

April 2015

FANDISTRO

CAMPAIGN OPPORTUNITY



Artist: Better Than Ezra

Genre: Alternative Rock

Fan Base/Engagement:

- Twitter 14k
- Facebook: 120k
- 57% female. Avg age 28. 81% married. Avg Income \$44k. Top cities: New Orleans and Baton Rouge (16%), NYC, Houston, Chicago, Atlanta (12%)
- FanDistro EMV estimate approx. \$329/post

About the Artist: Better Than Ezra is an American alternative rock trio based in New Orleans, Louisiana. Their seventh studio album Paper Empire was released in May 2009 reached the Top 10 albums on iTunes. 10

years ago the band established the BTEFoundation, which is committed to funding renewal efforts to support the structural and cultural heritage of New Orleans and Southern Louisiana.



Campaign Opportunity:

- Duration: 3-month campaign
- Posts: Artist agrees to make 10 or more social media posts (on each of Twitter and Facebook) that urge fans to participate in the FMC and agrees to mention the brand in each post
- Rewards/Gifts: Brand may have up to 3 mutually-agreed gifts/rewards included in the FMC
- Brand presence: Brand logo and links prominently featured on the artist page, in the Distro process, and on Distrograms

Key FanDistro Experiences/Rewards:

- Trip to the record store with Better Than Ezra
- Exclusive Song Voiceovers (digital reward) - Better Than Ezra discusses their writing approach to a song as it's playing
- Exclusive Personal Video from Better Than Ezra
- 30 minute Skype chat with Better Than Ezra
- Meet Better Than Ezra and get Backstage passes & VIP access their soundcheck

EMV Overview

*EMV (Earned Media Value) = Value from Social Interactions** + Value from FanDistro Interactions*

***facebook and twitter*

EMV (Earned Media Value) is calculated using assumed values for each type of fan interaction with Facebook posts, Tweets, and FanDistro assets. For example, a retweet including a brand name might be valued at \$.50, so 1000 retweets would be worth \$500 EMV. A share that a fan makes from the artist's FanDistro page to earn a reward might have a value of \$.80. Or a click on the brand's logo on the FanDistro page might be valued at \$1.00. To view all the EMV assumptions and results, please see the complete analysis below.

For Better Than Ezra we estimate:

- \$1,990 EMV generated from Social Interactions
- \$1,300 EMV generated from FanDistro page Interactions
- **\$3,290 Total Potential EMV for 10 Facebook posts & 10 tweets**

To date, most brands have generated ROI's of 100-225%

A simple, quick, and well defined way to reach groups of fans. Benefit from an artist tie-in without the complexity, expense and risk.



Crowdsourced Marketing Campaign Summary

CMC Campaign	Facebook/TwitterFacebook fans: 120,641Twitter followers: 14,439
Distro-driven hits to this page: 21 from: artist posts: 0 fan posts: 21 promoted-posts: 0	BetterThanEzraChange Facebook Page Location: New Orleans, LA Genre: Rock Talking about: 246
Distros created: 3 Brand Link Clicks: 0 Number of Fans distroing: 2 Number of Fans distroing who were recruited by another fan: 0	betterthanezraChange Twitter Handle Location:
Current Valuation: External Engagements \$217 + FanDistro Page \$13 = CMC Valuation \$230	Potential Valuation (10 FB Posts/10 Tweets): External Engagements \$1,990 + FanDistro Page \$1,302 = CMC Valuation \$3,292

Search:

External Engagements:

Facebook:

Type	Posts	Likes	Comments	Shares	Link Clicks	Engagements	Likes/Post	Comments/Post	Shares/Post	Link Clicks/Post	Eng/Post
FanDistro Related	0	0	0	0	390	390	n/a	n/a	n/a		n/a
Value from Posts		\$0	\$0	\$0	\$195	\$195	\$0	\$0	\$0	\$0	\$0
Non-FanDistro Related	21	3,920	225	296	4,452	8,893	187	11	14	212	424
Value from Posts		\$1,568	\$113	\$178	\$2,226	\$4,084	\$75	\$5	\$8	\$106	\$194

Twitter:

Type	Tweets	Favorites	Retweets	Link Clicks	Engagements	Favorites/Post	Retweets/Post	L. Clicks/Post	Eng/Post
FanDistro Related	0	0	0	44	44	n/a	n/a		n/a
Value from Posts		\$0	\$0	\$22	\$22	\$0	\$0	\$0	\$0
Non-FanDistro Related	62	188	113	310	611	3	2	5	10
Value from Posts		\$75	\$57	\$155	\$287	\$1	\$1	\$3	\$5

Valuation Analysis

Assumptions:

Like: \$0.40

Comment: \$0.50

Share: \$0.60

Favorite: \$0.40

Retweet: \$0.50

Distro: \$0.50

Link Click: \$0.50

Brand Click: \$.80

Actual Results

Ratios:

Distros Created/Post ("DCP")	Infinity	DCP Ratio: DCP/FanDistro Engagements per post	Infinity
Link Clicks/Post ("LCP")	Infinity	FanDistro Non-click Engagements per Post	0.00
LCP Ratio: LCP to FanDistro Non-click Engagements	Infinity	LCP per 1,000 Twitter + Facebook Fans	Infinity
Brand Clicks/Post ("BCP")	0.00	BCP Ratio: BCP/FanDistro Engagements per post:	0.00
Click-thrus on Fans' Distros/Distro	7.00		

Artist Posts	Distros Created	External Engagements	Fans Distros	Brand Clicks	Fans Distros Clicks	Total FanDistro Page	Total Campaign
0%	3	\$217	\$2	\$0	\$11	\$13	\$230

Projected Results

Valuation assumptions:

Distro: \$.50

Link Click: \$.50

Brand Click: \$.50

DCP Ratio:1

LCP Ratio:1

BCP Ratio:20

Distro Click-thru:3

Artist Posts	External Engagements	Fans Distros	Brand Clicks	Fans Distros Clicks	Total FanDistro Page	Total Campaign
10	\$1,990	\$217	\$434	\$651	\$1,302	\$3,292