



CREATIVE SERIES

We are
creators!



F L A T L A Y

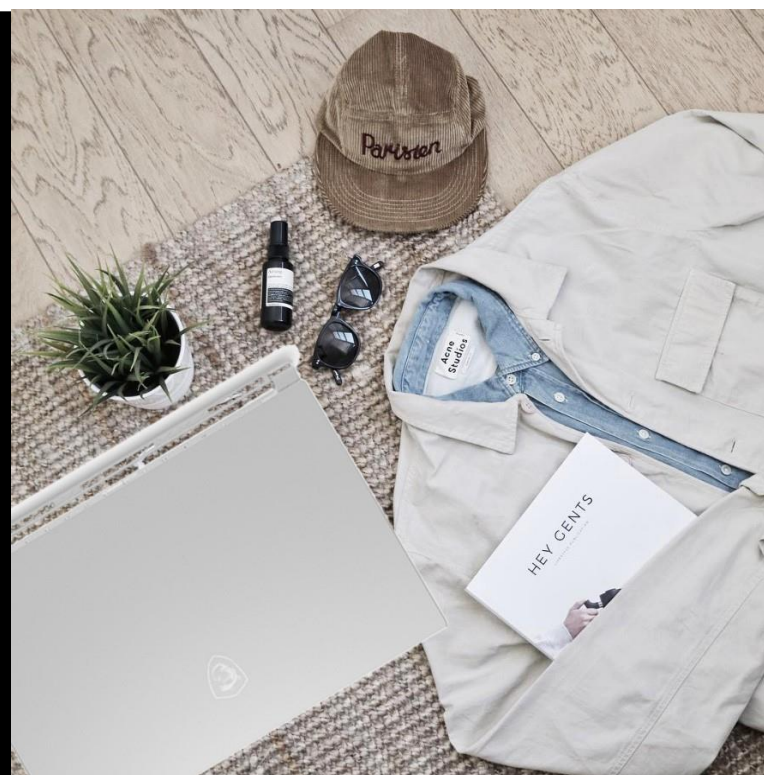
FALL 2018



MSi CREATOR SERIES

Flatlay® helps to deliver campaigns on social and premium publisher networks at scale.

This campaign highlights a community of inspirational content creators reaching musicians, electronic enthusiasts, graphic designers, photographers and videographers that targets a male audience ages 18 - 34 living in Australia and New Zealand.



CREATIVE ASSETS PROPOSAL

- Assets per Content Creator:
- (1) P65 Creator lifestyle shot
 - (1) P65 Creator Flatlay® shot

TALENT COSTS

Up to 25k Followers

\$1500 each

25k - 60k Followers

\$3000 each

60k - 100k Followers

\$5000 each

100k + Followers

\$7,000 - \$15,000
(Final \$ TBD)

Pricing Includes:

- Negotiation with content creators
- Talent brief that details your campaign ideas, content requirements and creative strategy
 - Ensuring content quality and reviewing social posts
- Sponsored posts on content creator's Instagram account



@thecoffeeegent



@_charlesoliver



@theculturedman.co



@mrmontywolf



@theyoungent

PRICING PACKAGES

STARTER \$10,000

3 Week Activation
1,680,000 Estimated Impressions

PREMIUM \$20,000

4 Week Activation
3,360,000 Impressions

ENTERPRISE \$30,000

5 Week Activation
5,040,000 Impressions

BUDGET ALLOCATION

Split between:

Talent Aquisition

Native Placements on
Premium Publishers

Social Media
Boosts

[VIEW THE FULL LIST HERE](#)

DELIVERABLES

- 2 images from each content creator - 1 lifestyle & 1 Flatlay[®] image
- Social posts on talents' handles with sponsored hashtags & URL
- Maximizing ROI on sourced creative content with paid placements

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CREATOR SERIES

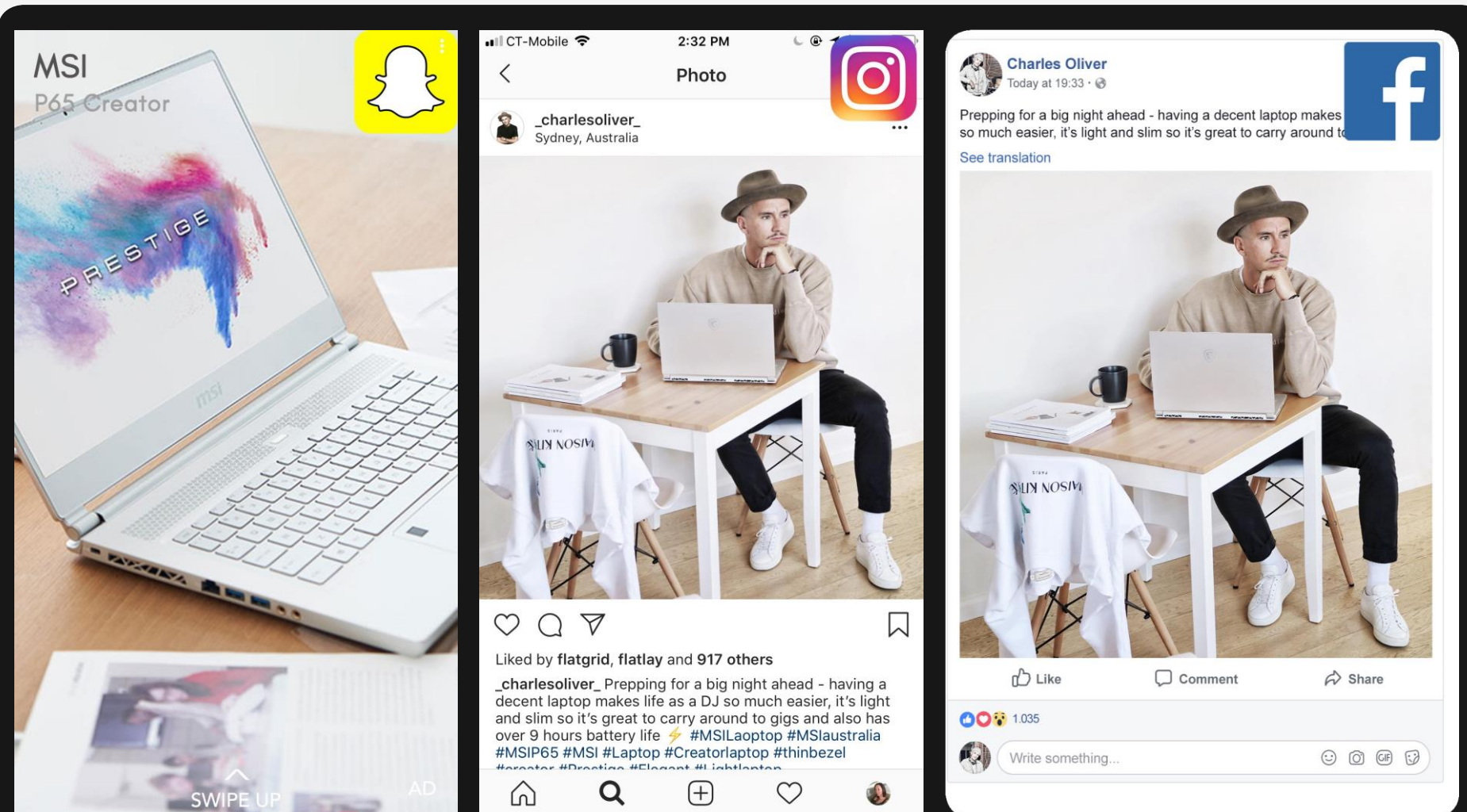
\$20,000 CAMPAIGN PACKAGE RECOMMENDATION

Start Date	End Date	Placement	Unit Type	CPM/ Rate/CPV	Media Cost
TBD	TBD	Influencer Recruitment Campaign	Package	\$1500 (each)	\$ 5,000
		(3) Influencer Recruits	NA		
TBD	TBD	Paid Social Media Boost	Package	Flat	\$ 5,000
		Influencer FB/IG Amplification with FTC hashtag inclusion	NA		
TBD	TBD	Premium Publisher Network (PPN) + Audience Extension	Package	\$6.00 CPM	\$ 10,000
		Native In-Feed Placements	NA		
		Native Content Recommendation Placements	NA		
		Native In-Ad Placements	NA		
TOTAL					\$ 20,000

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CREATOR SERIES

DISTRIBUTED CONTENT



See Which Laptop Is
Musicians Favorite Pick in
2018




FLATLAY
4.3 m monthly viewers

Follow

Charles Oliver is a renown DJ in Australia and he has been struggling to find the perfect laptop for his career.

www.msi.com


SOCIAL PLACEMENT

**msi**

Sponsored Story

P SERIES LAPTOPS


P65 CREATOR SERIES



Q: Hi Charles! Nice to meet you. Why did you choose to buy P65 creator?

A: Having a decent laptop makes life as a DJ so much easier. P65 is light and slim, so it's great to carry around to gigs and also has over 9 hours battery life!


...




SITE PLACEMENT

MSi CREATOR SERIES

NATIVE AD PLACEMENTS



[Music](#)[Style](#)[Pop Culture](#)[Sports](#)[Life](#)[Sneakers](#)




MUSIC

All of the Music Played During 'Insecure' Season 3

By Khai

1 hour ago



MUSIC

The Top 10 Laptop Picks for Musicians in 2018

By Joe Price

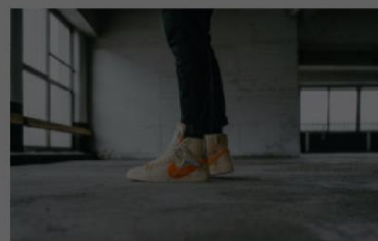
2 hours ago

In-Feed

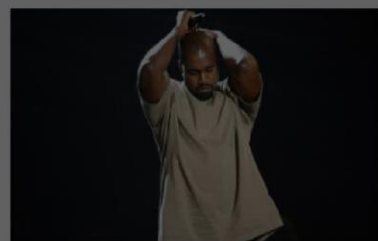
Occurs within a content stream

HIGHSNObIETY

[STYLE](#) [SNEAKERS](#) [MUSIC](#) [SHOPPING](#) [LIFE](#) [DESIGN](#)



The OFF-WHITE x Nike Blazer "Spooky Pack"



Kanye West Boored Off 'SNL' After Pro-Trump Rant...



COMME des GARÇONS Proves Nike Shox Are...



The Top 10 Laptop Picks for Musicians in 2018

Content Recommendation

Usually found at the header of a landing page, your content is recommended by the publisher.

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CREATOR SERIES

NATIVE PLACEMENTS & STANDARD AD UNITS

Mashable

Share on Facebook

Share on Twitter



In-Ad

Native ads that occur within display inventory of a given page.

Standard Display



300x600



160x600



300x250



728x90