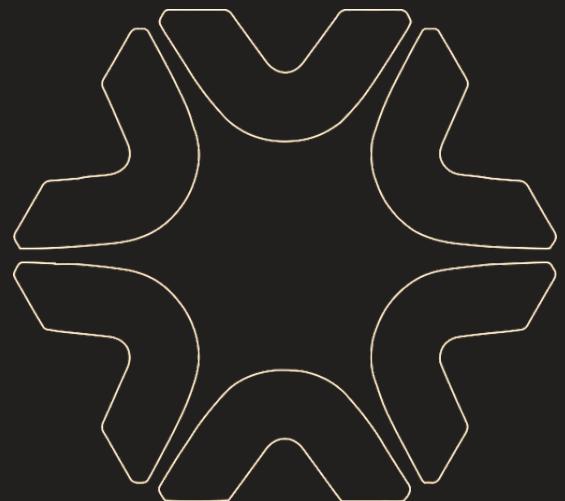


SODIX

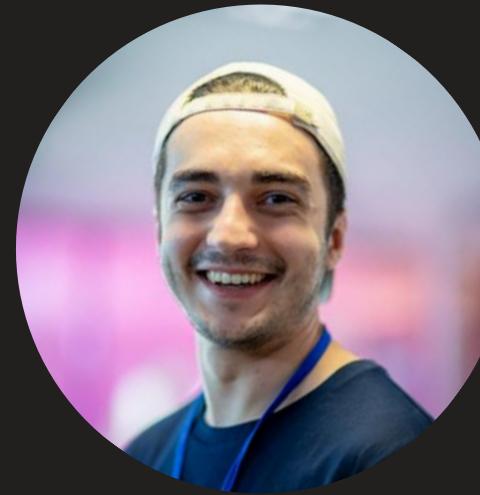
MARKETING PLAN



OUR TEAM



BONIN
Alexandre



CAILLY
Martin



CHAMBON
Nicolas



FLAMMANC
Théo



MESCLON
Mathilde



MONTAGNE
Valentin



THOMAS
Sébastien

Summary

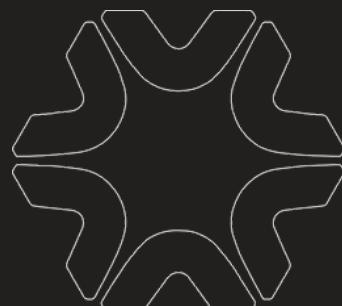
I / MARKET RESEARCH

II / SEGMENTATION

III / ADDITIONAL FEATURES & MONETIZING

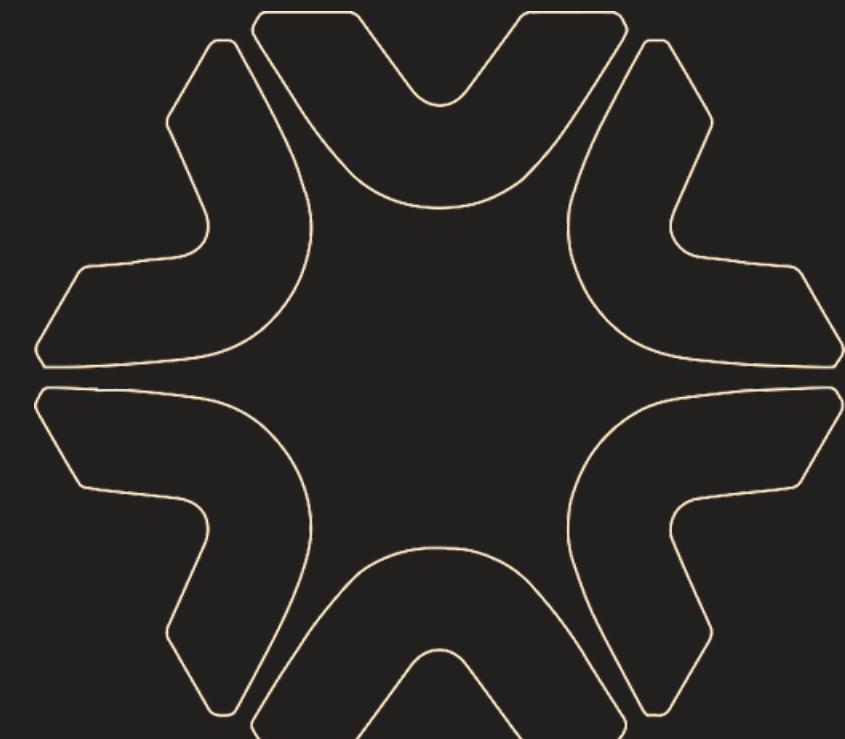
IV / POSITIONING & MARKETING MESSAGES

V / COMMUNICATION PLAN



SONDIX

MARKET RESEARCH

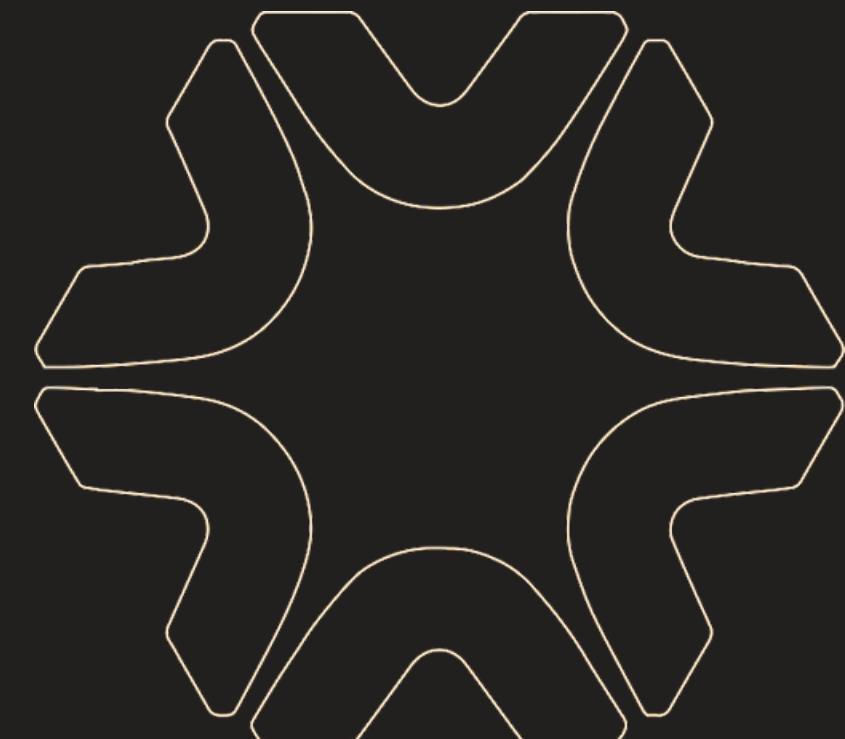


Survey

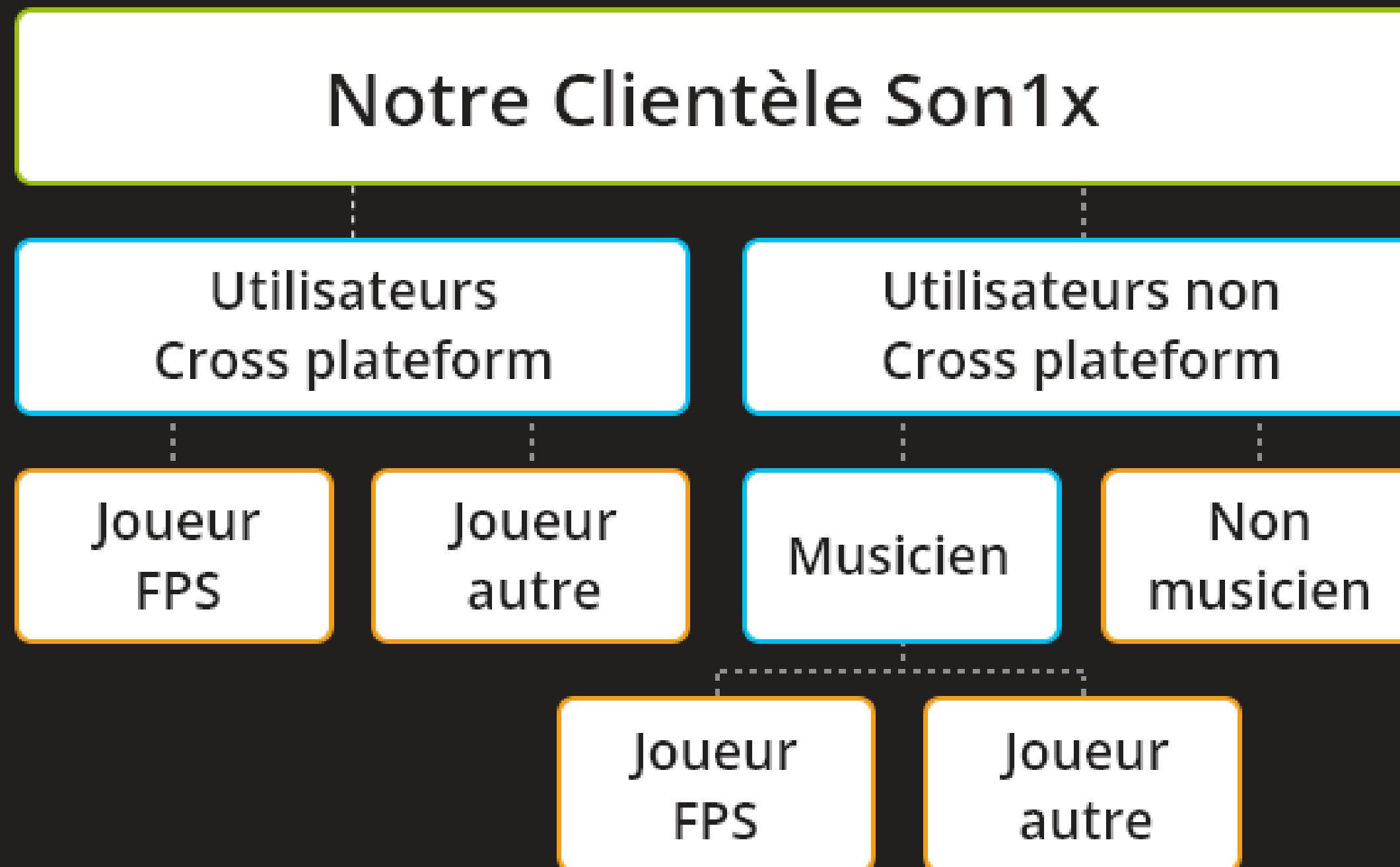
- 1 166 Gamers
- 2 76% regular and competitive players (10 to 25 hours per weeks)
- 3 Discord and TeamSpeak most used to chat
- 4 82% interested by Crossplatform
- 5 Interested by subscription

SONIX

SEGMENTATION

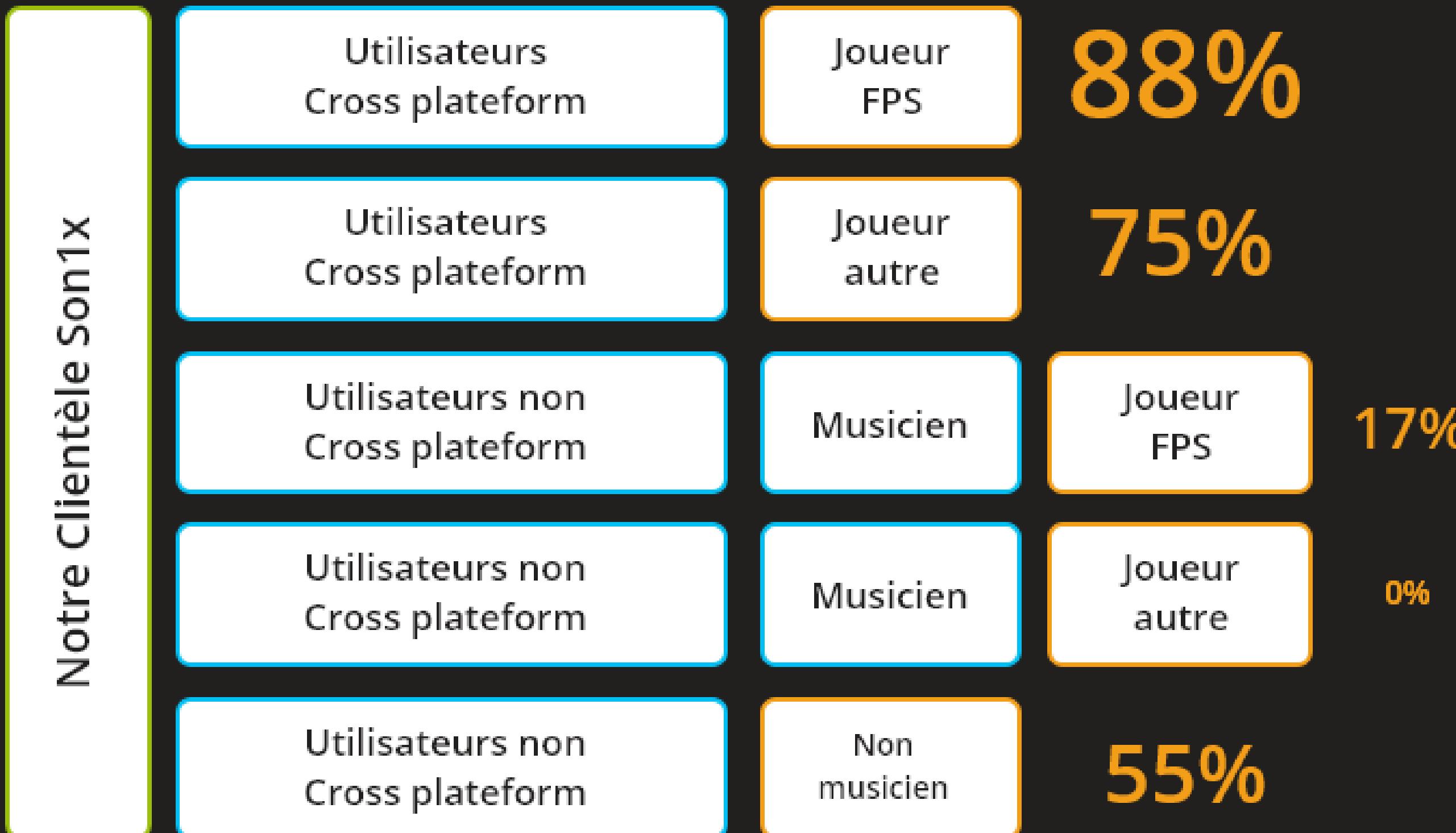


Segmentation



From our survey of 166/303 people

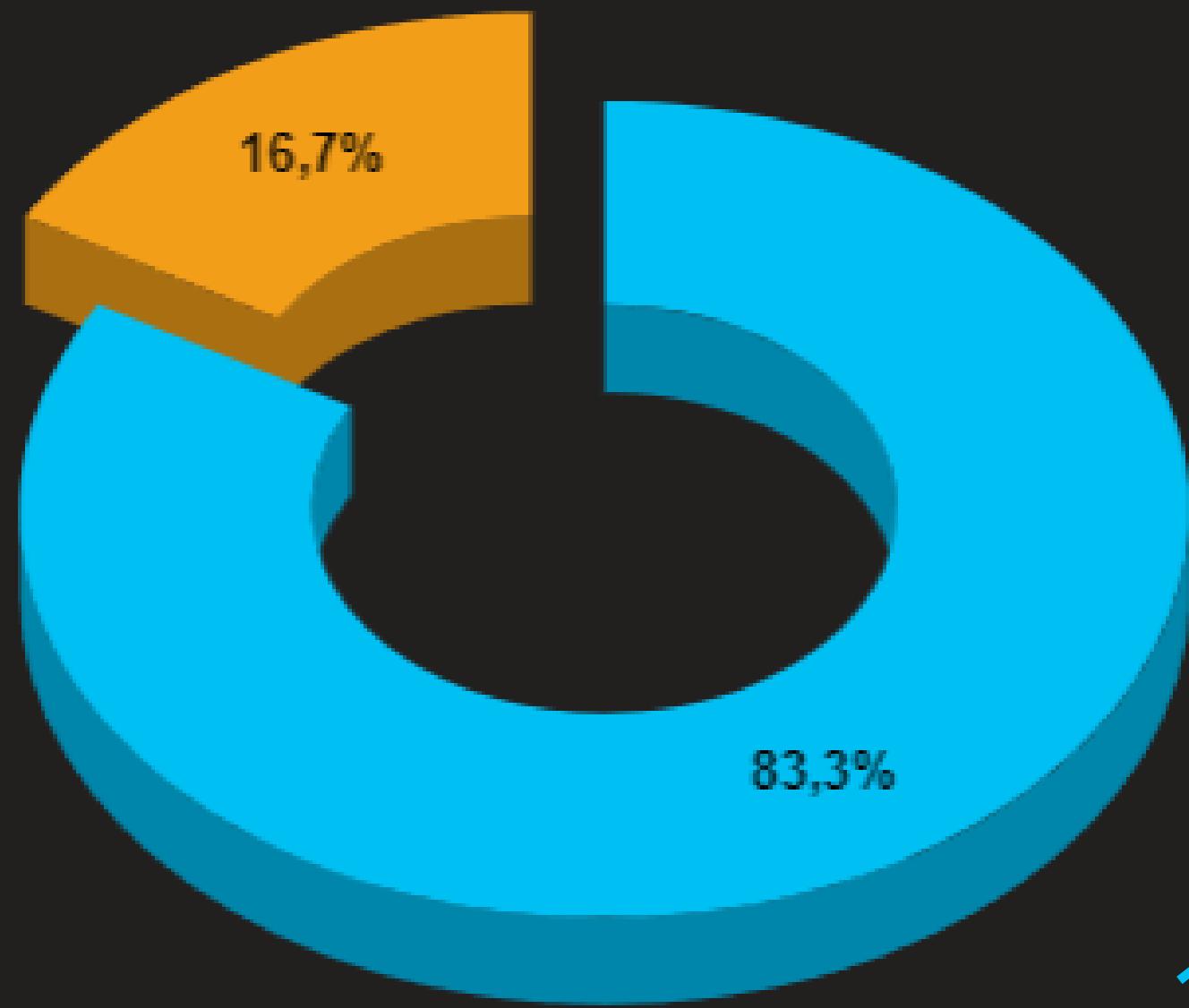
Segment's potential



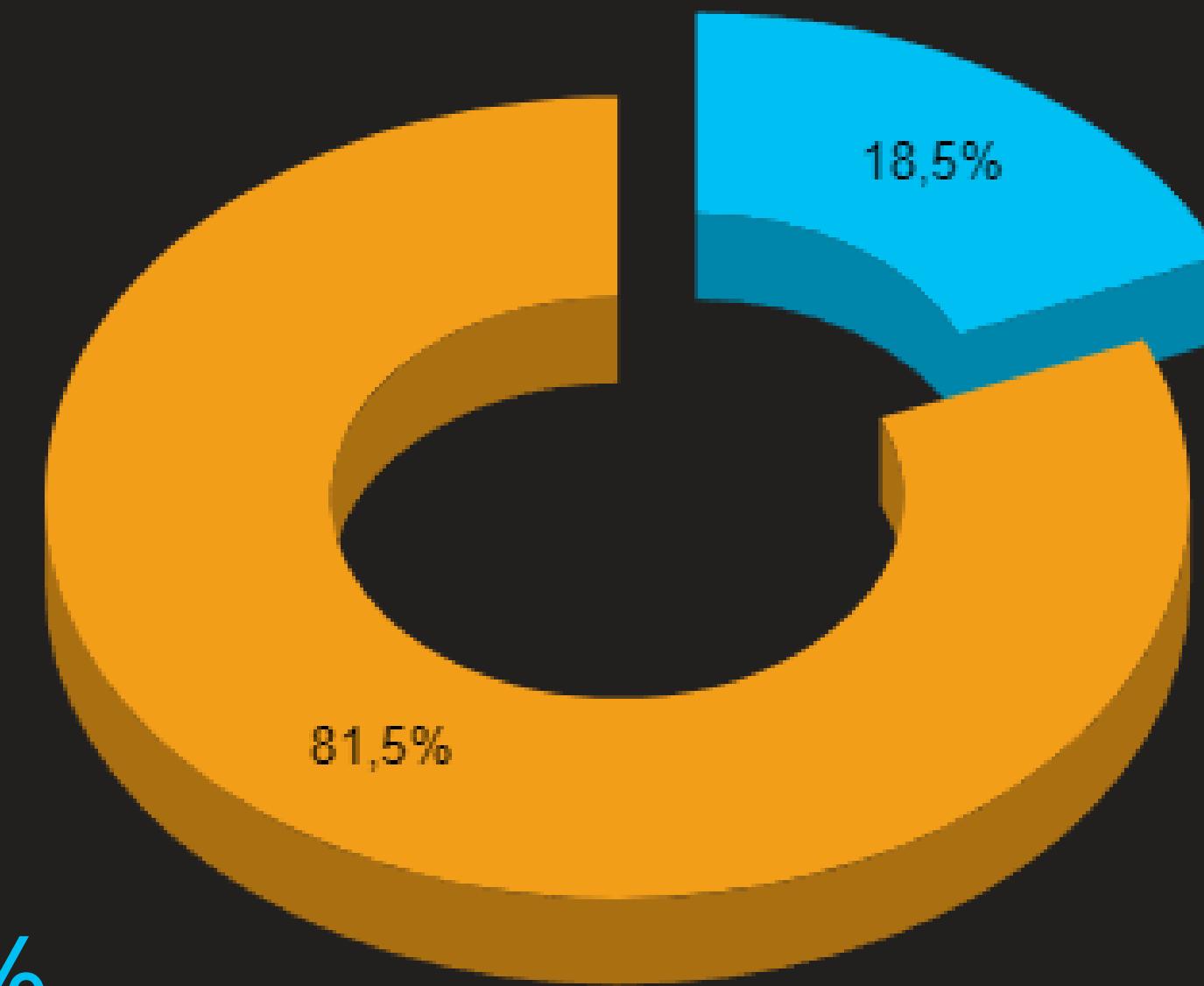
From our survey of 166/303 people

Main segment's concurrence

Cross plateform/ FPS users of Discord



Cross plateform/ FPS users of Teamspeak



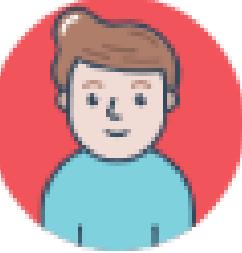
100%

● Yes ● No

Teamspeak users
also use Discord

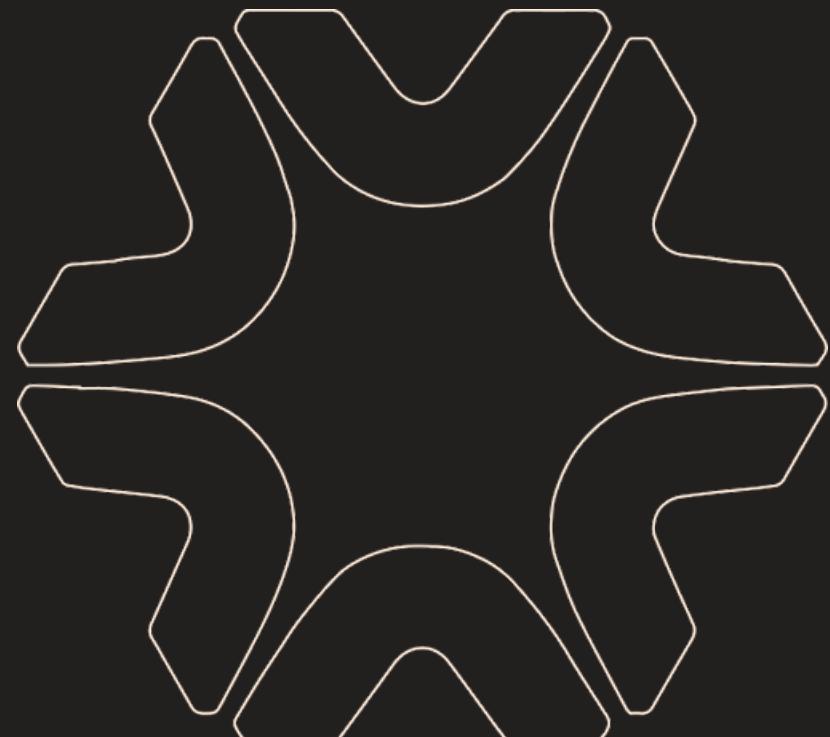
● Yes ● No

Persona

	<p>Preferred Method of Communication</p> <ul style="list-style-type: none">- Discord- Instagram- Teamspeak	<p>Goals or Objectives</p> <ul style="list-style-type: none">- Immortal on valorant- Be more efficient in games- Be a good manager for his team
<p>Name Hugo</p>	<p>Job Title Student</p>	<p>They Gain Information By</p> <ul style="list-style-type: none">- His teammates- Friends- Teachers / school- Streamers / youtubers
<p>Age 20</p>	<p>Job Responsibilities</p> <ul style="list-style-type: none">- Manager of an E-sport team of his school- Player in teams for E-sport competitions	
<p>Highest Level of Education Bachelor</p>	<p>Tools They Need to Do Their Job</p> <ul style="list-style-type: none">- Discord- Drive- Gaming PC	
<p>Social Networks</p> <p>f i t in p</p>		



ADDITIONNAL FEATURES & MONETIZING



Features

New features :

- Bitmoji.
- Voice modifier.
- Recording screen / audio.
- Customed background.
- Jingles / noises.
- Customed banners.
- Community hub / share with the community.
- Badges for ranks, inside the "servers".
- First purchase at -10% in the shop
- Change the name of the others members of you'r server.
- Webcam background.

Shop :

Our target are the gamers, and so to make it more attractive we have to gamify our application in order to make the user buy new features, customizable and cosmetic content. It allow us to have way much more possibility in term of additional content and money acquire.



Founder pack

3 packs
for Alpha & Beta testers

Silver starter

9,99€ for only 5000 pers. per life

- Customisable emoji + special founder badge
- Basic voice equaliser
- 87ms latency technology
- High audio quality
- 6 per audio conversation
- Create 3 servers maximum
- Free Stickers
- 100 free 1XCoins
- First purchase at -10% in the shop

Premium Gold

34,99€ for only 2000 pers. per life

- Customisable emoji + special founder badge
- Basic voice equaliser
- 30ms latency technology
- High audio quality
- 10 per audio conversation
- Create 5 servers maximum
- Free Stickers
- 3 coupons of 5% from our partners
- 300 free 1XCoins
- First purchase at -20% in the shop

Diamond for life

69,99€ for only 500 pers. per life

- Customisable emoji + special founder badge
- Frequency voice equaliser
- Voice modifier
- Screen and voice recording
- 30ms latency technology
- Xtrem audio quality
- 10 per audio conversation
- Unlimited server
- Free Stickers
- Free merch (maximum 50€)
- 3 coupons of 10% from our partners
- 500 free 1XCoins
- First purchase at -30% in the shop

Overtime Monetizing



Subscribing

3 packs of subscribing

Journeyman :
2,99€ / month or 29,99€ / year

Casual
5,99€/ month or 59,99€ / year

Master
9,99€ / month or 99,99€ / year

1XCoin & Luckyspin

Buy & win

Win coins with daily quests or
buy it in the shop since 7.99€.

1000 coins for 7.99€
(every 1000 coins 100 are free !)

Try our Lucky spin since 200 1XCoin
and win items from the shop

Merchandising

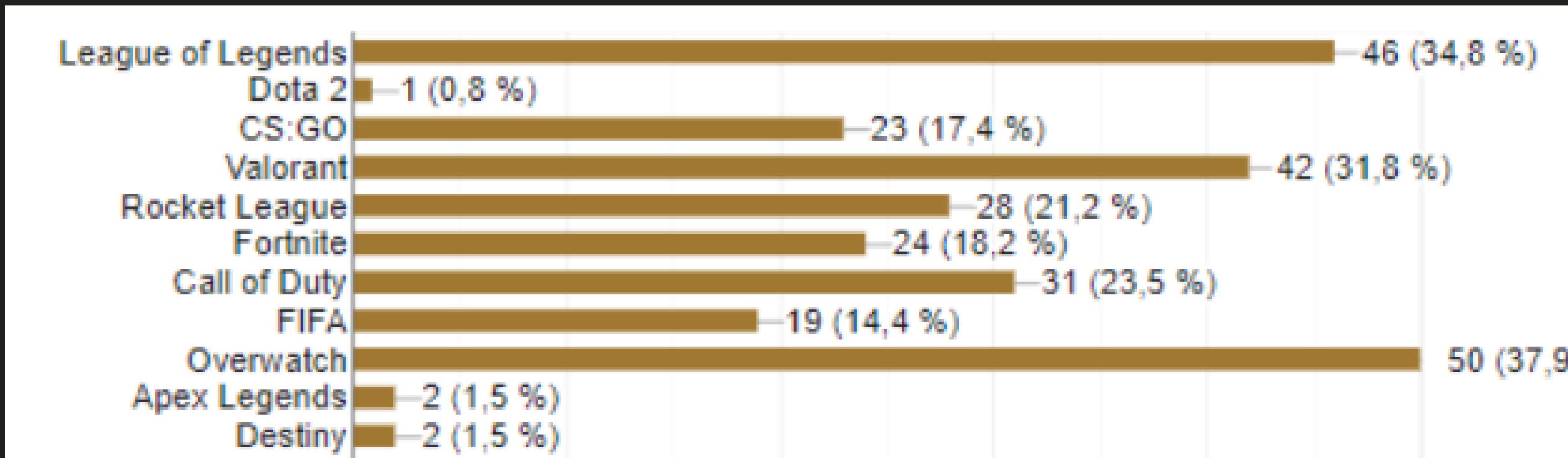
Wear like a master

Buy by coins or credit cards lots of
merchandising with worldwide shipping.

Only cards

- Hoodies : 44,99 € / u + shipping
- T-shirt : 24,99 € / u + shipping
- Hat : 19,99€ / u or 2200 1XCoins
- Pack merchandising (hoodie, hat & t-shirt)
80€ + 200 free 1XCoin
- pay 80€ for delivery and free stickers

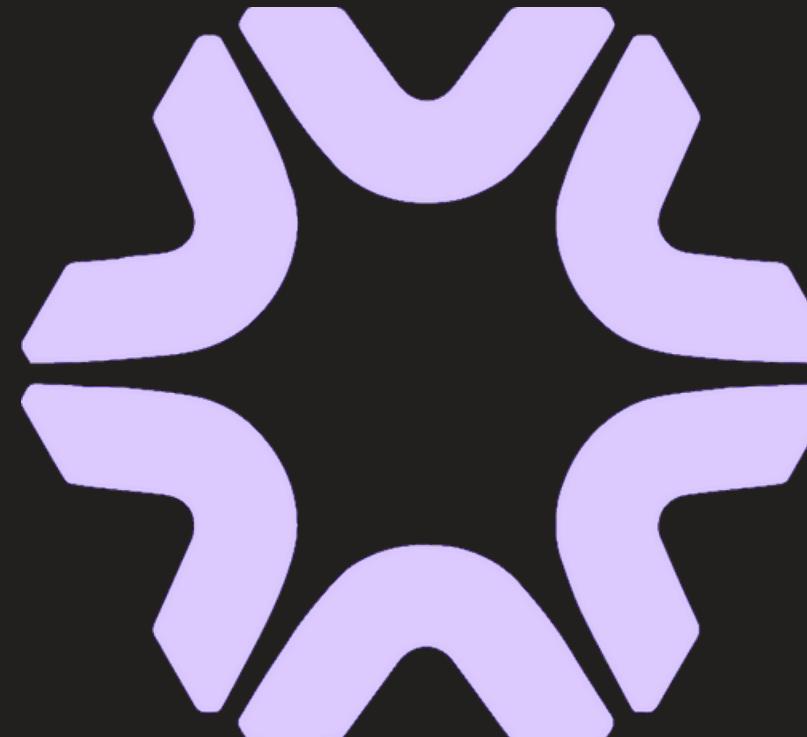
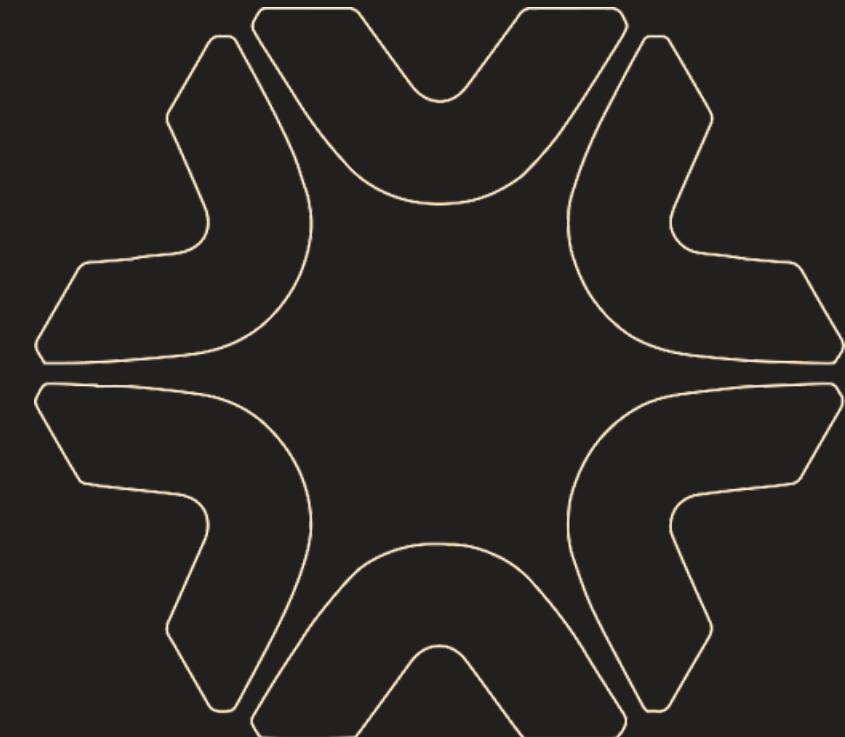
Crossplatform : Yes or No ?



- 82% interested by crossplatform
- Many cross-play games
- PS4/5 - Xbox - PC - Mobile

SODIX

POSITIONING & MARKETING MESSAGES



Positioning

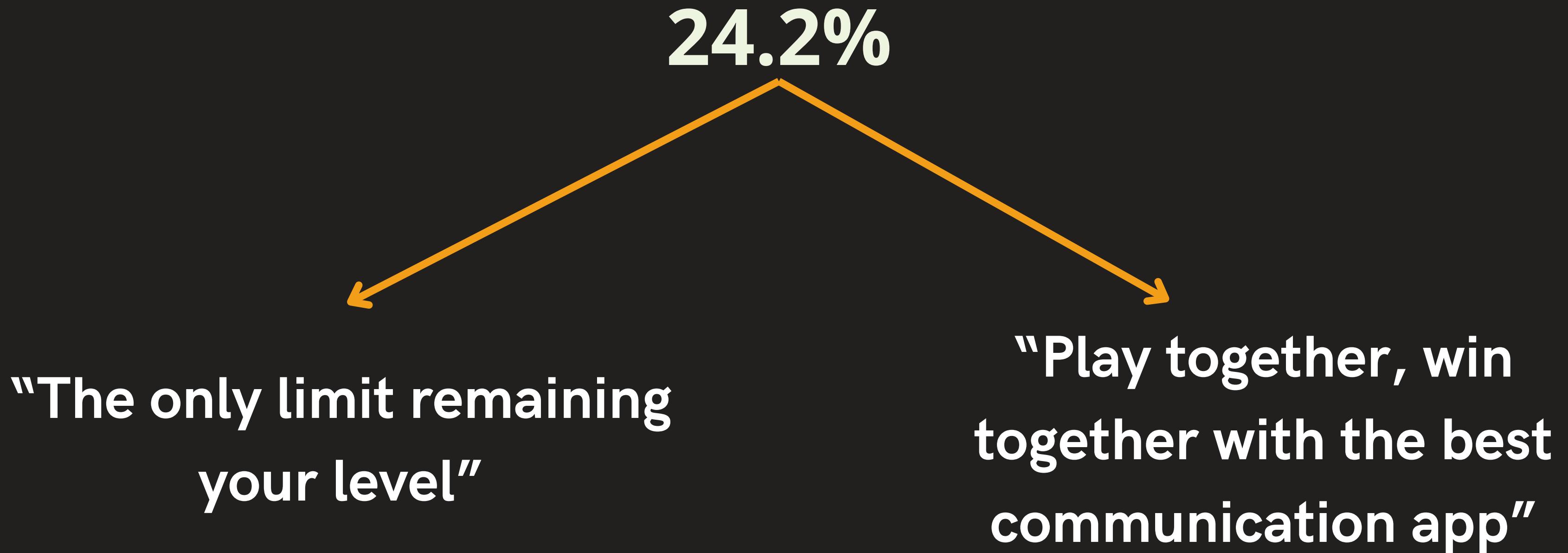


Innovative with low latency and good sound quality

Makes players better

Improves collaboration and team cohesion in real time

Marketing messages



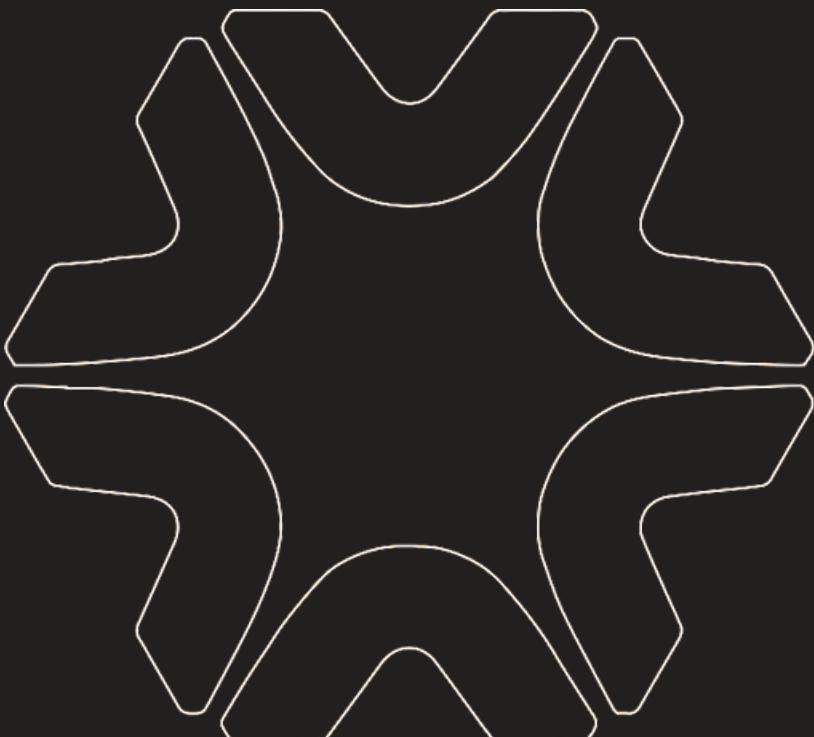
Slogan

"Hear better, aim farther"  32.7%

"Push your limits"  23.5%

SODIX

COMMUNICATION PLAN



Communication's goals

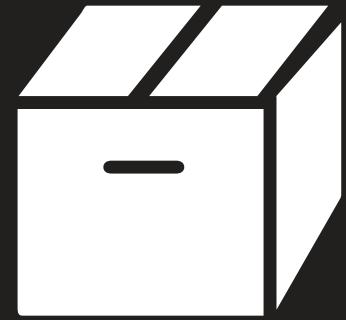
Cognitive Objective = Make the company known to more than 80% of the influencers' followers

Affective Objective = Get more than 60% of influencers' followers to like the application

Conative objectives = Have 40% of the gamers using the solution for free, 20% paying for it. Try to retain 10% of these gamers.



Communication way



Founder pack



The Product



Influencers



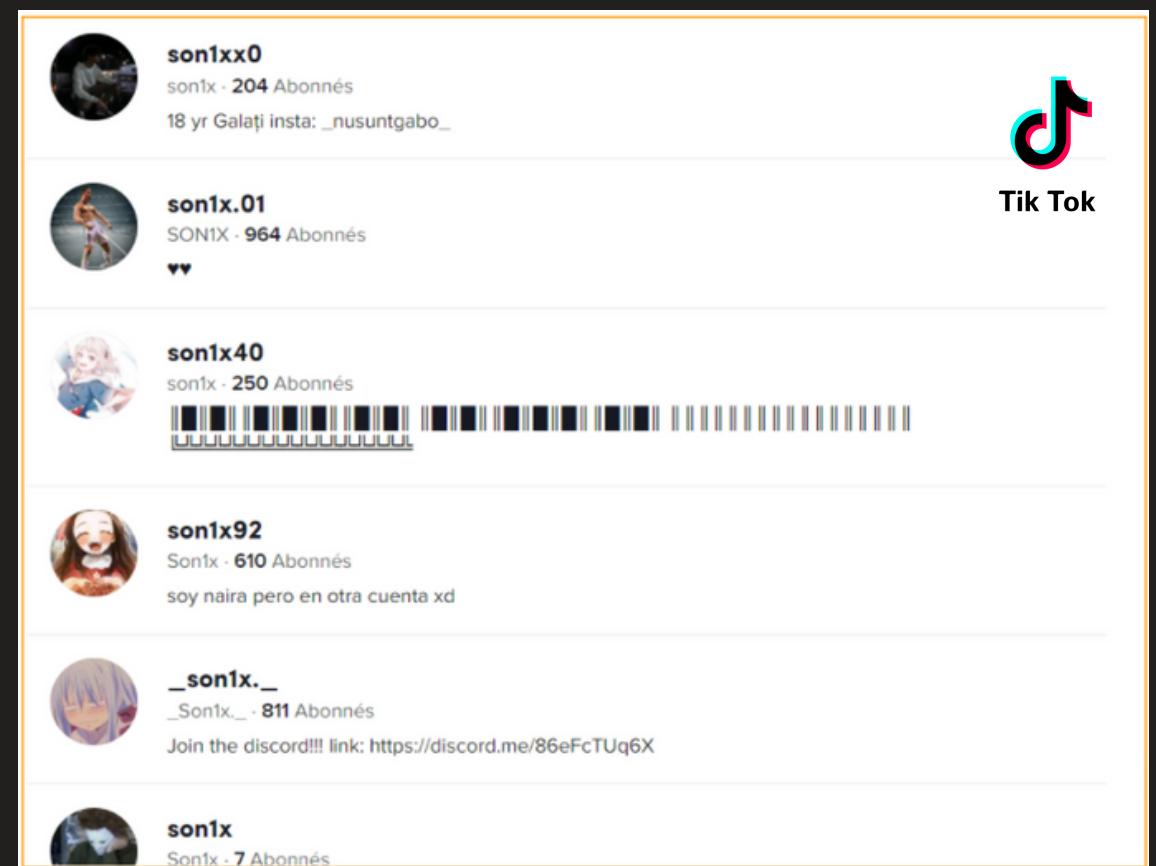
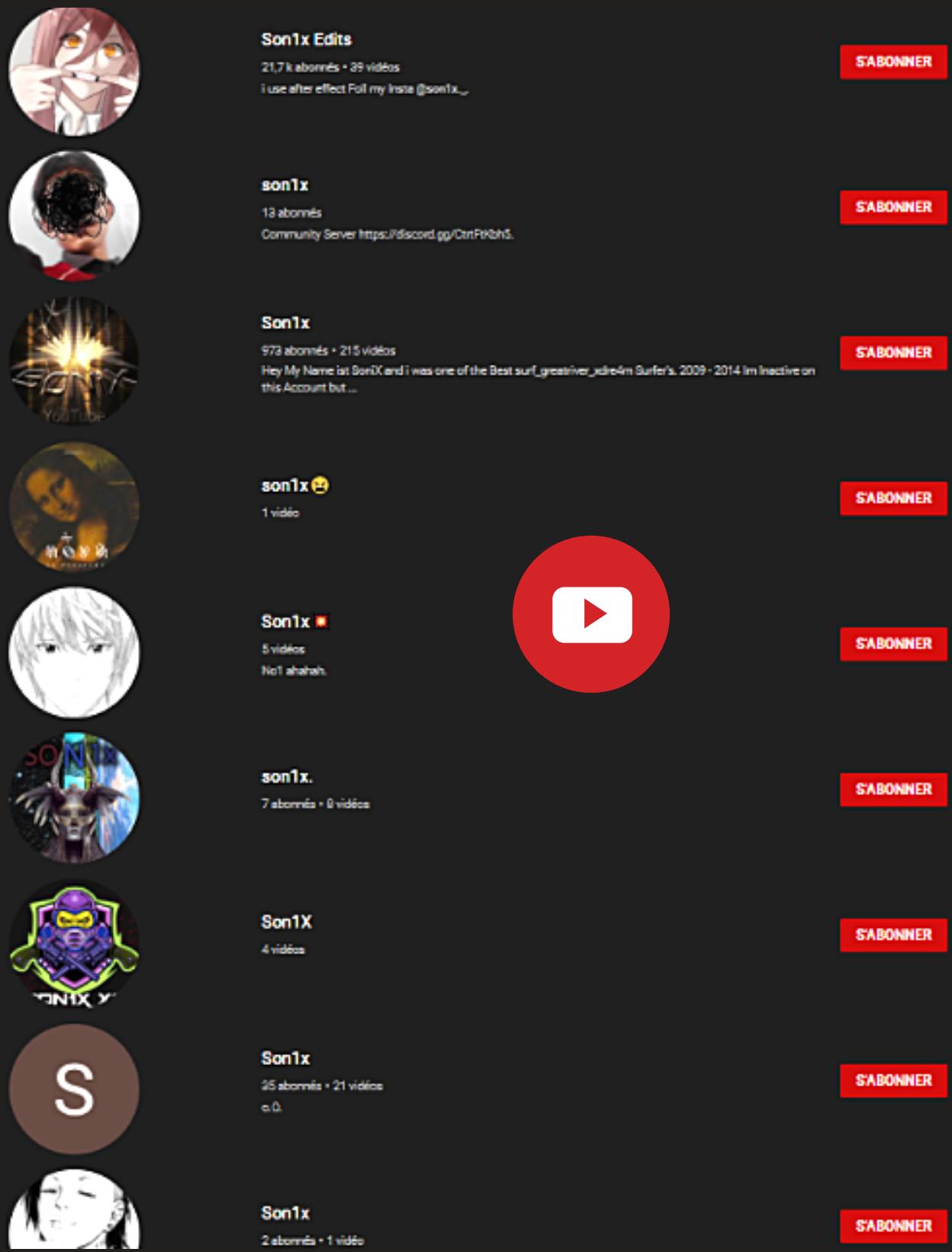
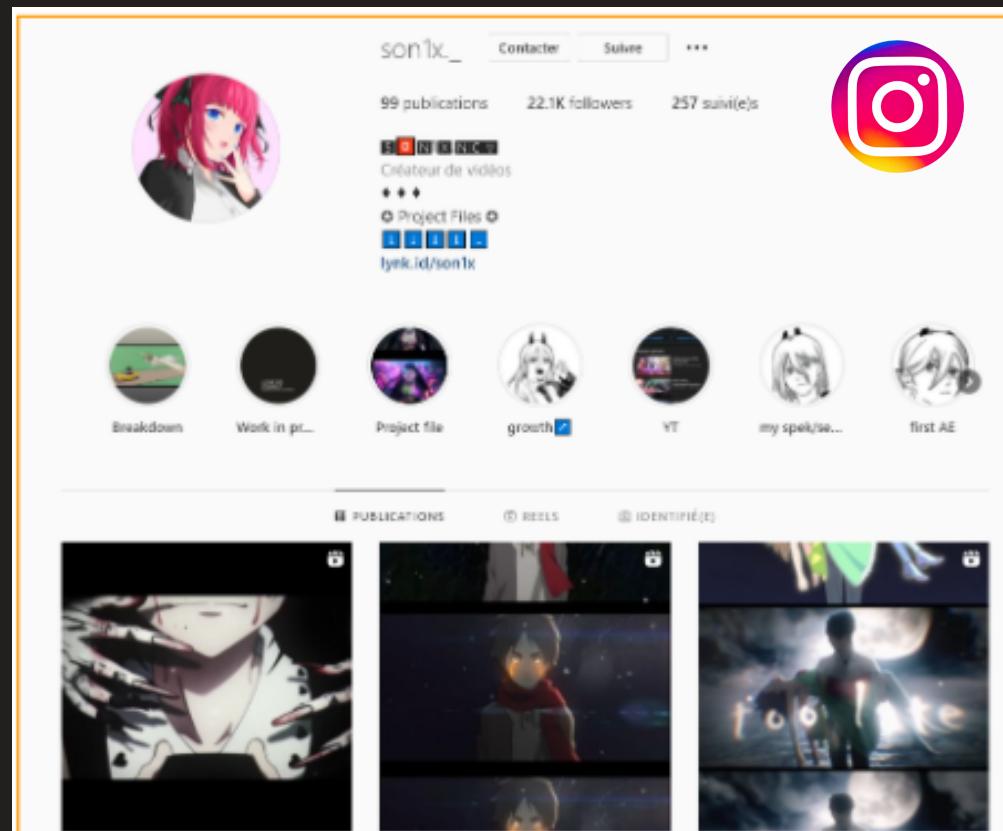
Merchandising



New name

New name

Why?



Solutions

- Keep the original name : Tyxit
- Change name :

Same way.

- SON1upX
- SON1XUP
- SONX



Different way.

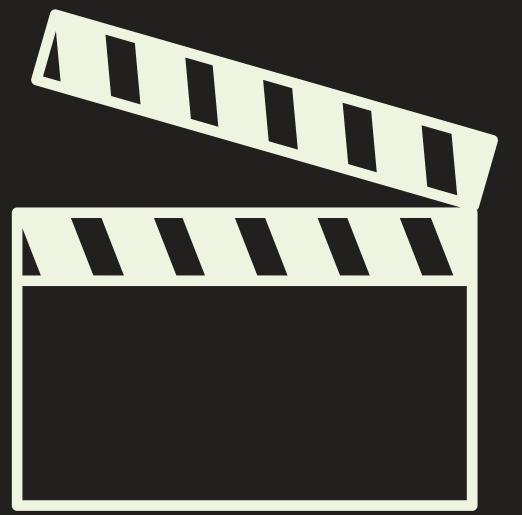
- SlandX
- LOX
- Latzx

Communication tools





Instagram



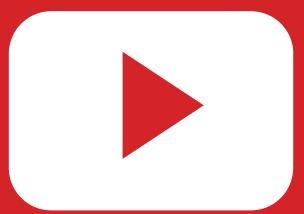
Story



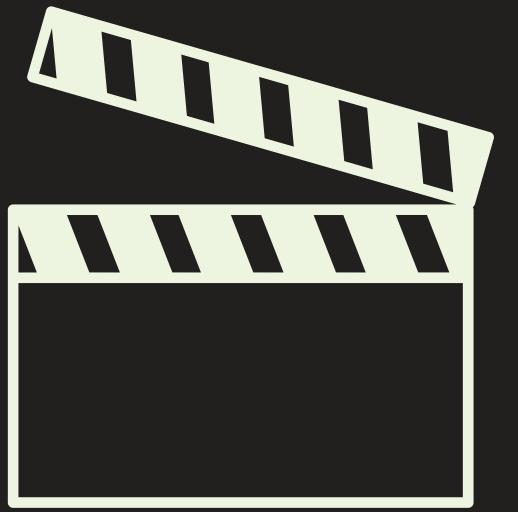
Giveaways



Posts



Youtube



Videos



Shorts



Team
Working



Tiktok



Event
Communication



PUB



Twitter



Community

Events

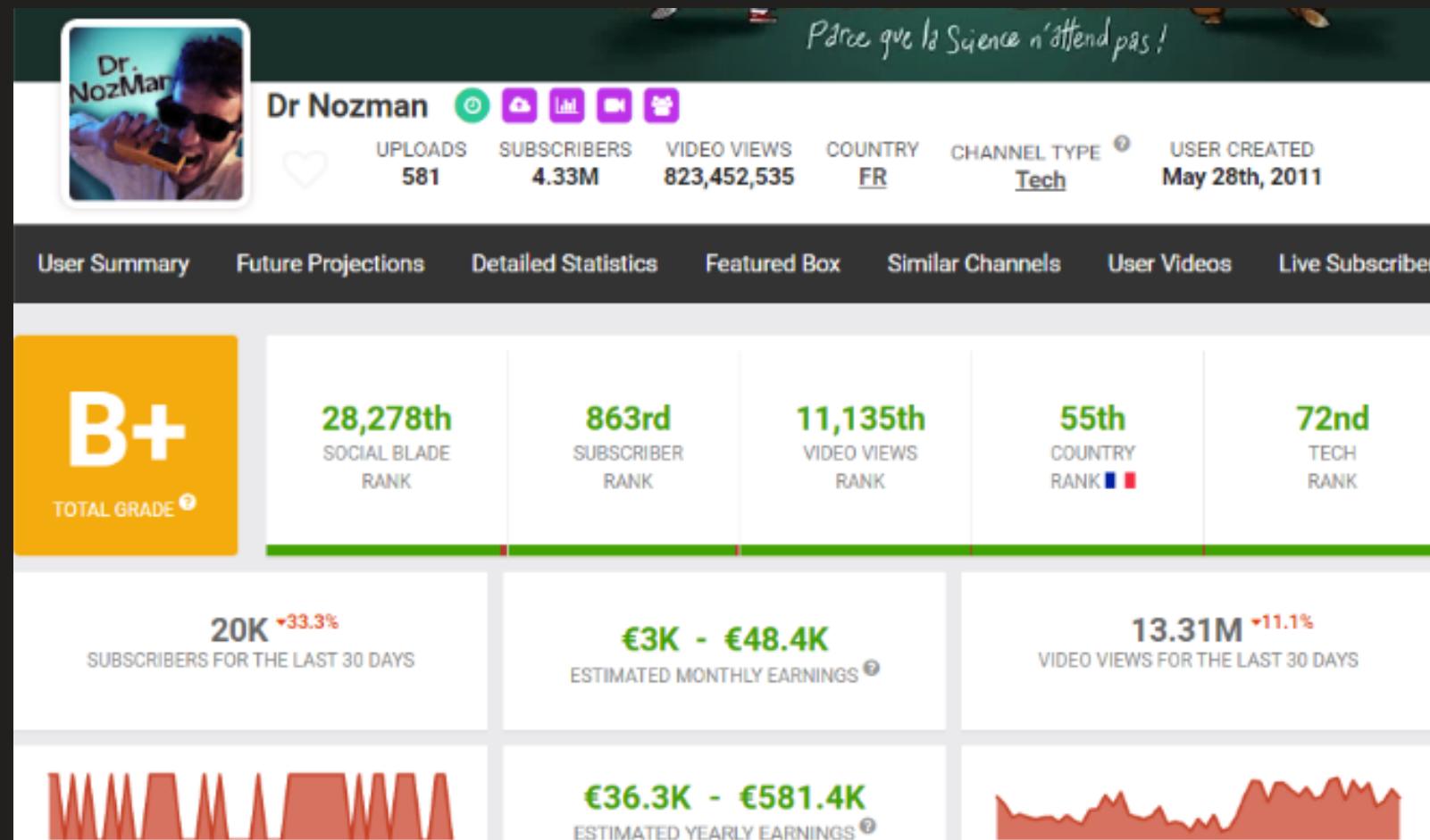


Solidarity gaming marathon, launch by Gaming Campus's students to raise awareness about chronic pain

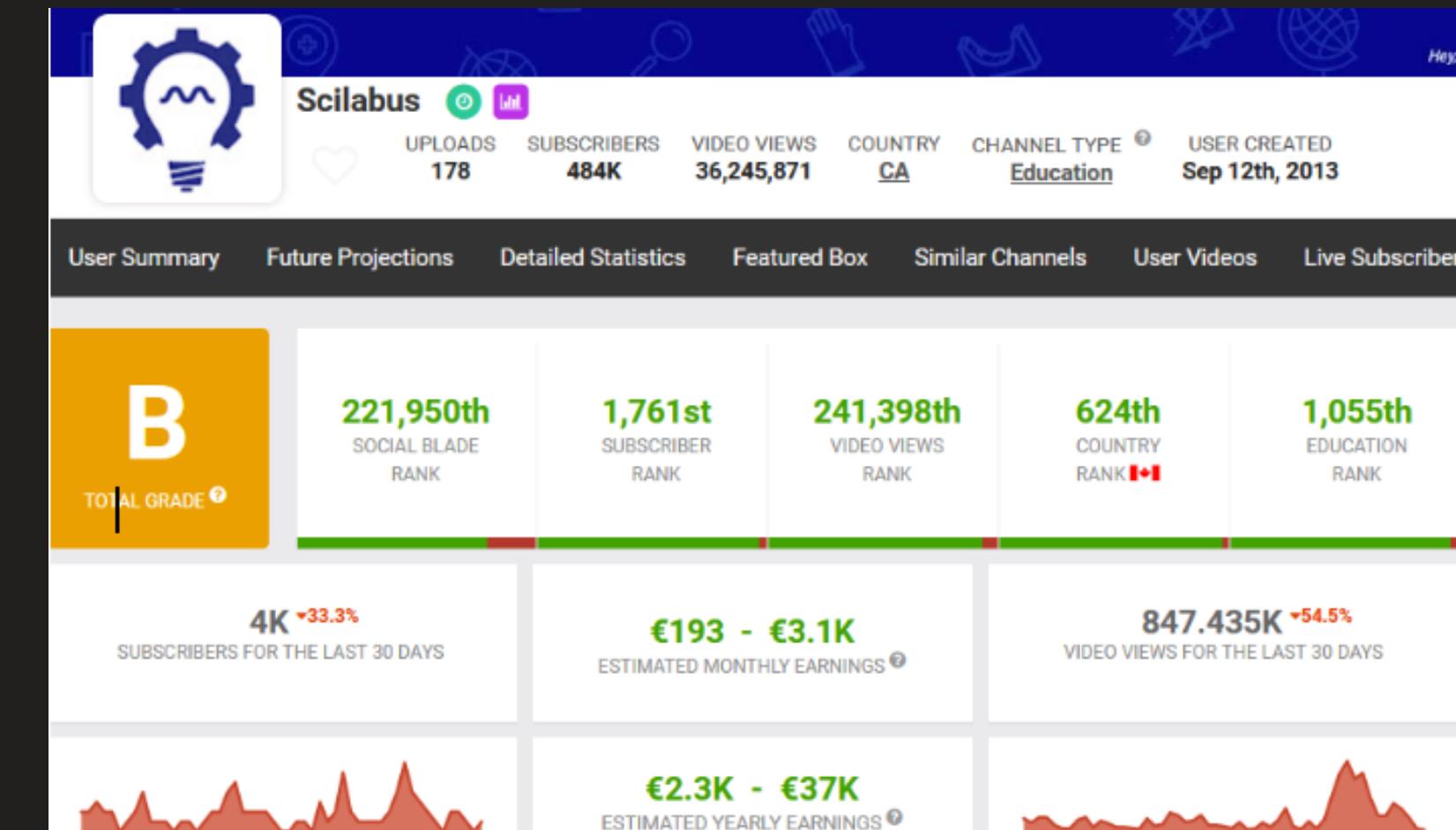
Multigaming competition launched by Zerotor and ZQSD Production



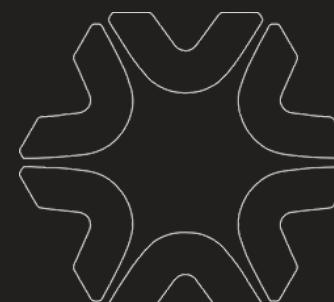
Our recommendations for influencers



Dr Nozman



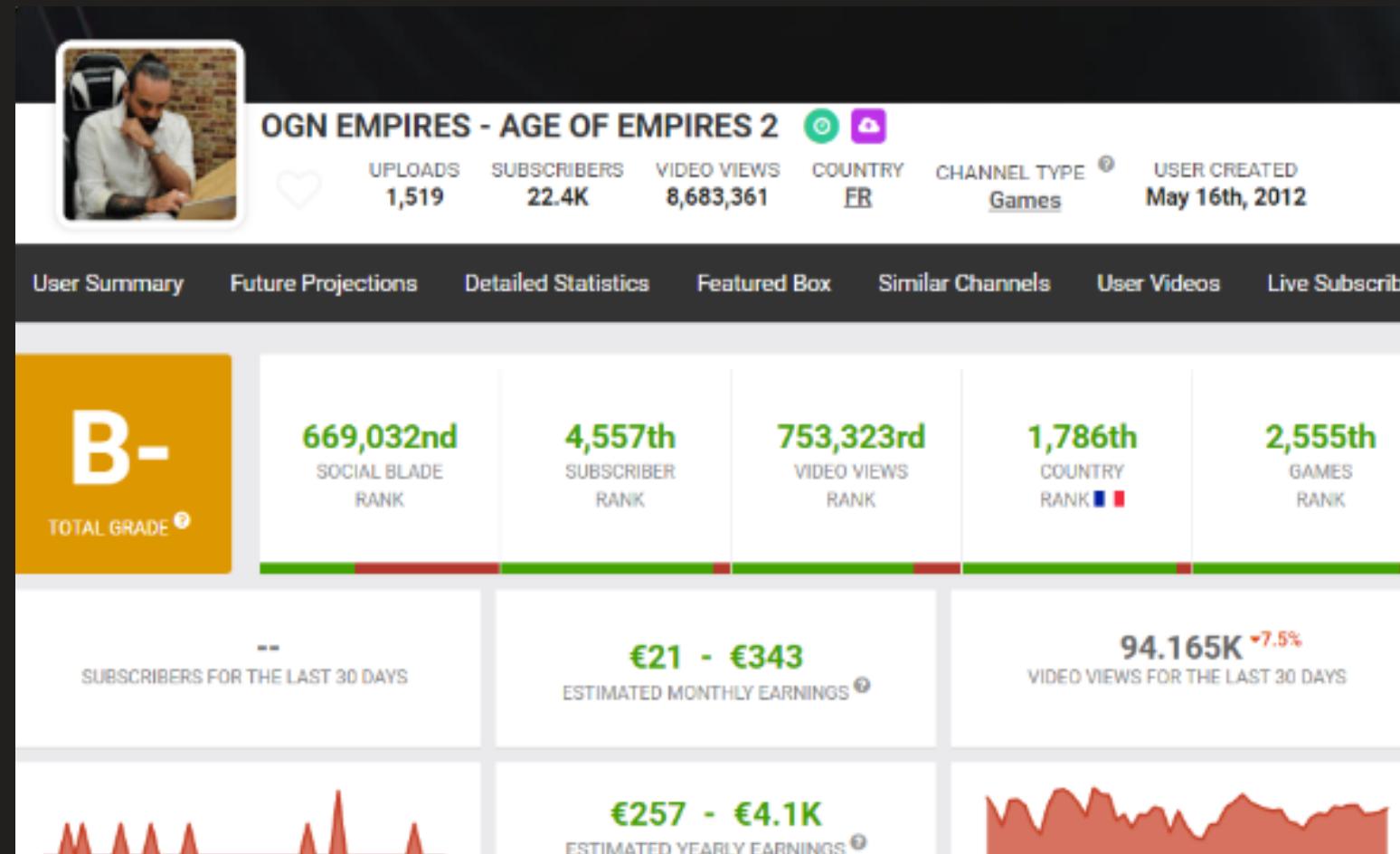
Scilabus



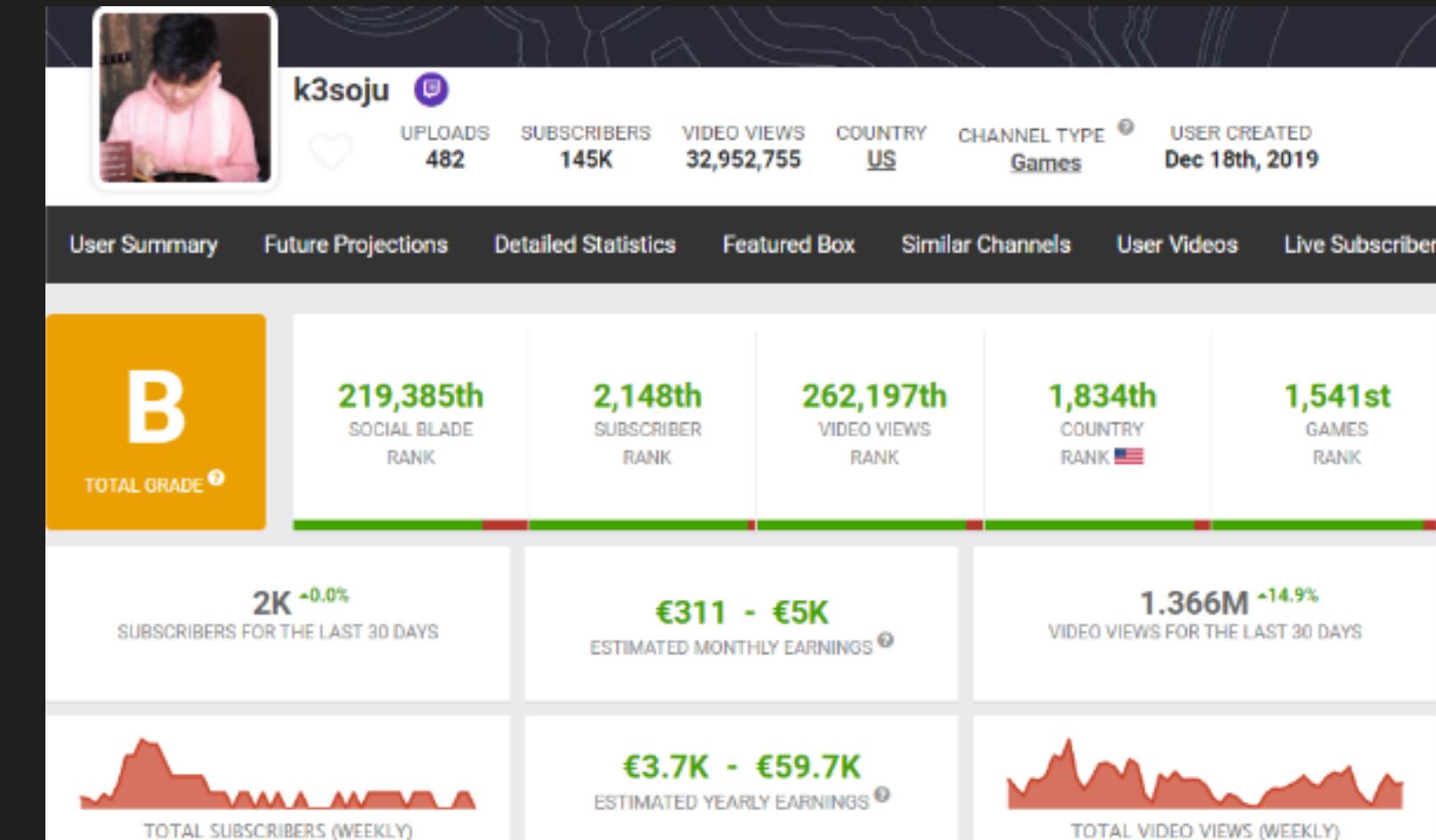
Special dedicated YouTube video



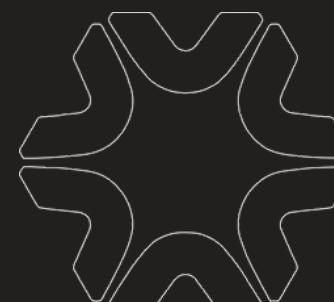
Our recommendations for influencers



OGN Empire



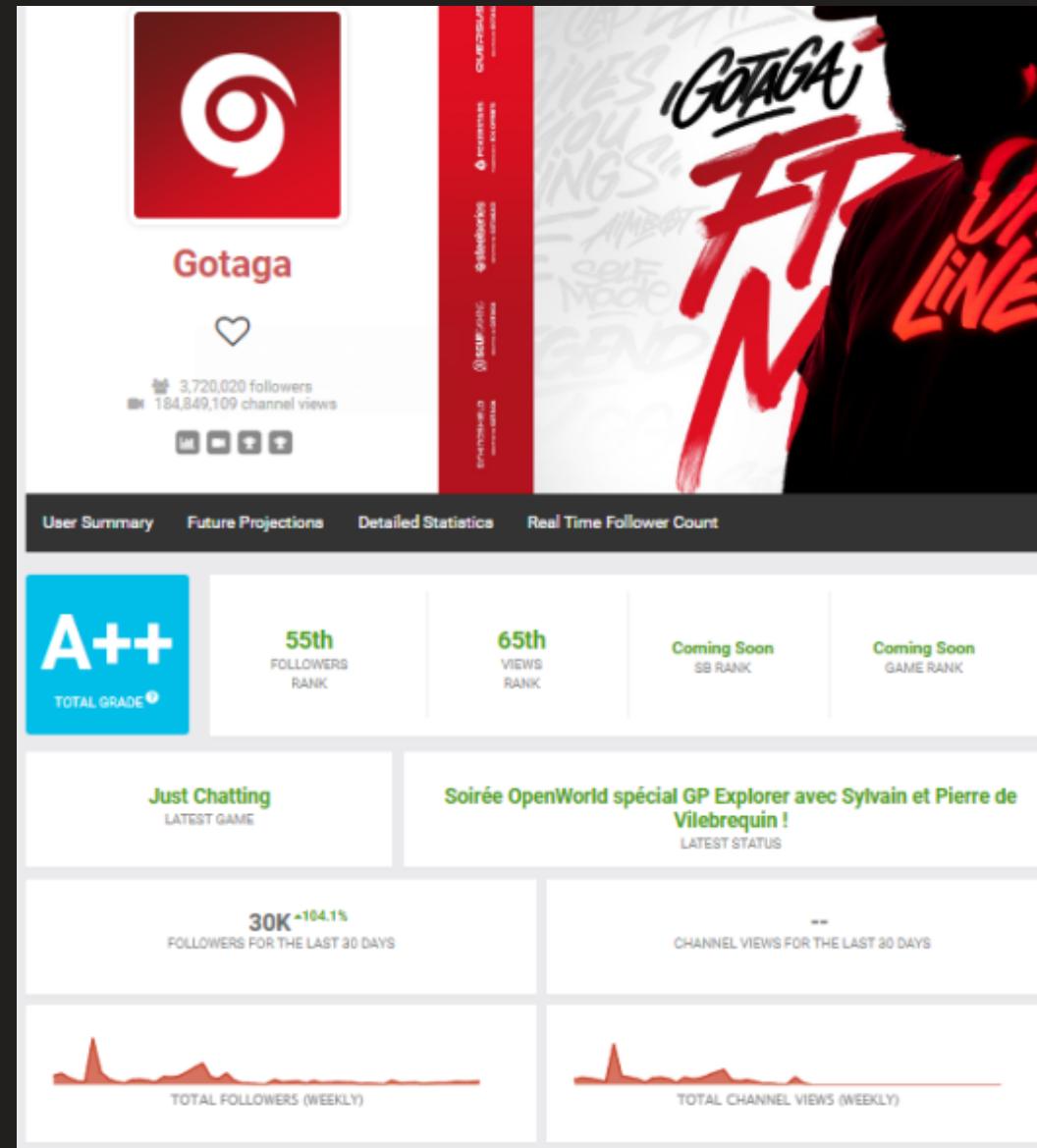
Kesoju



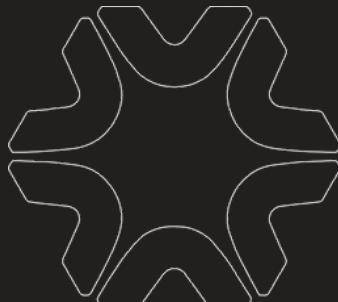
Introduction in YouTube videos



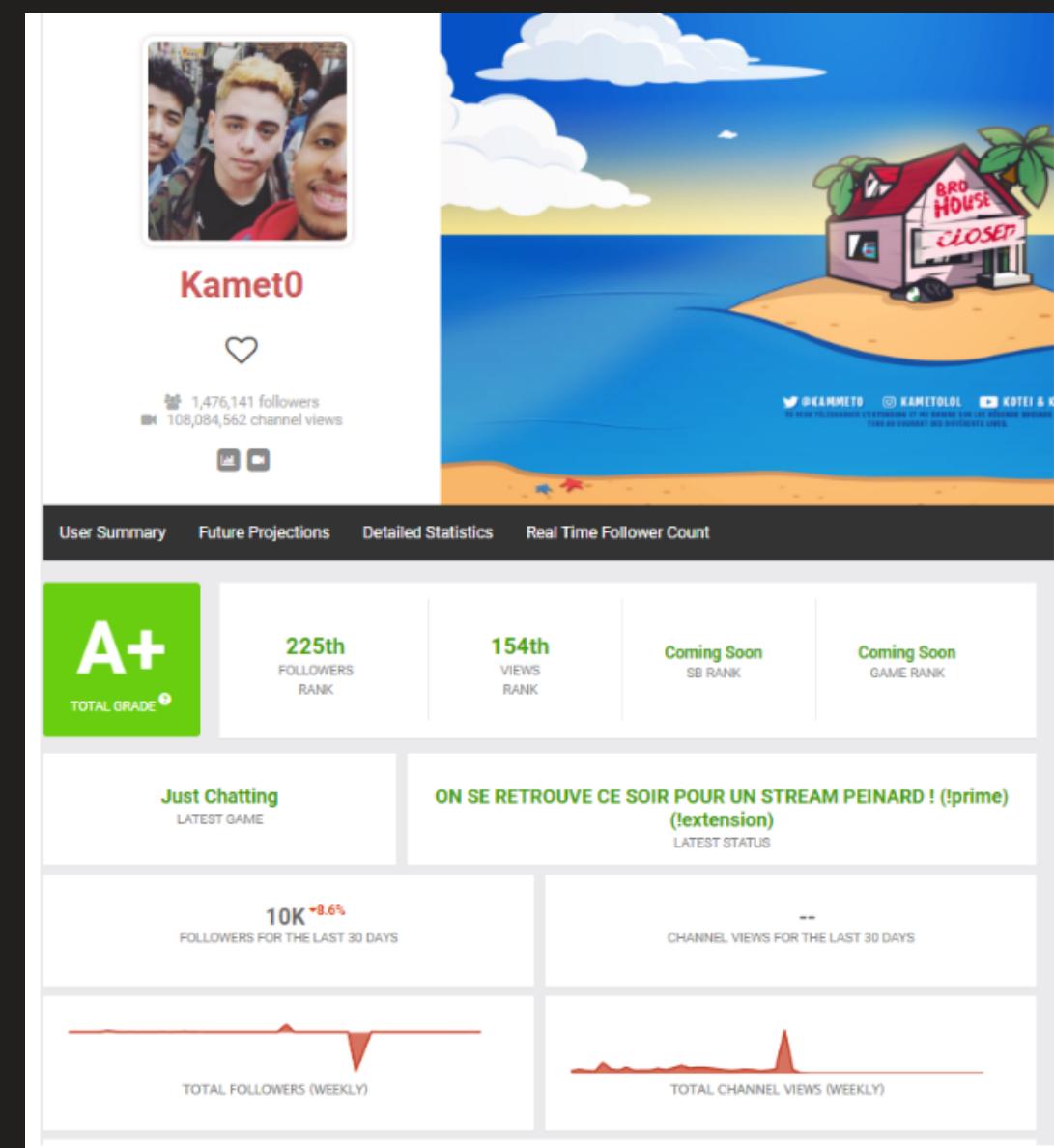
Our recommendations for influencers



twitch.tv/gotaga



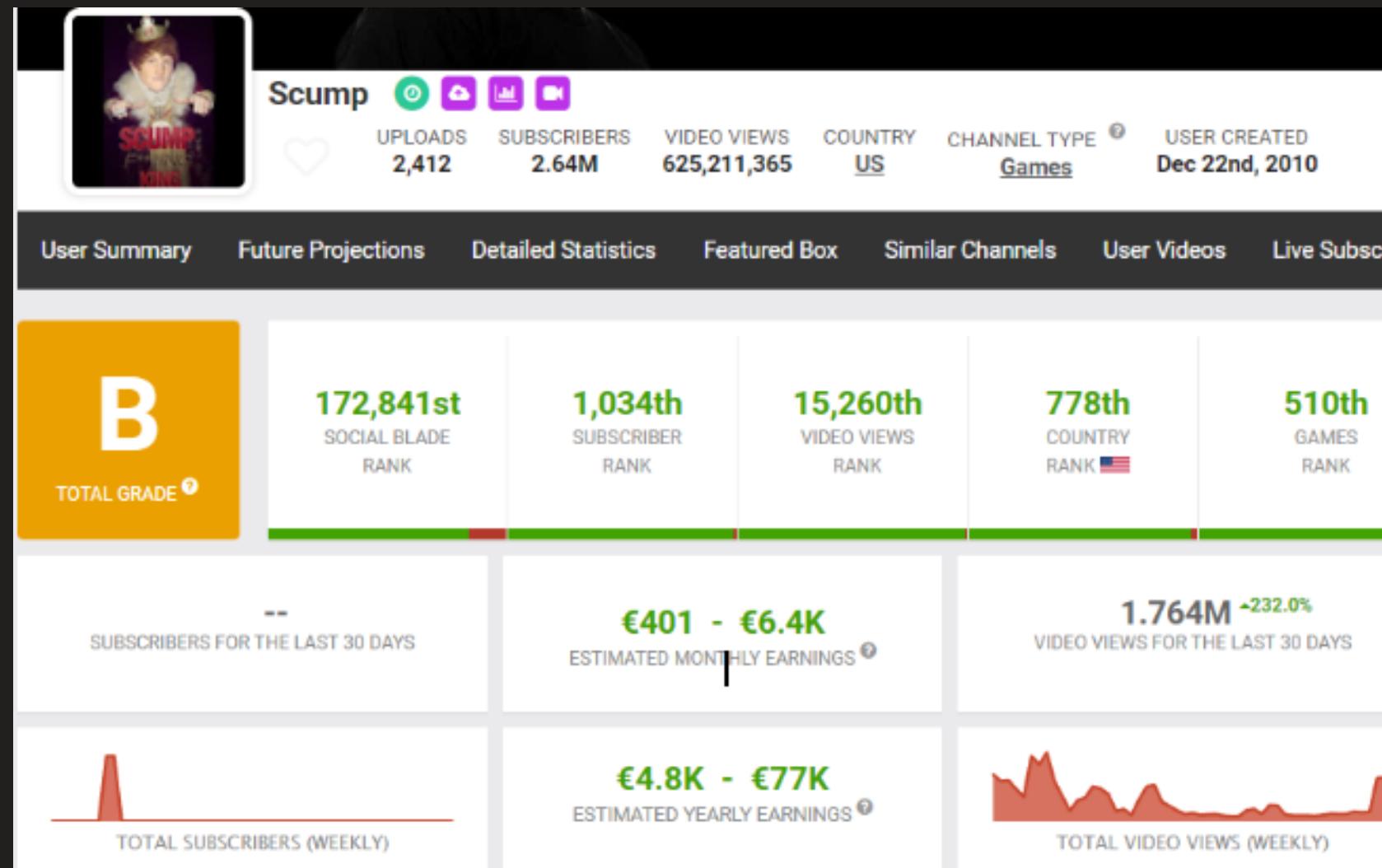
Twitch



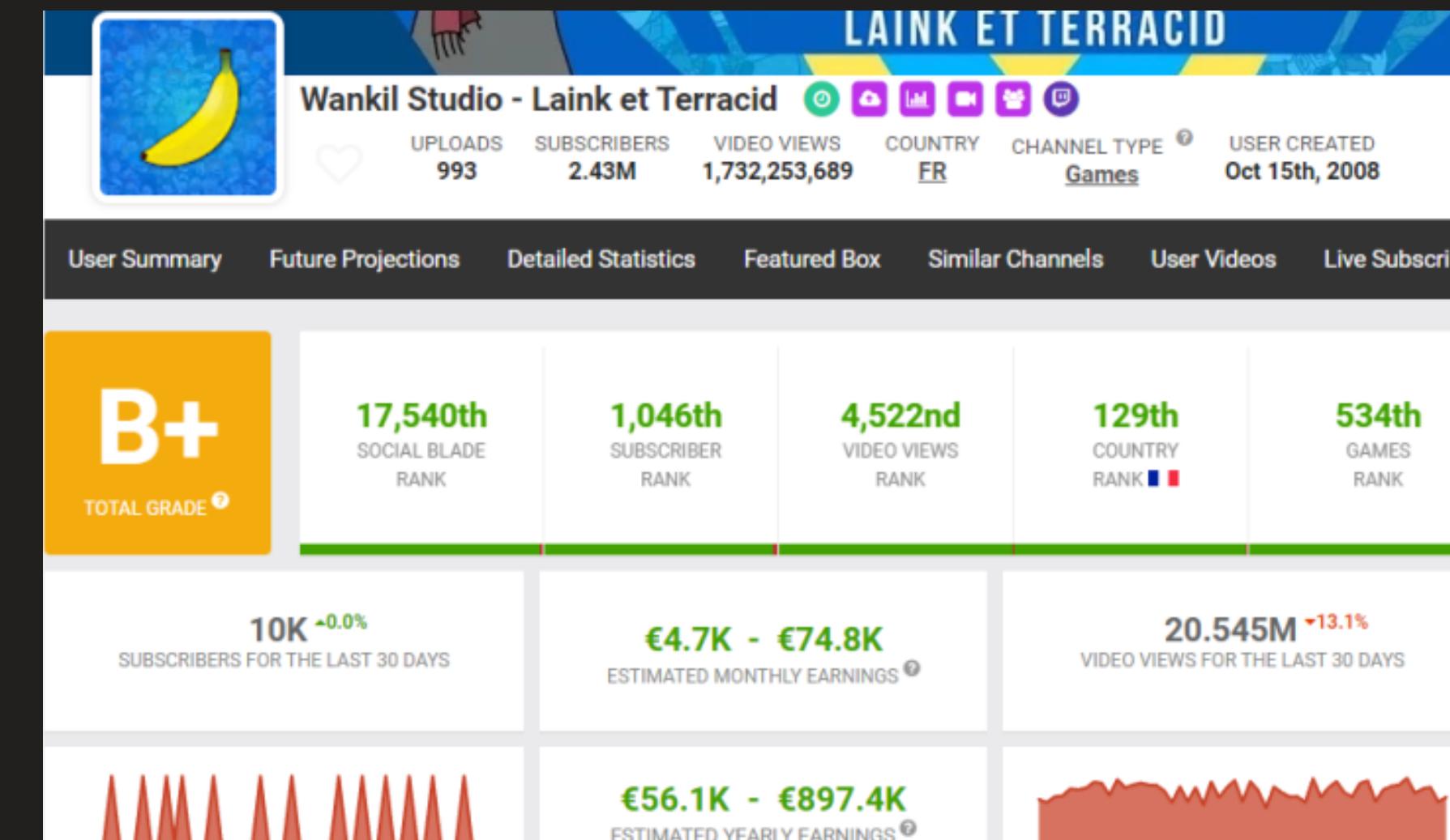
twitch.tv/Kamet0



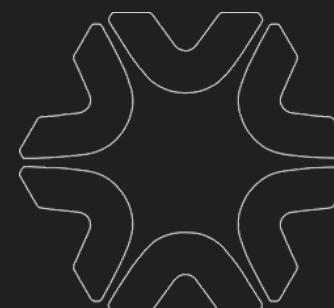
Our recommendations for influencers



Scump



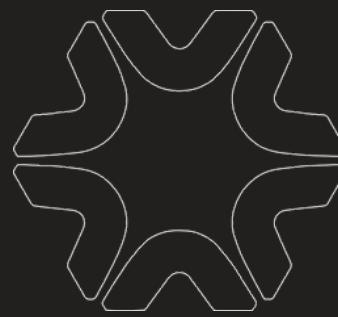
Wankil studio



Introduction in YouTube videos



Mail



Mailys SILVA
Rue Galilée 7
1400 Yverdon-les-Bains (CH)
+41 72 59 59 03
info@tyxit.com

WankilStudio
127 rue Origet
37 000 Tours

Fait à Yverdon-les-bains le 12/10/2022

LETTRE RECOMMANDÉE AVEC AVIS DE RÉCEPTION

OBJET : Demande de rendez-vous pour proposer un partenariat

Messieurs,

Je me présente, Mailys SILVA, directrice de marketing et de vente dans la société SON1X. C'est avec le plus grand plaisir que je vous contacte pour vous demander de bien vouloir nous accorder un rendez-vous pour une proposition de partenariat. Dans un premier temps, être le sponsors de l'une des intros de vos vidéos.

Notre société est spécialisée dans le domaine de l'audio numérique à très faible latence, depuis 2020 en suisse nous avons créé la plate-forme de communication avec la plus faible latence et la plus haute qualité audio. Application reconnue et brevetée, elle a notamment été utilisée dans le cadre d'un concert exécuté en simultané avec l'orchestre répartie en Suisse et à Lyon.

Nous comptons actuellement plus de 1000 clients.

Nous sommes également en partenariat avec la HEIG-VD et l'EPFL dans un projet Inosuisse.

En effet, suite à une prospection que nous avons faite dernièrement, nous avons pu identifier dans votre chaîne youtube les points clés positifs suivant :

- Présence régulière depuis 2013 avec deux vidéo par semaine
- Communauté très active et réactive sur l'ensemble de vos projets (BD/Carte à jouer wankul, etc..) mais aussi dans vos partenariats avec Epic Game Store, Nordvpn
- Vous avez des introductions qui correspondent au brief et vos prise sont mesuré afin de donner un dynamisme dans l'intro sponso de vos vidéos

Ces atouts nous ont poussés à vous contacter pour vous proposer un partenariat qui nous permettrait un développement conjoint sur le plan financier mais aussi de notoriété.

Dans cette attente, veuillez agréer, Messieurs l'assurance de mes salutations distinguées.

Mailys SILVAS



Briefing

SON1X

Briefing des partenariats

Merci de nous faire confiance
de la part de l'équipe SON1X



1

SON1X

Planning des reporting

- S-4 : Envoi du script d'introduction
- S-3 : Validation du script final
- S-2 : Envoi de la V1 de l'introduction
- S-1 : Dernière modification et vérification
- S-0 : Upload de la vidéo
- J-0/1/2 : Publication en parallèle sur les réseaux de l'influenceur



2

SON1X

Élément à bannir

- Positionnement politique
- Aucun propos antisémite ou homophobe
- Laissé sous-entendre que l'application sert à concurrencer discord/teamspeak



4

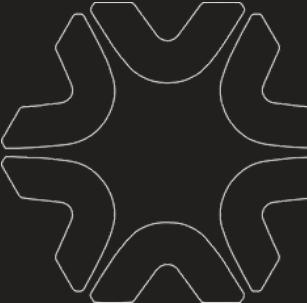
SON1X

Élément capital à citer

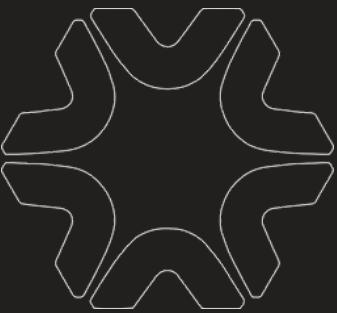
- Application breveté et reconnu
- L'application avec une très haute qualité audio
- L'application avec LA PLUS BASSE latence jamais sortie
- Expliquer ce qu'est la Latence et son fonctionnement
- Parler des fonctionnalités
- Parler des abonnements et du pack fondateur
- Dire oralement et montrer le slogan de l'application



3



Communication agenda





- Play together, win together with
the best communication app -

"Hear better, aim farther"



	Novice Totally free	Journeymen 2,99€ 29,99€ / an	Casual 5,99€ 59,99€ / an	Master 9,99€ 99,99€ / an
Webcam	X	X	X	X
Chat room	X	X	X	X
Screen sharing	X	480p	720p	1080p
Files sharing	10Mo	50Mo	250Mo	Illimited
Audio record			X	X
Screen record			720p	1080p
Emojis / emote	Basic Emoji's	Basic Emoji's	Customisable Emoji's	Customisable Emoji's
Voice equaliser		Basic equaliser (voice intensity)	Basic equaliser + voice modifier	Basic equaliser + voice modifier + modify frequencies
latency	87ms	17ms	17ms	17ms
audio quality	Normal	Normal	Hight	Xtrem
maximal participant	6	6	10	Illimited
Maximum of server (creation)	1	3	5	Illimited
Discount in-shop (%)			10%	20%