

## Strategic Overview – USEA Global

### Ambient Audio Advertising Ecosystem

#### 1.0 Conceptual Layman

##### 1.1 The W Questions Table

W Question	Answer (Layman-Friendly, Premium Focus)
Who is it for?	<ul style="list-style-type: none"><li>• Brands: FMCG, lifestyle, beverages, health products</li><li>• Venue owners: supermarkets, pharmacies, petrol stations</li><li>• Tech partners: AV integrators, data providers</li></ul>
What is it?	A premium advertising system that plays voice and screen ads triggered by real-world events like rain, traffic, or time of day—so ads are always relevant.
Where does it work?	In physical venues like grocers, malls, pharmacies, and convenience stores, anywhere with sound systems or digital signage.
When do ads play?	When specific <b>conditions</b> are met: <ul style="list-style-type: none"><li>• Rain starts → Hot drinks or umbrella ads</li><li>• Traffic jams → Energy drink ads</li><li>• Lunchtime → Snack ads , Fully scheduled or dynamic.</li></ul>
Why does it matter?	<ul style="list-style-type: none"><li>• Brands get better ROI by reaching people at the <b>right place &amp; time</b></li><li>• Venues earn extra income</li><li>• The system is intelligent and data-triggered, not random</li></ul>
How does it work?	<ul style="list-style-type: none"><li>• USEA connects to public data (e.g., weather, traffic)</li><li>• Detects triggers</li><li>• Plays relevant preloaded audio/visual ads</li><li>• All logged and reported to clients</li></ul>
How much can venues earn?-Indicative	<ul style="list-style-type: none"><li>• Estimated <b>RM1,500 – RM5,000+/month per site</b>, based on footfall and ad volume</li><li>• Revenue share or rental options available</li></ul>
How much does it cost advertisers? -ndicative	<ul style="list-style-type: none"><li>• Starts from <b>RM4,000/month</b> for base campaigns• Pricing based on number of outlets, triggers used, and media type• Custom packages for larger rollouts</li></ul>

## 1.2.0 What's In It for Each Stakeholder – USEA Ambient Marketing Ecosystem

### 1.2.1. Venue Owners (e.g. Grocers, Pharmacies, Malls, Petrol Stations)

#### What they get:

- A new revenue stream without needing to do anything extra.
- USEA installs and manages everything — audio ads, digital screens, even scent options (if applicable).
- Monthly reports showing what was played, when, and how much they've earned.
- Bonus: Some ads can drive shoppers to in-store promos (e.g. “2-for-1 deals at Aisle 3”).

#### Example:

A pharmacy earns RM3,000/month just by allowing ambient ads to play over their existing speakers all managed remotely by USEA.-indicative

### 1.2.2. Advertisers (e.g. FMCG, Beverage Brands, Health Products)

#### What they get:

- Ads that play **at the right time, in the right place**, triggered by real-world data like weather, traffic, or local events.
- A ready-to-use system — just pick your triggers, send in your message, and let USEA deploy.
- Transparent reports: what ran, where, when, and how often.
- Option to go multi-format — audio + screens + scent — for deeper impact.

#### Example:

A beverage brand gets its ad played whenever it's hot outside: “Cool off with 100Plus — Chiller Aisle, now.”

### 1.2.3. USEA (Platform & System Operator)

#### What we get:

- Revenue from brand campaigns.
- A premium ecosystem that allows advertisers to run contextual ads nationwide without needing physical setup.
- SaaS-based income from tech licensing (for venues that want control) and custom dashboard features.

#### Why it works:

The smarter the environment, the more valuable every second of ad airtime becomes — and USEA owns the smart layer.

## 1.3.0 Summary Table

Stakeholder	What They Gain
Venue Owners	Extra income with no effort; better in-store experience for shoppers.
Advertisers	Smarter, context-aware ad placements with clearer ROI.
USEA	Premium platform revenue from ad campaigns, licensing, and dashboard features.

## 2.0 Conceptual Official

### Positioning:

USEA is an **AI-powered ambient media platform** that transforms retail and service environments into **dynamic advertising spaces**, using **real-world triggers** like traffic, weather, time, or events to deploy **context-aware in-store audio and digital screen ads**.

*Some features described are indicative of future capabilities and subject to venue compatibility, technical limitations, and ongoing platform development.*

### 2.1. Core Proposition

USEA provides:

- A **plug-and-play advertising layer** for physical environments
- **Programmatic scheduling** based on real-time data triggers
- Integration of **audio, scent (optional), and digital screens**
- **Campaign automation + analytics dashboard** for brands
- **New monetization stream** for physical venues

### 2.2. System Architecture

#### 2.2.1. Trigger Sources

- **Weather APIs** (e.g., rain, heat, UV, haze)
- **Traffic congestion data**
- **Location/time-based scheduling**
- **Government alerts** (e.g., flood, haze)
- **Internal sales/stock triggers (optional)**

#### 2.2.2. Media Types

- **In-store audio ads** (through existing speakers or USEA install)
- **Digital screen ads** (counter, wall-mounted, ambient)
- Optional: **Scent release systems** (for fragrance-based mood or product cueing)

#### 2.2.3. Ad Delivery Logic

- System checks trigger conditions in real-time
- Pre-approved ads auto-rotate based on rules (e.g. “if rain, play tea ad”)
- Frequency, duration, zone, and time controlled via dashboard

### 2.3.0. Stakeholder Map & Value

Stakeholder	Role	Value Proposition
Venue Owners	Grocers, malls, pharmacies	Earn passive revenue via ad share; enhance shopper experience
Advertisers	FMCG, pharma, beverages, F&B	Hyper-contextual ads with high ROI at point of sale
USEA	Platform & engine operator	Revenue from ad campaigns, licensing, data monetization

### 2.4.0 Monetization Model

USEA earns from:

- **Ad campaign fees** (monthly or CPM-based)
- **Revenue shares** from participating venues
- **SaaS licensing** (for screen/audio management)
- **Premium features** (e.g. scent, reporting dashboards)

### 2.5.0 Campaign Examples (AI-triggered)

Scenario	Trigger	Channel	Example Message
Rain detected	Weather API	In-store audio	"Rainy days call for Lipton. Find yours at Aisle 2 now."
Traffic congestion	Waze API	Audio + screen	"Traffic ahead? Grab a quick snack before you head out."
Public holiday eve	Calendar trigger	Digital screen	"Ready for the long weekend? BBQ deals now at Meat Dept."
Flu alert in area	Govt API or input	Pharmacy audio	"Boost your immunity with Redoxon — now 10% off."
5PM weekday peak	Time condition	Audio	"Dinner rush? Pre-order your sushi at the counter today."

### 2.6.0 Deliverables to Clients

#### 2.6.1. For Advertisers

- Campaign configuration & strategy (trigger + location matrix)
- Ad creative implementation (audio script, screen visual, scent optional)
- Scheduled deployment based on pre-set rules

- **Monthly campaign reports** with trigger analysis & reach metrics
- Optional: Geo-reporting by store/region/time

### 2.6.2 For Venue Partners

- Tech setup (USEA player + speaker/screen sync)
- Zero operational involvement (USEA-managed ads)
- Revenue share reports (monthly breakdown)
- Support for custom ads tied to venue promotions

### 2.7.0 Strategic Advantages

Feature	USEA Advantage
<b>Context-aware ad targeting</b>	Real-world triggers = relevance & recall
<b>Plug-and-play</b>	Minimal setup, managed end-to-end by USEA
<b>Multi-format</b>	Audio, screen, scent options for multi-sensory ad
<b>Scalable</b>	Works across stores, cities, chains
<b>Revenue-generating</b>	Both for advertisers (conversion) & venues (share)
<b>Transparent ROI</b>	Reporting, data logs, proof of play

### 2.8.0 Visual Map

Real-World Data → USEA Engine → Triggers Matched → Audio/Screen Ads Played → Sale/Engagement → Reported ROI

Certainly — here's your finalized, MFX-style **USEA Ambient Marketing – Current Deliverables Table**, now fully updated with commercial and tech deliverables based on your 1. Project Overview, 2. Key Action Points, and internal priorities for Jerry:

### 2.9.0 USEA Ambient Marketing – Current Deliverables with Examples

Deliverable	Example
<b>Concept Deck (CEO/Investor)</b>	<i>"Ambient Audio 2.0 – Real-Time Ads Triggered by Weather, Traffic &amp; Crowd Patterns"</i> (Premium AI-enhanced, USEA-exclusive)
<b>Stakeholder Value Map</b>	<i>"Retailers earn passive revenue, advertisers buy relevance, venues gain smart automation, USEA owns the ecosystem."</i>
<b>Advertiser Rate Card (Draft)</b>	<i>"Mid-tier mall + Rain trigger + 4–7PM: RM0.12/CPM" "Airport lounge + flight delay: RM0.18/CPM"</i>

<b>Deliverable</b>	<b>Example</b>
<b>Retail Partner Pitch Deck</b>	<i>“Monetize Your Space: Earn revenue without lifting a finger – USEA automates the ads based on your customers’ context.”</i>
<b>Media Agency Deck</b>	<i>“Plug your client campaigns into our dynamic voice + signage network, targeted by weather/traffic – premium placements.”</i>
<b>Trigger Logic Framework</b>	<i>“Trigger: Rain + Friday + crowd density = Push Shopee Free Shipping promo to pharmacies &amp; mini markets.”</i>
<b>Demo Campaign Sheets</b>	<i>“Brand: Redoxon – Trigger: Light traffic + 11AM – Location: Watsons, Bangsar – Copy: ‘Stay sharp, stay strong this season.’”</i>
<b>CMS Preview (Mock UI) as per shared by YJ</b>	<i>Screenshot showing UI flow: trigger settings, calendar-based audio scheduling, venue list view, performance metrics.</i>
<b>Ad Reporting Template</b>	<i>*“Ad ID: #A32512</i>
<b>Venue Contract Template</b>	<i>“USEA controls inventory. Triggers co-approved. 60% revenue to venue. Monthly payout cycle. USEA owns tech IP.”</i>
<b>Landlord Data Request Template</b>	<i>Fields: Foot traffic data, customer profiles, ambient volume baseline, signage availability, outlet zoning map.</i>
<b>Sales Calendar (Q4–Q1)</b>	<i>“Q4: Deepavali + Monsoon triggers (Snacks, OTC health, e-hailing) Q1: CNY + School Reopening (Lunchbox brands)”</i>
<b>Ambient Sample Audio Bank</b>	<i>5–7 voice ad samples (English/BM/Mandarin), each matched to real-time scenarios – e.g., ‘Hot weather? Cool down with Milo.’</i>
<b>AI Voice Messaging Flow - Grace</b>	<i>“Trigger: 36°C + crowded MRT → AI reads: ‘It’s scorching out! Cool off with a Tealive near Exit B, sponsored by GrabPay.’”</i>