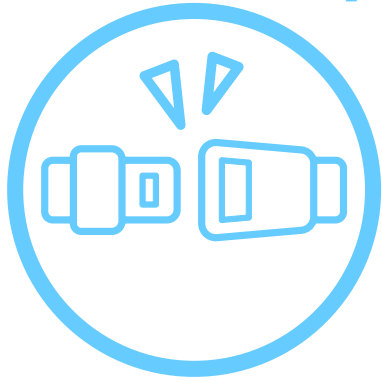


Buckle Up



CAMPAIGN BRIEF

CAMPAIGN AND BUSINESS OBJECTIVES	
key business goals for BuckleUp, pertinent to this campaign, over the next 12-months	<ul style="list-style-type: none"> • Successfully launch BuckleUp in the US for Q2 2017 - Mid May 2017 • Create buzz and excitement around the BuckleUp app • Drive user growth over next 6 months • Download Target 5 million • Monthly Returning users
The key campaign objectives are	<ul style="list-style-type: none"> • Create a PR launch strategy for BuckleUp • Define BuckleUp media messaging and storylines • Increase awareness among millennials and increase coverage in consumer, consumer tech, travel, and mainstream media, blogs, and influencers
The success of the PR program	<ul style="list-style-type: none"> • Positive coverage in key outlets positioning BuckleUp as an innovative company that is disrupting the Dating Apps and travel spaces • Ongoing momentum strategy beyond launch
Metrics/criteria to measure the success of this campaign	<ul style="list-style-type: none"> • Media coverage targets and building of relationships with key journalists & top influencers • Download • Returning Users
AirDates / BuckleUp Brand	
Company's key brand values	<ul style="list-style-type: none"> • BuckleUp is about making connections (where other Apps can't), due to our innovative technology. BuckleUp is not just a dating app but the perfect travel companion to date on the go from the tube to the plane.
AirDates / BuckleUp Unique Selling Points	<ul style="list-style-type: none"> • Buckleup Date and Chat with people even without network connection • Buckleup is a No Taboo App welcoming all gender and sexual orientation, using technology to unite not to divide

key messages to convey during this campaign	<ul style="list-style-type: none"> Position BuckleUp as the Dating App connecting business happy fews and “party” travellers across the skies, the undergrounds, the uncovered areas... Offering them a real dating experience through the Hyper-location possibilities. Highlight the mesh networking technology used in the app allowing passengers to chat between them without any network from -75 m to 30.000 feet.
COMPETITORS	
Our major competitors	<ul style="list-style-type: none"> Dating is not really about competition, all Dating App users are opened to use multiple Apps, we just need to be sure we are among the list... Our main competitor, as an App used when no network available, is probably Candy Crush
strengths and weaknesses	<ul style="list-style-type: none"> TBD later
Buckleup compares to competitor	<ul style="list-style-type: none"> TBD later
Alternative option ?	<ul style="list-style-type: none"> TBD later
AUDIENCES	
The main audiences we are trying to reach with this campaign.	<ul style="list-style-type: none"> Business and party travelers Millennials Fashion, Lifestyle people and influencers
What we expect from this audience ?	<ul style="list-style-type: none"> Download and use the BuckleUp app Share the BuckleUp app and positive experiences on social media
Geographical markets we are targeting	<ul style="list-style-type: none"> USA primarily, Our First objective is East Coast as an Early Adopter Market, followed by West coast, a US Spread and main secondary markets should be London and Germany
MARKETING	
Our marketing presence	<ul style="list-style-type: none"> We don't have any campaign running, that would be the KickOff for BuckleUp

Offline Marketing we think to implement	<ul style="list-style-type: none"> • No Print (we don't believe in Print) • Guerrilla YES • Experiential YES
In addition to social media and PR, we imagine to use the following channels to support this campaign?	<ul style="list-style-type: none"> • Email YES • Affiliate NO • Banner advertising NO • Microsite YES • SMS/Mobile (or clever idea) NO • Etc.
BUDGET/TIMESCALES	
Time schedule for the campaign	<ul style="list-style-type: none"> • Product Launch Mid-May
Budget	<ul style="list-style-type: none"> • TBD
Contract Length	6 months, to convert into permanent contract