

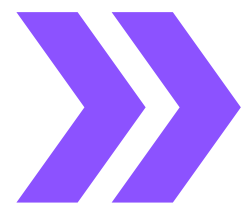


**BRANDFEELS**

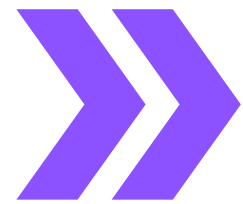
**O N E   E M O T I O N   A T   A   T I M E**

# Introduction

## WHAT IS BRANDFEELS?



Advertising where your business **transcends** digital.

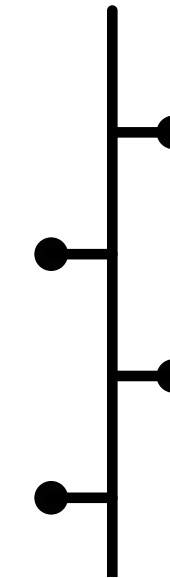


Integrating **brands** seamlessly into moments of joy, **engagement**, and **entertainment**.



Real-time User reach and value added **advertisement**

"ONE EMOTION AT A TIME"



CONNECTING DEEPER  
WITH CONSUMERS.



# The Problem

## TRADITIONAL ADVERTISING WOES



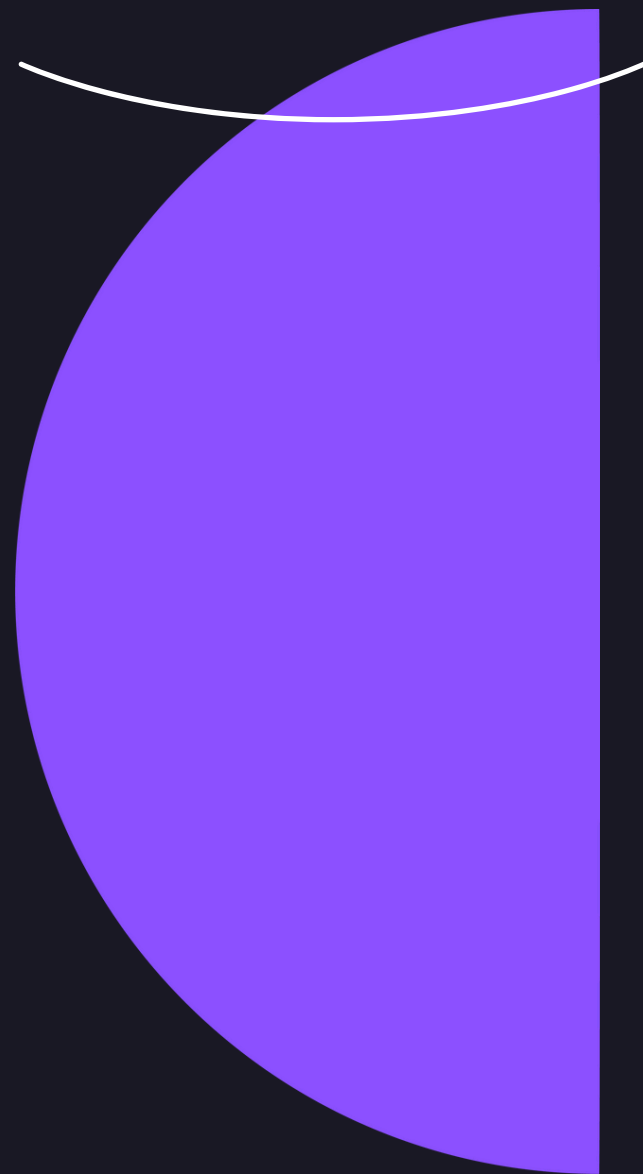
LIMITED AVENUES FOR INTERACTIVE ADVERTISING.



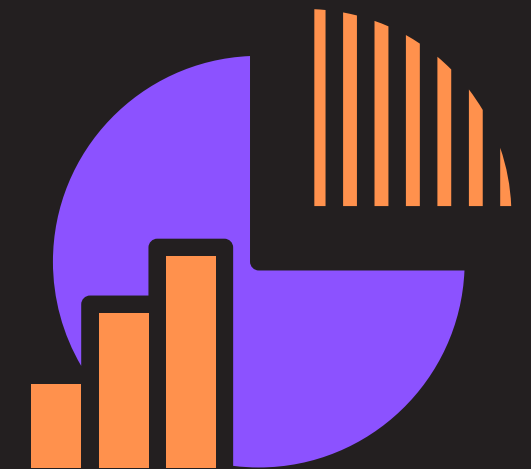
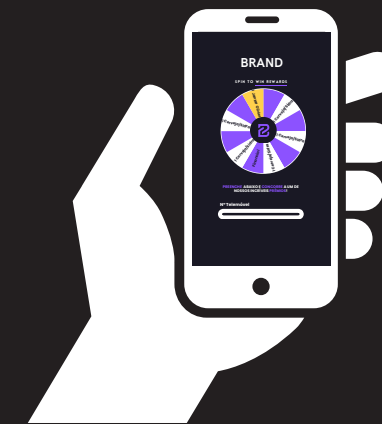
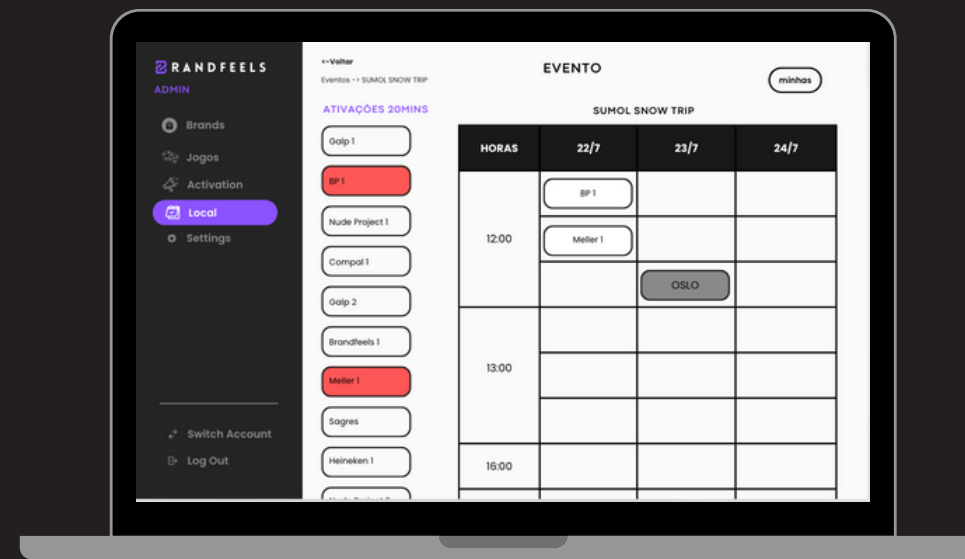
DIFFICULTY IN REAL-TIME ENGAGEMENT



DETACHMENT FROM THE EMOTIONAL EXPERIENCE



# ALL IN ONE : DISTRIBUTION PLATFORM



# CAMPAIGN

- **CREATE GAMIFIED AND VALUE DRIVEN ADS**

## SCHEDULE & DISTRIBUTE

- **SET TIMINGS AND BUDGETS WITH BRANDS**

## ENGAGE

- **ENGAGE YOUR AUDIENCE IN A NEW WAY**

## ANALYZE

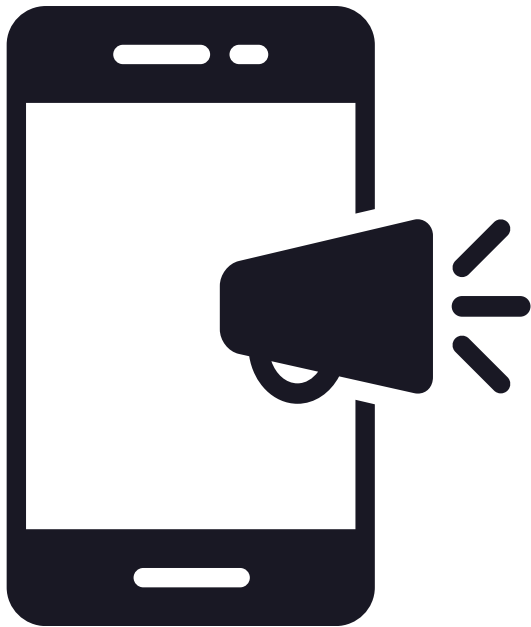
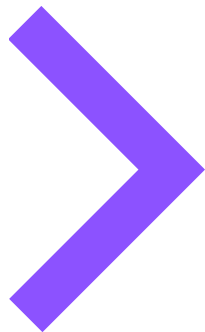
- **SYSTEM REPORTS AND DATA ANALISYS**

# THE SOLUTION

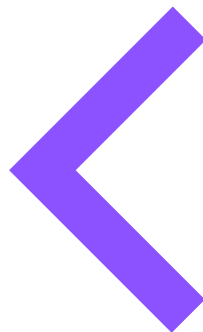
ENGAGING FLOW



PERSONALIZED  
BRAND FILTERS



REDIRECT  
/ADD  
OPTIONS

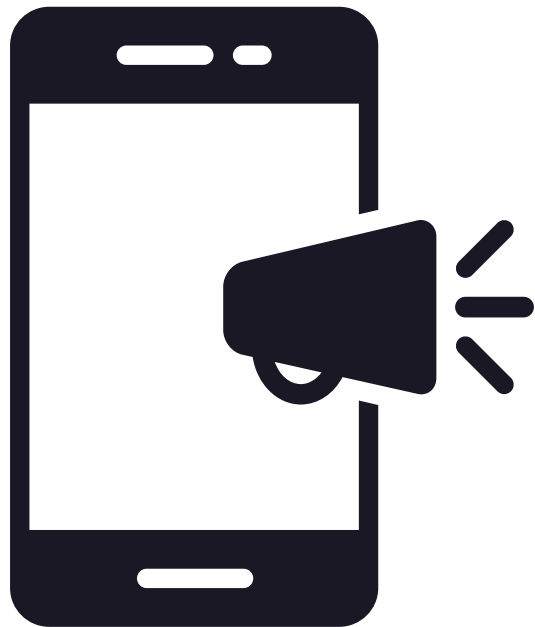
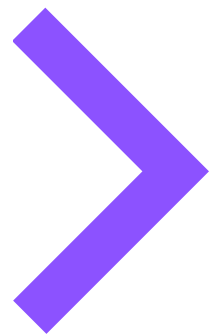


- GAMES/CUPONS
- E-COMMERCE
- WEBSITE
- SOCIAL MEDIA
- COOKIES (RETARGET)
- ...

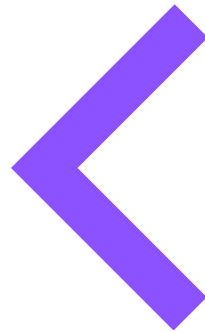
BRANDFEELS & SOCIAL MEDIA

# THE SOLUTION

ENGAGING FLOW



REDIRECT  
/ADD  
OPTIONS



GAMES/CUPONS

E-COMMERCE

WEBSITE

SOCIAL MEDIA

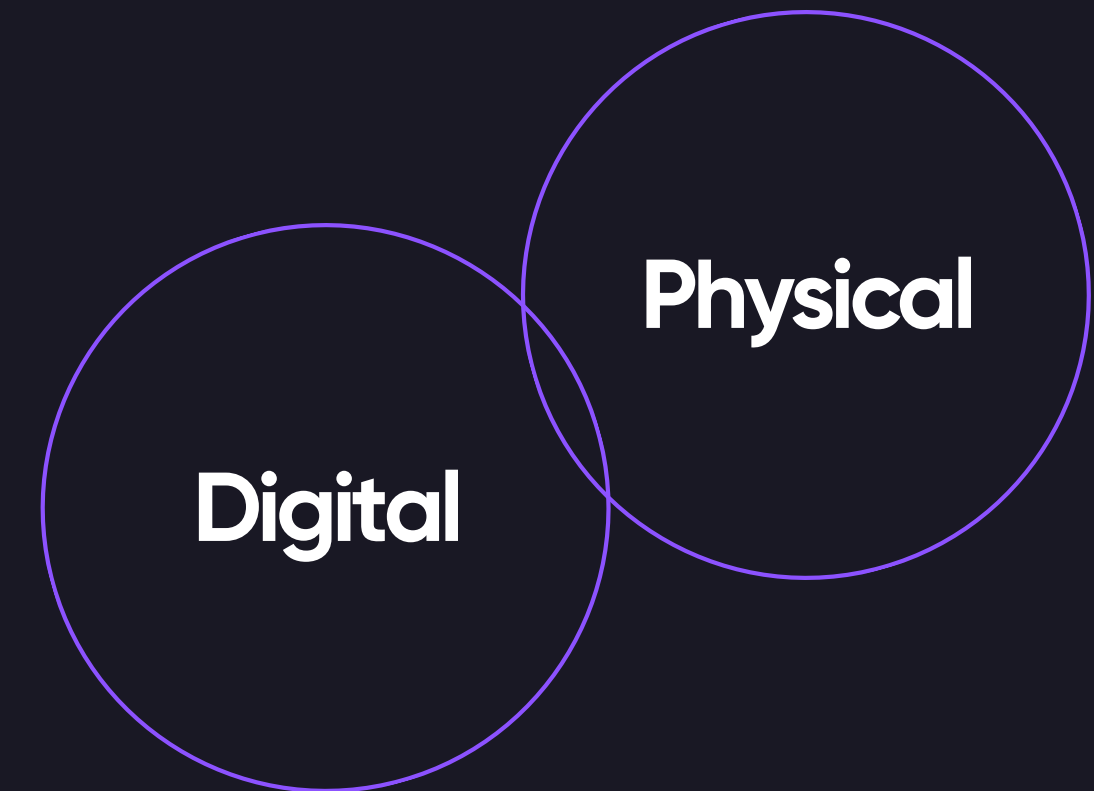
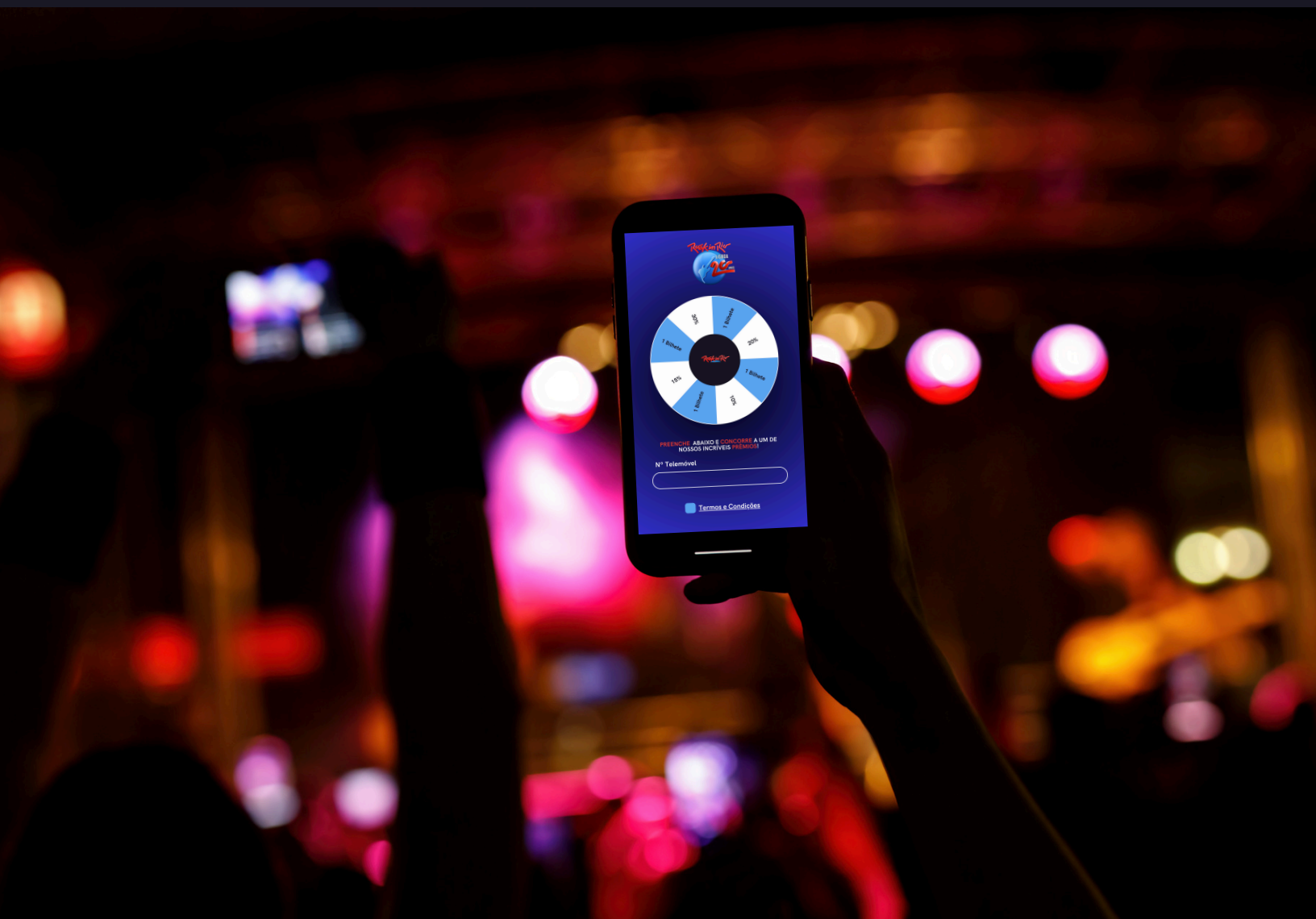
COOKIES (RETARGET)

...

BRANDFEELS & FESTIVALS

# FESTIVAL GAMES

ENGAGING FLOW



PHYGITAL MARKETING



EXPERIENCE &  
ENGAGE



# FESTIVAL GAMES

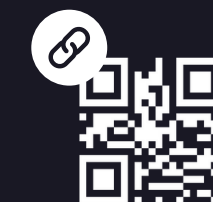
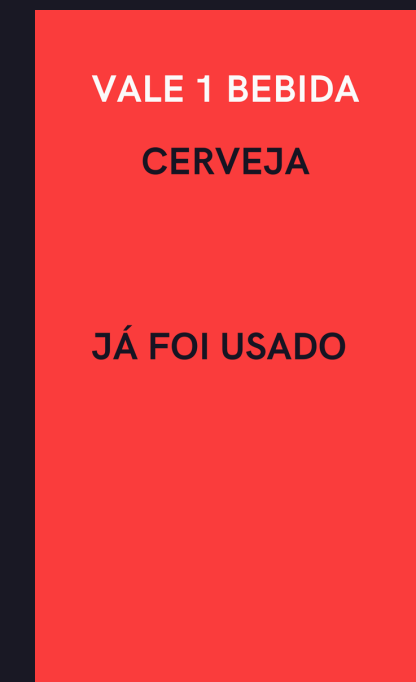
ENGAGING FLOW



USER  
MOMENTS



INTEGRATION  
VALIDATION SYSTEM



UNIQUE VERIFICATION



CUPON REDEEM  
SYSTEM



# THE SOLUTION

**BRANDFEELS & QR: BEST ADVERTISEMENT**



**DIRECT  
INTEGRATION INTO  
ENTRETAINMENT  
MOMENTS.**

**REAL-TIME INTERACTIONS  
AND ENGAGEMENTS.**

**MEASURABLE  
IMPACT.**

# HOW IT WORKS

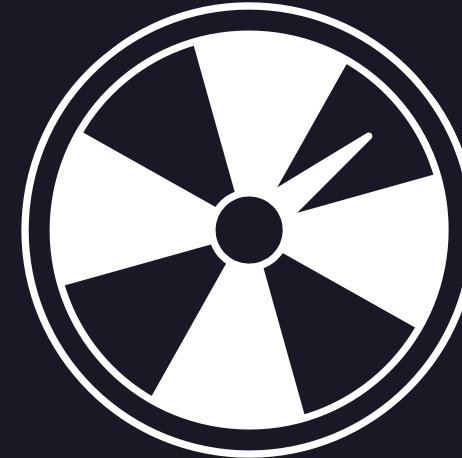
## BRAND CHALLENGES AND CUPONS



VISITOR



QR CODE OR LINK  
INTERACTION



GAMES/CUPONS  
/AR FILTERS



BRING BRANDS  
HOME

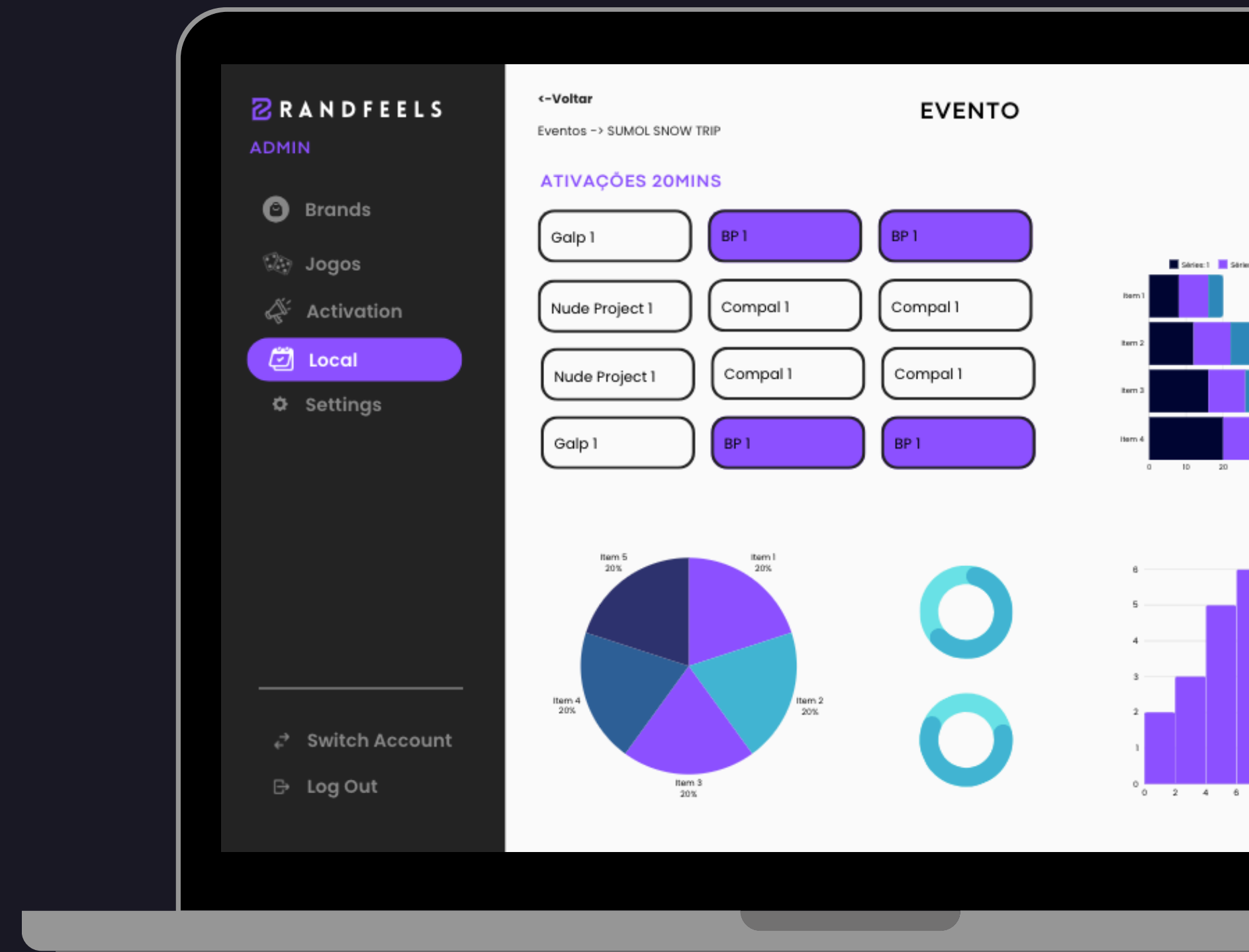
# ANALYSIS

## STATISTICS AND REPORTS

> ACTIVE INSIGHTS OF PHYSICAL MARKETING

> CONVERSION RATIO AND VISIBILITY RATE

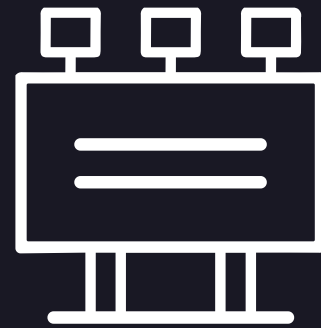
> REPORTS AND CAMPAIGN MONITORING



# BRANDFEELS EXTRAS

## BOOST YOUR CAMPAIGN

**OUTDOOR ADS:** STAND OUT WITH MUPIS AND LED WALLS.



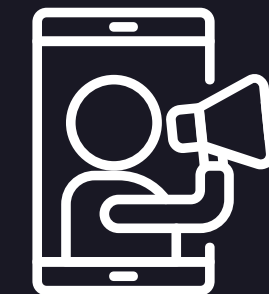
**RADIO:** EXTEND YOUR MESSAGE VIA RADIO SLOTS.



**LIVE ANNOUNCEMENTS:** CAPTIVATE EVENT-GOERS WITH SPEAKER AND ARTISTS ENDORSEMENTS.



**PROMOTERS:** ENGAGE DIRECTLY WITH PHYSICAL PROMOTERS.

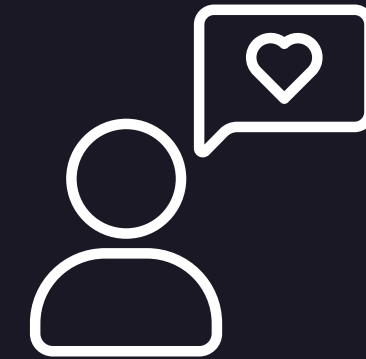


**INFLUENCERS:** AMPLIFY REACH WITH SOCIAL INFLUENCERS.

INTEGRATED SERVICES FOR A **UNIFIED,**  
**POWERFUL CAMPAIGN.**

# ACTIVE BRANDS

> FROM PASSIVE FESTIVAL-GOER TO  
ACTIVE BRAND ENTHUSIAST.



> CUSTOMIZABLE BRANDING JOURNEY.



> OFFERS, GAMES, AND MORE,  
JUST A SCAN OR CLICK AWAY!

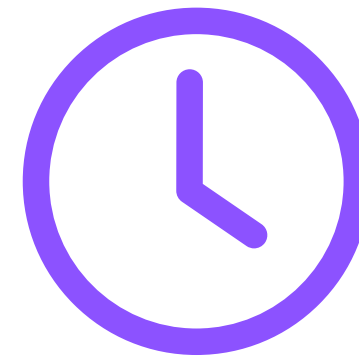




# ACTIVATION PRICING CONCEPT

Pay for **Genuine Engagements**

- Brands pay for the actual time consumers engage.
- Trackable metrics and analytics.
- Maximizing return on investment.

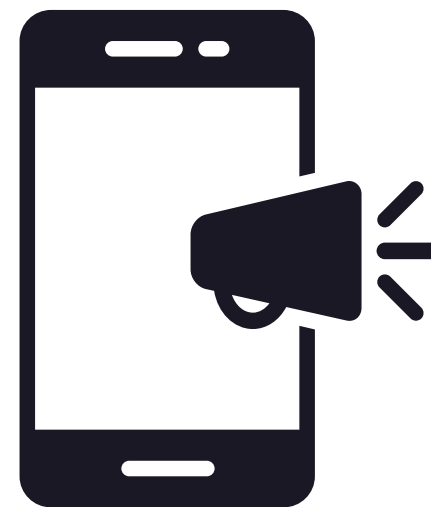


1 Min

X



1000+ Scans or  
clicks



Bring  
Brands  
Home.

# ACTIVATION PRICING CONCEPT

Choose **Brand Options**

## > Individual Roulette (1 brand)

**STANDARD PACK: 5000€/BRAND , INCLUDED:**

- 4 activations of 15 minutes each;
- Personalizable Game (Engaging add);
- Led-Walls exhibition;
- This package can be renewable (subject to availability of time).

### EXTRA ADD-ON:

- + 1500€ for additional activation (subject to availability of time);
- + 1000€ for a brand-specific Instagram filter with props;
- + 1000€ for a unique game specifically created for the brand.

# ACTIVATION PRICING CONCEPT

## > Collective Roulette (maximum 12 brands/roulette):

**STANDARD PACK: 3500€/ BRAND, INCLUDED:**

- 4 activations: 15-minute (scan QR code directed to a game);
- Collective roulette (each slice represents a brand);
- Exposure on LED walls;
- This package can be renewable (subject to availability of time).

## ⚡ SUPER PACK

**7500€ / BRAND, INCLUDED:**

**Individual Roulette (single brand) + Collective Roulette (multiple brands)**



# EXPERIENCE BRANDFEELS

*REINVENTING* brand-customer  
relations at festivals.



MAKING EVERY MINUTE COUNT.



READY TO EVOKE EMOTIONS?



Bringing Brands &  
Festival Emotions Closer

[brandfeels.com](https://brandfeels.com)