



Oracle Open World 2013 // San Francisco, CA KPMG - Outpace Your Competition

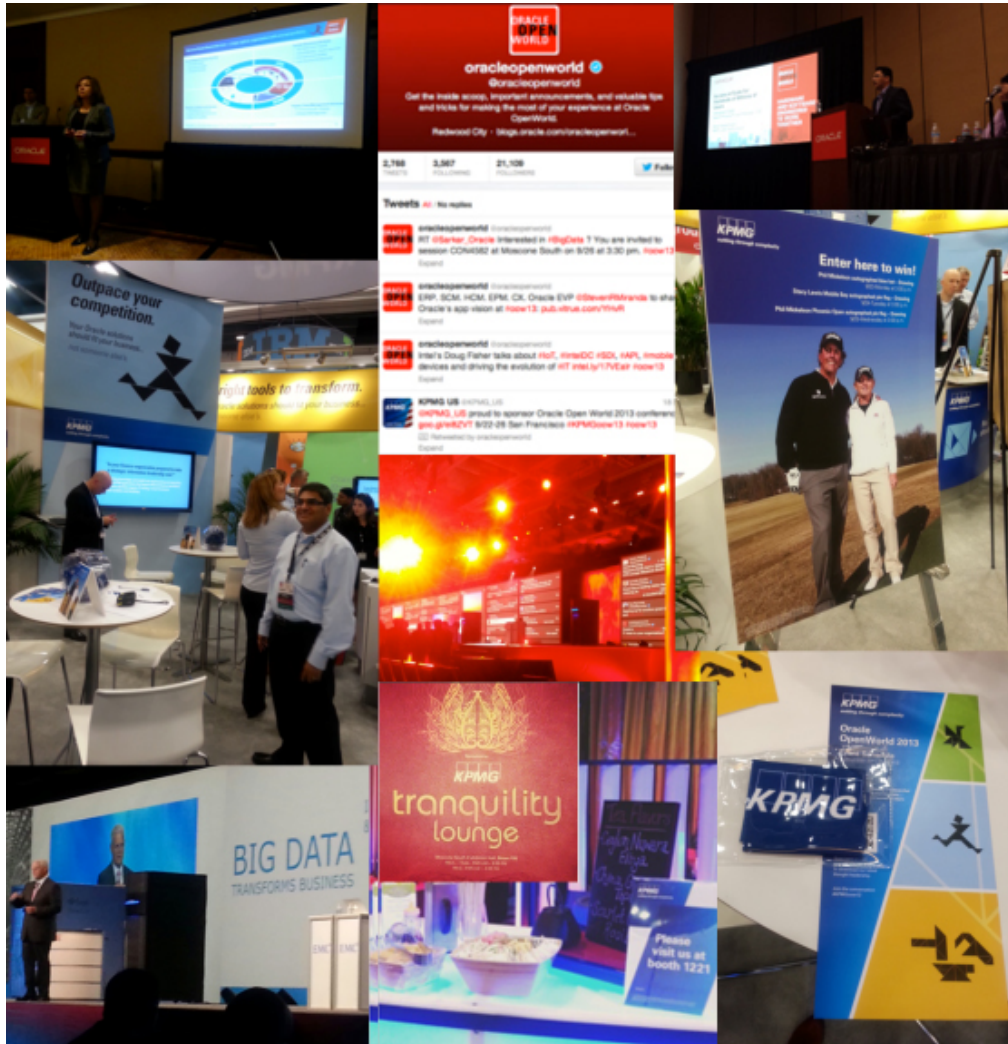
#OOW13 #KPMGoow13

5 Days of programming, Thought leadership, events, sessions coverage, worldwide consumer engagement and social Xperiential Marketing of KPMG Open Oracle World (#OOW13)

- 17 total live coverage keynotes/workshops/sessions/social events management (included 10 of the #KPMGoow13 hosted sessions)
- Brand amplified and subject matter experts: Create/manage and exposed 10 thought leaders within KPMG to join the conversation within the online communities
- 450+ total of content tweeting up support (include total 150 supporting #KPMGoow13, network total tweet up roughly around 500+ content published in 4 days increments)
- @Oracleopenworld twitter exposed over 21K #oow13 followers to drive traffic to @KPMG_US/@KPMGUSCareers & #KPMGoow13 landing page/sessions
- Social Exposure on OOW LinkedIn/Facebook/Twitter group members roughly a total of 35K+
- Additional exposure such as virtual landing pages and offline foot traffic reached 65K+
- Daily tweet up using #hashtag of #oow13 gained exposure worldwide of over 95K+ in attendance and worldwide view on content publishing and happenings
- Photos/visuals/videos: over 90+ visuals shared over social media channels
- Drive #KPMGoow13 session attendance and booth participation on the 5 days duration of event
- Oracle active daily event clicks total: 9895+

Results in:

- 125% increased in web impressions/click thru to landing page of KPMG and OOW13
- 115% brand impressions and follow up click through rates
- 200% increased in attendance to all of the workshop/seminars and sessions hosted by KPMG
- 145% increased in brand exposure from exhibitor halls, conference hallways, Tranquility lounge, conference social engagement, and foot traffic/participation
- 110% increased in Social media trending on amplified brand: visuals and content 2 way engagement
- 120% instagram/pinterest/twitter/linkedin/Facebook daily coverage
- 112% increased within 1 hour of sweepstakes launch to drive traffic to white paper and in person engagement: Phil Mickelson goodies and other swags



- 17+ daily sessions/seminars/workshop coverage: live feed tweet up to cover online and offline attendance + thought leadership information gathering and snippets
- Daily Keynotes coverage: live feed tweet up to cover 65,000 attendance with trending on the live feed screen on daily keynote sessions
- Daily Exhibitions/booth and whats happenings coverage: live feed tweet up to cover 65,000 attendance' with trending on the live feed infos within seconds
- Tranquility Lounge social experiential marketing: drive 65,000 attendance into the lounge to experience the overall KPMG experience: relax, drink flavored hot teas and others. Recharge your phone, meet an amazing folks to share more of KPMG's consulting experience

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