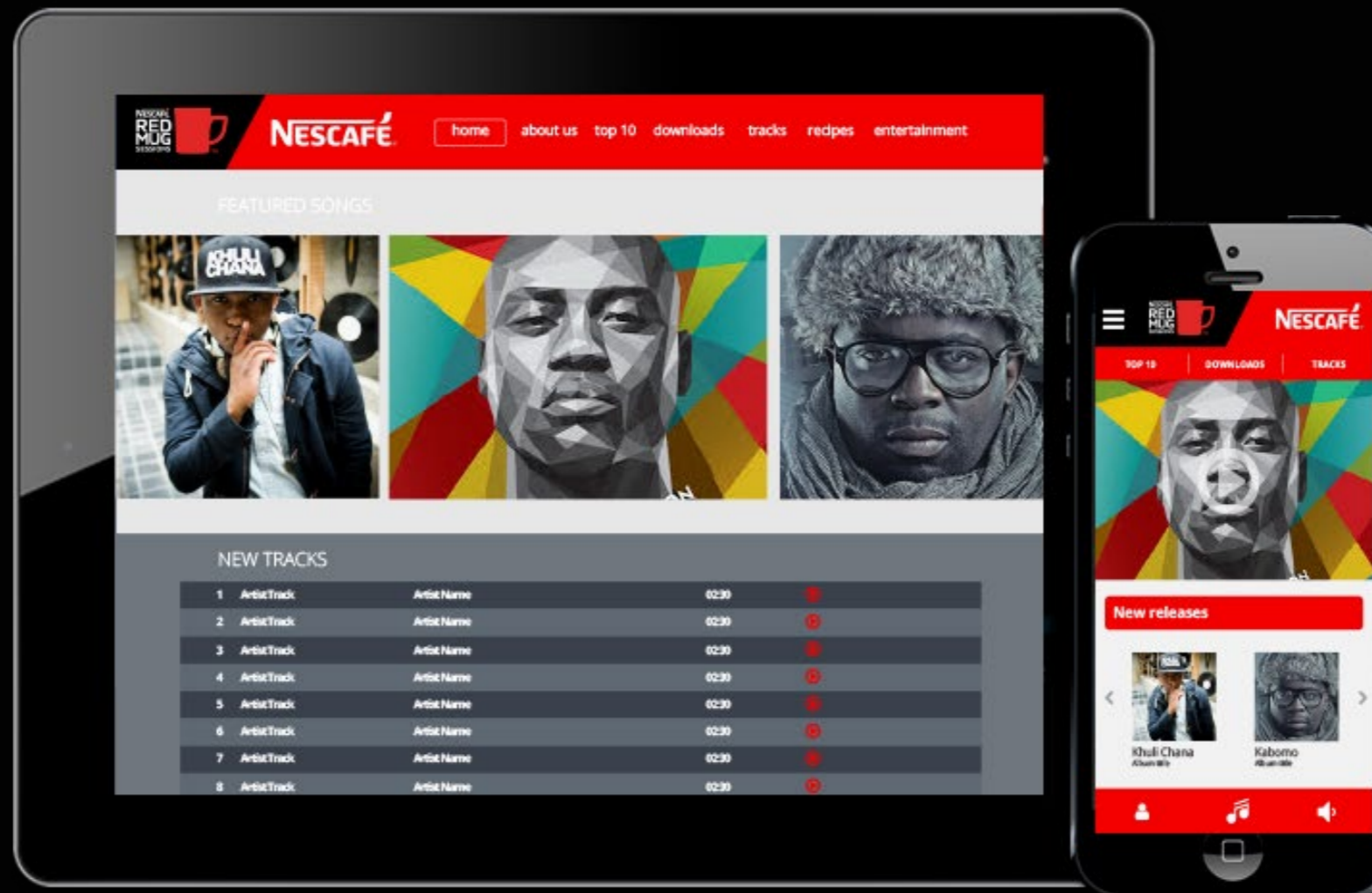


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THE NESCAFÉ RED MUG SESSIONS APP

Proposal presented by TeamTalkMedia • July 2015



The **RED MUG SESSIONS** is a music platform where we give unknown artists the opportunity to get a headstart by performing alongside more established artists.



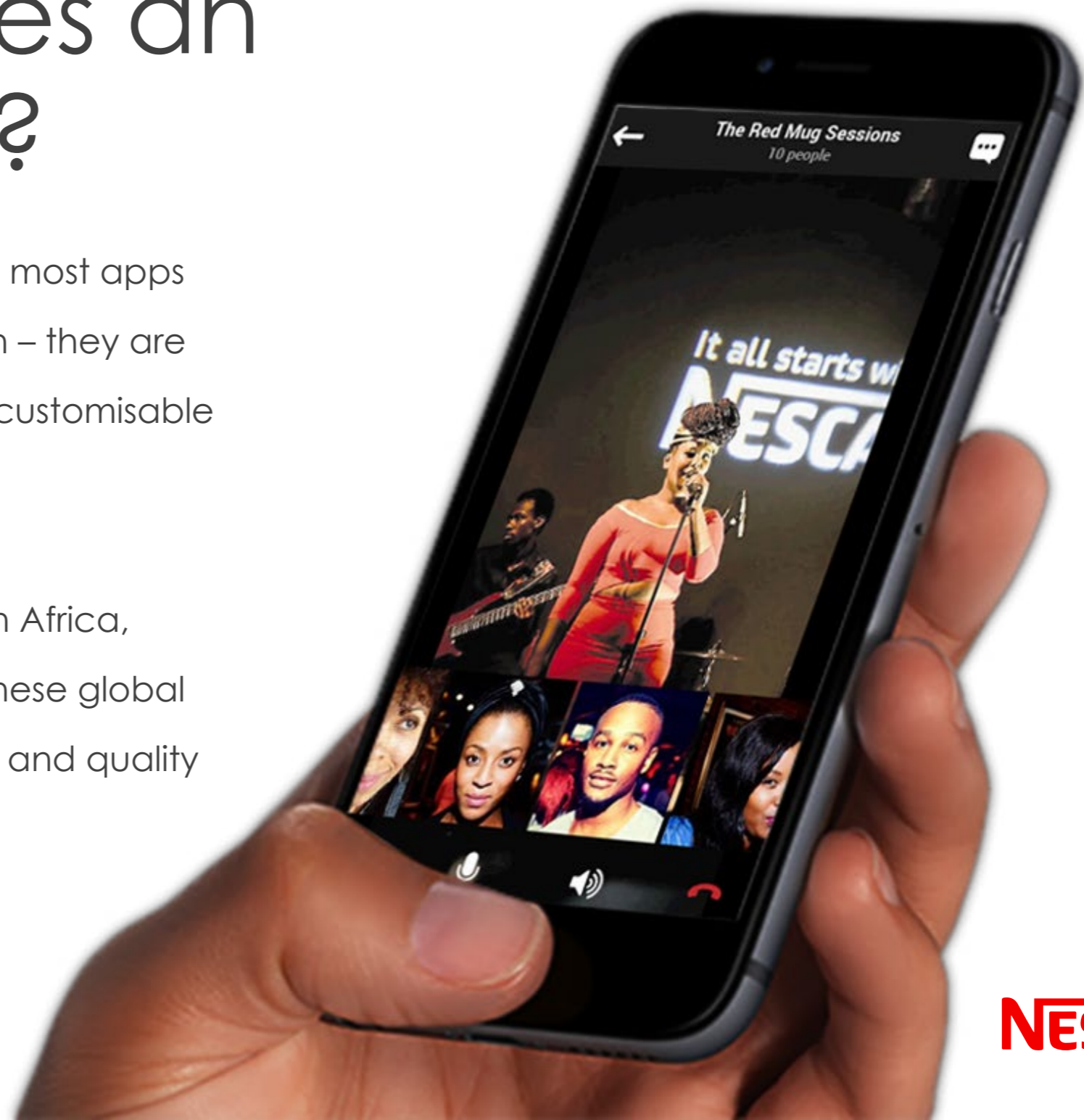
Objective

- Use the Nescafé Red Mug Session App to build an audience of music and coffee lovers, and connect them around the Nescafé brand
- Use the App to develop new artists and talent, and promote them to a wider audience
- Create a second screen experience that takes the studio and live sessions to an engaged and interactive digital audience



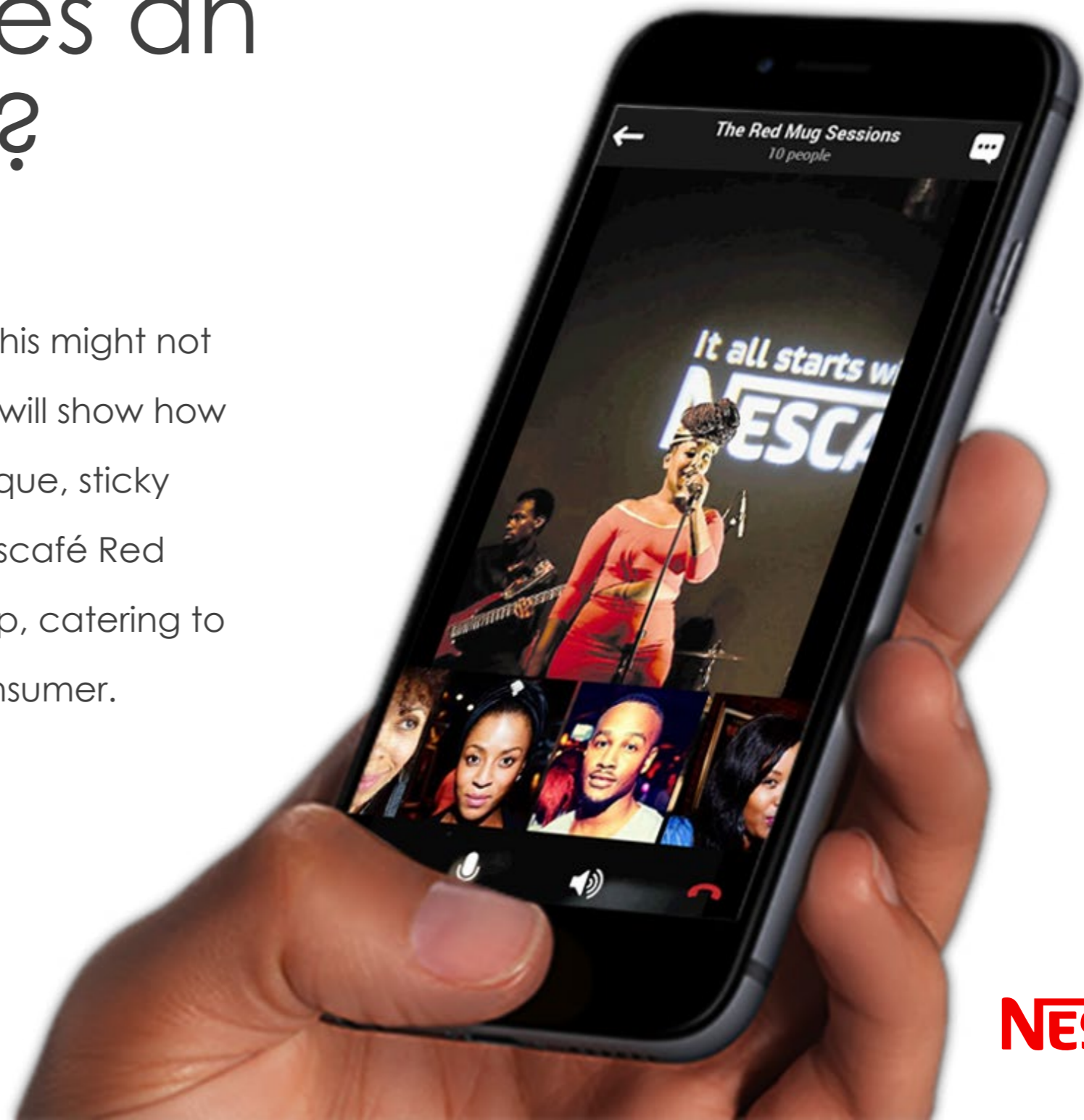
What makes an app great?

- The world's most popular and most apps all have one thing in common – they are built on a solid foundation of customisable sticky content.
- As the market leaders in South Africa, TeamTalkMedia can match these global apps for depth of information and quality of presentation.



What makes an app great?

- But in a competitive market, this might not be enough. This presentation will show how we plan to add a layer of unique, sticky content that will entrench Nescafé Red Mug Sessions as a leading app, catering to the needs of the Nescafé consumer.



Three pillars of success



Audience size – The Nescafé Red Mug Sessions offer a great opportunity to gain a large audience, but beyond that the focus should be on continuous growth. Users should become ambassadors for the app. Sharing content and inviting friends to join should be seamless and carry rewards.



Engagement – Constant innovation in app features and content types is key.



Loyalty – Reward interaction with the app and make users invest time and effort.

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the 30%
WHAT WILL SET IT APART

Audience

- The App caters to the passionate coffee lover and music fan.
- It provides them with the content they need to sustain their passion for music, and their favourite coffee brand.
- Focussing on music as a core element provides stickiness and a reason for the user to return.





Engagement - Content

- We are able to provide a compelling mix of content, news and fan engagement tools.
- We would like to assist Nescafé in building the biggest coffee and lifestyle community in Africa.

Interaction & Gamification

- Reward users for interaction (commenting, sharing etc.)... vouchers, tickets.
- Extend this to allow users to qualify for special events e.g. create a prize that allows the winner to host a special Reg Mug Session for them and their friends.
- Down-the-line get users to collaborate on live streaming and voting for rising stars.



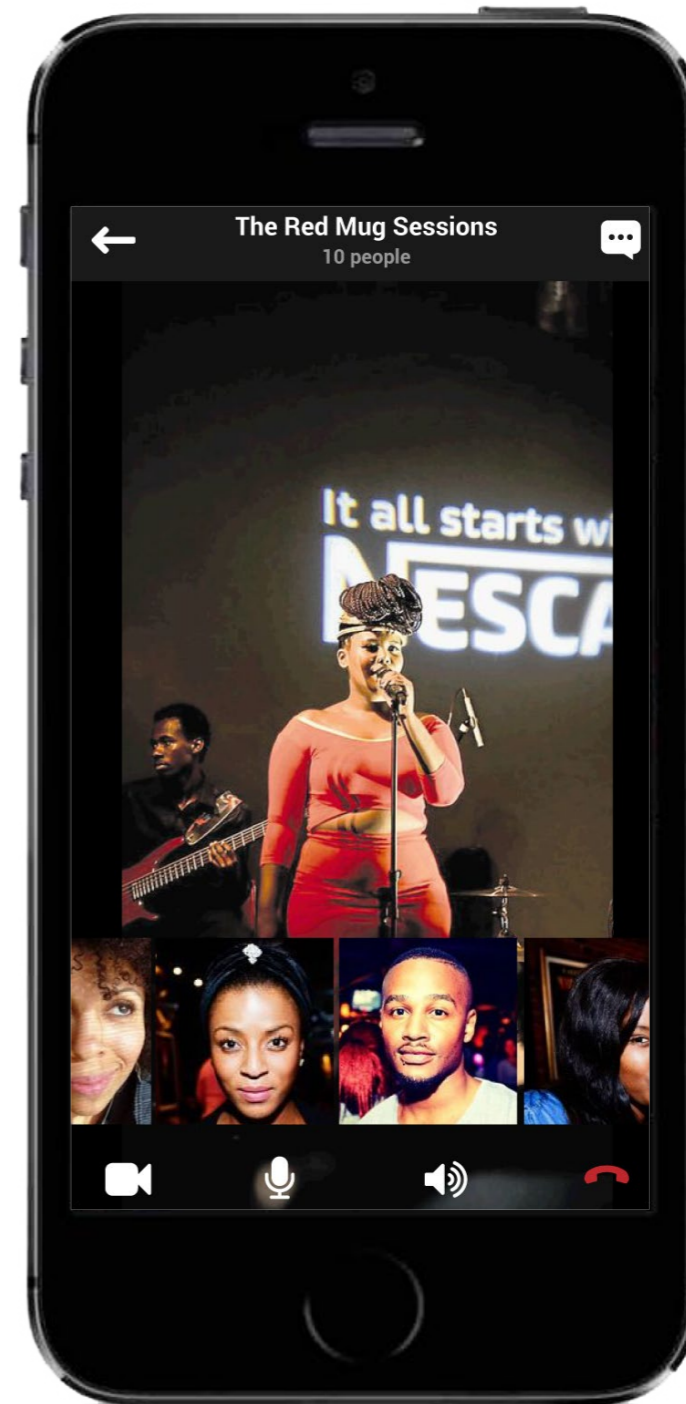
Live Streaming

- Taking the real time studio and music sessions, and turn them into an interactive feed with live streaming video and inline commenting and sharing
- Users with registered profiles can comment with one another, share and favourite
- The live streams will be archived to build up an interactive history



Hangout with the Stars

- Users stand the chance to win a Google hangout session with musician/coach.
- These are available live on the app, or on demand at a later date.
- Tie this in with user generated content – e.g submit a support video for the your favourites musician and stand a chance to meet them or win an exclusive show for you and your friends.



In-Flight Activations

In-flight or event activation promotes Nescafé “as being available here” e.g. when flying or at certain lifestyle events. Use this to leverage the App music and video entertainment, also drive the WeChat app and get coffee delivered to your seat!

Possible activation opportunities:

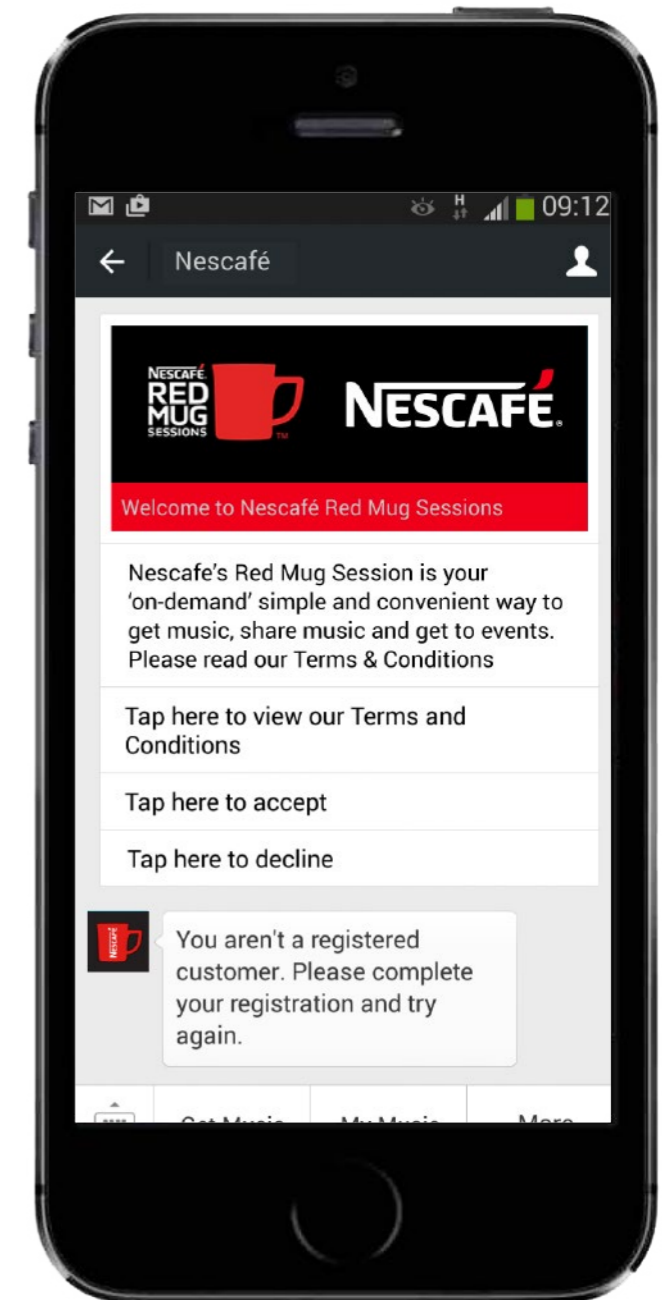
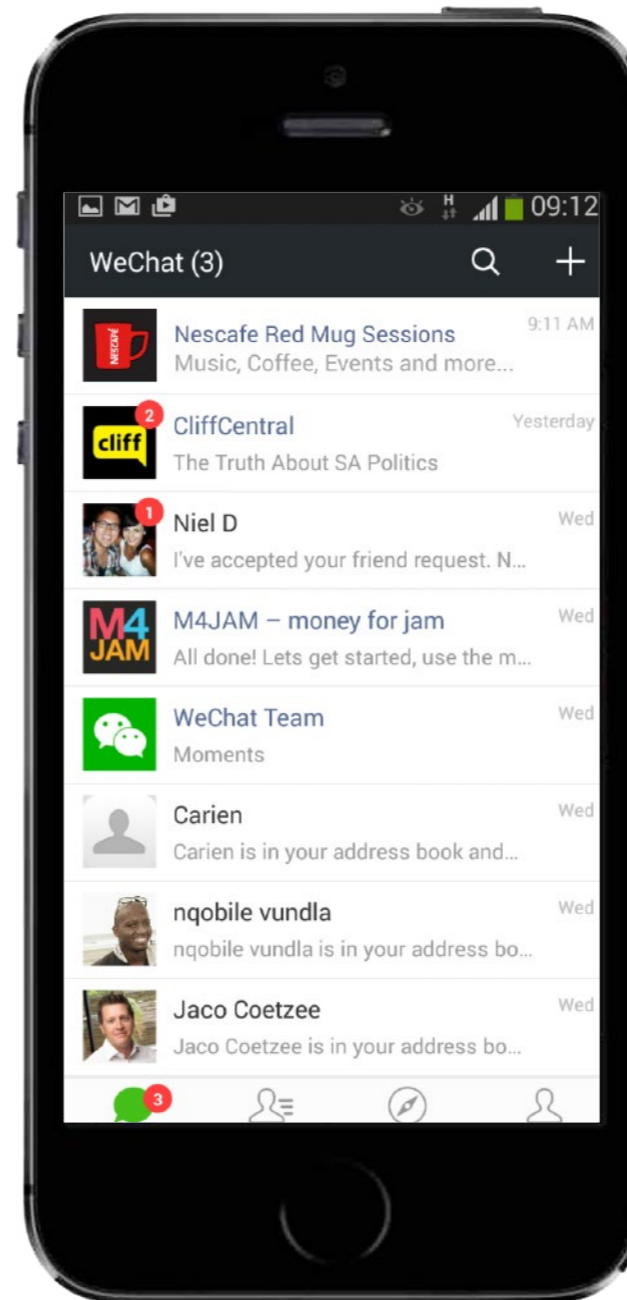
- Airlines
- Airport lounges
- Music Events (e.g. Delicious)



The logo for 'mango' is displayed in a stylized, lowercase font with a white outline and a green dot above the 'o'. The logo is set against a solid orange background.

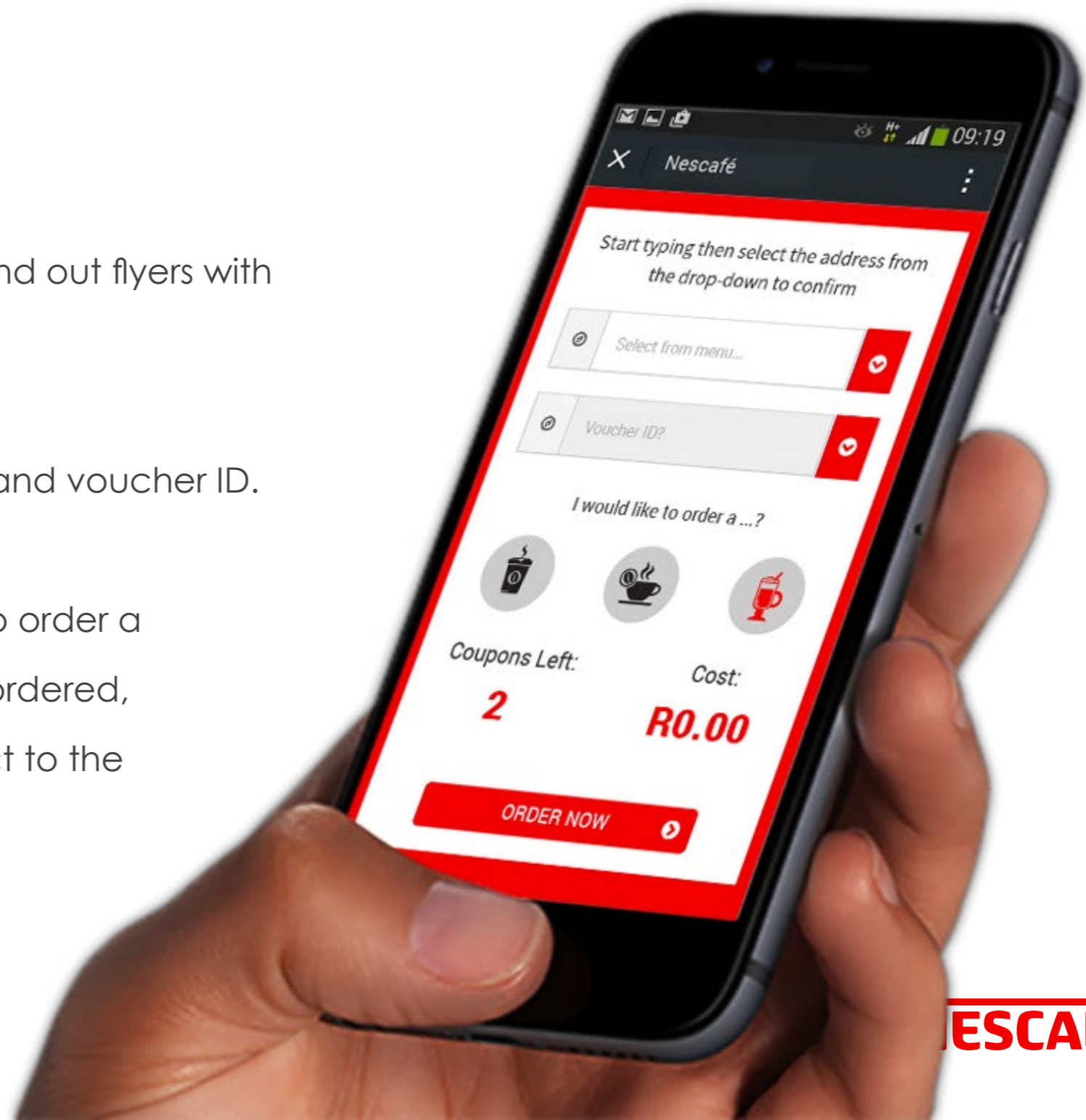
WeChat Channel

- Establish a WeChat channel to promote the brand and connect this to the Red Mug Sessions
- Allow for direct messaging, offering content downloads and incentivise with Airtime vouchers and to capture and share Moments.
- Payment for goods can be arranged in-app using WeWallet .



WeChat Activations

- At events promote digitally and hand out flyers with Channel QR code
- Each code is connected to a user and voucher ID.
- Connect this directly to a prompt to order a Nescafe coffee or cocktail. When ordered, this is prepared and delivered direct to the consumer at the event.

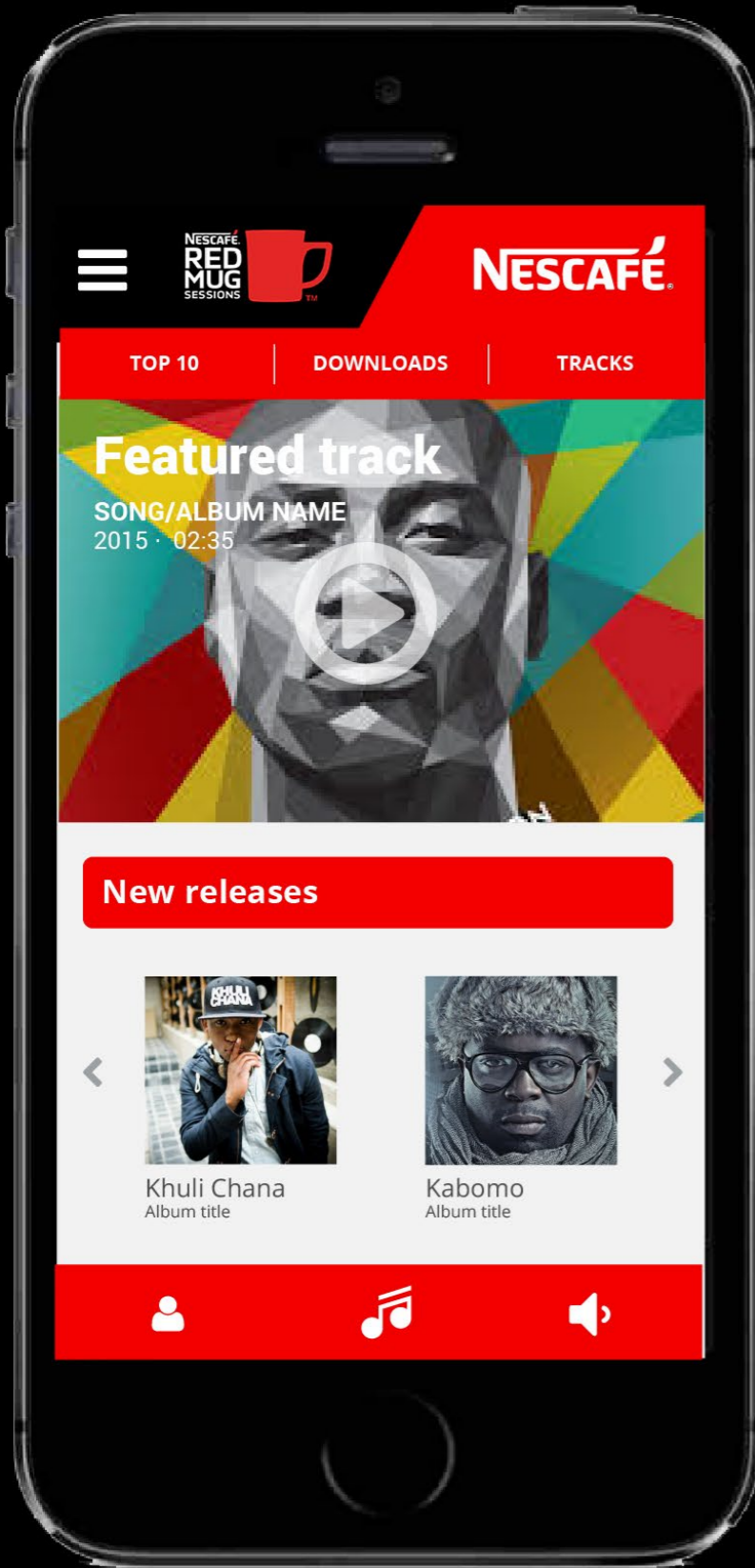


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It all starts with a
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The App
CONCEPT





Connecting people through music

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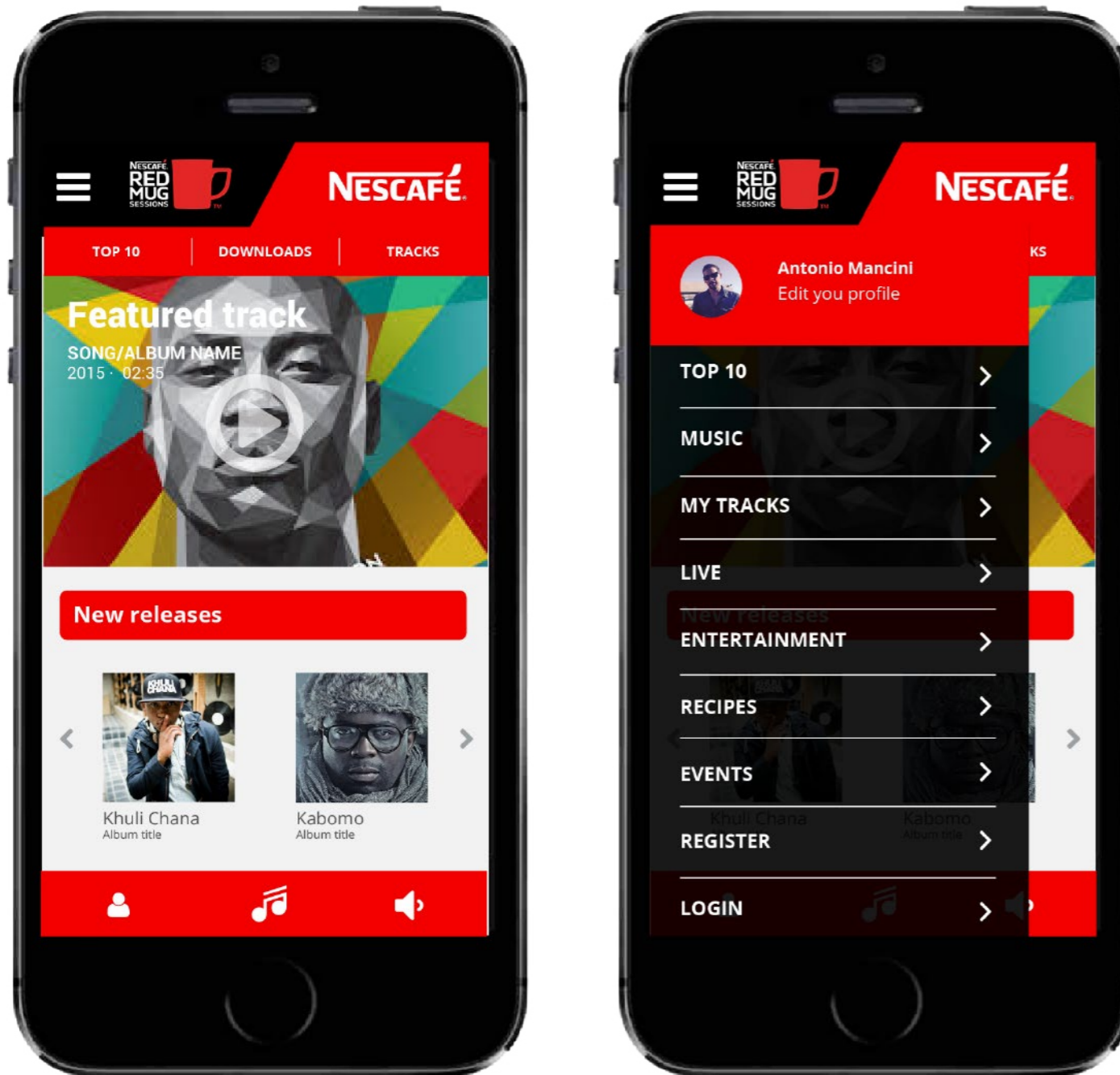


App launch and Home Feed

- Android/iOS App
- Custom music and news feeds
- Short cuts to make playlists and view/play featured tracks.

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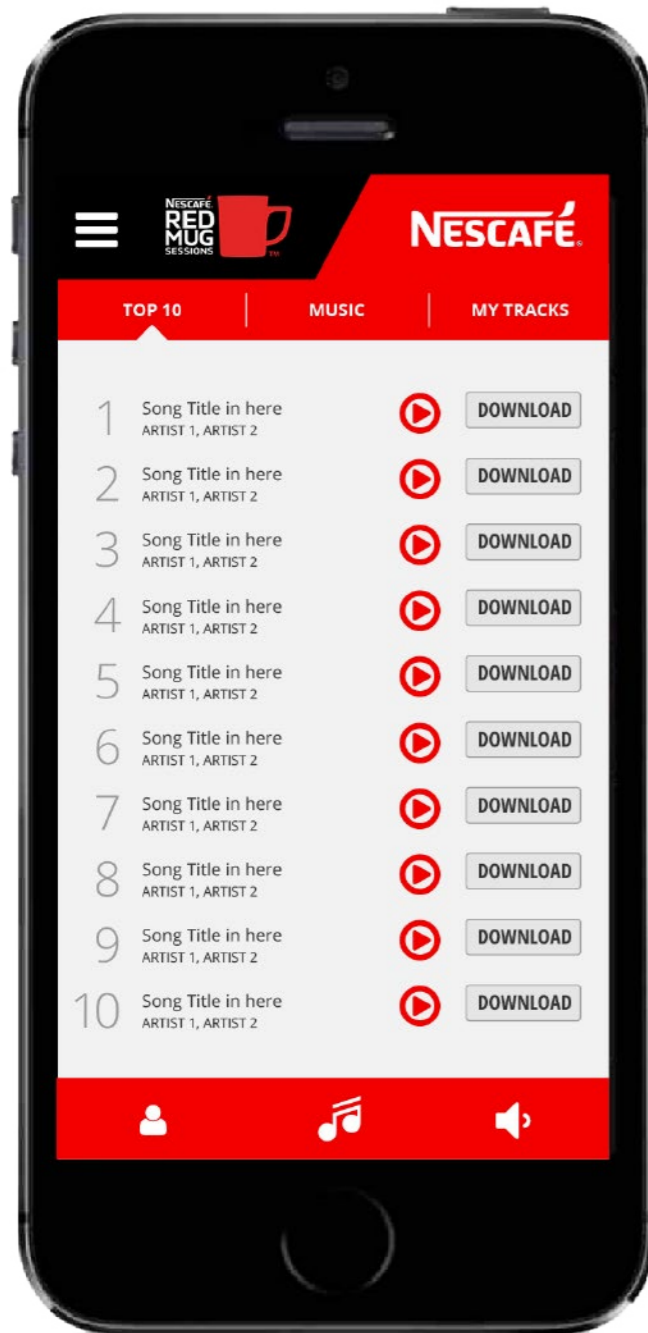


Hamburger menu

- Scalable listing of news elements and available features
- Registration and profile setup

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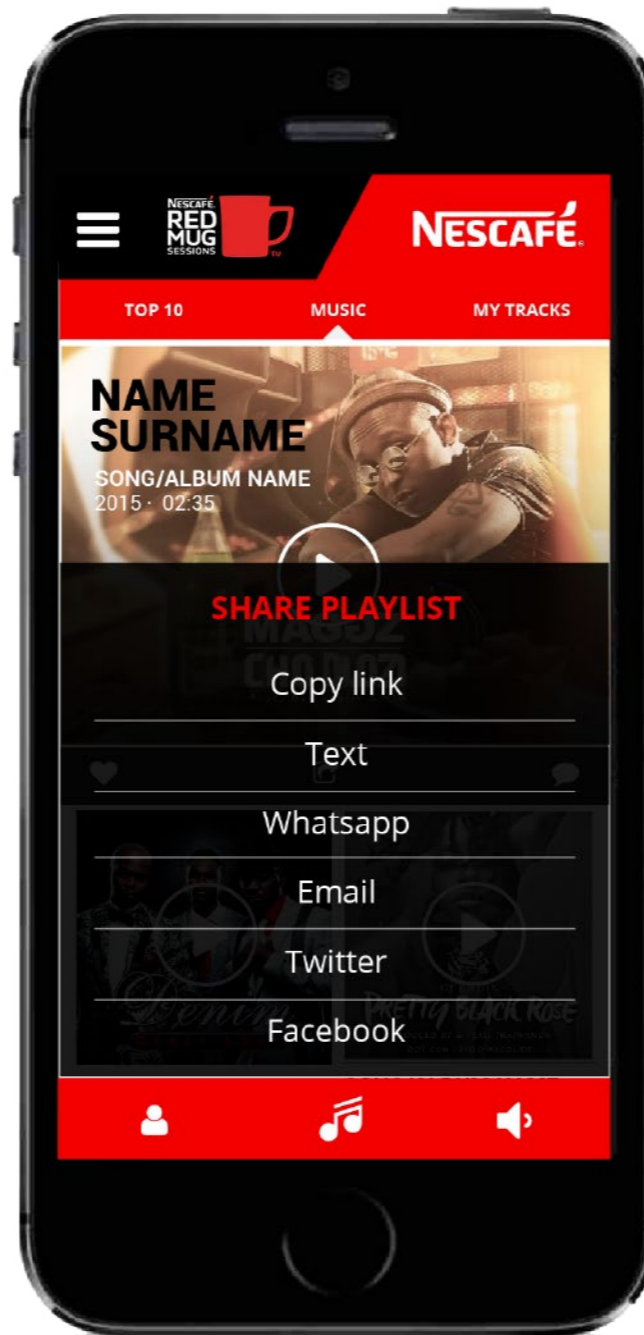
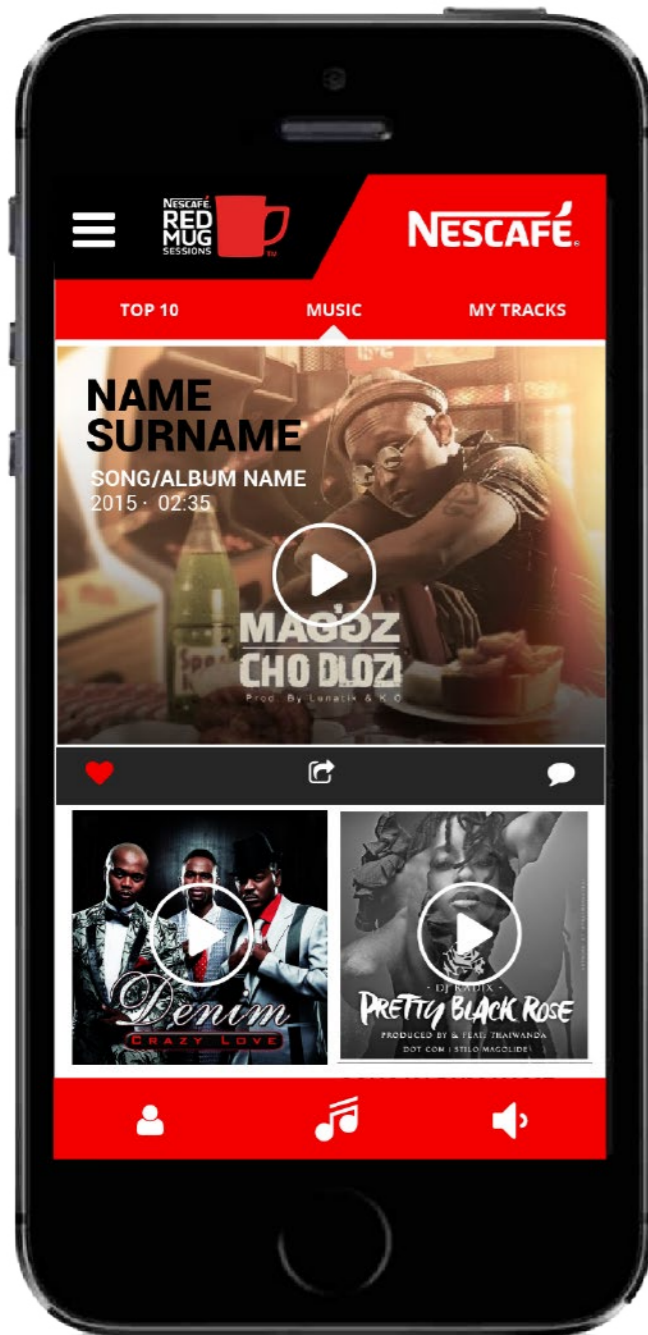
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Top 10 & My Tracks

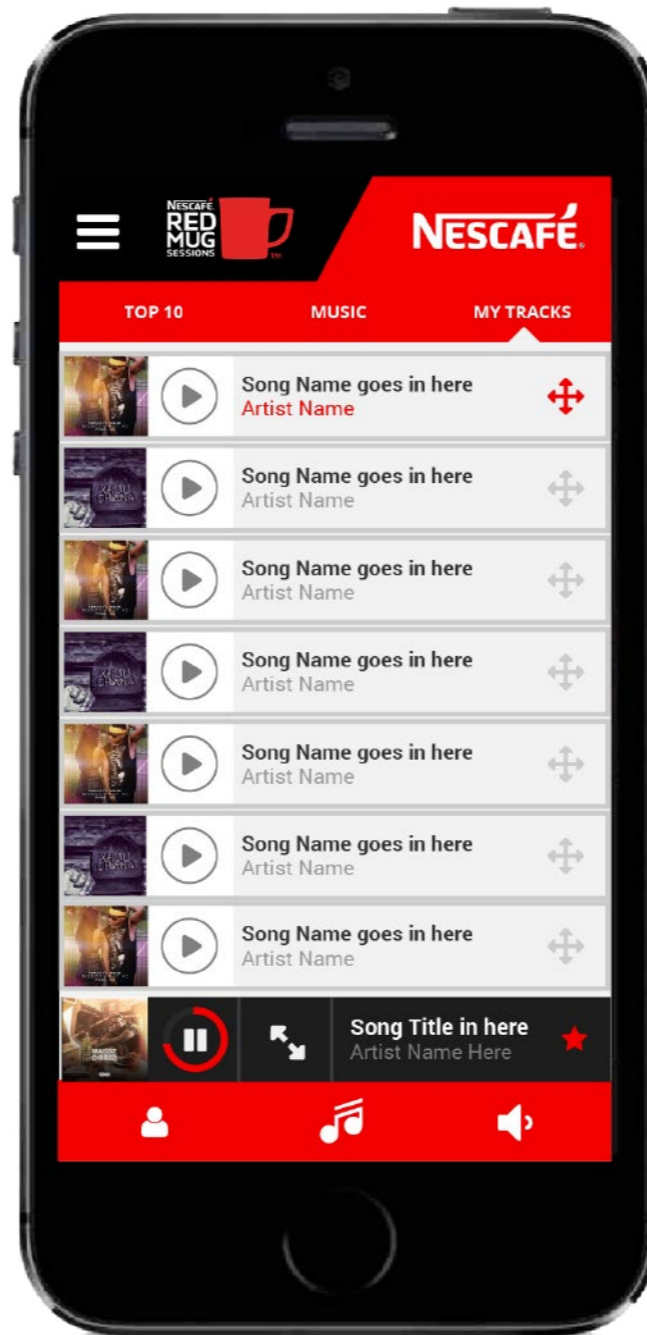
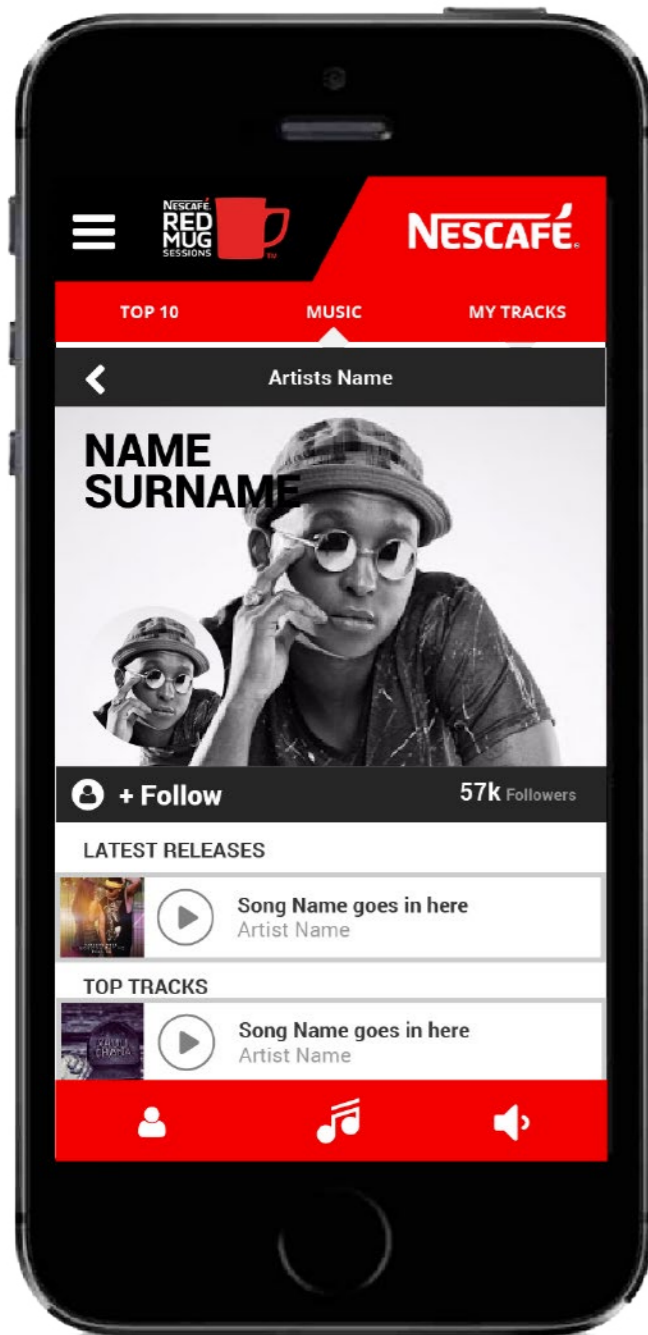
- Customised feed of promoted and featured tracks
- Tracks can be added to a user playlist. All in-App

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Playlists & Sharing

- Search directory of all artists and albums available on the App.
- Create playlists from favourites
- Share playlists with fellow users and other social media channels

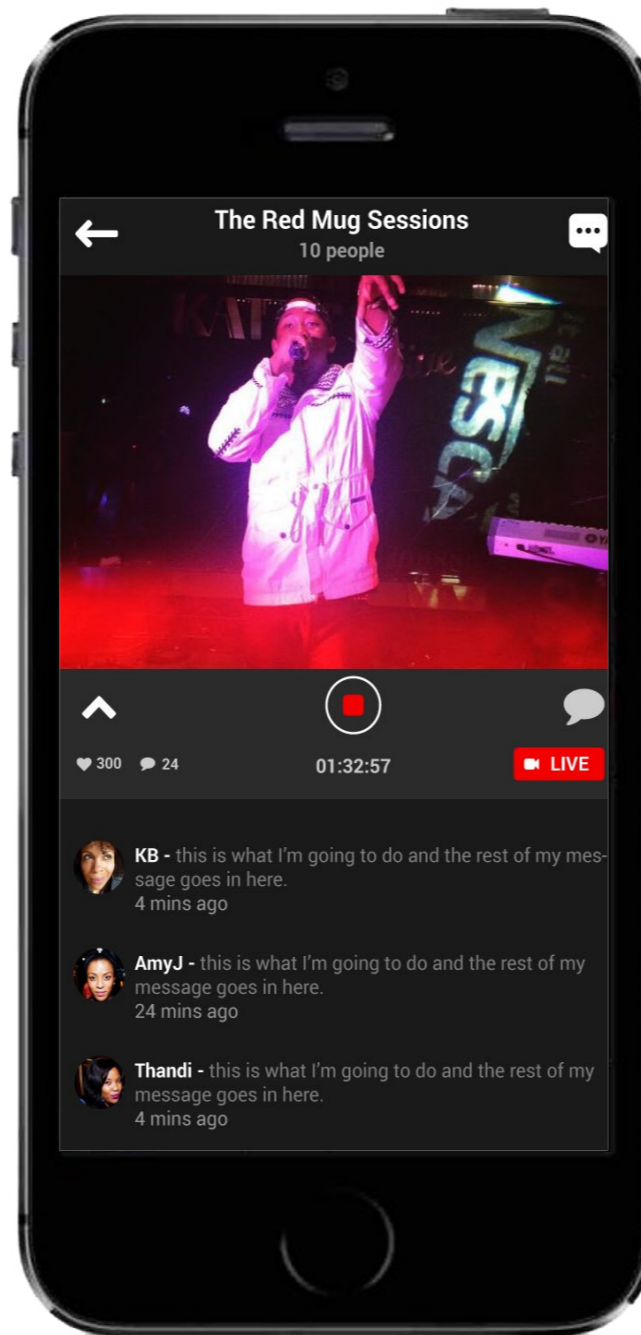
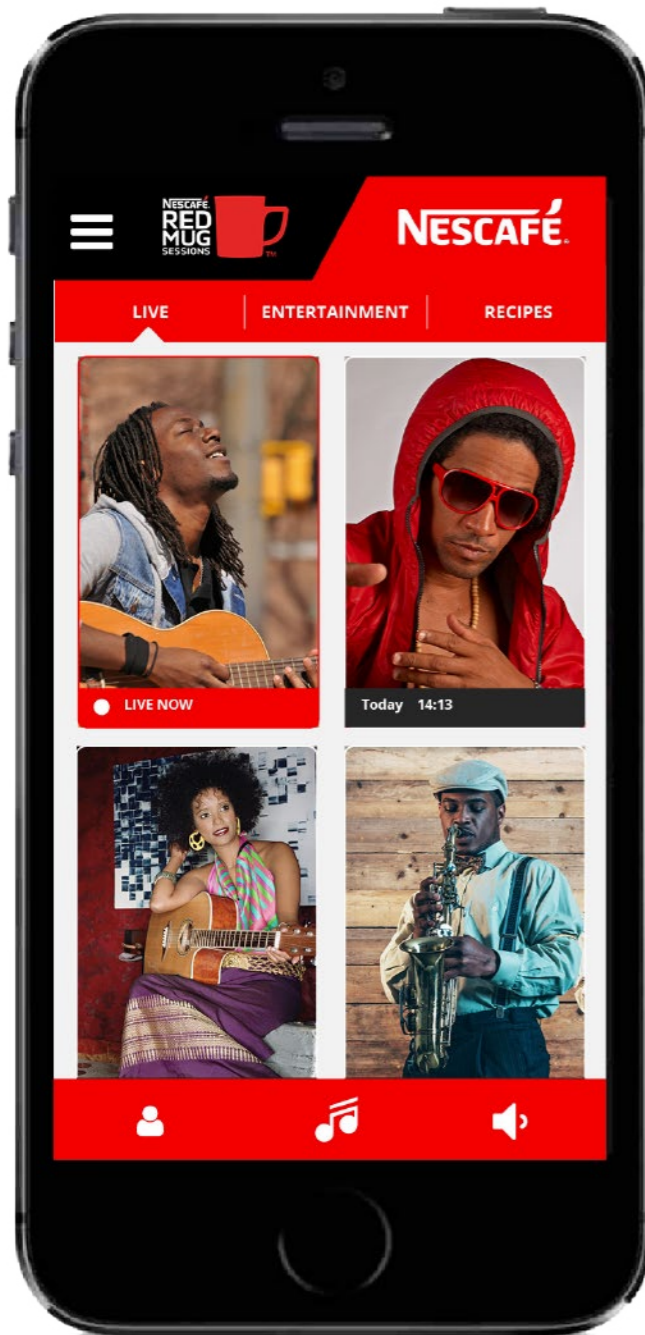


Music listings

- Featured and promoted directory of all artists and albums available on the App.
- Ability to follow artists, play tracks and build personal playlists

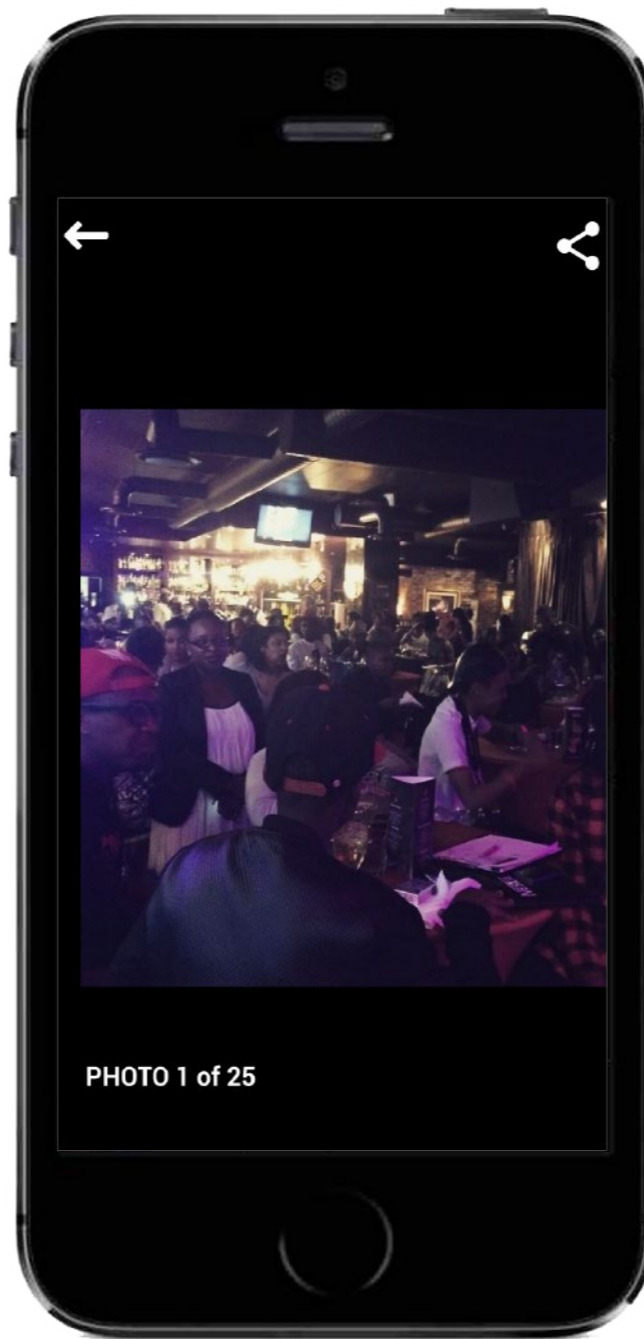
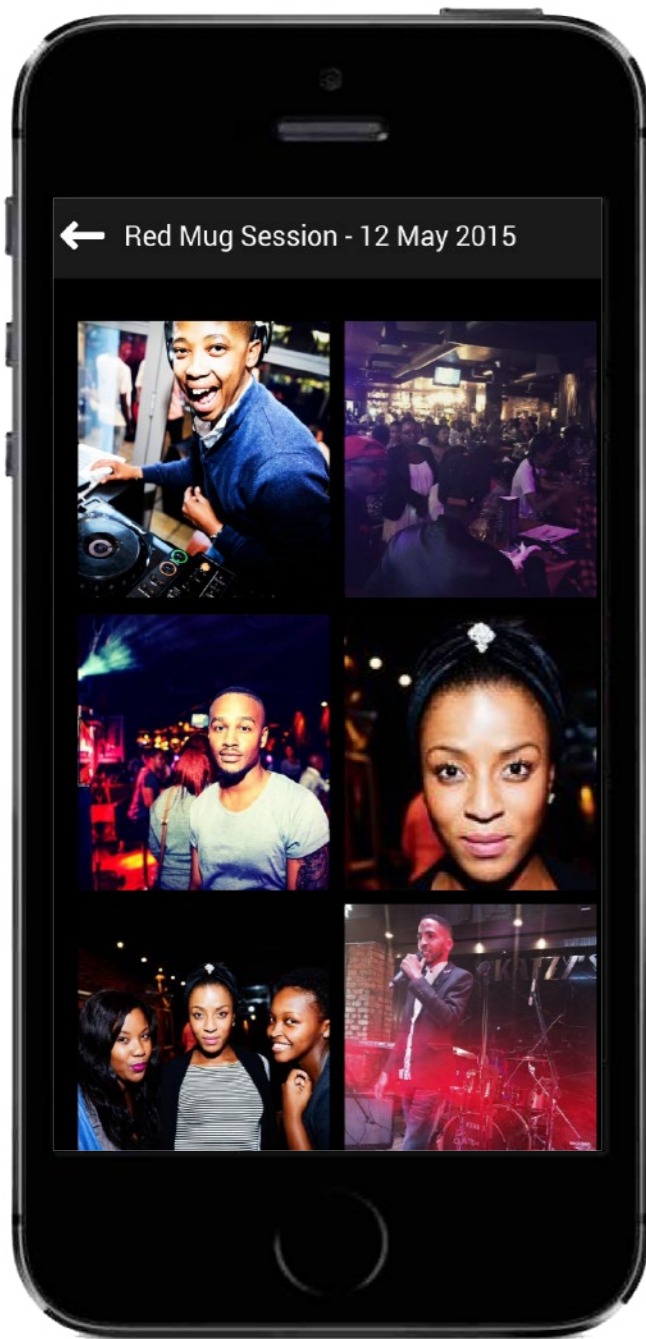
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Live streaming

- Selected sessions can be accessed via live-streaming
- This will be edited and archived to build up a directory of events
- Ability to get user-generated feeds in the future



Event galleries

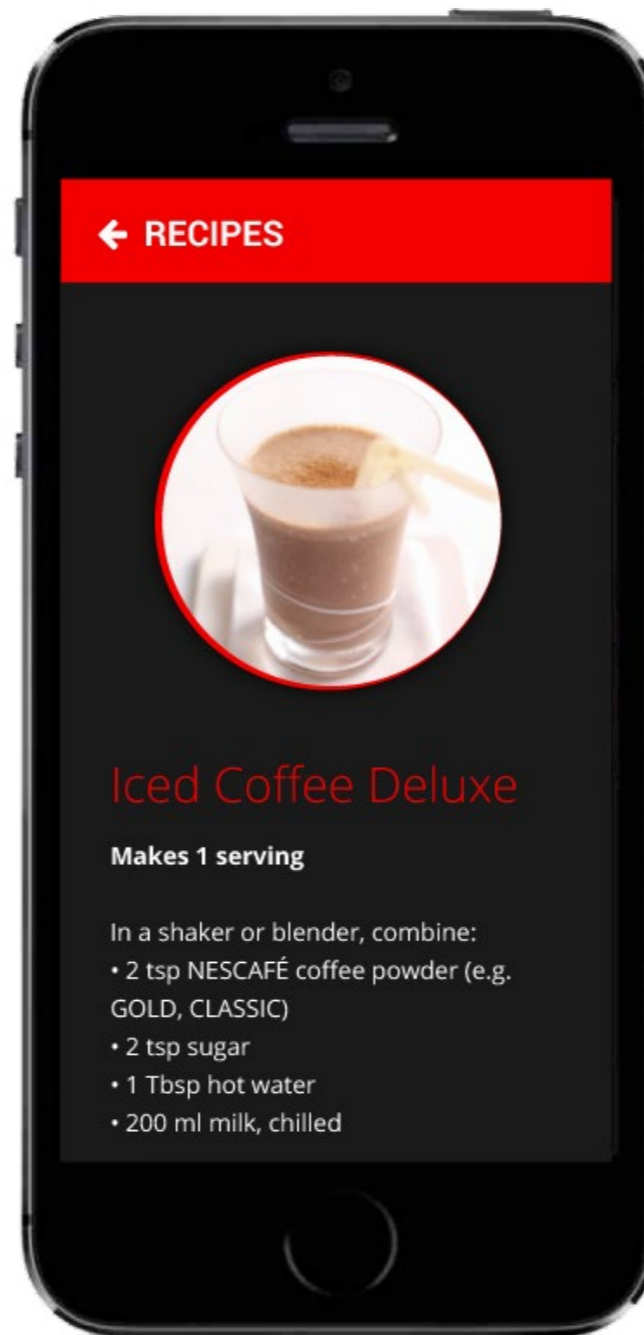
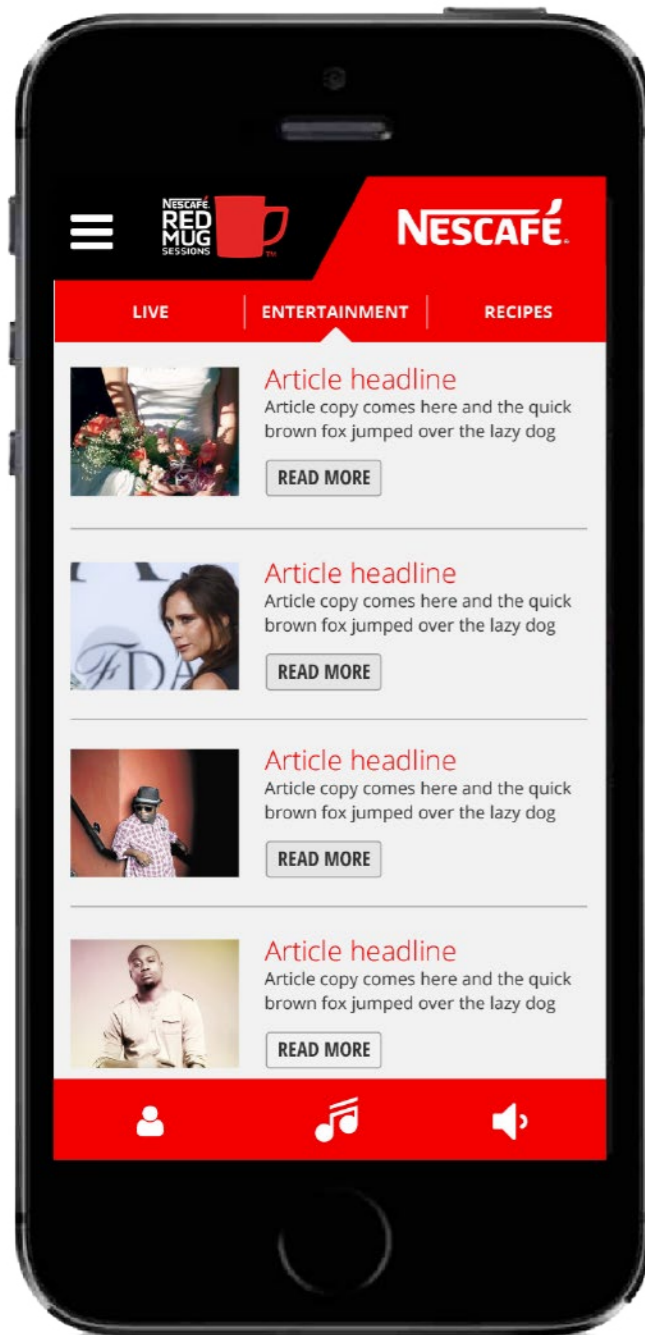
- Galleries from events,
- Galleries can pull in feeds from instagram, as well as allow for custom uploads.
- Browse, view and share

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Event photobooths

- Custom event photobooths
- Tag and brand people at events.



Articles and Recipes

- Custom and syndicated news feeds with relevant content
- Recipe listing with ability to view and share with friends/connections
- Possibility of adding a favouriting mechanism

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Thank You!

Please contact:

XXXX

Sales Consultant - Betting

M: +27 (0)00 000 0000

T: +27 (0)21 446 6443

E: xxx.xxx@teamtalkmedia.com

