



PIXTA

Available on the  
App Store

ANDROID APP ON  
Google play

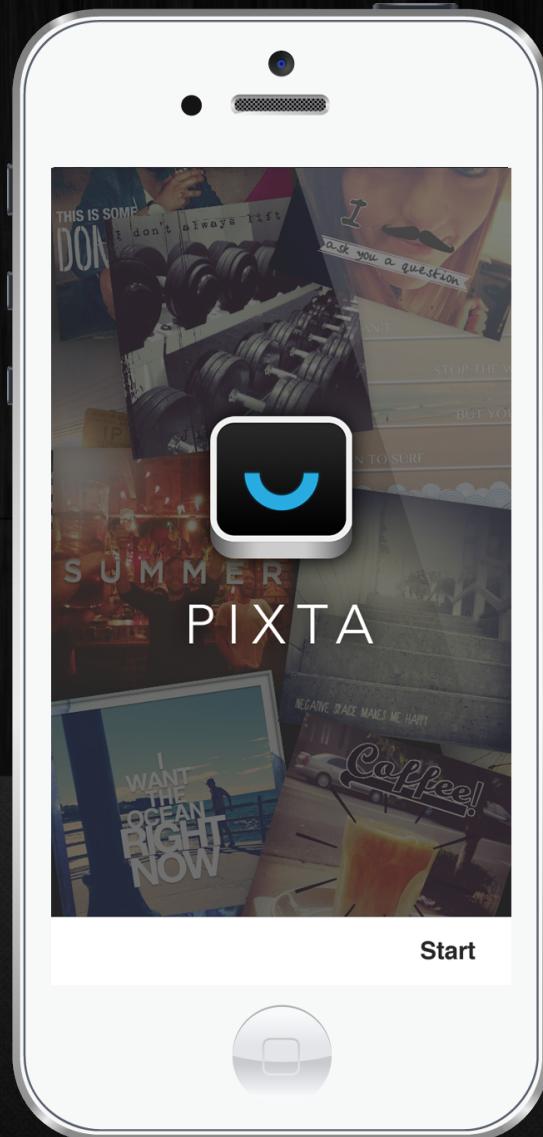
# Think of Pixta as an Instagram for brands.

Feel the love from the places you go,  
the events you enjoy and the brands  
you use.

You post stunning photos and  
brands give something awesome back.

Featuring instant branded photos,  
immediate posts to Facebook & Twitter,  
#tag aggregation, stunning filters  
and incredible rewards.

This is Pixta.



# Pixta's Social Appeal

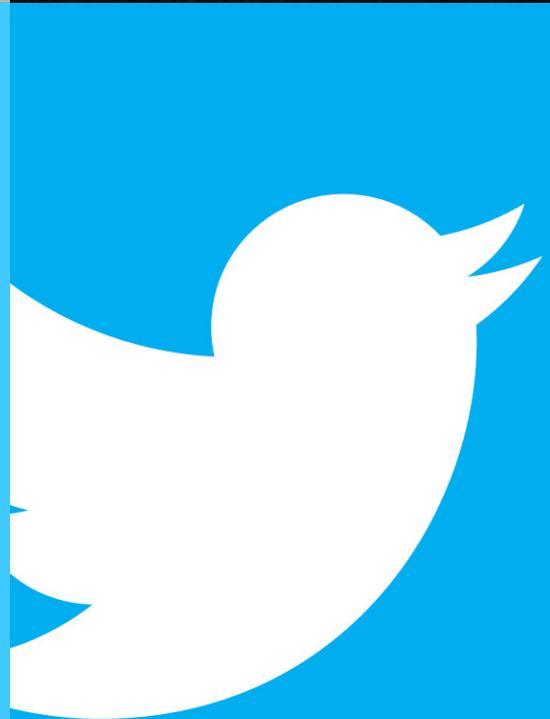


## Instagram

- We integrate directly with **Instagram**, so you can encourage User Generated Content (UGC) to be shared organically via social media.
- Images can also be used as an entry mechanism for **photo-based competitions**.

## Twitter

- Tweet pics with **pre-populated text** ready to roll.
- We can pre-populate **hash tags** on photo copy.



## Facebook

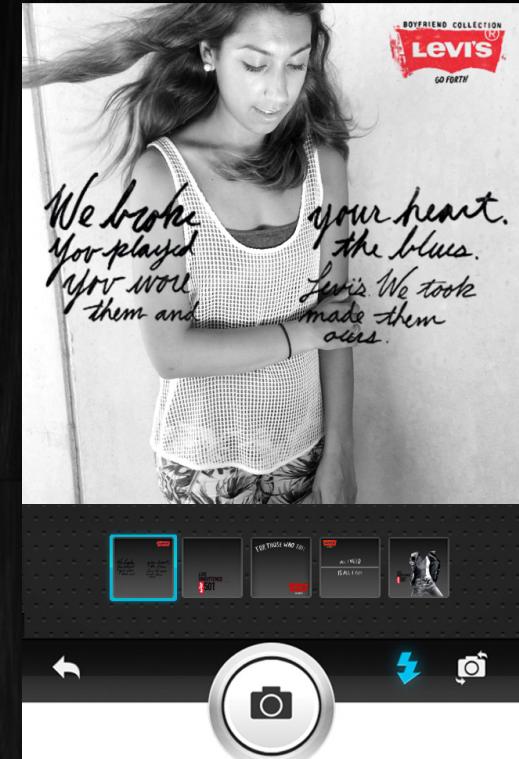
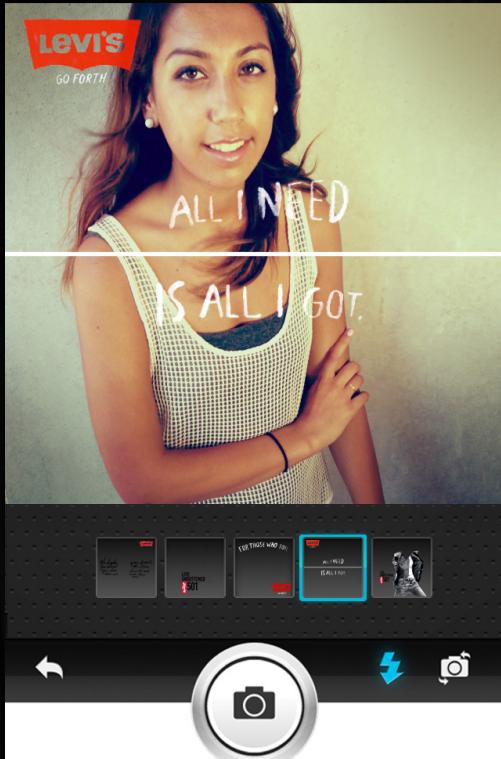
- **March 2013 - New Facebook Updates:** Images in the news feed are much bigger in the new Facebook, coming soon. In fact, photos are almost as large as when you click through to view them by themselves. The thumbnail images and blurbs of shared links are bigger, so you'll know more about the website you're about to click to. In short, photos are quickly becoming the predominant material on Facebook newsfeeds.
- **Facebook users have, on average, 190 friends.** Statistics show that a photo post will reach 16% of friends, so 30 people per post. That's a higher percentage than most fan-based posts, which reach only 12-15% of their fan base.
- **These posts are also not ads** – they're endorsements by friends – making them approximately 5 times more valuable and effective in building brand equity.
- **We track all available sharing data** and report back, so you know how many users are posting and sharing the images via Facebook.





## Pixta for Brands

- Branded Photos
- Facebook, Twitter & Instagram Integration
- Data Capture & Other Marketing Avenues
- Dedicated #Tag Aggregation
- Optional On-Site Set Up



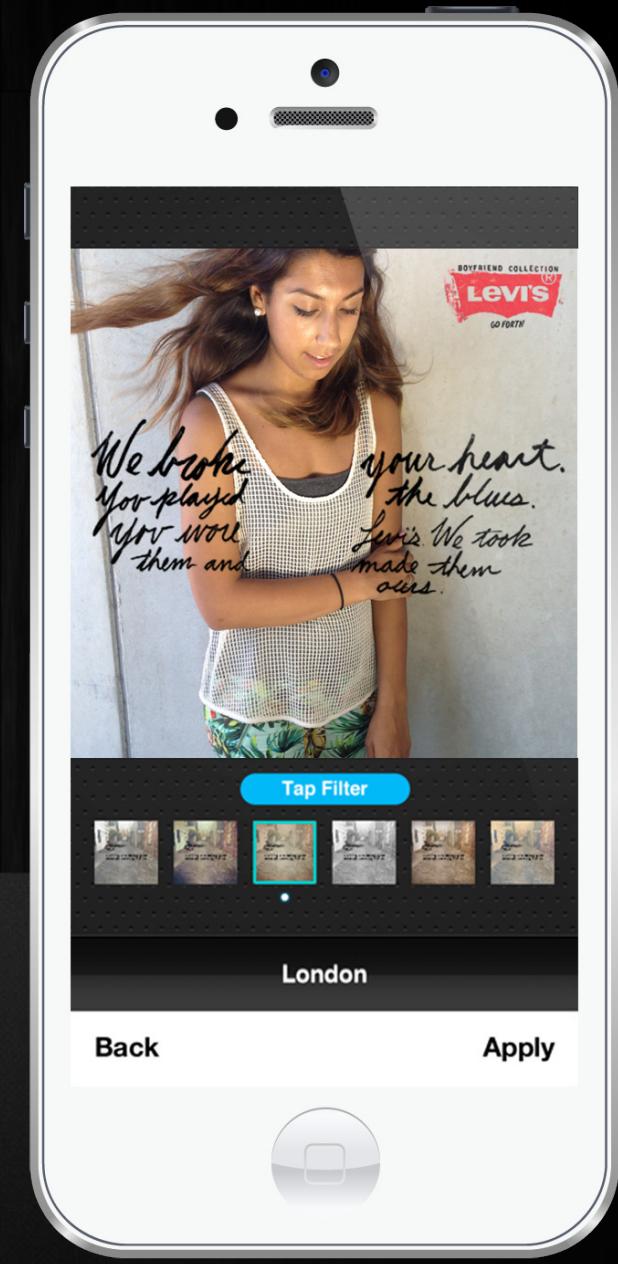
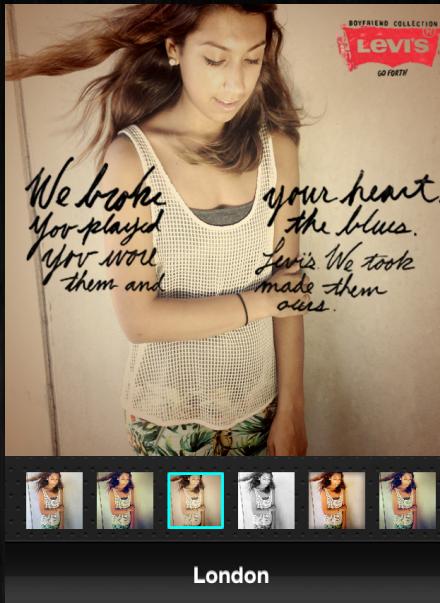
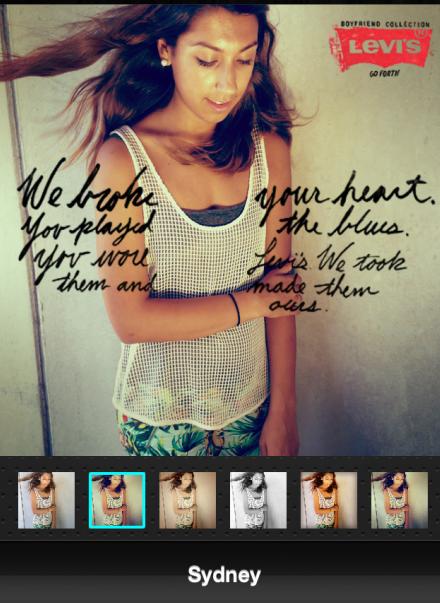
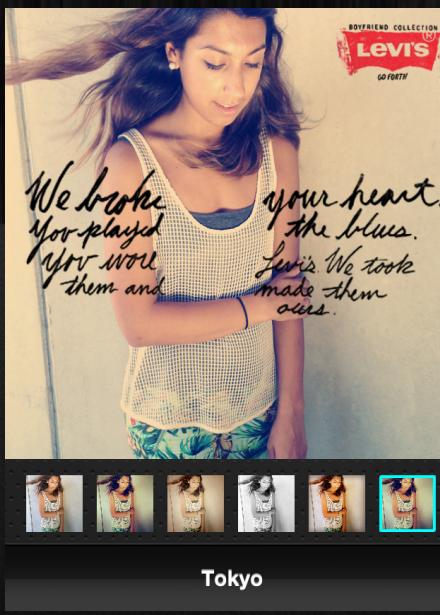
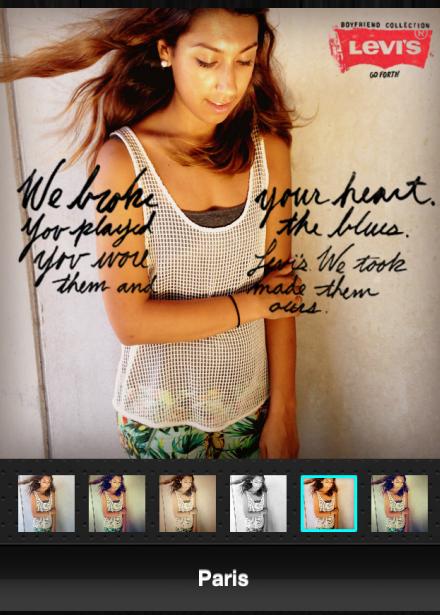
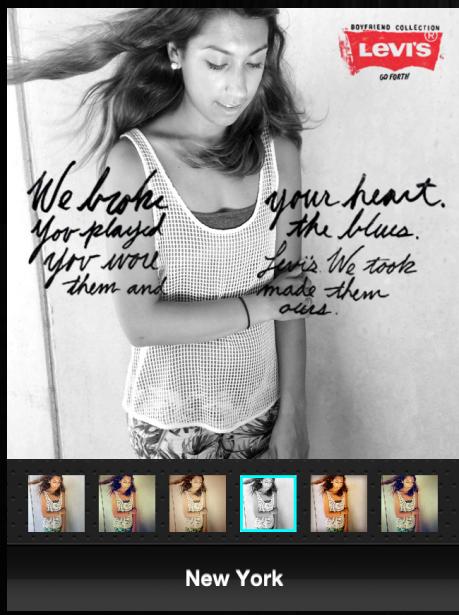
## Branded Photos

Pixta is the first application of its kind - a way to share branded images organically, via social media.

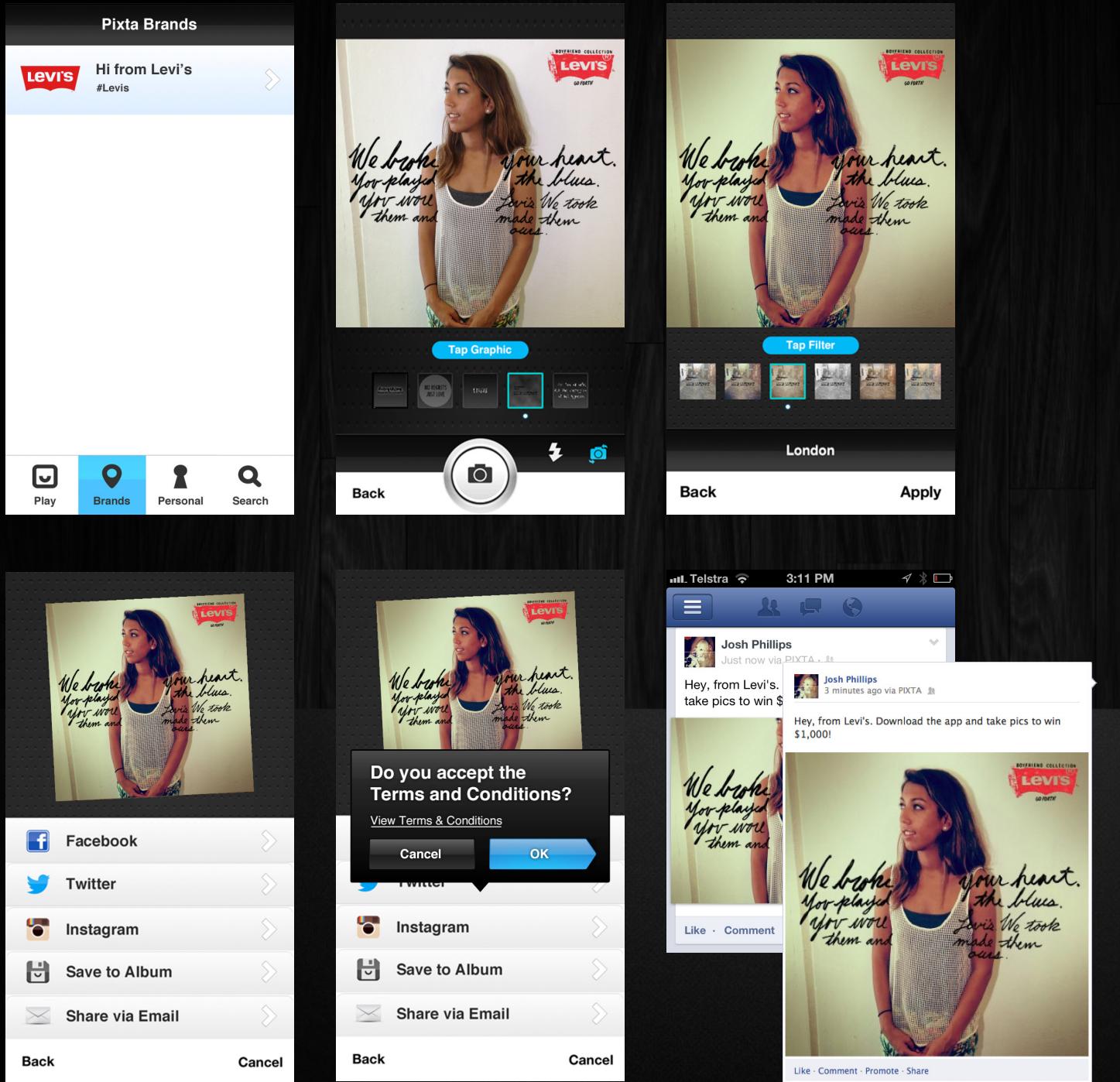
## Key Features:

- Clients can have up to five (5) branded “overlays” featuring creative design and logos that users can interact with.
- Overlays can be created by the in-house design team at Pixta or via a client’s designers. All client-produced artwork must be approved by Pixta prior to becoming public.
- Square format photos are designed specifically with the predominance of square images being used in social media.
- We know that people share what they love – and that’s why we’re dedicated to generating amazing quality artwork for our clients.

# Photo Filters



# Consumer Journey



- Users select an event from the events list.
- They choose a graphic overlay design and take their picture.
- A filter of choice is applied.
- Photo is finalised and consumers are supplied with social media sharing options.
- User is prompted with campaign content (pre-/post-upload messages and/or Terms & Conditions).
- Photo is published to the user's social media site of choice.

# Facebook Integration

Pixta is built for Facebook, Twitter & Instagram sharing. The square format is specifically designed to fit the emergence of square photos as the predominant format online and the photo filters are made to enhance images as they're posted.

## Key Features:

- Users can post photos instantly to Facebook, Twitter and Instagram.
- Pixta tracks the sharing and lets you know how many people are posting images online.
- Clients can customise the Facebook, Twitter and Instagram post text as it appears on users' Facebook pages.
- You can add #tags to images.
- All photos are stored on the Pixta server and can be uploaded to a clients Facebook page.



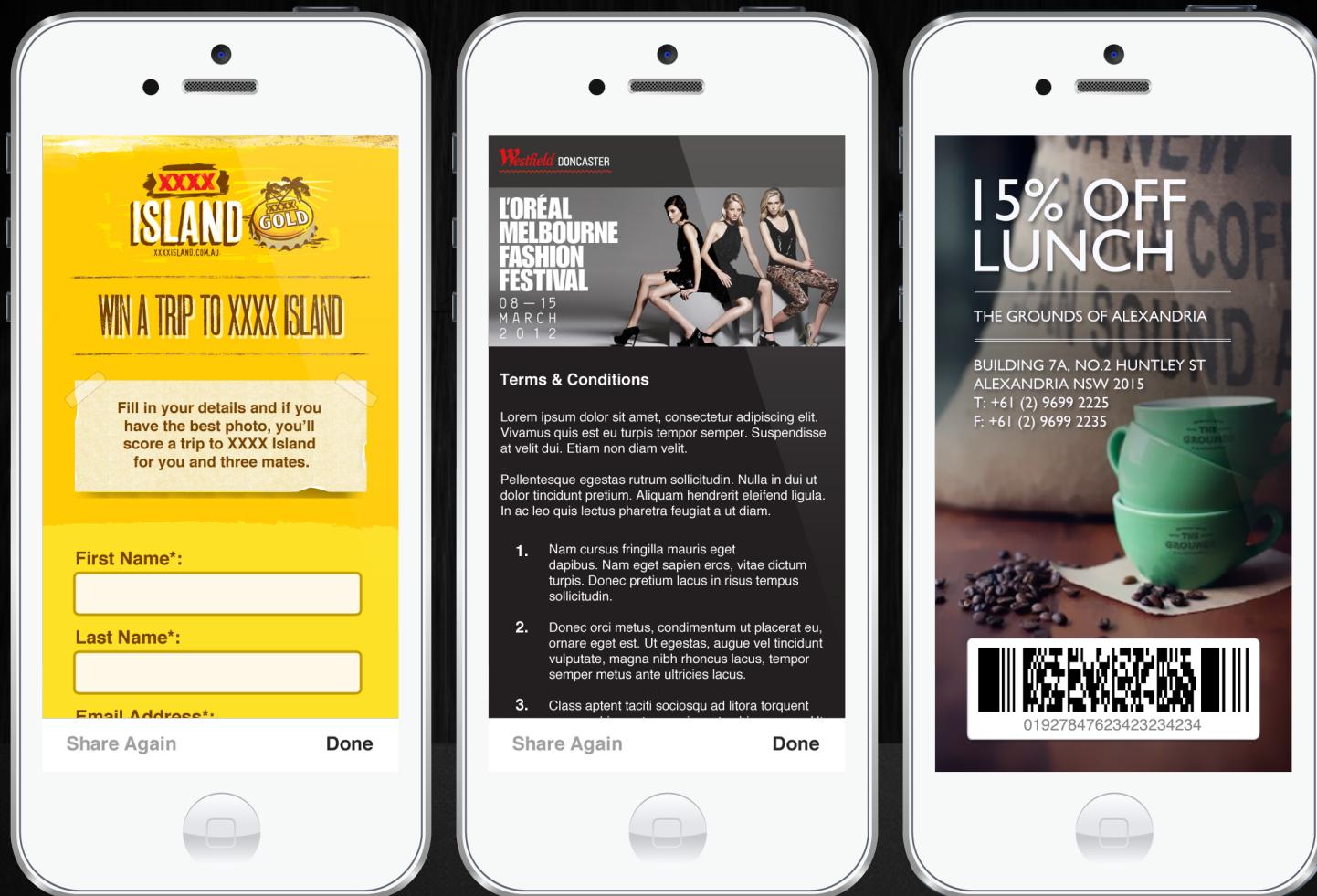
 Westfield Bondi Junction  
January 18

Yay – this is so cool! Personalise your Converse at General Pants with their Converse STUD YOUR OWN BAR. Check out this pic of the Cosmo girls showing off their freshly studded kicks at the WBJ store yesterday!



A screenshot of a Facebook post from Westfield Bondi Junction. The post features the same photo of three women with the "Just Add Colour" and "Westfield" branding overlaid. Below the image are standard Facebook interaction buttons: "Like", "Comment", and "Share". A progress bar shows "46 people like this." and a comment input field with the placeholder "Write a comment...".

# Marketing Avenues



**Competition Entry Mechanism**

**Brand Awareness**

**Redemption Offers**

Pixta reserves a part of its platform for data capture, competition entry or anything else that a client wants to create as a “custom” element.

Essentially, this works like a standalone website and is an optional feature that can be activated or deactivated.

## Key Features:

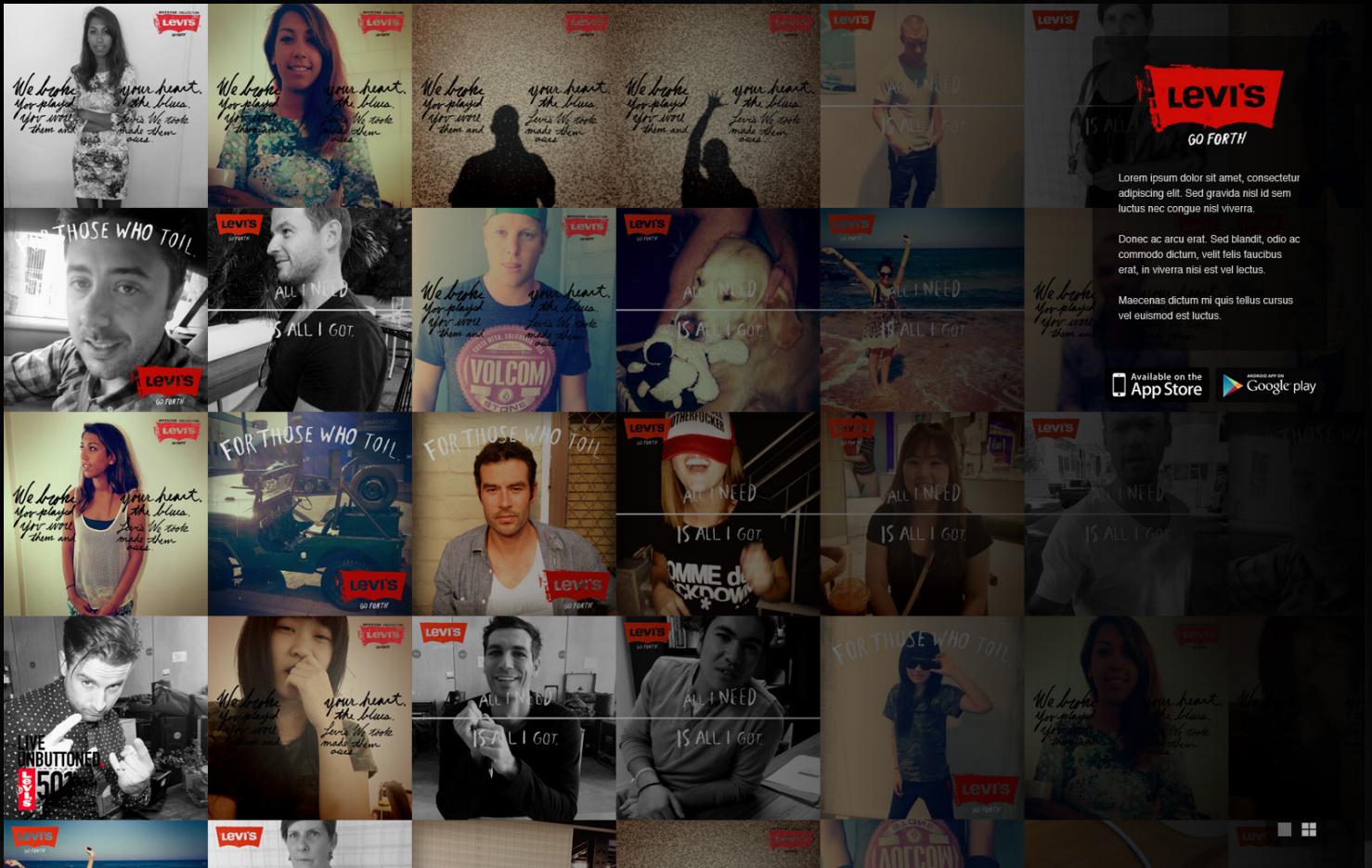
- Capture consumer information including Name, Email, Postcode, Likes – anything.
- Use this page as the mechanic for entry into a new or existing competition.
- Custom branding.
- Custom terms and conditions.
- Custom design.

# Dedicated #Tag Aggregation

Pixta gives every client a branded #tag website which aggregates all images live as they're posted.

## Key Features:

- Use a TV, projector or multiple screens to stream images live at events or activations.
- This page is also brandable with logos and graphics.





PIXTA

