



**Night Owl
PITCH DECK**

A Global Media Provider





01

AUDIENCE & MARKET POTENTIAL

Getting to know Millennials + Gen Z incl. how they consume music & engage with brands.

02

BRAND PURPOSE, OBJECTIVES & THEMES

Defining the north star that will guide the brand moving forward.

03

3-PILLAR STRATEGY

Crafting a campaign that combines artists, content and events.

04

P.E.S.O. EXECUTION

Breaking down tactics, timeframes, budget allocation, KPIs & health metrics.



Who Are Gen Z / True Gen?

And how do they compare with Millennials?

3

POTENTIAL
AUDIENCE

48% of Gen Z and 39% of Millennials are racial or ethnic minorities, and diversity is projected to increase over time.

A true % of gender breakdown is unobtainable. With 35% Gen Z saying they know someone who uses gender-neutral pronoun, but not many forms allow as option. Night Owl should focus less on tailoring for men vs. women in a binary sense.



58.30 – Gen Z

54.91 – Millennials

GENDER & ETHNICITY



Both high usage of mobile & social media.



INTERESTS

AVERAGE SPEND PER TRANSACTION

\$44B Per Year – Gen Z

\$939 – Entertainment

\$2,765 – Restaurant

\$65B Per Year – Millennials

\$840 – Entertainment

\$2,529 – Restaurant

SPENDING POWER

*"We Speak Our Minds. We Express Our Feelings. We're More In Tune.
We Impact Others. Others Impact Us. And We All Share the Same Space."*



JENNA DOE

Frugal, Investing Only in
Socially Responsible,
Authentic Brands

JOHN PATTERSON

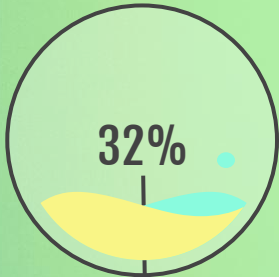
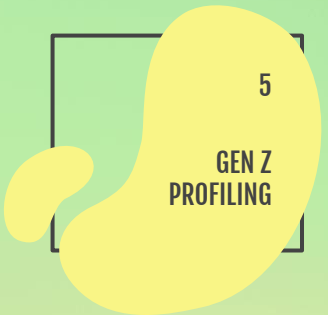
Frequent K-Pop Concert
Goer, Social Influencer
Engaging via Mobile

HELENA JAMES

Justice-Minded, Meets Up at
Local Starbucks in Athleisure to
Discuss Political Reform



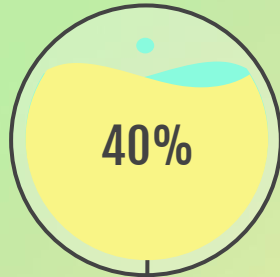
Culturally diverse Gen Zers are growing as a consumer base.
While cautious of spending habits, they have a good amount to spend for the “right” brand.



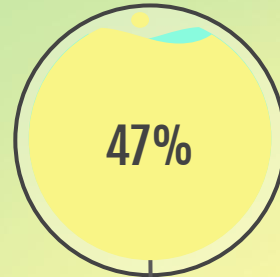
**Makeup of the
World's Population**



**Influences Family
Spending w/ \$4B
Discretionary**



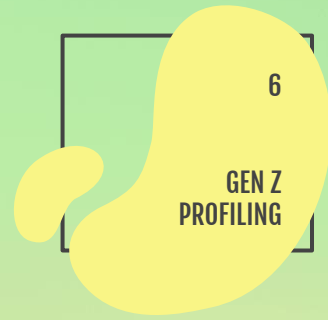
**Makeup All Consumers
By 2020 W/ 2.56B
Globally**



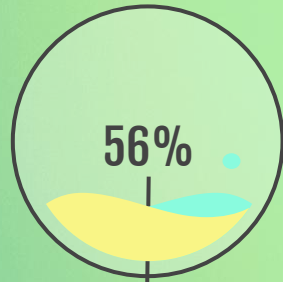
**Considered Ethnic
Minorities in U.S. W/
50.2% Mixed by 2020**

The Power of Music: 94% of surveyed Gen Zers cite music as “important” to their lives.

It Can Be Accessed & Engaged Globally, Leading Culture & Lifestyle Adaptations.
It Taps Into Universal Emotions We Share & Is a Great Indicator of One’s Identity.

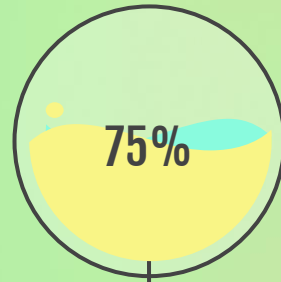


WHEN DO THEY CONSUME



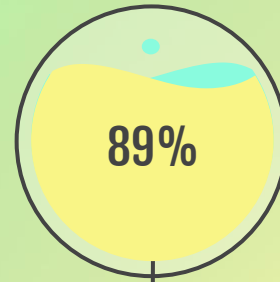
Listen to Escape from
Visual Stimulation

WHERE DO THEY CONSUME



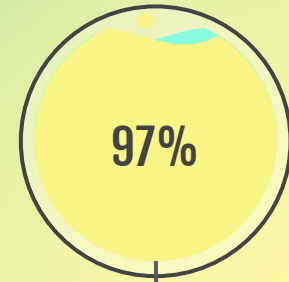
Gen Zers Look for New
Music on YouTube

HOW DO THEY CONSUME



Listen to Music via
On-Demand Streaming

HOW MUCH DO THEY CONSUME

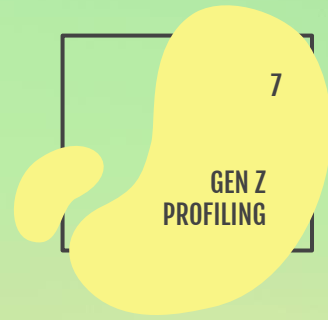


Gen Z Females Listen
5+ Musical Genres

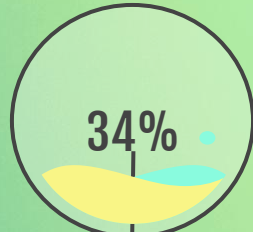
Gen Z Doesn't Want to Buy Your Brand; They Want to Join It! Don't Be Disruptive; Be Integrated.

"Marketers that consistently provide value and relevancy in their messaging, and their corporate actions will earn Gen Z's respect and dollars."

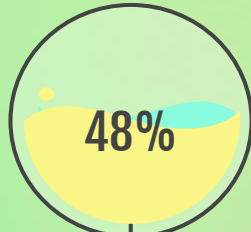
- Vicki Braki, VP of Marketing at MNI Targeted Media, Inc.



HOW THEY LEARN AND DECIDE WHAT TO BUY



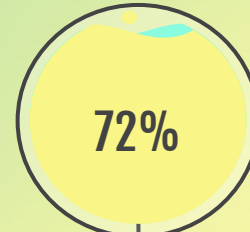
Turn to Magazines for Trusted Info. vs. Newspapers at 83%



Say Advertising w/ 85% on Social Helps Learn About New Products



Knowing Brand Socially Conscious, Influences Purchase Decisions



Price is Most Important Factor When Making Purchase



More Likely to Shop on Mobile Than Millennials, But 76% Believe In-Store Provides Better Experience



MISSION

To provide opportunities for artists & musicians to continuously connect in a meaningful way by enabling technology to bridge the gap between our digital and physical spaces.



VISIÓN

Be a leader in shaping a world where we can create and share artistic and musical experiences without cultural, geographical, or platform limitations and boundaries.



VALUES

Support Local Music & Artists Scene

Innovate & Utilize the Latest Technology

Provide Outlets for Creative Expression

Purpose: We exist to help guide future generations in an effort to feel empowered to express themselves through rather than be overwhelmed by the rapid changes in technology and the ever-evolving digital landscape.

A New Message

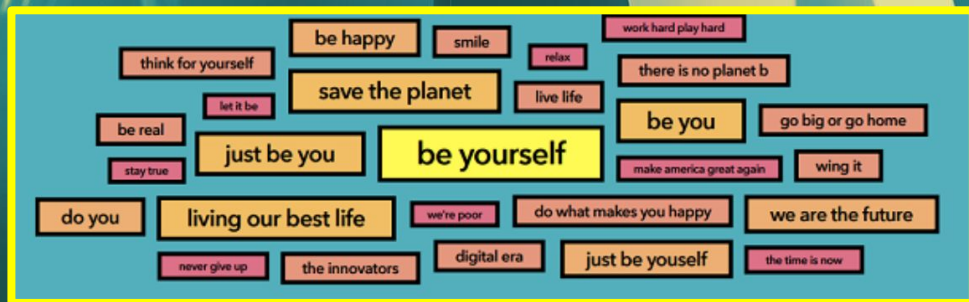
A Life Without Boundaries means no more limits to your creativity.

72% of survey takers say discovery boosts happiness. If you live life in a “box”, you have less opportunities and areas to discover.

Night Owl Media is:

- Giving you access around the clock to more diverse talent, content and events.
- Giving you reach on more platforms to engage, collaborate, and connect with music fans & friends around the world.
- Giving you an endless space to explore your identity and creative potential.

Never miss a beat again!



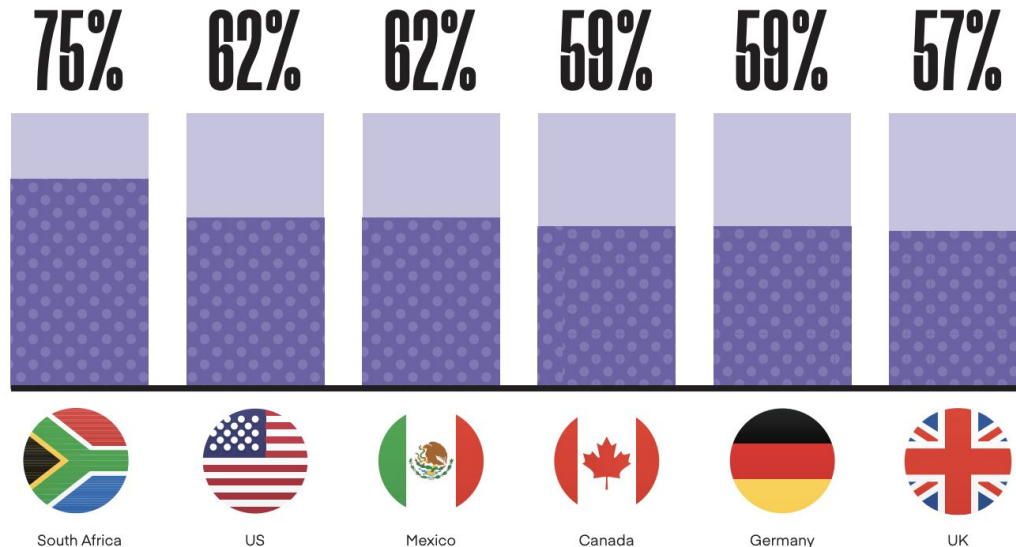
A GLOBAL CULTURAL EXPERIENCE

Night & Day Campaign: All Doors Unlocked 24/7
Because Your Day Is Someone Else's Night...

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ONGOING
CAMPAIGN IDEA

Countries with a high % that say they are music lovers or music fanatics



PLATFORMS WHERE YOUR AUDIENCE CREATES & CONSUMES



TIKTOK

1.2B+ downloads and especially popular with Gen Z for short-form videos.



YOUTUBE

Most visited website by Gen Z. Storytelling & unboxing videos very popular.



TWITCH

62% of Gen Z agree online friendships just as meaningful as offline. Community building.



INSTAGRAM

65% of Gen Z check on a daily basis and prefer to engage brands here.



SNAPCHAT

71% of SnapChat users are under 34 years old. Allows for identity exploration.



SPOTIFY

61% of Gen Z use post-discovery, transitioning from discovery on YouTube.

YOUR ARSENAL TO CREATE A CONTINUOUS EXPERIENCE

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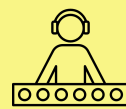
OWNED
RESOURCES



PRINT MAG



RESTAURANTS



CLUBS



WEBSITE

The venues to
produce your own
events.



BRIDGE APP



LICENSING DEALS



OWN MERCH LINE



SHAPE THE STORY
PODCAST

“Bridge the Gap with
Your New Bridge App”
Bringing a Cohesive
Experience Between
Offline & Online

Hear What Artists
Have to Say About
Trends in Music & the
Untold Stories with
Direct-to-Fan Q&As

57% of 13–36 year olds said they're interested in their favorite artists' personal lives, not just music.

Gen Z is foregoing traditional genre categories and listening to more up-and-comers or niche pop "m-indie artists".



ARTIST

DIVERSITY + AUTHENTICITY

- BTS - \$50M Net Worth
- Taylor Swift - \$360M Net Worth
- Billie Eilish - \$6M Net Worth
- Drake - \$150M Net Worth
- Cardi B - \$8M Net Worth
- Lady Gaga - \$300M Net Worth
- Beyonce - \$400M Net Worth
- KSI - \$11M Net Worth

Bag Playlists up 45% year over year with 49% of Gen Z saying they find camaraderie in sharing sad and lonely feelings.

80% of Gen Zers say finding themselves creatively is important w/ 25%+ posting original content video weekly.



CONTENT

GIVE US A MIX

- Shared Playlists & Podcasts Both Digitally & On Site
- Stunning UGC + Brand Visuals & Videos on Touch Screens with Zoella Guest Judge.
- Bundling Digital, Print & Live Content into a Quality Product

71% of Gen Z, Millennials & Gen X agree "The moments that give me the most life are live experiences."

90% 18–34 year olds have attended at least one live event in last 12 mos., up from 82% 3 years ago.



EVENTS

DAY PREP FOR NIGHT

DAY

3D Behind-the-Scenes + Concert Recap

Create Your Collab

NIGHT

Global Spotlight Flash Artist Performances



We're looking for artists who aren't afraid to "be themselves" and who crossover not only in music genres but also within verticals & industries like fashion, food, other lifestyle.



The Artists

It's more about variety in genre and location than it is a popularity contest. Boundary breaking artists are unique & have a DIY/indie mentality.

BRAND:

- Top-Notch Visuals Across Platforms
- Someone Who Goes Against the Grain
- Crosses a Boundary of Location, Ideology, Ethnicity, Genre

AUDIENCE:

- Authentic, Not Scared to Be His/Her Self
- Part of Gen Z or Rising in Their Youth
- Social Responsibility Toward Community
- Cross-Genre Music Pollination

COST:

- Within \$3M-\$60M Net Worth

IMPACT:

- Social Media Platform Followers: 5M-50M on at Least 1
- Streaming Platform Mos. Listeners: 50K-50M on at Least 1
- Partners with Other Artists At Least 2
- Partners with Other Brands: At Least 2

Breaking Geographic and Gender Boundaries...



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ARTIST
PROFILING

Amber Liu

*"We try to problem
solve around society's
boundaries."*

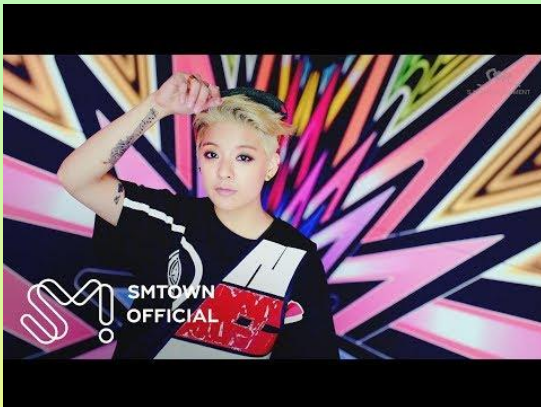
Bio: Asian-American androgenous rapper/singer born in September 1992. Fluent in Taiwanese & English.

She was popular in South Korea as part of a girl group, f(x). But born and raised in Los Angeles, CA.

She released her debut solo album Beautiful in 2015 and the album reached #2 in Korea and on the US World chart. She has had success with the singles "Shake That Brass" (featuring Taeyeon) and "Wave" (with Luna featuring R3hab & XaviGi).

Personality: Engaging & Candid. Supports women empowerment, and messages of positivity & perseverance.

Instagram Followers:	5.6M
Spotify Mos. Listeners:	54,972
YouTube Subscribers:	1.35M
Net Worth:	\$8M
Partners/Endorsements:	Nike, L'oréal, Uplive



Breaking Genre & Gender Boundaries...



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ARTIST
PROFILING

Lil Nas X

“Growing up, I always liked so many different sounds from so many different genres – the different aspects they could bring.”

Bio: Openly gay American singer, rapper and songwriter born in Atlanta, GA on April of 1999. He released his debut EP7 in 2019 after blowing up on TikTok when his single was paired with a meme.

Crossing musical boundaries of trap and country, he partnered with Billy Ray Cyrus for his song Old Towne Road after it was removed from Hot Country Songs chart where it debuted at #19.

He reached #1 of Billboard Hot 100 chart & on U.S. R&B/Hip-Hop chart in several countries outside the U.S. He surpassed Drake for most US streams in 1 week: 143M.

Personality: Doesn't get phased by controversy, open to express emotionally his battles with anxiety, loves emojis.

Instagram Followers:	5.1M
Spotify Mos. Listeners:	34.9M
YouTube Subscribers:	7.45M
Net Worth:	\$4M
Partners/Endorsements:	Wrangler, Acorns, Snapple





Breaking Geographic and Artistic Boundaries...

Grimes

"I can't censor myself. I don't want to compromise my morals in order to make a leaving. The only thing standing between this world and environmental catastrophe is us."

Bio: Grimes is a Canadian artist, songwriter and musician born on March 17, 1988 in Vancouver, BC. She began recording and writing music in 2007, and releasing her work independently. In January 2012, she signed a record deal with 4AD and released the album *Visions* that received widespread critical and fan acclaim. In December 2013, she signed with Jay-Z's Roc Nation management company. Her songs appear in a number of soundtracks and she tours extensively.

She's also a prolific visual artist who illustrates her own merchandise and has illustrations appear in museums around the world. In May 2018, it was reported she was in a relationship with billionaire Elon Musk.

Personality: Transparent, creative, techie and futuristic, environmentally friendly.

Instagram Followers:	973K
Spotify Mos. Listeners:	2.1M
YouTube Subscribers:	581K
Net Worth:	\$3M
Partners/Endorsements:	Karl Lagerfeld, Alexander McQueen





Breaking Race & Career Boundaries...

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ARTIST
PROFILING

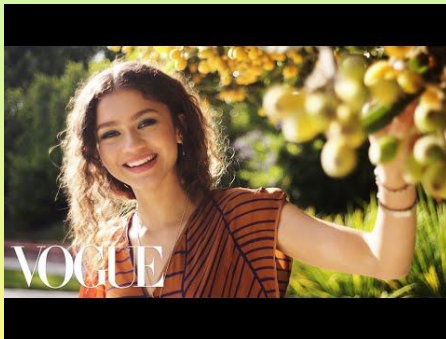
Zendaya

"I don't like the ideas that you have to box yourself in or stay in one lane. The only way that doors are going to open -- if we keep inviting people that look like us, and other people who don't look like us, come through the door."

Bio: Born September 1, 1996 in Oakland, CA., Zendaya has starred in and produced one of the Disney Channel's biggest shows, K.C. Undercover, she was in films like Spiderman: Homecoming and The Greatest Showman on Earth as well as TV show Euphoria. She is a singer, actress, has designed her own fashion line, and started her own Zendaya App.

Personality: Fashion forward, bold and not scared to be goofy.

Instagram Followers:	63.5M
Spotify Mos. Listeners:	7.5M
YouTube Subscribers:	2.56M
Net Worth:	\$5M
Partners/Endorsements:	Boohoo.com, Tommy Hilfiger, Verizon



Breaking Gender and Body Type Boundaries...

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ARTIST
PROFILING



Lizzo

“Everyone looks to an artist for something more than just the music and that message of being comfortable in my own skin is number 1 for me.”

Bio: Born April 27, 1988, Lizzo is an American singer, rapper, songwriter, actress, and voice performer born in Detroit, MI who then moved to Houston, TX and eventually, Minneapolis.

Her 2016 single "Good as Hell" was top ten of the UK Singles Chart which shows more global appeal. In 2019, she gained mainstream success with her third studio album.

Primarily genres are pop and hip-hop making her super relevant, and she plays the flute. She was nominated for Push Artist of the Year and Best New Artist at the 2019 MTV Video Music Awards.

Personality: *Queerty* named her one of the Pride50 "trailblazing individuals who actively ensure society remains moving towards equality, acceptance and dignity for all queer people". About body positivity, self care, and empowerment.

Instagram Followers:	6.4M
Spotify Mos. Listeners:	27.2M
YouTube Subscribers:	1.35M
Net Worth:	\$3M
Partners/Endorsements:	Absolut



Artist Review

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ARTIST-
CAMPAIGN FIT

TOURING

- **Amber Liu** goes on tour in 2020 but not that many dates.
- **Billie Eilish** goes on tour in 2020 and dates until July
- **Lil Nas X** just got done touring.

Considerations:

- Will touring be a conflict or a complement? How tired will the artists be?
- Is it too late to capitalize on promotion and strategic partnerships in the tour plan?
- After touring, how long will the wait be until tour again? We can build up a queue, but might be too long of a wait?

RELEASES

- **Amber Liu, Billie Eilish, and Lil Nas X** do not have scheduled releases in 2020. Usually, touring happens after album drop so the first two should not be expected to have both to play off of.
- February 21, 2010, **Grimes** comes out with a new album. Genre is Dance-Electronic which is really big right now.

Considerations:

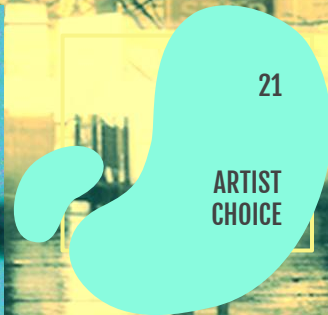
- The goal is to capture more female readers without excluding male readers, so keeping that in mind as we look at upcoming releases.

HIGHLIGHTS

- **Lizzo** makes her Saturday Night Live debut on Dec. 21st. She has performed at concert about suicidal prevention for *To Write Love on Her Arms*.
- **Billie Eilish** supports HeadCount
- **Zendaya** supports American Heart and Stroke Associations, Communities in Schools, Convoy of Hope, PETA, UNICEF, DonorsChoose.org.
- **Grimes'** Art Show had a silent auction to benefit Sisters in Spirit and Native Women's Association of Canada.



GRIMES
Futuristic. Artistic. Realistic.



Win-Win Solution

Grimes wants to be free to self-express creatively. Both her and the brand value high quality visuals and boundary breaking mentalities.

With her new album coming out in a few months, we have time to plan for her inclusion in the campaign.

From merchandise designs to illustrations for the backdrop collage builder and UX designs for the Bridge App, she will have several areas to contribute as a partner.

Not only can we utilize her art within clubs and restaurants, but we can utilize museum and gallery spaces where she makes her mark for activations and engagement opportunities as well.

Thus, each party will be empowered by the outlets and channels for which creativity can enhance the fan experience.

Gen Z has a shorter attention span of 8 secs & they want more bite-sized content.

Gen Zers spend more than 6 hours a day on mobile and and avg. of 3 hours per day on social media. Content should display well for both mobile & social.

Gen Zers use a few platforms regularly while Millennials use a wide array. Do a few really well, and then expand out from there.

81% of Gen Z watch at least 1 hour of online video content daily. Utilize as a main medium.

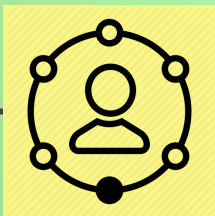
7 of 10 Gen Z and Millennials listen to podcasts, up from 57% in 2018. Utilize as main medium.

While half of Gen Zers have ad blockers & 82% skip them as fast as they can, 84% pay attention to out-of-home ads.

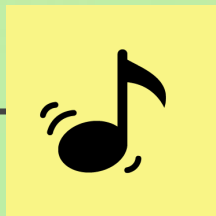
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CONTENT
RULES & FILTERS

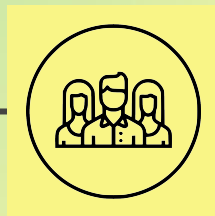
CONTENT DEVELOPMENT



BRAND MATCH



ARTIST MATCH



AUDIENCE MATCH

If an alignment of brand purpose & message as well as artist already exists, it lessens the effort one has to give to each individual area. What fits for the brand, fits for the artist and audience by default as we start to see them as extensions of each other & greater loyalty.

What Is Your Story?

We Want To Be Present; We Don't Want To Lose Our Identity.

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STORYTELLING



STORY OF SELF

We have an established brand and audience for which we were proud of, but we wanted to challenge ourselves to be more relevant and innovative for newer generations.



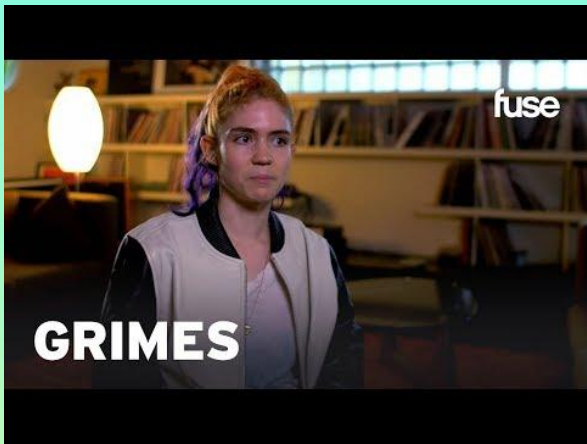
STORY OF US

We had the resources to do what others couldn't. Sharing a love for music, we felt we owed it to our readers & patrons to provide them with the experience they were seeking, but not getting in entirety elsewhere.

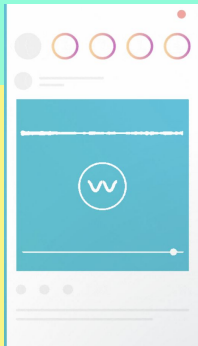


STORY OF NOW

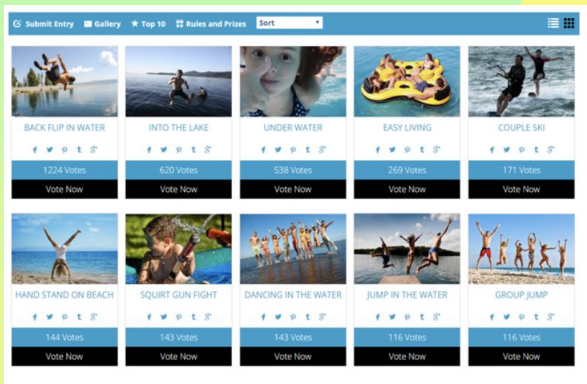
Technology is always developing and we're not adapting quick enough for a global landscape with diverse needs. We need to look to the future or we risk collapsing under the pressures & ambiguity of it all.



Shape the Story: Behind the Scenes with the Artist Podcast & Web Series



Brand Generated



UGC Concert & Grimes Gallery Backdrop Designs to Vote On



User Generated

Telling Your Story

Blending Brand & User Generated Content

ASSETS & CONTENT IDEAS

CAMPAIGN PROPOSAL TITLE:
Partnership Treasure Hunt Campaign Proposal

TERM:
3-Month Campaign Run

VALUE:
Connect with Local Music Community to Increase Engagement
Leverage Partnerships in Holistic Campaign to Drive ROI
Promote User Interaction While Driving Bridge App Subscriptions

PRESS HEADLINE:
Grimes Goes Underground in Local Music Scenes with Captain Morgan's Treasure Hunt Sponsored by Night Owl

ASSETS:

- Captain Morgan Bottles w/ Bridge App Scanned QR Codes
- Vans & Supreme Store Posters w/ Bridge App Scanned QR Codes
- Local Pop-Ups Posters w/ Bridge App Scanned QR Codes
- Bridge App Activated Interactive Billboards w/ Hidden Clues
- 600-Word Guest Posts & Mentions in Music Publications
- YouTube 2-Minute Launch Video & Associated Social Ads
- Shape the Story Podcast Episodes w/ Periodic Clue Mentions
- 30-Sec IG Stories of Grimes Dropping Periodic Clues
- IG Feed Puzzle Piece Images Revealing Next Clue
- Bridge App Interactive Map

HASHTAGS:

- #GrimesGoesUnderground
- #CaptainsTreaures2020
- #TheOwlUnderground / #TheUndergroundOwl
- #OwLocalTreasures

Launching Your Campaign In an Engaging Way

When considering content strategy, keep your mission, visions and values in mind by doing the following:

1. Repurposing the message through various forms, mediums and channels so no one feels excluded;
2. Allowing timely, live content to be captured for replay or to be shared later so people feel more connected;
3. Expanding your scope of examples, people & experiences we mention to ensure more people can relate & resonate with the message.

Grimes Goes Underground Launch Video

Storyboard:

1. Night Owl starts off with why we started the campaign: to showcase underground local music scene.
2. Showcase some hidden gems in the video with local artists talking.
3. Grimes & other partners talk about their involvement and the value it provides to the community. Engaging with these local artists.
4. Grimes explains the rules of the game and what players can win.
5. One of the local artists provides the first hint to get the ball going.

Channels:

1. YouTube - 2 minutes also embedded on website and guest blog posts
2. Other Social Media - 30 seconds for IG/FB cross partners socials

Production:

1. Filming will be done over a period of 5 days as Grimes & partner reps travel to local hotspots
2. Audience prior to launch will be polled on their underground favorites in their local community



Events

AT RESTAURANT

Non-mainstream artists can play during restaurant hours, plus patrons can experience concert replays in 3D tunnels.

AT PARTNER LOCATIONS

Having a presence at co-sponsored events. Extra exposure for your brand beyond your own.

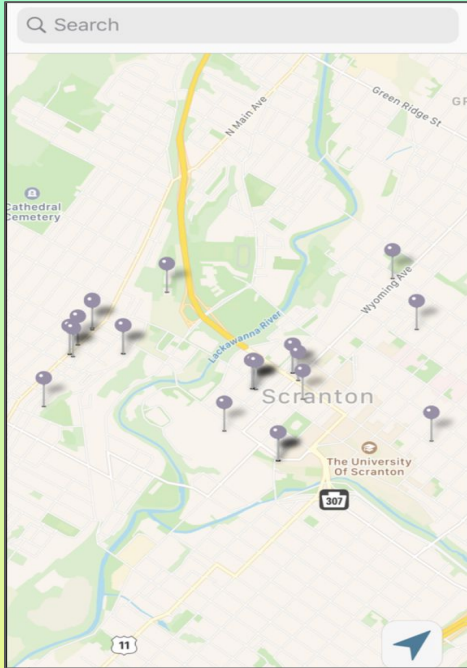
AT THE CLUBS

At night, featured artists perform against fan-selected backdrops that were created via restaurant tablets.

FLASH CONCERT POP-UPS

Pop-ups show up in various locals around the world to give either region-popular or lesser known artists a chance to shine.

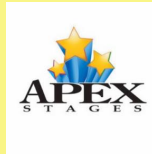
Flash Concert Pop-Ups



Your Bridge App Map to Concerts

Partnering with Various Providers to
Bring Music to Individuals All Over the World.

Popping Up In a Town Near You...



Our Digital Lives Impact Our Real Lives. But With Sensory Overload and a Loss Feeling of Connection, We Now More Than Ever Want To Get Back To “Real Life”.



The Music Continuum

The anticipation is sometimes more enjoyable than the actual event!

AN UPDATED RESTAURANT EXPERIENCE:

- Tabletop screens with pre-selected or sync to phone upload your own imagery in collage to share and submit for vote to be backdrop.
- A mobile sync Spotify playlist to restaurant radio, so the community can listen via virtual jukebox Inc. upcoming evening concert acts intermixed between sets.
- Previous concert & pre-concert behind-the-scenes imagery 3D pop-up experience, programmable with app on phone in dedicated area of restaurants.
- A stage for lesser known acts to get heard. Anyone can tune in via Bridge app live stream to hear and elect someone as opener for any upcoming flash concert in their region.

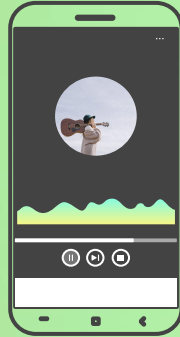
FLASH CONCERTS IN THE CLUBS & POP-UPS:

- Spotlight popular talent in various global pop-up locations
- Spotlight global talent in owned locations
- Stream concert through digital channels for at-home discounted experience. When you log in, face shows on one of many touch screens at event for bi-directional communication and engagement. Change out with timer and limited to first come, first serve for screen dominance.

Same Night

Night

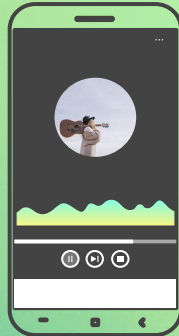
Cody's Phone



I am at the club and I see Angela tuning in from the Bridge App on Screen 7. I'm going to go chat.

Night

Angela's Phone

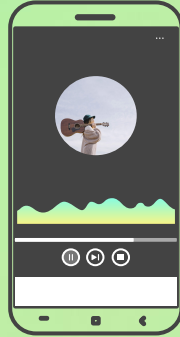


I can't be at the show. Too far away. But love that artist. I am going to tune in via Bridge App.

A Day-Night Round

1st Night

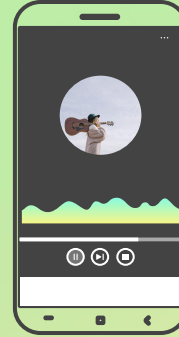
Veronica's Phone



Wow, Mya's backdrop looks awesome. Guess she'll have to wait to see it in the recap since she's probably asleep by now.

2nd Night

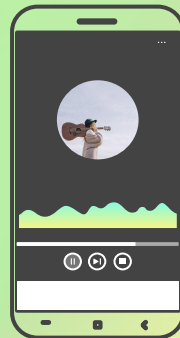
Dave's Phone



The Flash Concert is held in our area tonight. I am excited to attend LIVE. I have been tuning into other concerts remotely, but never thought they'd make it out here. I'm on my way now to meet friends.

1st Day

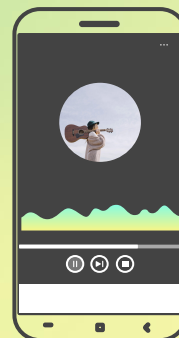
Mya's Phone



I'm at home flipping through live streams going on at various locations to vote for my fave artist to open at the next show & creating my first collage.

2nd Day

Nicole's Phone



Nicole is with Mya at Night Owl Cafe watching last night's performance in Dubai with Mya's backdrop featured along with the artist she chose to open for BTS.



FREEMIUM



**IN-APP
ADVERTISING**



SUBSCRIPTIONS

Bridge App + Multi-Touch Screens at Clubs



Bridge App + 3D Restaurant Tunnel



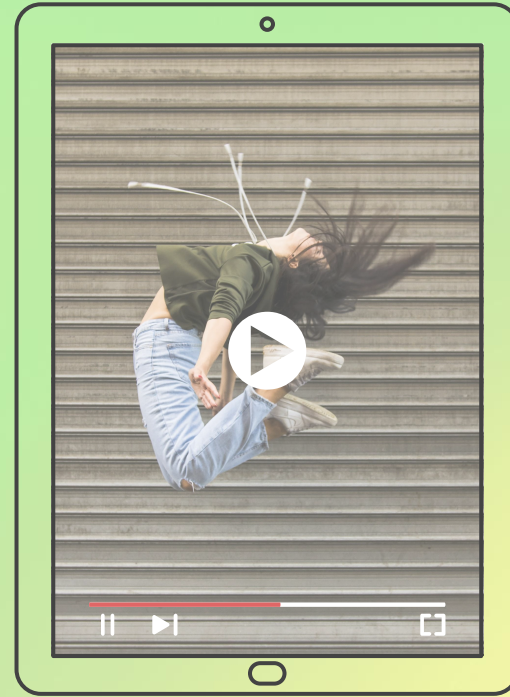
Bridge App + Interactive Bars



Bridge App + Interactive Billboards

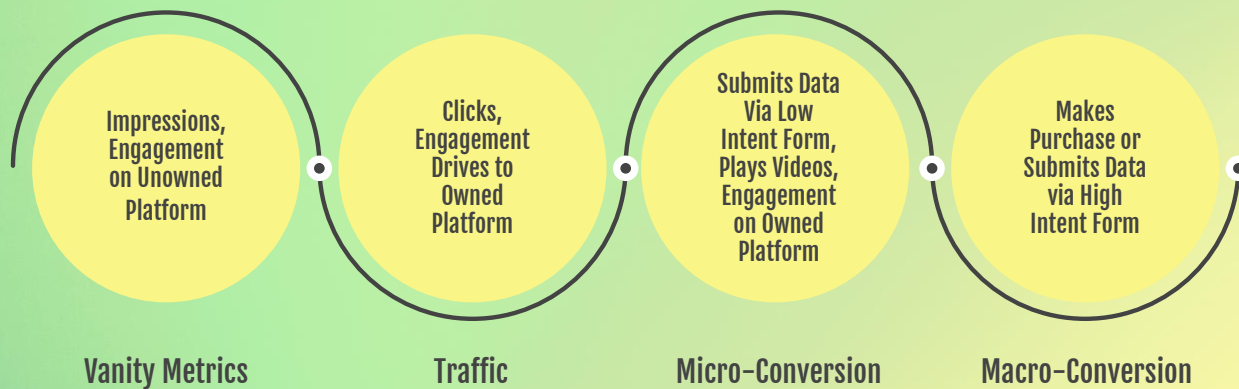


Bridge App + 3D Restaurant Tunnel



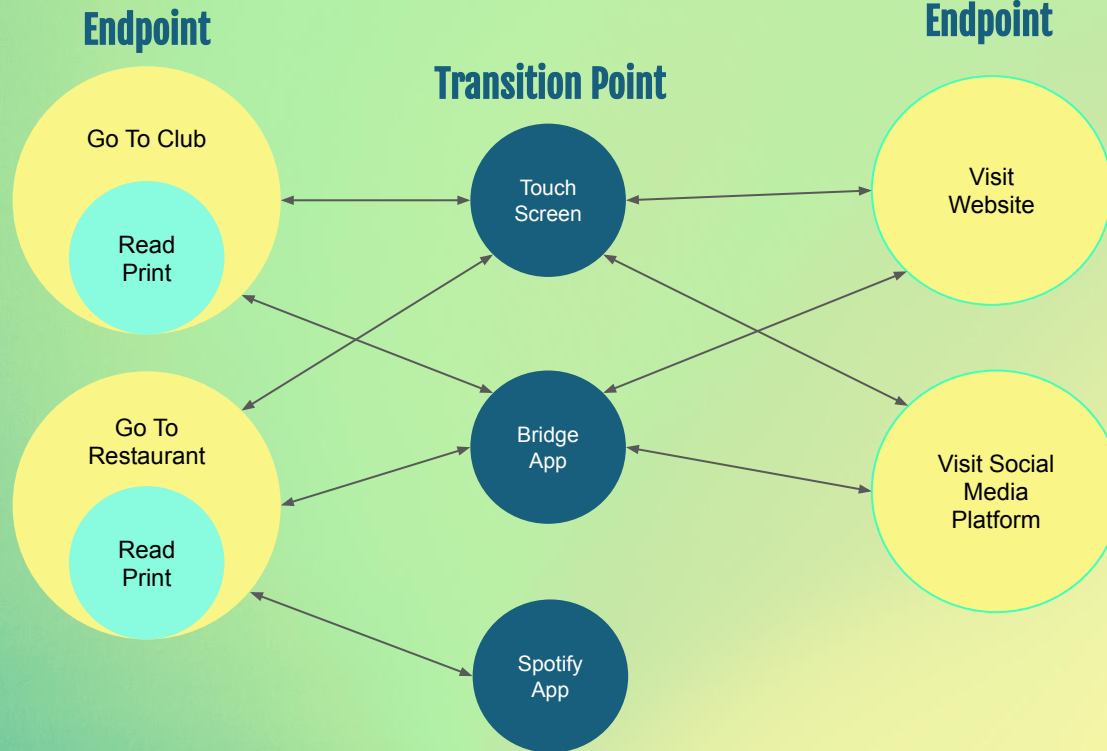
Partner with spinTouch + LG Electronics to bring the experience of a lifetime to your patrons and subscribers.

Tracking A Linear Brand Journey Might Look Something Like This...



A new journey will be in a dynamic ecosystem...

including multiple entry and touch points for which someone can begin, end and begin again as he or she goes about creating, consuming and engaging with your brand.

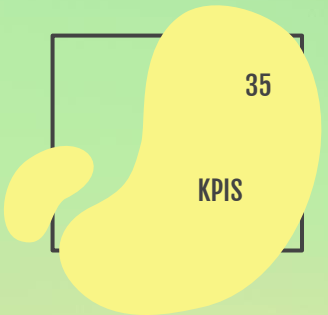


If someone only hits a touch point once – which in many cases won't happen, in a journey before purchasing – there would be **17 possible roadmaps to track**. And that's only counting one endpoint to endpoint, not if cycles again.

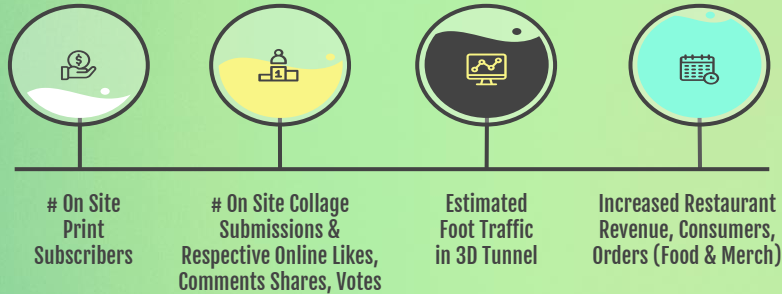
But **brand loyalty is built off the journey continuing** after purchase for LTV. Return users/visitors on a path will also be valued differently than first time path travelers.

Still a % of drop-off on average and total can be assigned once each direction for each bi-directional arrow path.

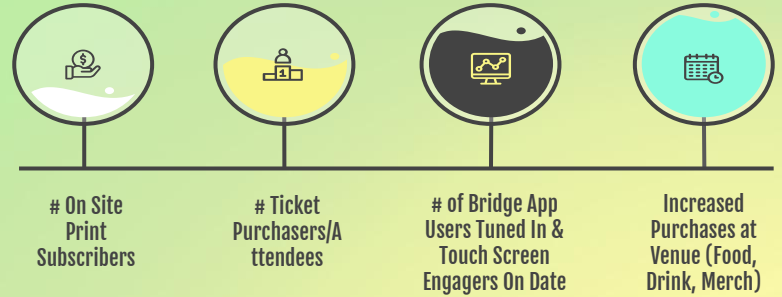
With a holistic campaign, goals of awareness, engagement, traffic and conversion can all be met on varying scales and with diverse metrics tailored for the particular channel. A before, during and after campaign assessment of KPIs helps measure success.



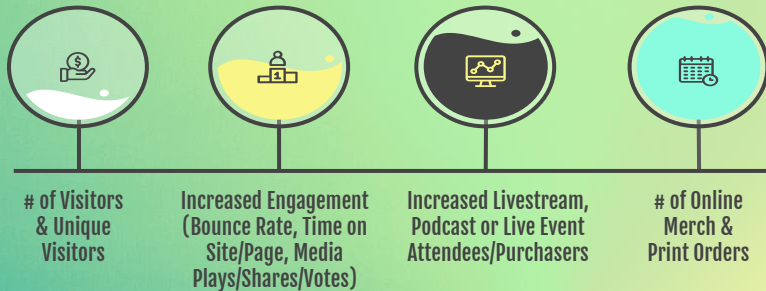
Restaurants



Clubs



Official Website



Other Digital Properties



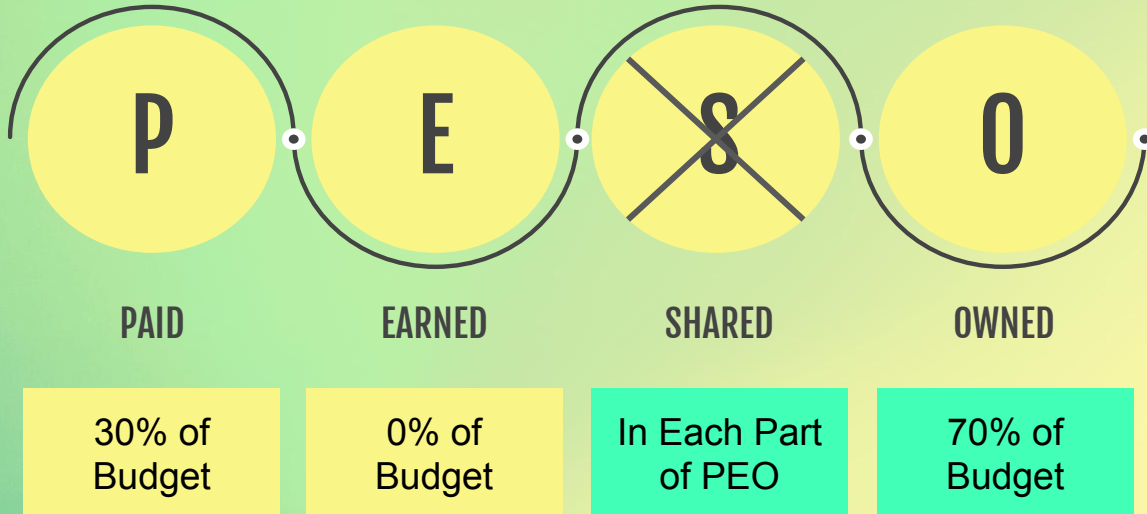
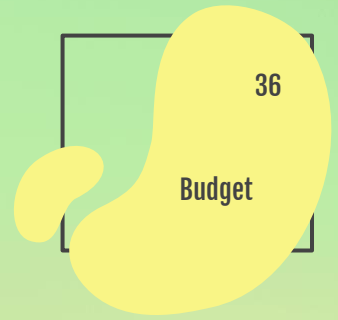
Budget By Pillar & PEO

\$1 million is the requested budget to develop and launch this campaign as well as maintain it over the course of a year.

For the three pillar breakdown:

- 1) \$300K for Artists
- 2) \$300 for Content
- 3) \$400 for Events

With utilizing partnerships, there's shared budget to amp up these pillars. By repurposing quality content, allowing further reach for increased engagement, and bringing on artists who are a true brand fit, a balance can be found between offering an authentic quality experience and maximizing budget. Most of the budget will be allocated toward investment in the Bridge app and decking out the physical locations with tabletop tablets, mobile kiosks, large screens and 3D tunnels.



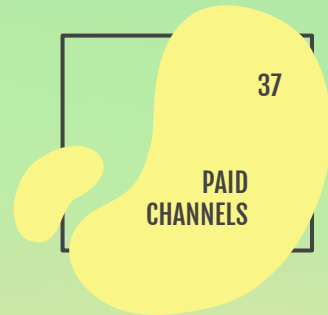
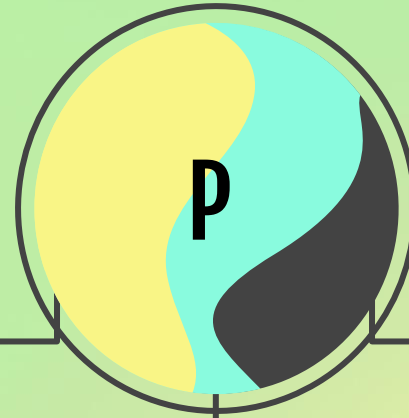
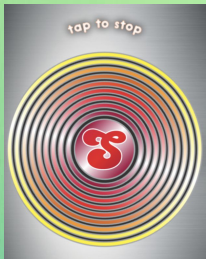
BEFORE: Paid magazine subscriptions were initially one of the MAJOR revenue streams for Night Owl. But so much content is given for FREE online now.

AFTER: Now magazine content is supplementary, but not primary source of revenue:

- Free magazine reading at restaurants & events as perk of being in purchase location.
- Mag only subscribers, no purchase required so long as basic lead targeting information entered to upsell later.
- A bundle exists for purchase: Bridge App + Magazine Extras.

STRATEGY: Go where Gen Z is, Go where the music is, Go where your brand is most engaged.

Become Part of What Your Audience Is Already Engaging!



SOCIAL MEDIA

- Paid IG Ads
- Paid YouTube Ads
- Paid TikTok Ads
- Shared ad spend for artist art and music events with label
- Product ads for Bridge App showcasing use at events
- Sponsor posts that have high organic engagement



OTHER DIGITAL

- Paid Spotify & Apple Music ads
- Paid in-app advertising for music & art apps other than streaming & social platforms
- Google search ad & SMS targeting locations near events and restaurant hubs with special limited discounts.
- Freemium display ad placement on owned Bridge App includes Night Owl and partner ads only, so can be well-integrated.



OFFLINE TIE-IN

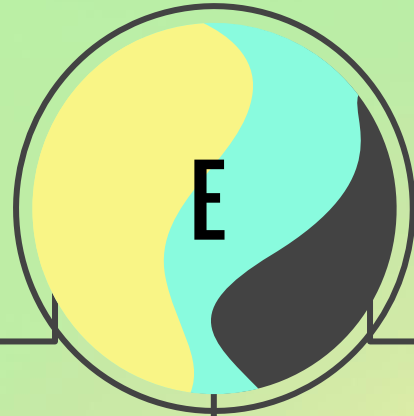
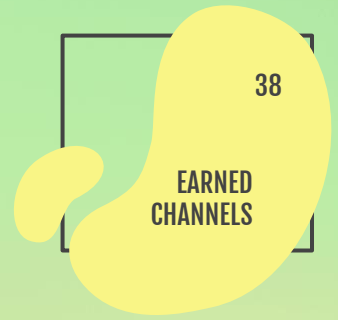
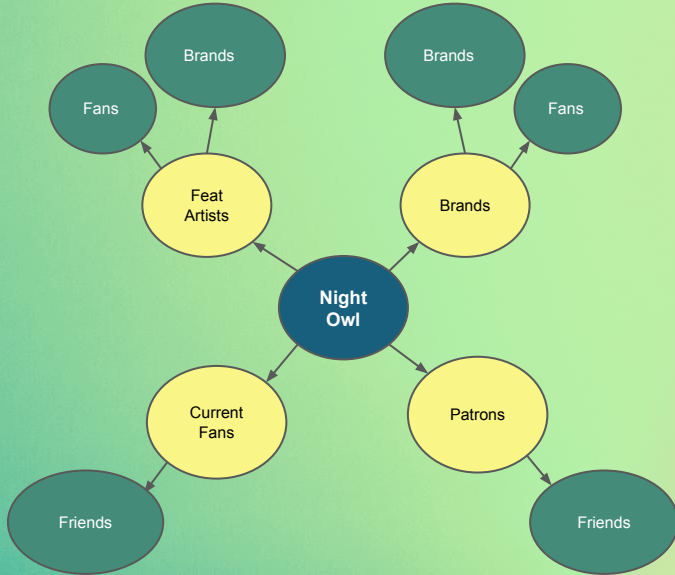
- Bridge App activates interactive billboards across popular city locations around the world. In-app pay-to-play to find hidden Easter eggs for upcoming events. Think Pokemon Go!
- Pay to stream replay of shows in 3D tunnels at Night Owl restaurants beyond initial teasers that play.
- Pay Bridge Brand Ambassadors to take to the streets for sporadic webisodes exploring different local music scenes.



Your Partners, Patrons & Artists Become Your Superfans!



DEGREES OF REACH THROUGH NIGHT OWL'S EXTENDED NETWORK When you provide value to the network, the network gives back.



SOCIAL MEDIA

- Local media and event social accounts covering your pop-ups.
- Grimes' art show and tech related events where sponsors and venues share on their own socials.
- Any feat. artists' and backdrop participants' own social followers helping spread the message.
- Due to strong alignment of your brand partners, while some social media efforts are shared, others may be earned due to relevance.



OTHER DIGITAL

- Online publishers for local events, art and music will also highlight just like they did on social but on their blogs and websites.



OFFLINE TIE-IN

- People locally hearing about the hype of the physical pop-ups by word of mouth or just passing by, and wanting to learn more.
- Restaurant patrons who get wrapped up in the music experience provided and decide to explore other areas of your brand beyond just grabbing a bite.

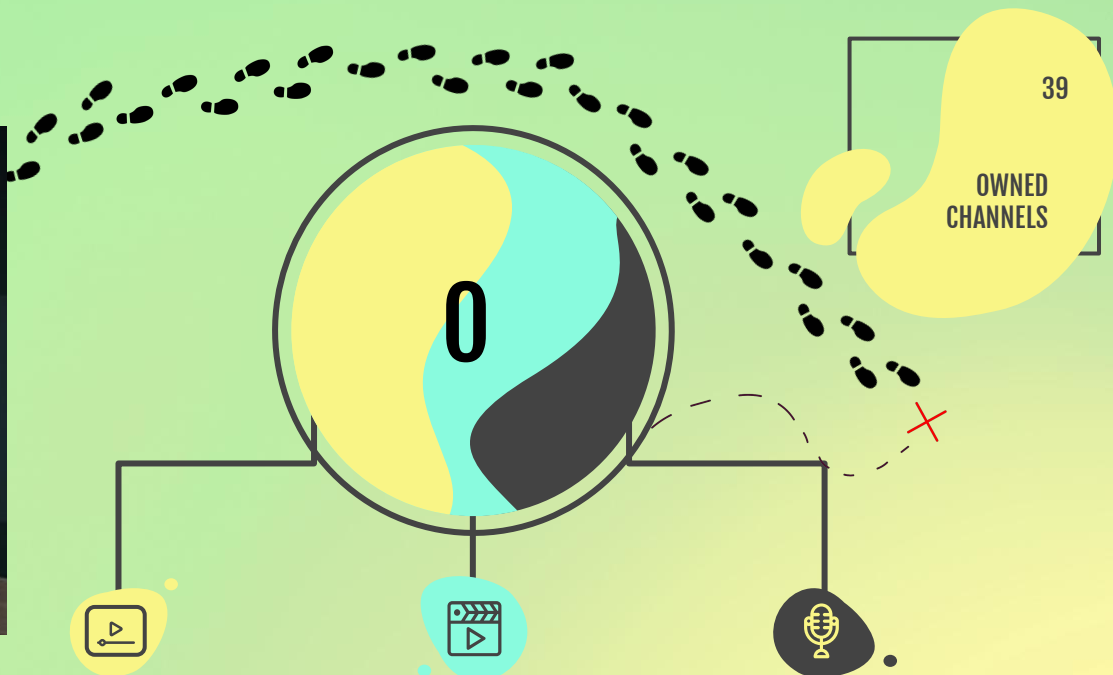
Holistic Amplification of Your Current Assets To A New Level!

CAPTAIN MORGAN HIRED HIS GRIMEY FIENDS TO HIDE GRIMES' "UNDERGROUND" COLLECTION. CAN YOU FIND THE BURIED TREASURE?



CAPTAIN MORGAN'S TREASURE CHEST:

- A treasure map with findings at Night Owl restaurants and clubs as well as across Supreme and Vans stores.
- Use the Bridge app along with QR codes on Captain Morgan bottles to unlock helpful clues. You can also purchase up to a certain number of additional clues.
- Be one of the first to win Grimes' new product line in partnership with Supreme and Vans, plus one free drink if includes Captain Morgan at a Night Owl club or restaurant.



SOCIAL MEDIA

- Your own Night Owl brand accounts
- Additional, more localized brand accounts tailored for the area, including local artist takeovers.
- Bridge accounts that provide outlets for UGC and user takeovers across social, so users feel they can direct the social experience & convos.



OTHER DIGITAL

- A live stream channel only accessed via website or mobile Bridge app login.
- Website and mobile Bridge app voting on concert backdrops
- Bridge app exclusive direct-to-artist chat engagement 3 hours before the show.
- Exclusive previews of featured artists through The Owl's Eye behind-the-scenes video series
- Spotify playlist online & in venues.



OFFLINE TIE-IN

- Restaurants with tabletop tablets for backdrop creation, 3D tunnel teasers, & live local music
- Clubs with featured artists and wide multi-touch screen Bridge app casting
- Local pop-ups with artist-themed engagement kiosks activated by Bridge
- Mags at location & Bridge App QR code scans activate exclusives beyond
- Artist - Night Owl - Brand Partners' bundled new product launch with Treasure Chest Mission.

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OWNED CHANNELS



**Ready To
Break
Boundaries?**

CONTACT

Does anyone have any questions?

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