

SnapPop for Publications

Bring your printed ads to life, create great customer touchpoints, and enhance brand image!

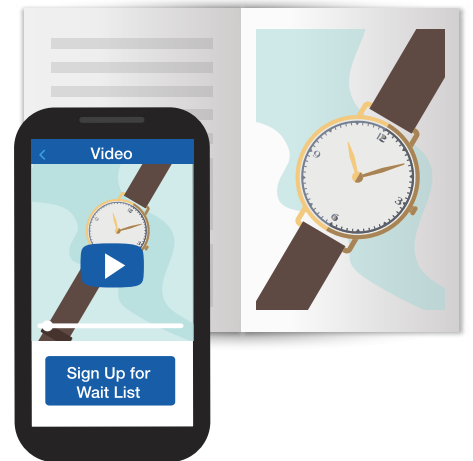


Did you know:

Those in the upper echelon [as measured by the company's digital capabilities] converted awareness to sales at a rate 2.5 times greater than those at the lower level.
(source: McKinsey Consulting, 2015)



Since 2014, Tencent, Baidu and Wanda had announced a RMB 5 billion joint venture to exploit O2O opportunities.
(source: PwC, 2015)



WHAT is it?

SnapPop is Asia's First Mobile Crowdsourced Image Search Platform. After your customers "snap" a page or an ad on your printed publication, a "pop" with multimedia content, further opt-ins, and even e-commerce, will come up on their phones. This is the most intuitive and convenient way to bring value to your publication and your advertisers, via O2O!

WHY is it beneficial?

To **publishers**:

- **Liven up your publications** by adding videos, music, voice, and other multimedia to printed articles and ads
- **Create interactive ads** for your advertisers
- Establish a **direct sales & marketing channel** for advertisers to contact interested customers in the future
- **Quick time-to-market**: use our up-and-running IT and App infrastructure

To **readers**:

- A more **interactive, fun and educational** reading experience
- **Ubiquitous** - Virtually all households will have smartphones and tablets, and everyone can install and use apps.
- **Keep updated** - learn more about the products that they've already liked and shown interest and get notified of discounts and new products
- **Sneak Peek**: scan the cover to find out more about this issue

What can I do using SnapPop for Publications?



Enrich the reading experience

- Readers can scan a page to see and hear multimedia contents (e.g. a video trailer, a celebrity voice clip, etc), fully leveraging text, images, sound clips, music, and video on the app
- Quiz and lucky draws for advertisers to further engage the readers



Multiple Touchpoints, High Engagement

- Create multiple touchpoints via follow-up push notifications
- Readers can simply scan to show interest/bookmark products and ads
- Notify readers about new promotions of your products or your advertisers' products
- Invite your readers to contests and lucky draws.



Enhance the cover

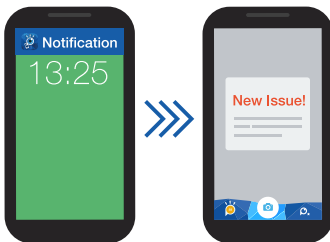
- Scan the cover / packaging with a smartphone, and to find out more about this issue



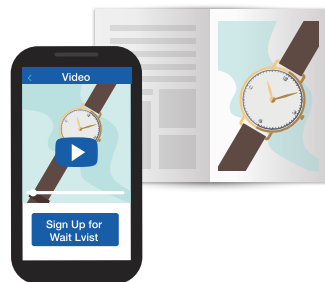
Flexible Business Models

You choose when and how the multimedia contents are unlocked

- e.g. free content, or purchase via the app to unlock (in-app purchase)



Push Notification



Interactive Media



Quiz

We have gained the trust of many award-winning companies, including:



ACT NOW!

Start using SnapPop for your business, and stand out from the rest of the crowd!
To get a **FREE** consultation, please contact:

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