

///COMMERCIAL PROPOSAL-**JACK DANIELS**

///JACK DANIELS CAMPAIGN

DATE	FORMAT	SEGMENT	TYPE OF BUYING	IMPRES. VIEWS CLICKS	CPCV	TOTAL
JAN-APR	VIDEO HD IN GAMES Full Screen Full HD	-Men and women in Brazil +18	CPCV	3,333,333	\$0.03	US \$50,000
JAN-APR	FASTCARDS	-Rapi and other retailers in Brazil	Clicks	150,000 or more	-	US \$50,000
Note: We'll include the FastCards in all the Brand Awareness Campaign at no extra cost.						
TOTAL COST						US \$100,000

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///JACK DANIELS CAMPAIGN

///PROPOSAL DESCRIPTION

CAMPAIGN OBJECTIVES:
-BRANDING, AWARENESS

FORMAT: Video rewards (rewarded videos), and FastCards

TARGET AUDIENCE: Men and women +18

PLATFORMS: iOS, Android. Under the category Games: Sports, Casual, Casino, Puzzle. Top of games of Brazil for people over 18.

CAMPAIGN DURATION: JAN-APR

BUDGET DISTRIBUTION: It will depend on the client's preferences. (number of videos or End-cards, country, best performance, formats)
Note: the campaign can run with more than one video. We can help you optimize your impressions based on your performance.

KPIs: Completed views (CV), Click through rate (CTR)

CREATIVE MATERIAL FORMAT: The customer must provide the artwork and link(s) in a format that will later be indicated.

EXPECTED RESULTS:
~90% VTR (video ads)