

WinkBall Video

**WinkBall**  
Communicate Happiness

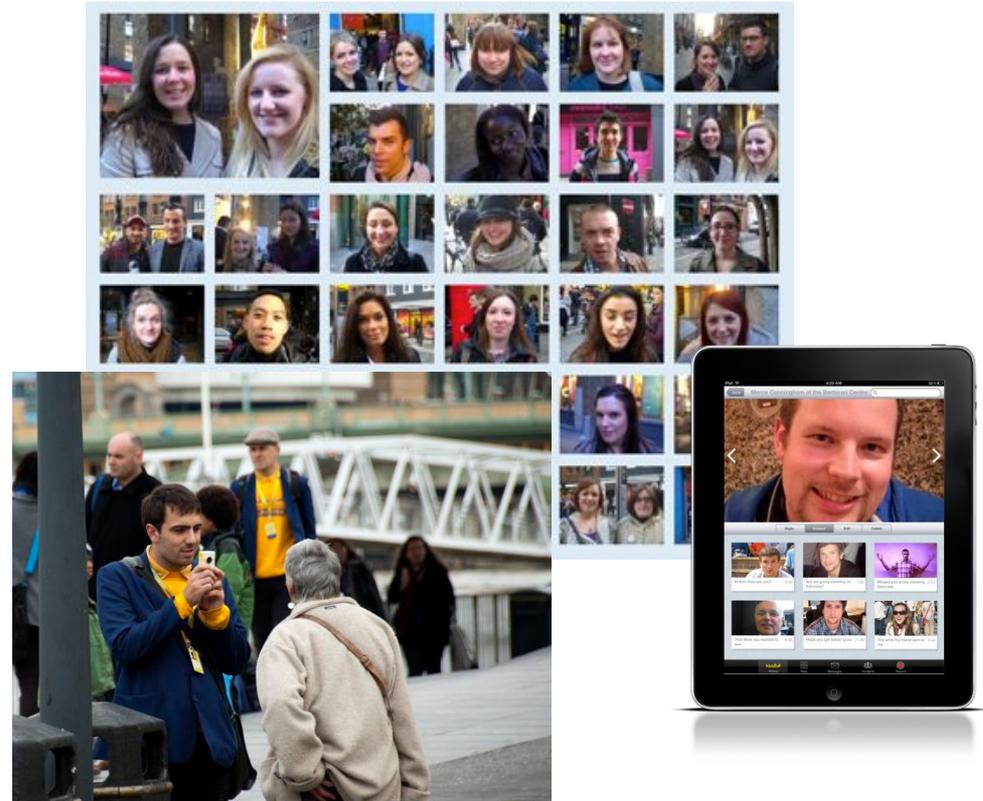
# What is WinkBall?



WinkBall Video is a unique marketing and PR tool that gets people talking about your brand.

We provide the whole package: interviewing, filming, generating video content and providing unique video walls to view and share on social media platforms.

Our large network of video reporters collects and generates content for you: the content can then be syndicated online, increasing your brand awareness.



# Our Clients



In the last two years we have video interviewed over 3 million people and gathered content at over 5,000 events.

Our clients range from small businesses to large organisations such as Sky, Sony Music, Adobe, the Mayor of London and The Telegraph.



# Utilise Video Content



We have expertise in providing video content in the following areas:

- **Promotional content:** Interactive video platforms to connect and promote.
- **Social media content:** Create a wave of campaign content hype, increasing likes and statistical trends.
- **Experiential marketing:** Provides a new concept of brand marketing by linking experiential to digital. WinkBall reporters can direct off-line traffic online.
- **Market research:** Gain rich insight via video.
- **Event coverage:** Generate a lasting legacy of your event.

# Promotional Video Content

WinkBall can act as your unique advocate: accessing people in any location and capturing their passion using the emotional power of video.

WinkBall reporters are available to attend any event where the opinion of attendees is important to you, including:



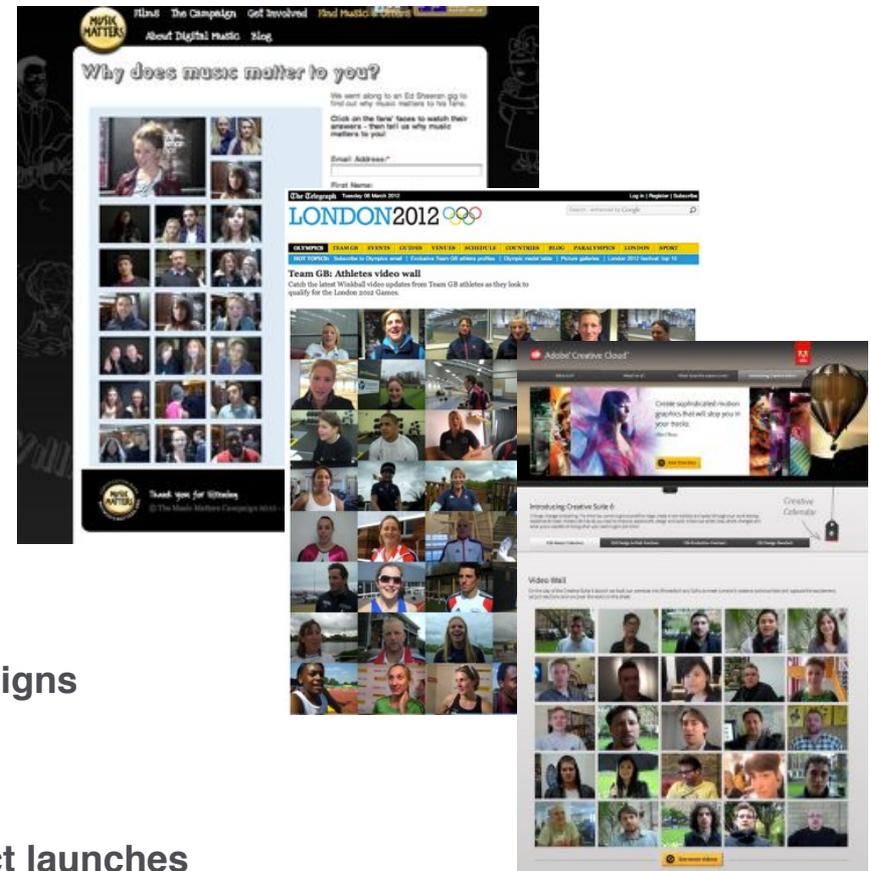
Click to play video

Tours

Gigs

Campaigns

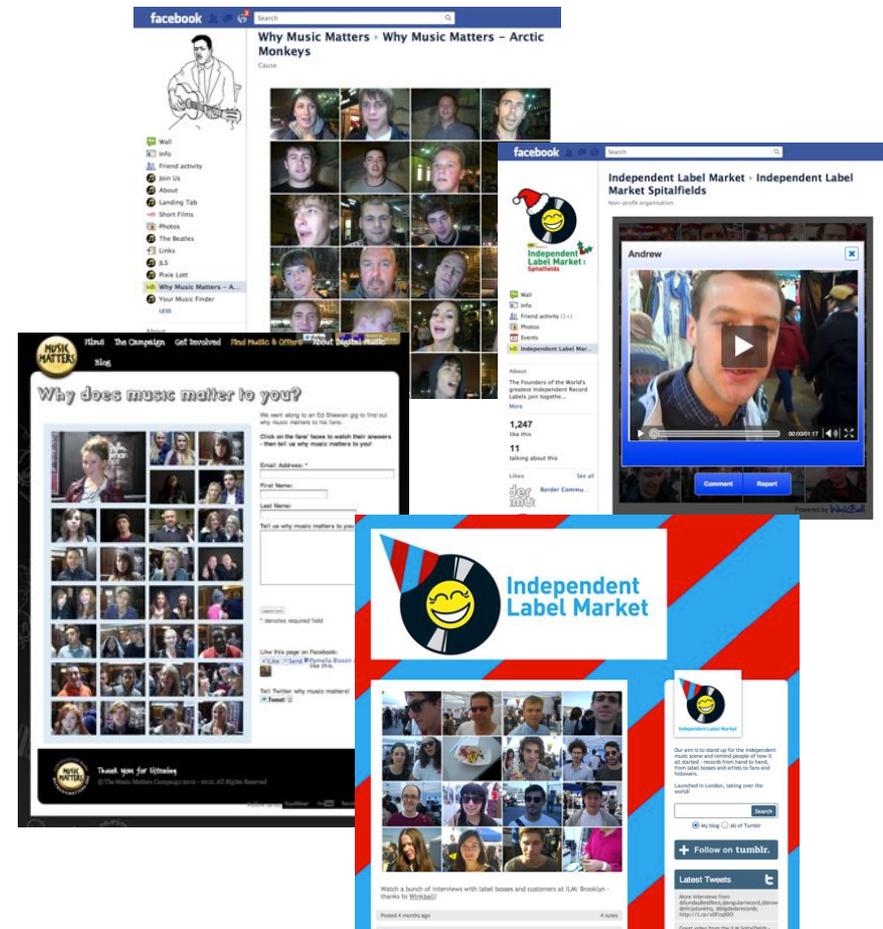
Product launches



# Social Networking and Embedding

Entire WinkBall video walls and individual videos can be shared on social media sites, as well as embedded onto any website.

WinkBall video content and sharing tools can be an integral part of your online promotion. Create an interactive video following online and gain real-time video communication with both existing and future followers. WinkBall offers the unique ability of being able to capture the passion as it happens.



# Experiential Marketing

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WinkBall can create an entire 360 degree experiential marketing platform for any campaign: for example on tours, brand promotions, sports events etc.

WinkBall reporters interact with the public face-to-face, handing out promotional merchandise, which in turn drives traffic to a website or Facebook page of your choice.

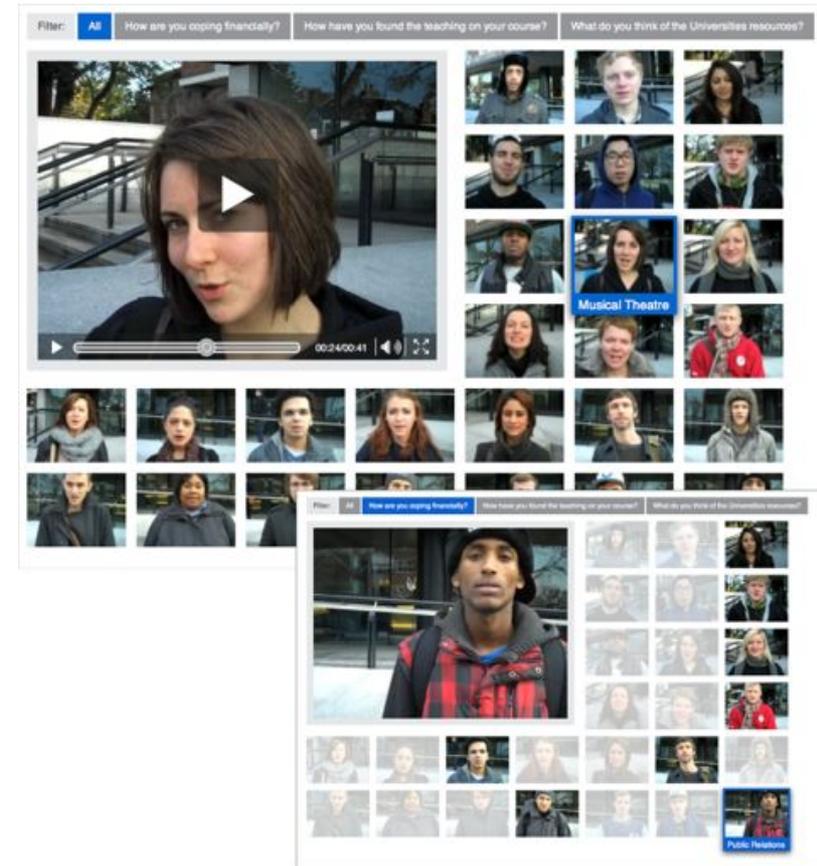
People will interact with your chosen web page through a desire to see themselves, via QR codes and URLs on the promotional merchandise.



# Market Research: Insight

WinkBall is the ideal video insight tool. The WinkBall reporter network, combined with our unique video application, provides the perfect environment for generating, viewing, sharing and analysing exclusive video market research content.

WinkBall is experienced in generating quantitative and qualitative results; data that is easily presented and analysed by our state-of-the-art video wall filtering system.



Click to play video

# Infinite Reach for Your Campaign



The possibilities are endless. WinkBall Video can launch, enhance and extend the experiential marketing experience. WinkBall provides the invaluable link between real life, face-to-face interaction and the online social media world: thus providing an interactive campaign that lives simultaneously online and offline as people experience your brand.



# WinkBall

Thank you

