



VOICE – THE NEW SUPER PLATFORM



ZEICHENSAELE

DIGITAL ANALOG AGENTUR



Z-SPORTS



Z-VOICE





ABOUT US

**WE WORK TOGETHER IN AN ADVERTISING
AGENCY, BUT PARTICIPATE FOR THE „IDEA“ OF
VOICE AS PRIVATE PERSONS.**



ABOUT US



JASCHA LUX

Executive Director



MARIUS SCHRAMMEN

Consultant



OUR VISION OF VOICE...



**VOICE IS YOUR NEW DIGITAL LIFE
COMPANION.**



VOICE IS OMNIPRESENT AND OMNISCIENT.



**VOICE BRINGS YOU THE TOTAL
DIGITAL LIFE.**



VOICE MAKES LIFE
EASIER AND MORE
COMFORTABLE.



VOICE MAKES YOU REGARDLESS OF HANDS AND EYES.



AND OVERALL...



VOICE IS HUMAN.



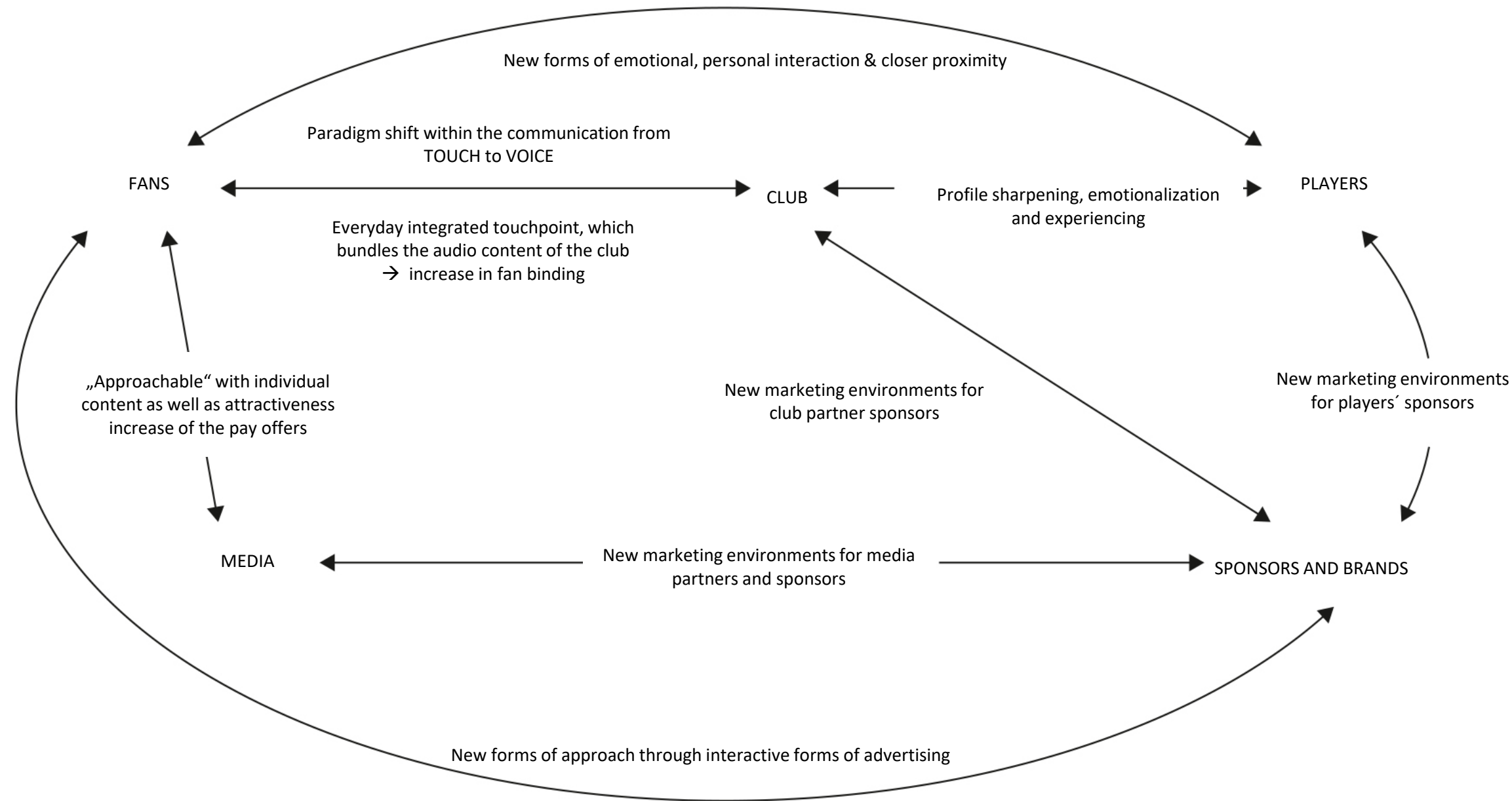
NOW...



**GIVE VOICE TO
FOOTBALL!**



VOICE IM ÖKOSYSTEM PROFIFUSSBALL





OPPORTUNITIES FOR ASSOCIATIONS AND CLUBS

- ▶ Create your own VOICE platform for relevant content (control of your own brand).
- ▶ Intensification of fan and customer loyalty.
- ▶ Comprehensive usage statistics provide insight into customer needs and customer behavior.
- ▶ Sales Increase: Merchandising & E-Commerce.
- ▶ Automation: Ticket hotline / Call center.
- ▶ Gamification: e.g. quiz, brain teaser etc.



A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL





A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



When does Germany play?





A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



What does our coach say about the next match?





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Are there any tickets for the match?





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How often did the German women national team win the world title?





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... and the men?





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How is the weather during the match?





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What is the current traffic situation?





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What do our players say about the match?





VOICE UND BUNDESLIGA



What is the lineup of the german team?





VOICE UND BUNDESLIGA



How are the bet odds for the match?





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Activate the goal ticker for the match!





VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

What are the highlights of the match so far?





VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

Tell me something about Lena Goeßling!





VOICE UND BUNDESLIGA



Play the live reportage of the match!





VOICE UND BUNDESLIGA



What is the flash chart?





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How many shots on goal had Germany so far?





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BEFORE

DURING

AFTER

Which club has the most female german national players?





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BEFORE

DURING

AFTER

Which female player has the most national matches?





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When was the last penalty shootout between Germany and Argentina?





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How often did Germany win against Argentina?





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BEFORE

DURING

AFTER

Who was the referee the last time Argentina beat Germany?





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What are the statements of the players?





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BEFORE

DURING

AFTER

Play the whole match-highlights!





VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

When did Germany win against Argentina for the last time?





VOICE UND BUNDESLIGA



Which offers are currently available in the fanshop?





VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

Call me the press reviews about the match?





VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

Where can I watch the next game of Germany ?





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Call me the prediction game rewards!





Jascha Lux | Marius Schrammen
E-Mail: schrammen@z-voice.de
Phone: +49 2161 / 539 71 03