

# LEGACY OF HOPE

IN SUPPORT OF THE NELSON MANDELA CHILDREN'S HOSPITAL

## EVENT DAY DIGITAL MARKETING PACKAGE

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FOR SPONSORSHIP  
OPPORTUNITIES,  
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# LEGACY OF HOPE

IN SUPPORT OF THE NELSON MANDELA CHILDREN'S HOSPITAL

## **EVENT DAY MARKETING FOR THE LEGACY OF HOPE NELSON MANDELA CHILDREN'S HOSPITAL CONCERT BARCLAYS CENTER, DECEMBER 13TH, 2014**

Legacy of Hope in partnership with Internet Media Labs, will have the capability to tightly control all SeeSaw board digital displays at the Barclays Center. The focus of this effort will be to add sponsor branded content into the social stream, as well as the ability to exclude content.

During the concert, large screen data will be displayed, managed with LIVE CURATION by the technology and social media teams to ensure the branded content of sponsors controls the ad space on the board by weeding out competitor brands. This system will also retain all the social listening data on the profiles that participate.

# LEGACY OF HOPE DIGITAL MARKETING OPPORTUNITY

**The proliferation of mobile devices and social media platforms has caused a significant shift in the way consumers now experience live events.**

The conversations surrounding live events such as concerts, sporting events and music festivals are no longer limited to spectators or fans attending the events. Instead, fans are increasingly taking to social media platforms to share their experiences, pictures and videos, therefore extending the conversations to engage with their extended social community.

Live Nation conducted a study around the mobile habits of consumers during live events, and according to Wallach, President of Live Nation Network, **'Consumers are highly engaged on their mobile devices during live shows.** At those events, hundreds or thousands of social posts, photos, tweets, videos and status updates are generated but are usually dispersed throughout the internet.

- 70% of event viewers will be actively engaged and participating on Social Media at the same time.
- Legacy of Hope provides a social media integration team to synchronize and coordinate all aspects of the event, from artists, celebrities, supporters and audience all tied very closely with brands with our partners at Internet Media Labs to coordinate

brand sponsorship by working closely with sponsor Social Marketing teams to provide the highest value engagement and amplification of message.

It is easy to see how various brands are missing out on opportunities to capitalize on the influx of social media photos and updates generated by live spectators, by not engaging with audiences in the moment. It does not have to be this way.

[Legacy of Hope's Social Media Technology partners will be able to provide a real-time engagement platform for Brands/Sponsors, enabling relevant capability for direct engagement with both the Venue audience and more importantly, with the global audience.](#)

This constant connection to mobile devices provides a brand with the opportunity to leverage passionate (and influential) audience members to take the conversation beyond the stadium and out to social communities, therefore reaching and engaging with an even broader audience.

The real value instead lies in direct engagement with fans present at the actual event as well as those

engaging with the live event from second-screen viewing via mobile devices. This allows for consumers to become part of the event – whether in person or if they're watching it on television.

Real-time engagement on social media platforms breeds even more engagement and this is what will eventually turn your customers into potential evangelists for your brand. To be able to capitalize on the social media engagement during live events, you need to be able to filter through the noise and capture all posts that are relevant to your brand, as they happen.

The technology engaged for the Legacy of Hope events is next-generation, intelligent and relevant, created and implemented by thought leaders in the social media arena. This technology is utilized by IBM and others for actively broadening brand awareness and connecting directly, on an emotional level with participants (consumers) expressed by the audience.

Social streams and distribution onto the visual On-eQube and SeeSaw platforms (As seen at SXSW Yahoo Event) will be curated in real-time, enabling brands to have a “now” understanding of the audience. Legacy of Hope will provide a platform which enables sponsors to “connect” with consumers on an emotional level, this is marketing gold.

A wealth of demographic and social data “Big Data Metrics” will be provided only to key tier sponsors, post event, for continued engagement and ongoing marketing purposes.

**Below are just a few examples of detailed metric data that Sponsors will be given access to;**

—All user profiles who engaged in the event. This data can be referenced and cross validated, providing across the board access to user profile data, everything from Facebook “likes” to political affiliation to music preferences, to brands they support. Very detailed profile data is marketing gold.

—Competitive business intelligence can be easily derived from this data. Providing in-depth social media profile information on all engaged viewers and participants. These Social profiles will be delivered to sponsors for further marketing engagement strategies going forward.

—The above information provides a direct communication path for sponsors/brands to communicate with these profiles globally, on the platform of “their” choice. The higher the number of engaged event participants, the larger the metric pool gets, the more valuable the data gets.

—Demographic information ranging from “where” the user is geographically, to how long they viewed or engaged on a higher or lower level in-synch with specific events happening on, or off, the stage.

—Detailed platform data, identifying method used to access the event stream, device type, brand type (when identifiable) iPhone, Droid, Tablet, PC, any platform) in-depth device analysis and metrics which can be cross referenced with any number of other data point and information the sponsor has access to in-house.

—The ability for a brand to directly communicate with an engaged audience, utilizing proprietary technology provided by Legacy of Hope’s partners, creates a liquidity of value far exceeding any CPM costs brands may spend on other advertising platforms or models.





Below is an example of a SeeSaw digital insert board, using ALSicebucketchallenge as an event day example. Live event management of a SeeSaw digital board creates a focal point at the event and is also viewable worldwide.



# LEGACY OF HOPE SPONSOR INTERACTION OPPORTUNITIES

## **CALLS TO ACTION AND PRIZES**

One goal of brand tactics that are available for Legacy of Hope sponsors is to interact with the audience using Internet Media Labs Technology—

- EXAMPLE: Run a feature on the SeeSaw digital walls in a 10 minute period where a sponsor/brand promotes a push to the audience for donations. In real-time, we can curate and produce a random drawing against the entry profiles and offer 'wins' such as MOVE TO THE FRONT ROW, TICKETS TO AFTER-PARTY, GREEN ROOM WITH THE BAND, ETC.

Calls-to-action and prizes to be negotiated by sponsor and Legacy of Hope.

# internet media labs

the science of relevance

$$\text{SNR} = \frac{P_{\text{signal}}}{P_{\text{noise}}}$$



LEGACYOFHOPE

BHI  
BESPIN HOLDINGS INC.

LISTEN WITH

Spider

WATCH WITH

SEESAW

CHAT WITH

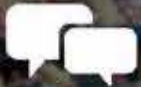
TweetChat



# SEESAW



a compelling **real-time** outdoor social media billboard utilizing twitter & instagram



analyze users & **engage** in conversations



engage **socially influential fans** with sponsored perks

**CREATE THE CONVERSATIONS  
ON YOUR TERMS.**



Sponsorship Messages can be added into the live content stream to engage with the audience in "real time"

# IMAGINE THIS

## SEESAW AT THE 2013 US OPEN





## CALL TO ACTION

Drives social liquidity



## DATA FLOWS IN

## Spider ANALYZES DATA

Identifies social influencers instantly by measuring their impact



## ENGAGEMENT

Retweet and reply to social influencers to amplify the signal in real time



# WHAT HAPPENS IN AN INTERNET MINUTE?





# THE PROBLEM

2014 NUMBERS ARE EXPONENTIALLY HIGHER NOW

U.S. customer conversations  
EXPLODING

▲ 150M  
conversations per day



2009

2010

2011

2012

Social media **CLUTTER** makes it nearly impossible to make, manage & measure **meaningful connections** with consumers, fans, or other businesses.

Source: Twitter, Visible Technologies

Effective use of the Social Media tools will not only engage and draw calls to action to the event, they will continue long after it has ended. Providing the Foundation access to large groups of people who are focused on the cause and want to stay engaged. A large contribution to creating an ongoing funding mechanism as well as a sponsoring brand outreach platform.

"**SIGNAL** to **NOISE** is a *measurement of the relationship*  
**BETWEEN** the **STUFF** you **WANT** to **HEAR**  and the **STUFF**  
you **DON'T**. **Twitter** and **email** and **Facebook** all have  
a **BAD**  
**RATIO**, and **it's getting worse.**"

- SETH GODIN

**WE CUT THROUGH THE NOISE**  
FASTER & MORE EFFICIENTLY THAN ANYONE ELSE

# COMPLETE SOCIAL MARKETING TECHNOLOGY

The use of all the necessary technologies combined is key to driving global amplification of the event, the LOH message, out far beyond the walls of the venue. Making the event venue a "world engaged" venue. Benefits to brands and sponsors is measurable in real time.





YOUR BRAND HERE

HAS AN UNIQUE OPPORTUNITY TO

DISCOVER

BUILD

AMPLIFY

THE VOICE OF SOCIAL INFLUENCERS



The ESPN example shown applies to LOH events as well. Applying these strategies will drive "calls to action" before, during and after the concert event.

# THE APPROACH

 **SEESAW**

AT THE 2013

 **US OPEN**

INCREASE LISTENERS' ENGAGEMENT FOR

**MIKE & MIKE**

WITH

**Spider**

**3** STRATEGIES

IDENTIFY INFLUENCERS & FUTURE CONTRIBUTORS

 **oneQube**



**Engagement capabilities at the concert event on  
50ft Digi-Walls = Massive Global Liquidity for Brands.**



**A WHOLE NEW WAY TO ENGAGE WITH FANS**

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