# **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

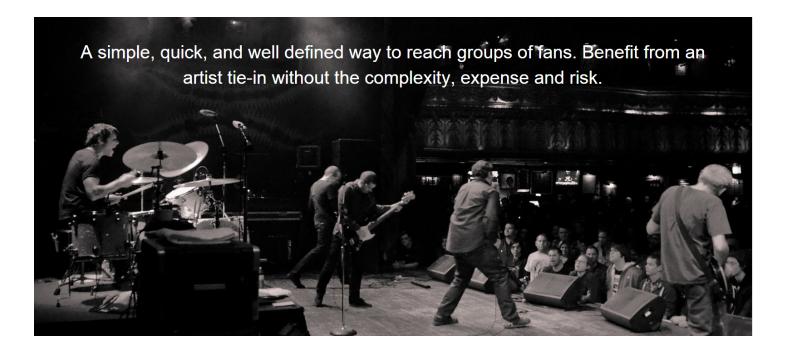
\*\*facebook and twitter

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%



#### Crowdsourced Marketing Campaign Summary

CMC Campaign	Facebook/Twitter Facebook fans: 120,641 Twitter followers: 14,439
Distro-driven hits to this page: 21 from: artist posts: 0 fan posts: 21 promoted-posts: 0	BetterThanEzra  Change 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)	betterthanezra Change 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

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xternal Engagements:															
acebook:															
Туре	Posts	Likes	Comments	Shares	Link Clicks	Engagements	Likes	/Post	Comme		s/Post	Link Clicks/ Post	Eng/Pos		
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			
Non-FanDistro Related	21	3,920	225	296	4,452	8,893	187			11	14	212	42		
Value from Posts		\$1,568	\$113	\$178	\$2,226	\$4,084		\$75		\$5	\$8	\$106	\$19		
Type	Tw	eets	Favorites	Retweets	Link Clicks	s Engagem	ents	Favo Post	rites/	Retweets/	L. CI	icks/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	;		
Non-FanDistro Related		62	188	113	;	310	611		3	2		5			
Value from Posts			\$75	\$57		155	\$287		\$1	\$1		\$3			

#### Valuation Analysis

