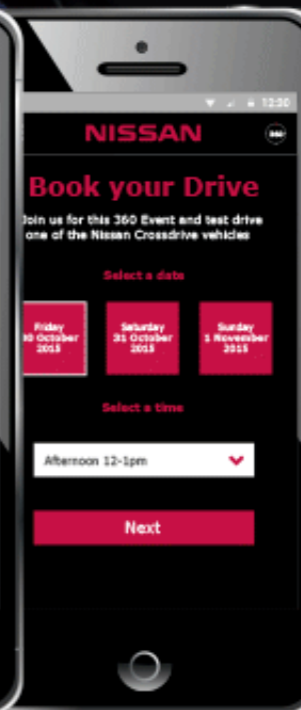
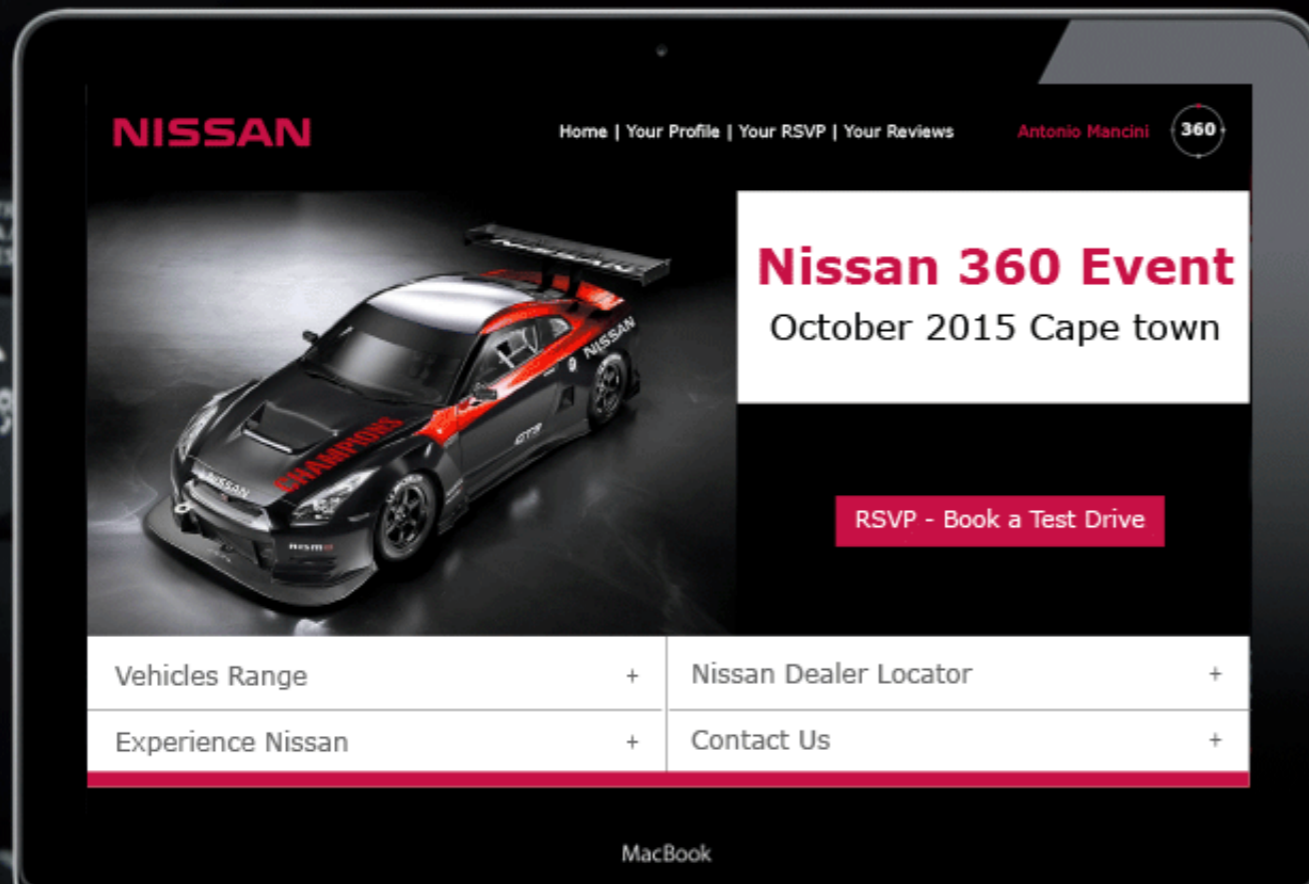




Innovation that excites



NISSAN 360 PROPOSAL

Presented by Honeykome • October 2015

Background

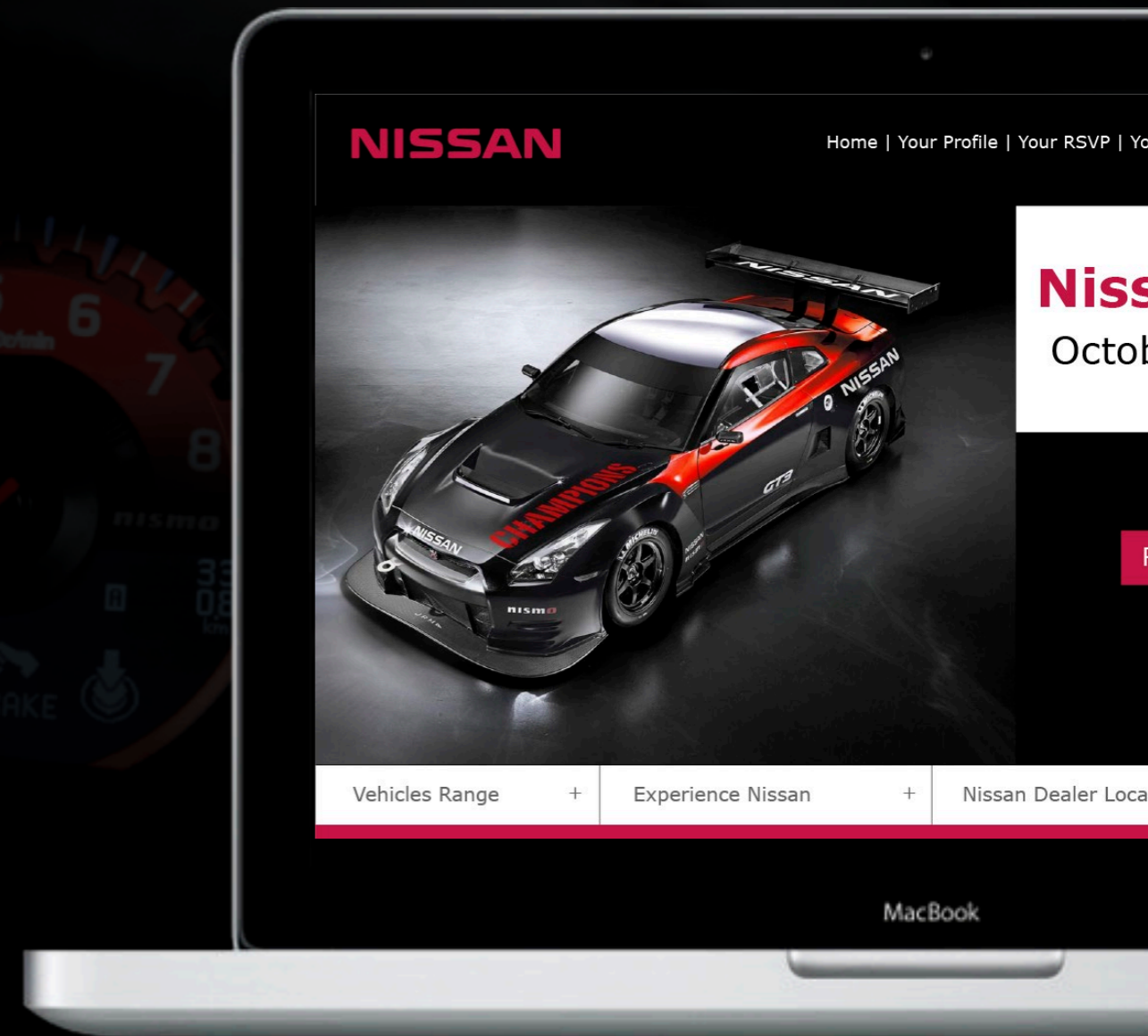
Nissan is a well established brand with powerful brand assets and a loyal and passionate following for hi-performance cars and equipment. In order to support their 360 event in 2016, they are looking for a proposal to support the sign-up process, registration and event tracking.

Social media, SMS and email will drive the marketing and sign up campaign.



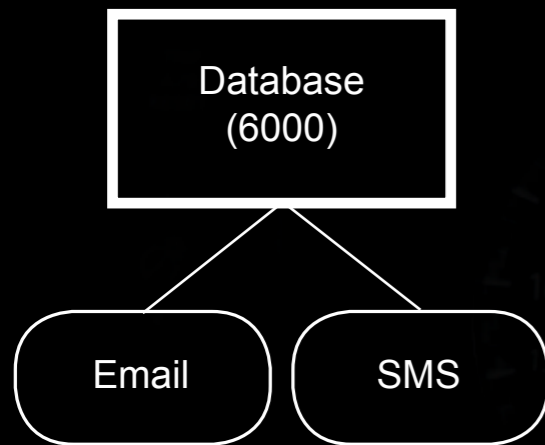
Mechanisms

- A database of suitable candidates will be invited by email and SMS notifications. They will be prompted to register on a dedicated microsite. Registered users will then be able to download the event app and invite a guest, depending on their profile.
- Invited persons will be put in a block date for the event, from which they will be able to book what vehicle they wish to test-drive. In this way they will be able to build up a schedule of drives for the day, and receive notifications and reminders on event day.
- The app will be able to track people at the event, to capture feedback and follow-ups.

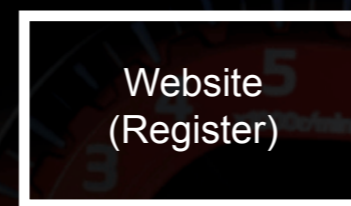


User Flow

1. INFORM

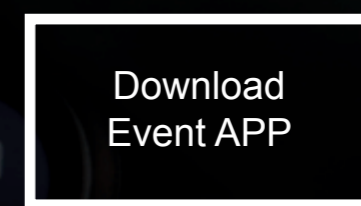


2. SIGN UP



- Register
- Login
- Manage profile/
bookings/

3. ENGAGE

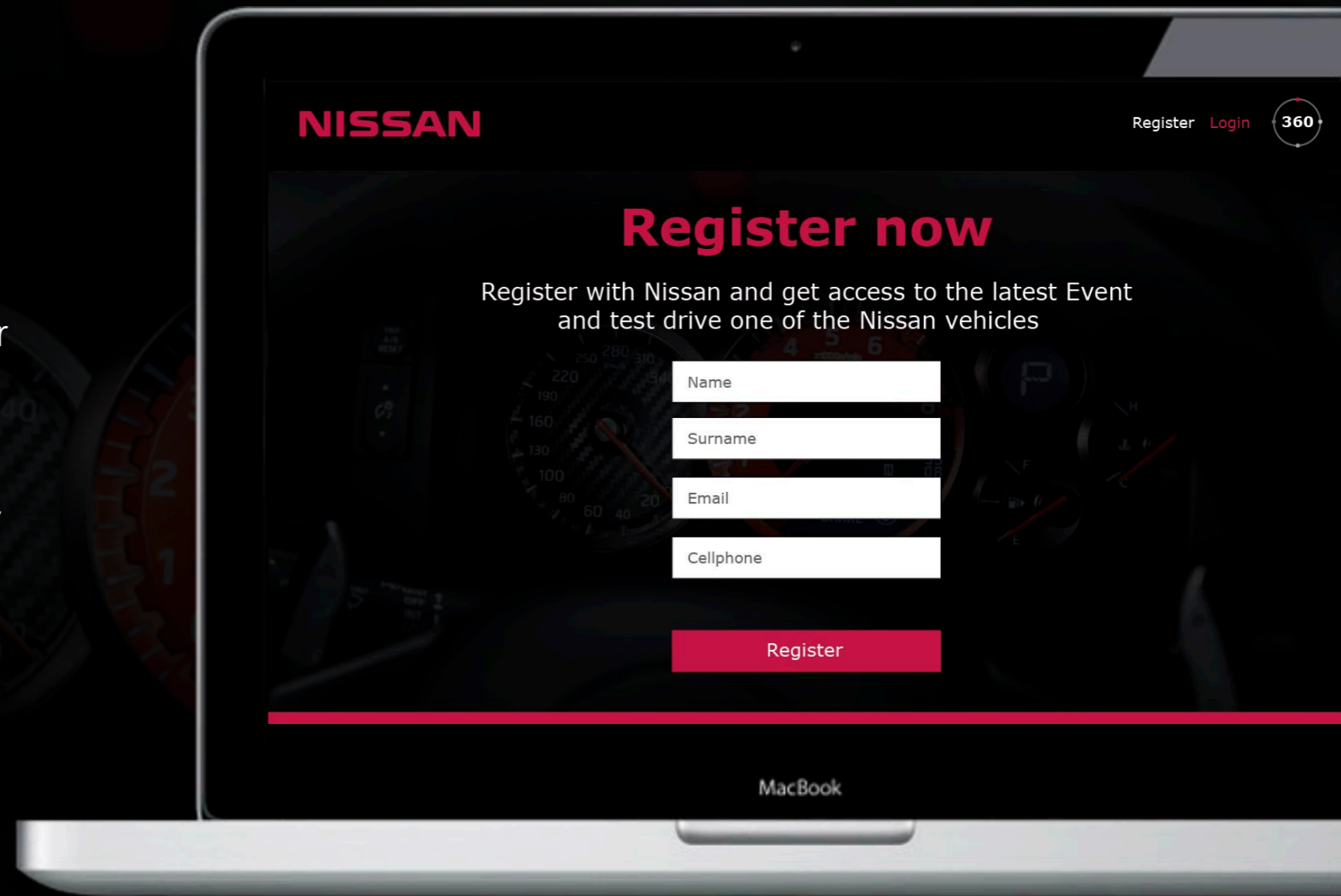


- See available
test drive slots
- Make bookings
- Explore cars,
read brochures,
view videos,
access event
info etc.

Sign up

Prior to the event the registered database will be sent email and SMS invitations. This group will be segmented into profiles, each having a designated block date for attending the event.

A unique QR code will accompany each invite. Users will use this to access the event microsite, from which they can register and set up their profile.



Website

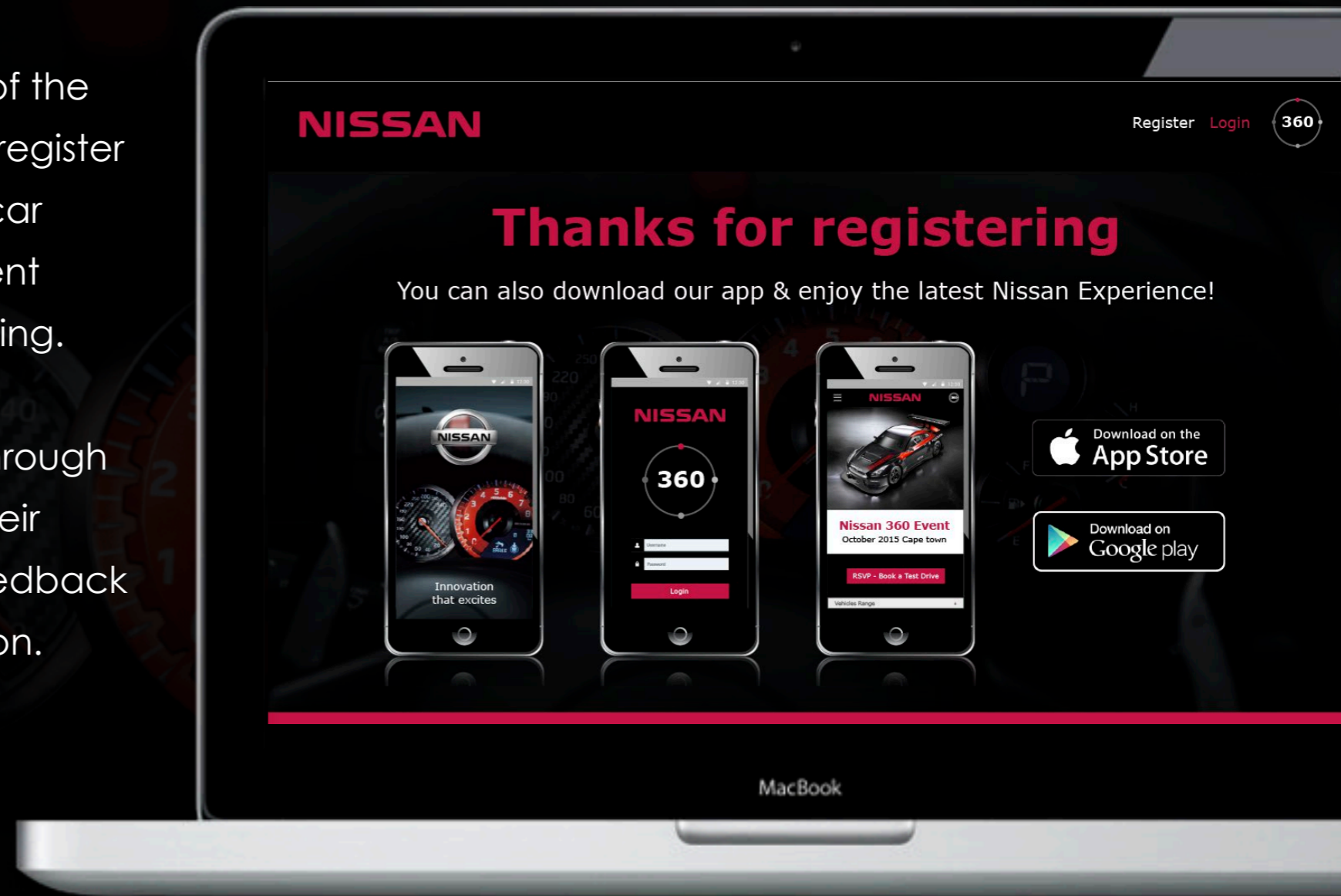
Upon detecting a user registration, the user can manage their profile and access the event date allocated to them, to book their test drives. They will also be able to browse information on the cars, view videos. Throughout this user journey they will be accompanied by *NISMO*, who will offer handy tips and advice. Users will also be prompted to download the event app. This will be available for Android and iOS and will be the user's event armband, giving them access to all Nissan 360 has to offer!



App download

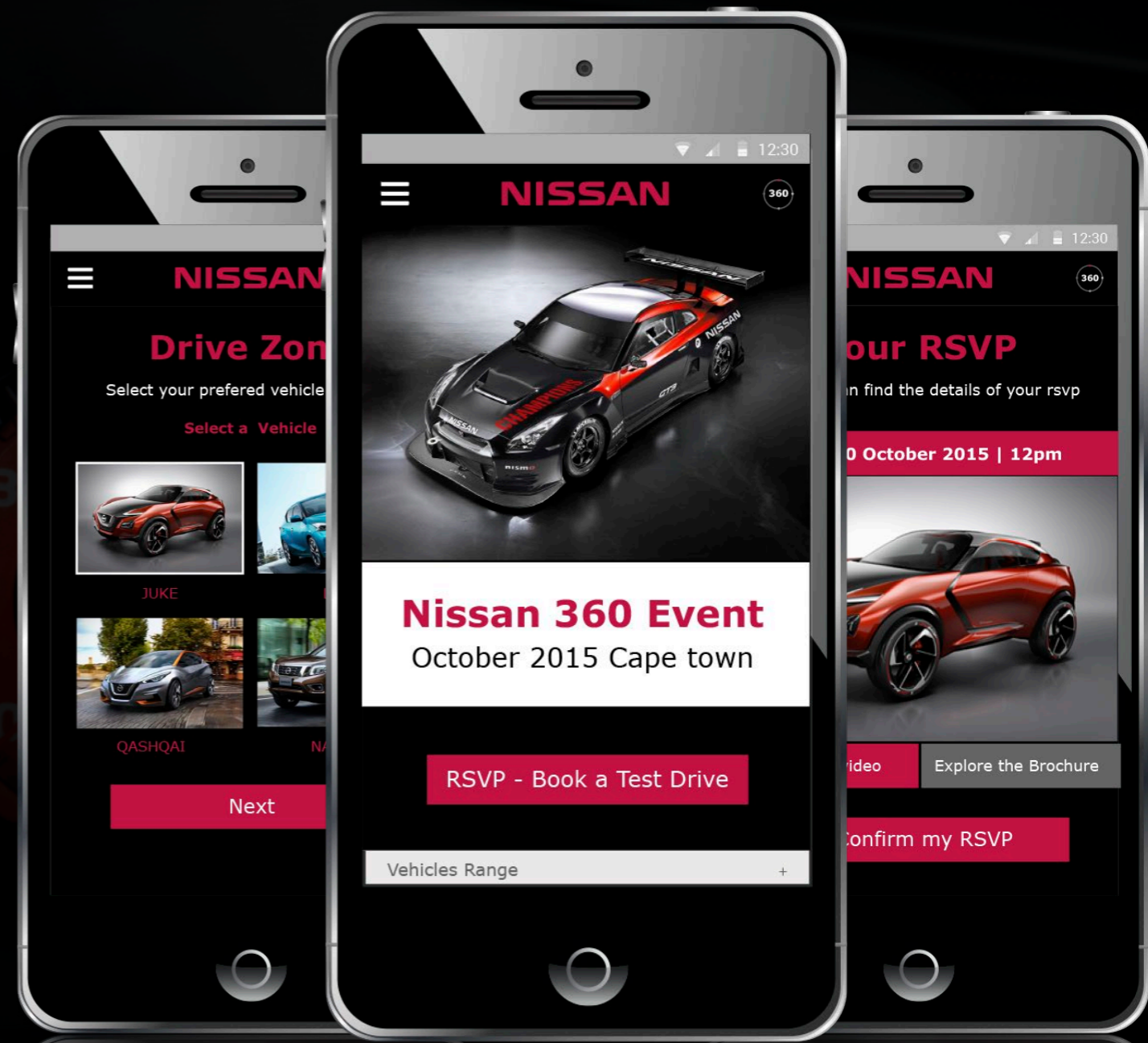
The App will be a key component of the event activation. Users will use it to register and manage their bookings, view car information, access venue and event information such as maps and parking.

It will also track the user's journey through they event. It will remind them of their booked test-drives, ask them for feedback and reward them for their interaction.



App Features

- Android & iOS
- View and adjust bookings
- Access event maps & guides
- View car information & videos
- View event information
- Check-in at event, provide feedback and receive awards
- Track customer progress through event



At the Event

4. FEEDBACK

30 minutes after the test-drive check-in is detected by the system. A feedback prompt will be send to our guest.

THANKS FOR COMING! We hope you enjoyed the event. Please take a minute to rate it.

2. REMINDERS

Our guest has booked a number of test drives on the day. 15 minutes before their next drive the app will send them a reminder

🔔 REMINDER: Your test drive of the Nissan OXO is at 10:30.

1. ARRIVAL



On arrival users use their app to check-in by scanning the event QR code. Non-smartphone users will print out their invite and have the bar-code scanned.

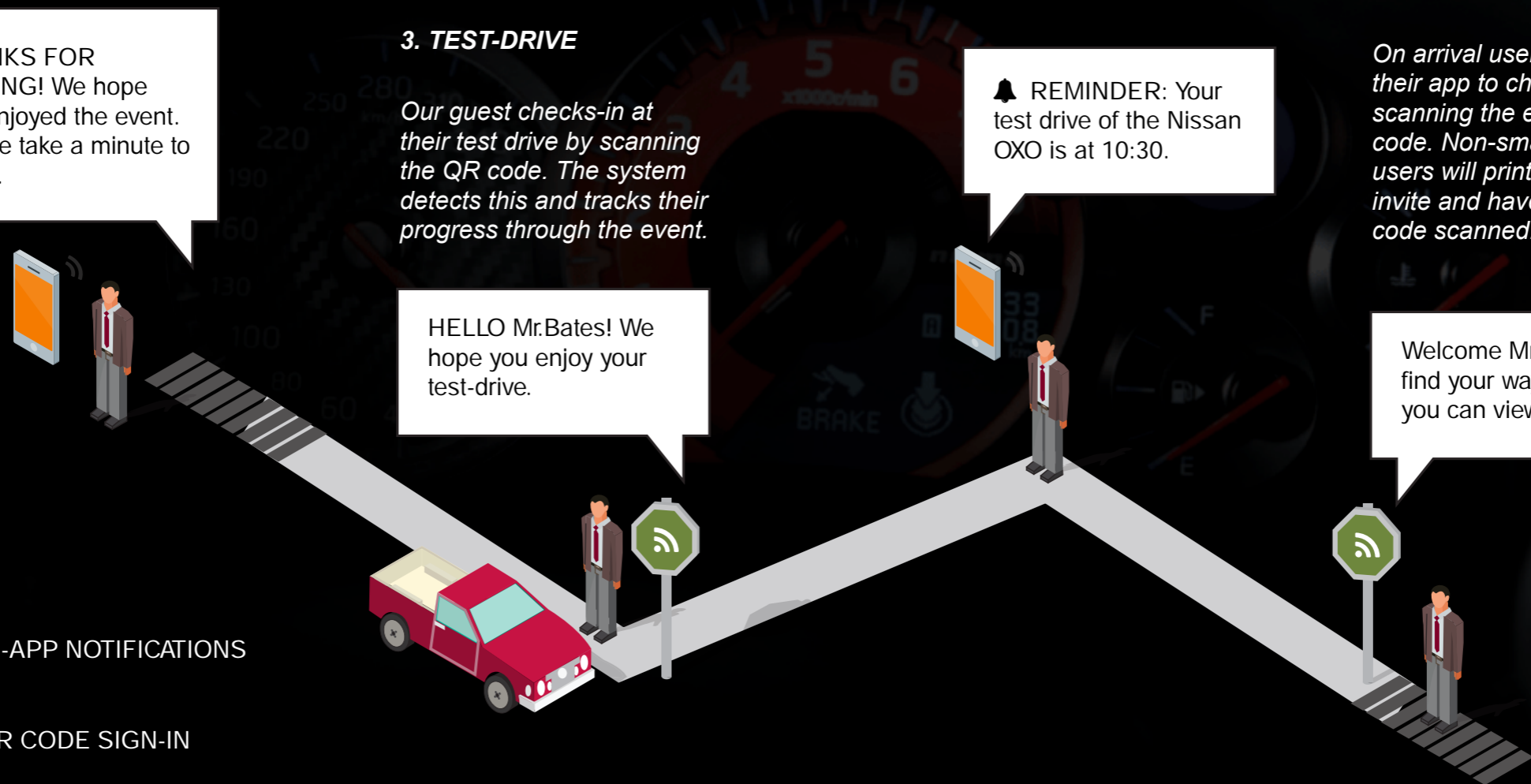
Welcome Mr. Bates! To find your way around you can view our map

3. TEST-DRIVE

Our guest checks-in at their test drive by scanning the QR code. The system detects this and tracks their progress through the event.

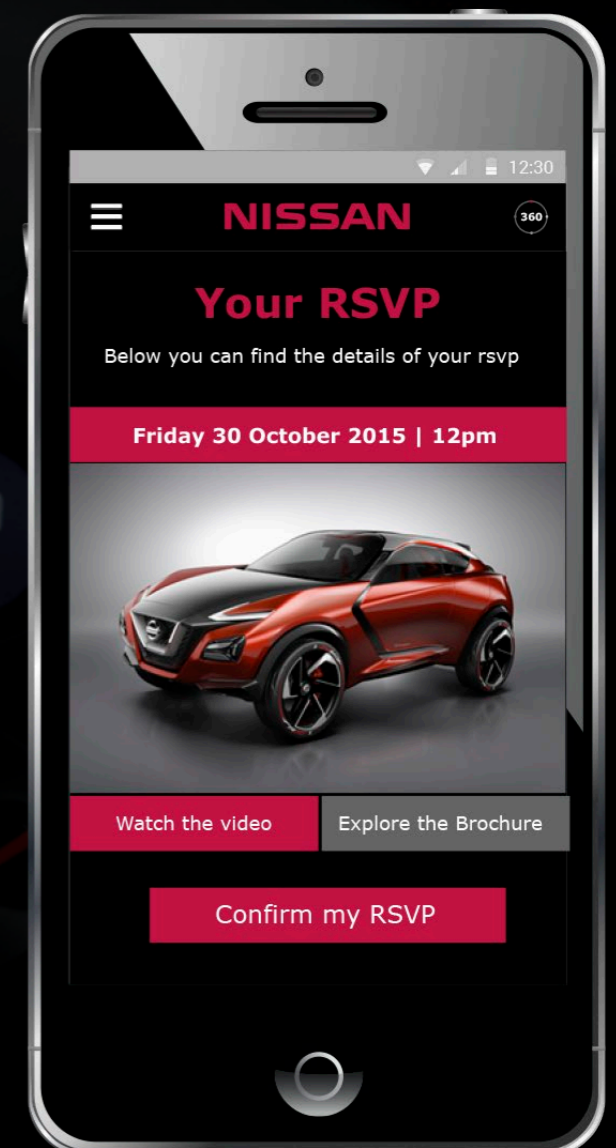
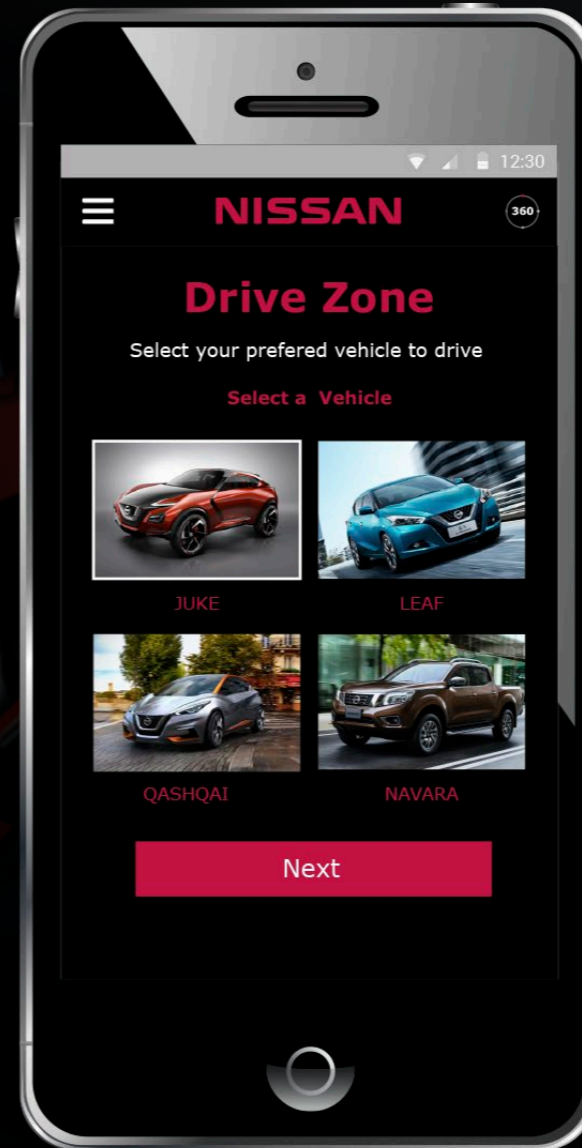
HELLO Mr.Bates! We hope you enjoy your test-drive.

-  IN-APP NOTIFICATIONS
-  QR CODE SIGN-IN



Social

- Underpinning the event and sign-up process will be a targeted social media campaign that will raise awareness and consumer awareness around the brand.
- Social community management will involve posting of relevant imagery and artwork through all the platforms simultaneously.
- Social media will be key in building excitement and anticipation for the event, with vehicles and test-drive opportunities teased out and marketed across Facebook, Instagram and Twitter.



How it will work

Initial Mail Send Registration

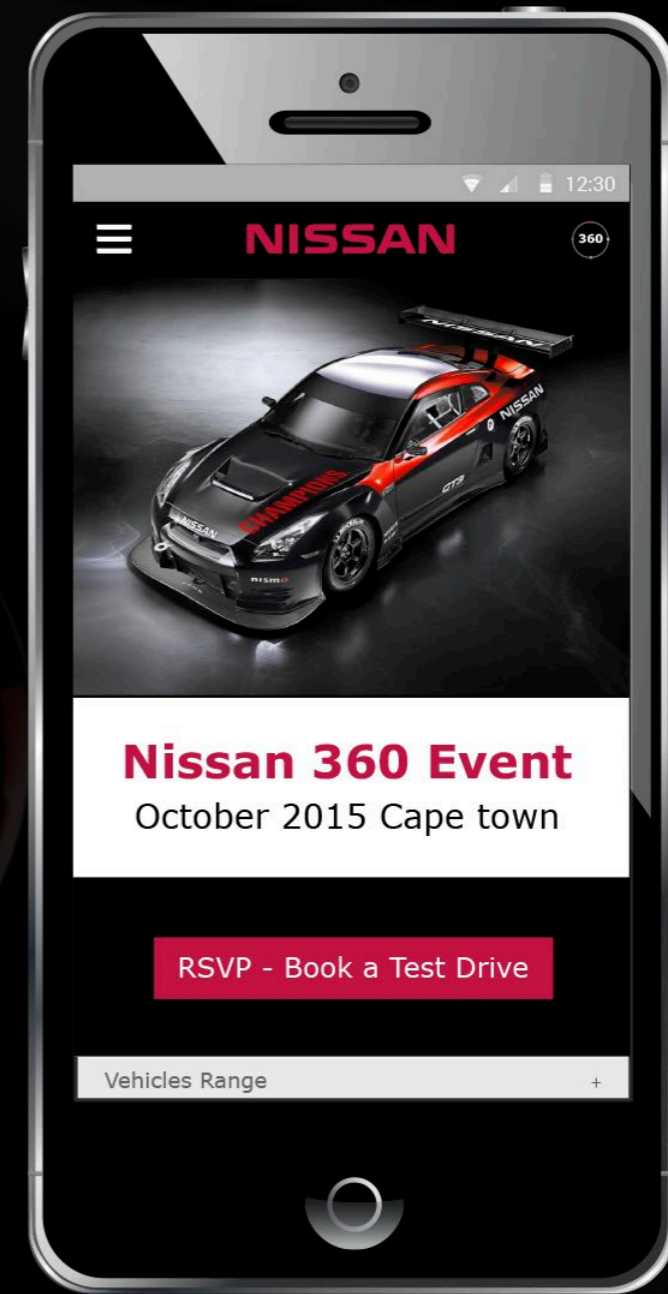
- Send a mass mail invitation to the user base.
- User then does an RSVP to an endpoint URL.
- Once RSVP is received, a QR code is generated and distributed via email or SMS to the user.
- When the user arrives at the venue, the QR code can be scanned from the printed email containing the code; or it can be scanned directly from the mobile phone.



How it will work

Registration on the Mobile App

- User opens the application for the first time and is asked to scan their QR code.
- App validates the QR code and then logs the user into the application and stores their details.
- All requests to the server for booking data is done using the token generated for the QR code linked to the account details of the user.
- A copy of the QR code is stored in the mobile application for scanning purposes at the venue.



How it will work

Booths or test drive booking stations

- The QR code can be scanned at the various stations to record/check that the user arrived for their test drive or for them to scan other QR codes that are located through the venue which will display brochure / information in the application.



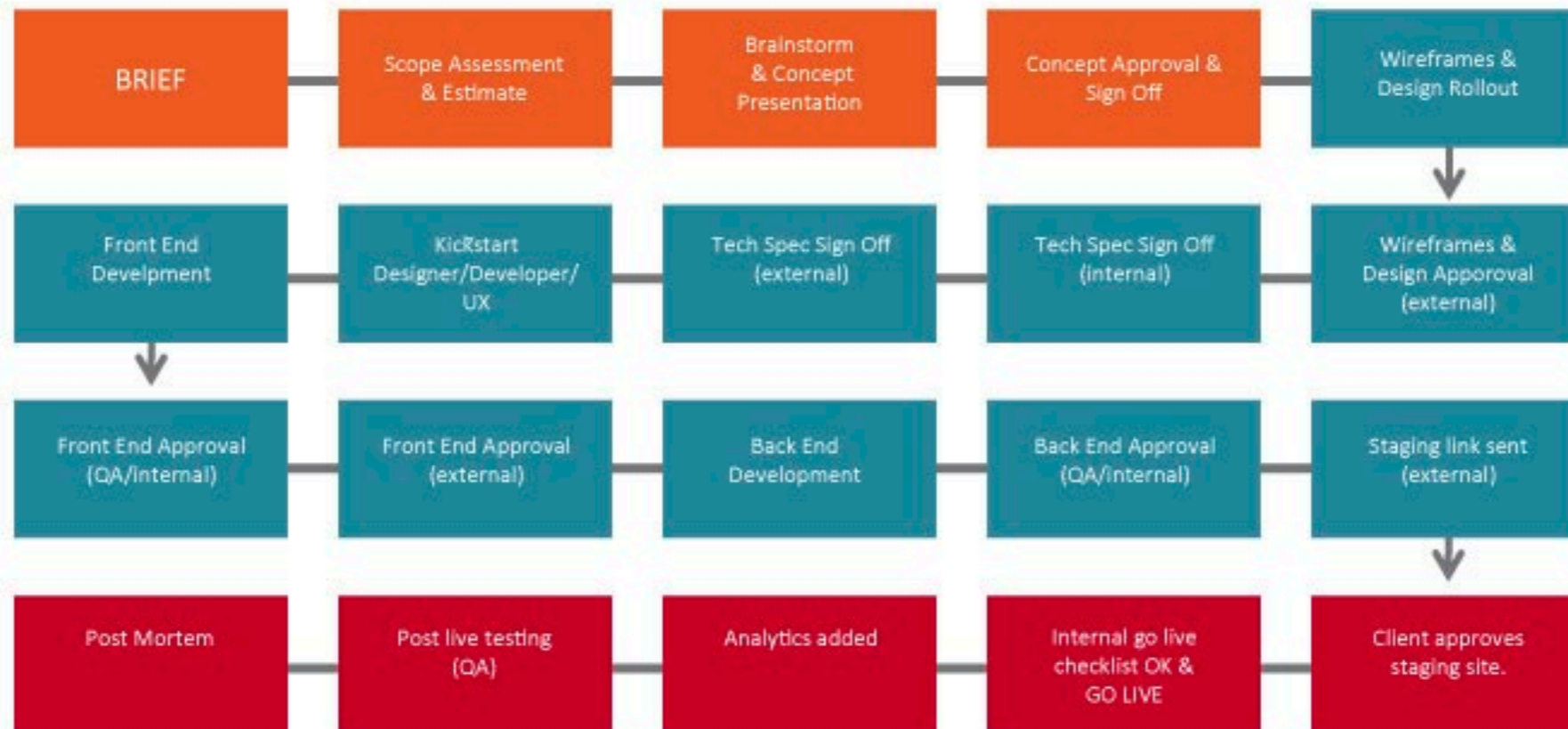
How it will work

Other technical considerations

- The network signal strength for the data based services.
- Activation will require that the event venue will have WiFi mesh for data services.
- Any mobile network outages that could cause failure with interacting with the data services.



PRODUCTION PROCESS OVERVIEW



- DISCOVERY PHASE
- CREATE & BUILD PHASE
- LAUNCH PHASE

Budget breakdown

Project management @ R60,000

UX, Design & Front-end

App & Website UX and scope planning @ R60,000

Graphic design/visual assets @ R60,000

Web and App Front-End Development @ R180,000

Development & Support

2x Apps (iOS & Android) @ R350,000

Responsive Microsite @ R300,000

SMS & Emailer integration @R40,000

Social Media Activation

R40,000 build-up campaign *(Excluding content and imagery)*

R40,000 for the month of the event *(Excluding content and imagery)*

Thank you.

