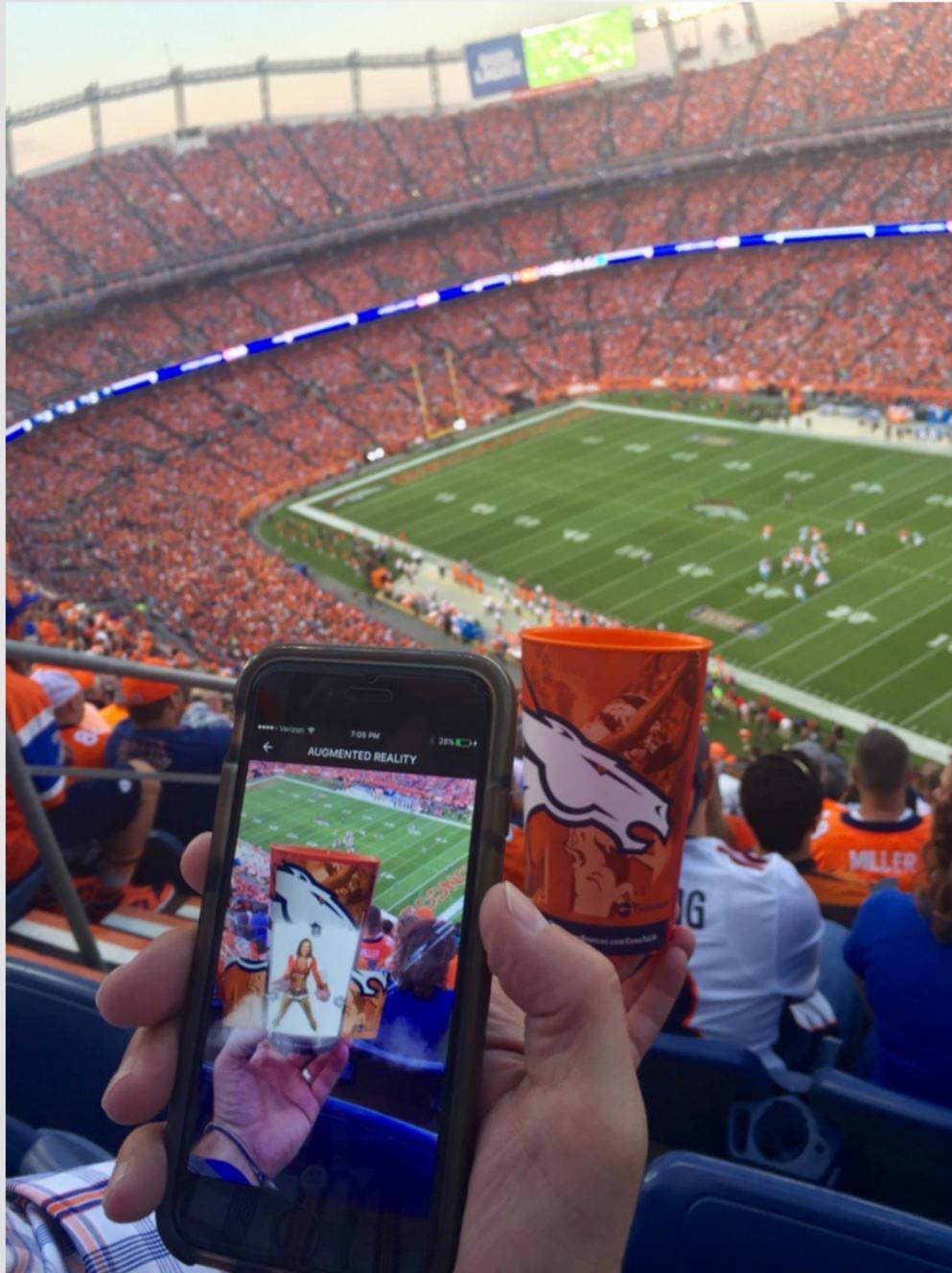
The TopFan platform includes a deals & rebates platform that shows the user nearby retail or online deals available exclusively to members of the client's community. Integrates with retailer's POS system to make customer redemptions efficient and easy.

## EXAMPLE 3: RETAILER CHECK-IN

Using TopFan's patented Challenge Marketing™ technology, a brand can sponsor a “check-in challenge,” where the fan is incentivized to physically visit a brand's retail location to unlock some special content or be entered into a contest to win something. TopFan's platform verifies the user is present at the desired retail location using GPS or beacon technology. Other verification techniques include UPC & QR code scanning or unique alpha-numeric code entry.



## EXAMPLE 4: AUGMENTED REALITY



TopFan's platform includes sophisticated Augmented Reality technologies that provide unlimited experiential marketing opportunities for clients and their sponsors.

- ✓ Scan a can, cup or image to unlock exclusive animations or video content:

<http://topfan.com/videos/BroncosCokeBud.mp4>

<http://topfan.com/videos/BroncosCupCheerleader.mp4>

- ✓ Scanning packaging at a retail location to explain a product or promote a sponsorship activation:

<http://topfan.com/videos/TrollsKraftPackage.mp4>

<http://topfan.com/videos/BroncosBudLightPackage.mp4>

- ✓ Creating a scavenger hunt scanning objects, where fans scan a brand's product to win exclusive prizes or content:

<http://topfan.com/videos/BMWLogoHunt.mp4>

# EXAMPLE 5: VIRTUAL REALITY

The TopFan platform includes an interactive Virtual Reality Player that supports 360 photos and videos in monoscopic and stereoscopic mode.

Brands can sponsor highly interactive 360 VR content and/or place their brand on the 360 viewers given away at TopFan clients' live events or mailed to fan club members.

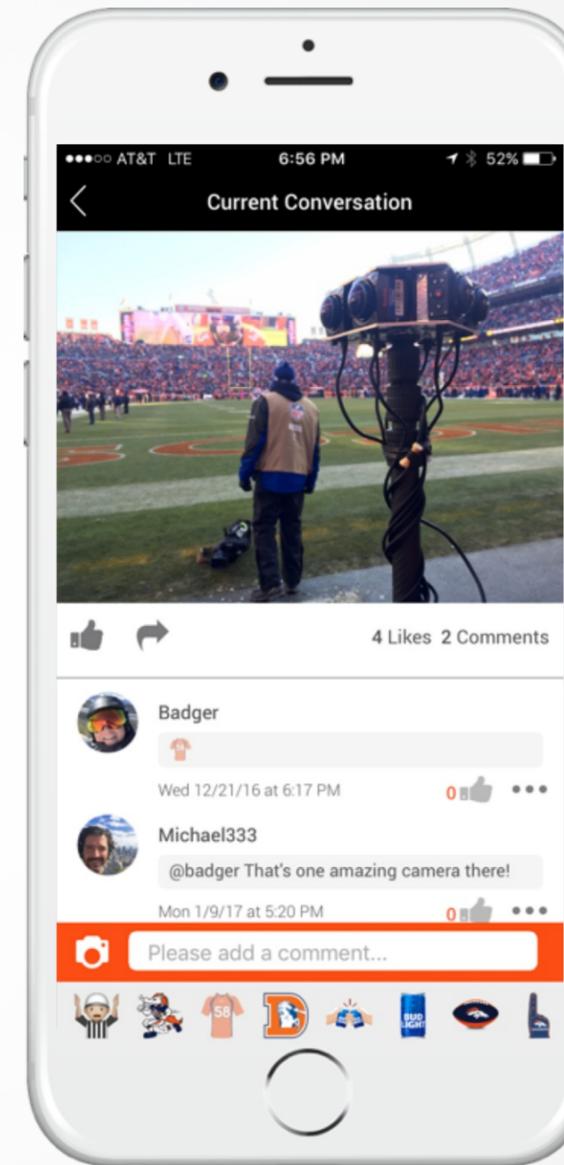


## EXAMPLE 6: EMOJIS & VIRTUAL GIFTS

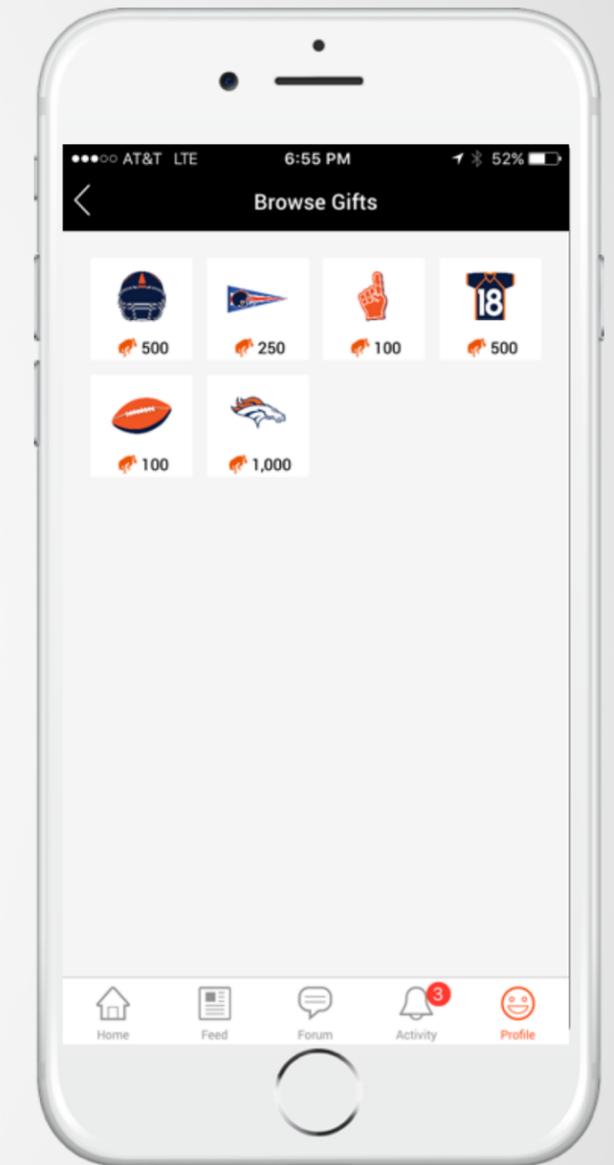
Each day millions of messages and comments are sent across TopFan's network of communities. Whenever a user types a comment or message, a keyboard is shown that includes custom Emojis.

Include your branded Emoji in the keyboard or virtual gifts section to drive awareness and interactive brand activation. Emojis can even be made clickable to take user to purchase a product.

The same Emojis are also simultaneously made available to the user's phone operating system, so users can also use the brand's emoji in standard text messaging and posts on social media.



Internal / External  
Emoji Keyboard

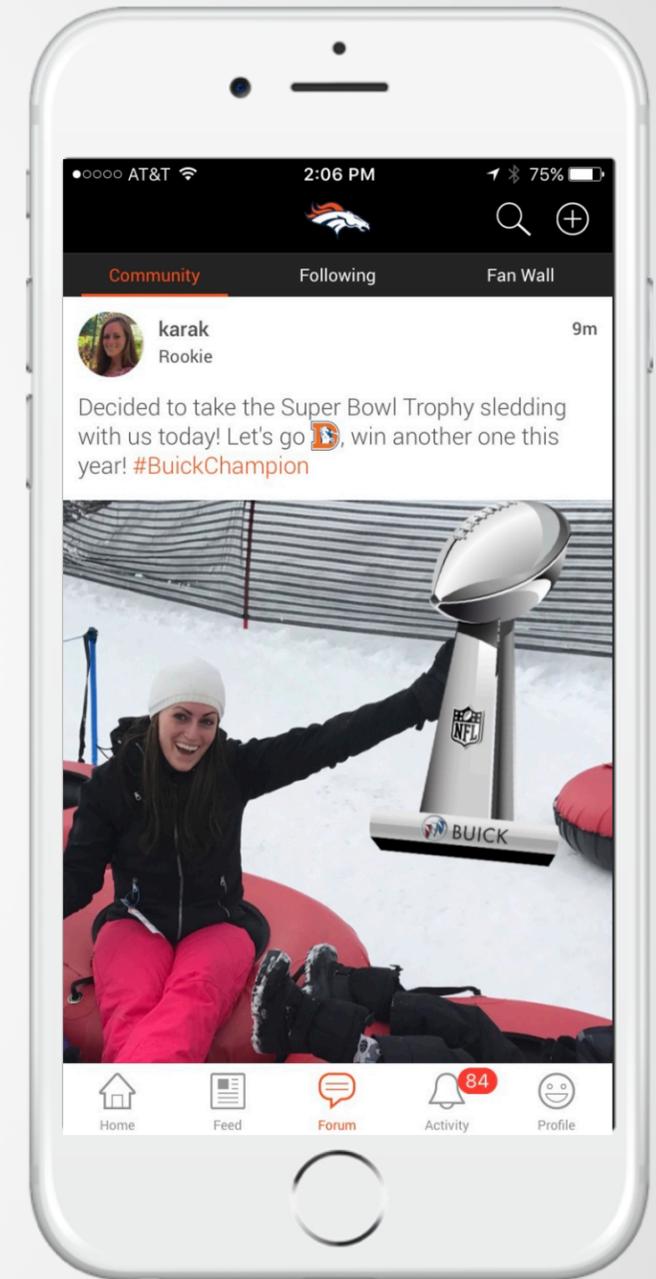
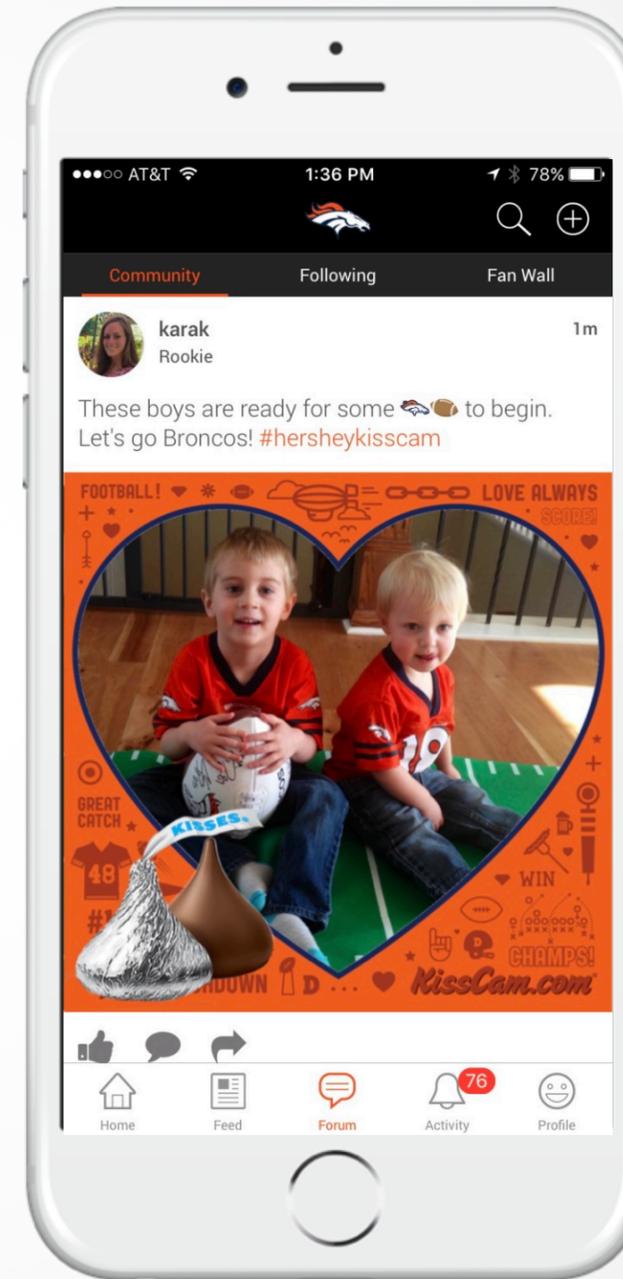


Fans Can Give Each  
Other Virtual Gifts

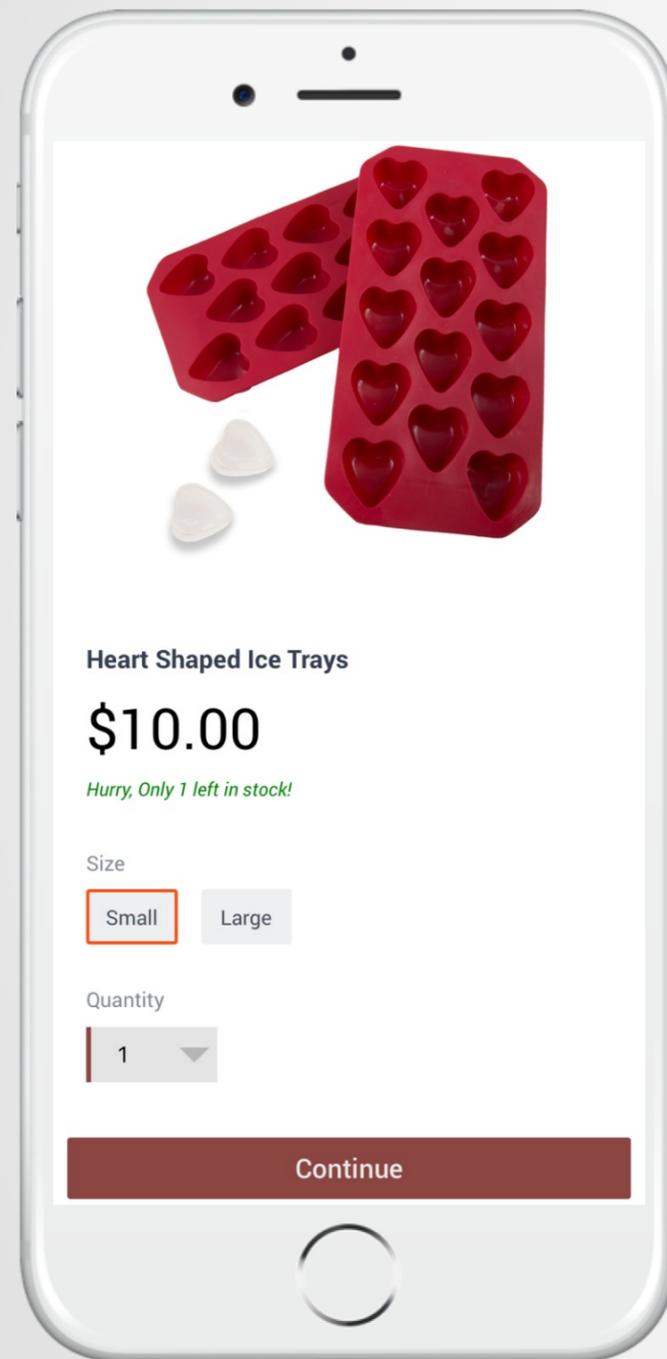
## EXAMPLE 7: OVERLAYS

Fans publish hundreds of thousands of pieces of user generated content inside the communities each day, including photos and videos.

The content self-publishing system allows the user to include hash-tagged “overlays” (similar to SnapChat filters) onto their photos and videos allowing brands to include their products or branding in fun experiential marketing experiences.



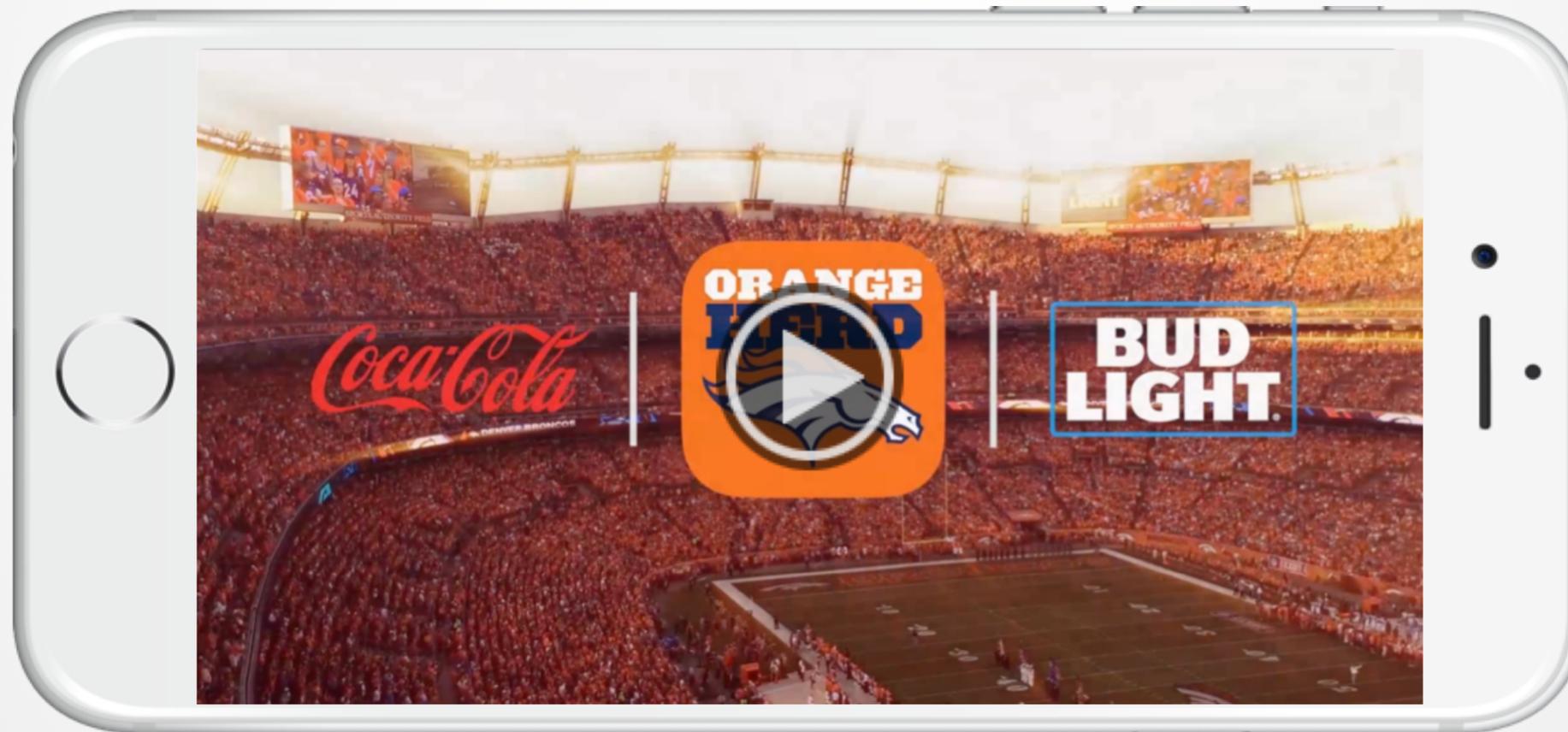
## EXAMPLE 8: NATIVE E-COMMERCE



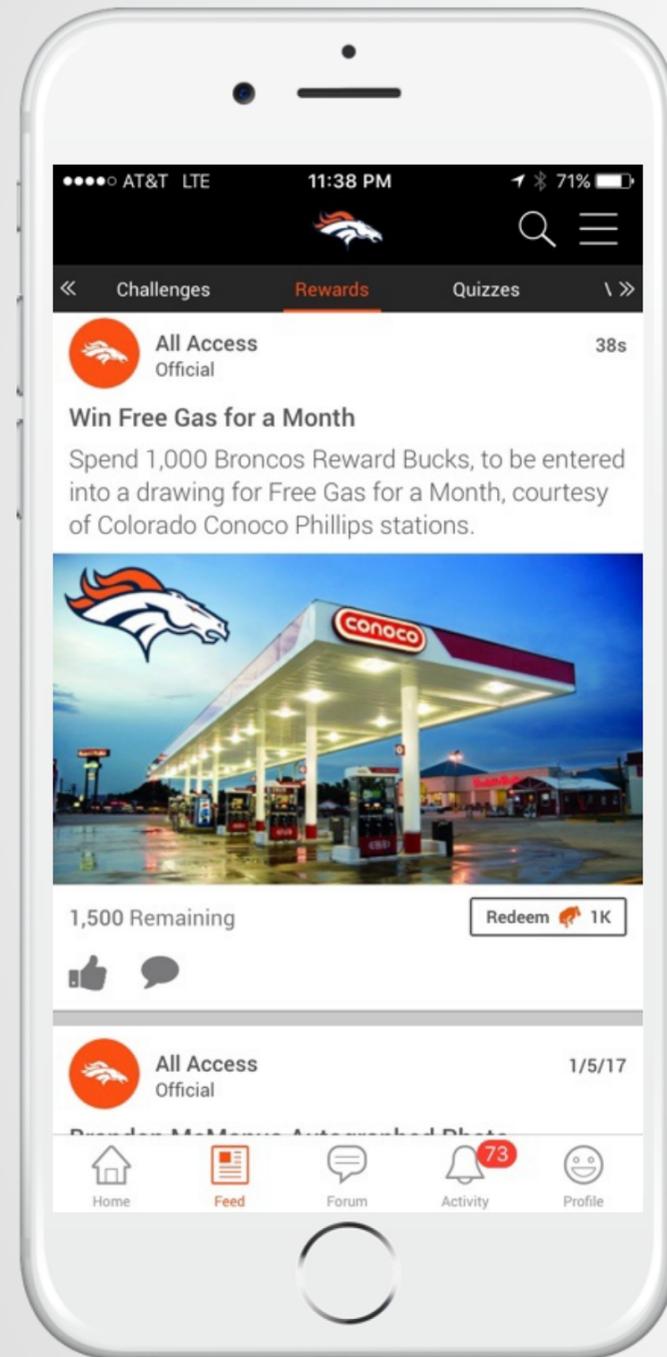
For an even higher direct to consumer purchase conversion, sponsors and advertisers can leverage the native e-commerce technology built into the TopFan platform and sell merchandise and event tickets directly to a client's users through the digital wallet (stored user credit card). Fulfillment of sold items can be handled through the TopFan platform or via 3<sup>rd</sup> parties.

## EXAMPLE 9: BRANDED CONTENT

Associate a sponsor's brand with the brand of a popular sports, music or media property, by including your product's image in a myriad of interactive content including videos, quizzes, photo galleries, audio podcasts, articles and more.



## EXAMPLE 10: REWARDS



The TopFan platform is gamified, and users earn points/coins for logging in daily, sharing content, taking quizzes. Associate a sponsor's product with the community as a sweepstakes reward that fans can redeem their points/coins for an entry to win.



TOPFAN

NEXT GENERATION  
FAN ENGAGEMENT