

Get your target audience engaged.

boldomatic

Next Generation Marketing

Brands that work with Boldomatic



Boldomatic – the app for everything text

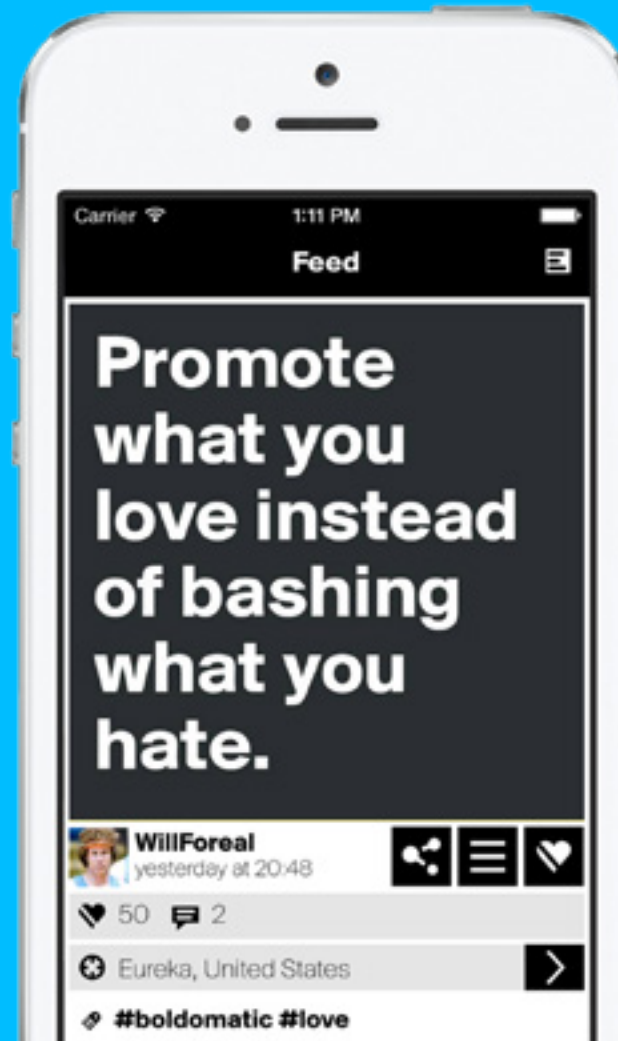


**Featured by Apple on
iTunes over 500 times.**

(September 2015)

**Nominated by Apple as
“Best New Apps” on iTunes
in over 80 countries.**

(September 2015)



Top-5 rankings
in the Apple AppStore category
Social Networking:

Nº 1 Denmark

Nº 1 Sweden

Nº 1 Ireland

Nº 1 Germany

Nº 3 Switzerland

Nº 4 New Zealand

Nº 5 Netherlands

Featured in



“It’s like Twitter but as sexy as Instagram.”



Ladies,
let's take extra
long to look
stunning for all
the guys we'll
be ignoring
tonight.

boldomatic

Love is like
farting. If you
have to force
it, then it's
probably
shit.

boldomatic

I wonder if
clouds ever
look down on
us and say
"Hey look... that
one is shaped
like an idiot."

boldomatic

It's better
to be late
than to
arrive ugly.

boldomatic

Your pants
say yoga,
but your
ass says
McDonalds!

boldomatic

Fight for
your world,
not your
country.

boldomatic

We'll
always be
friends,
you know
too much.

boldomatic

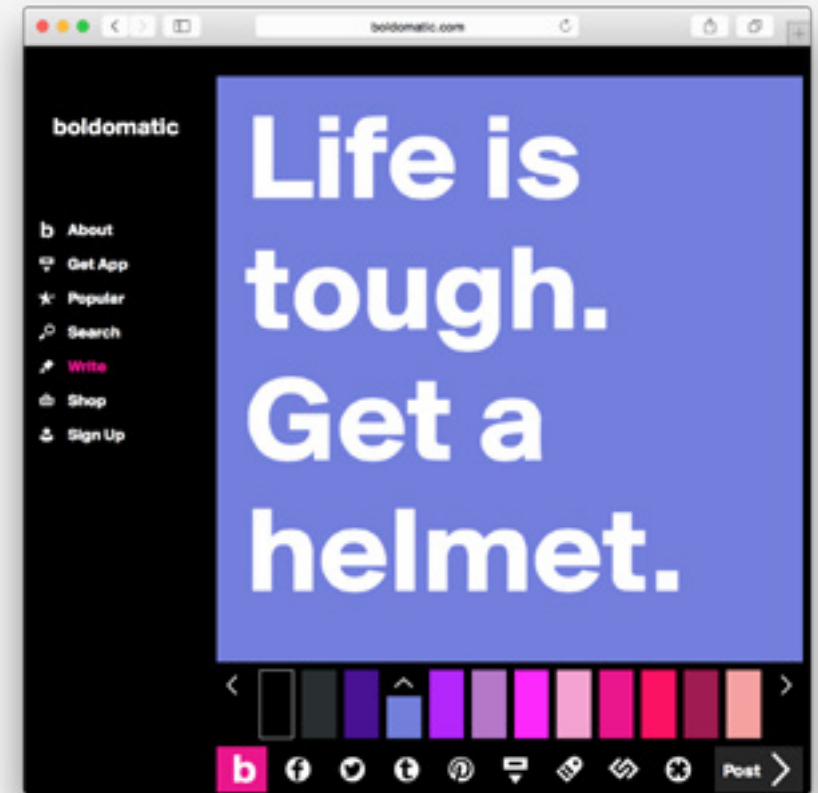
I hope
your day is
as nice as
your butt.

boldomatic



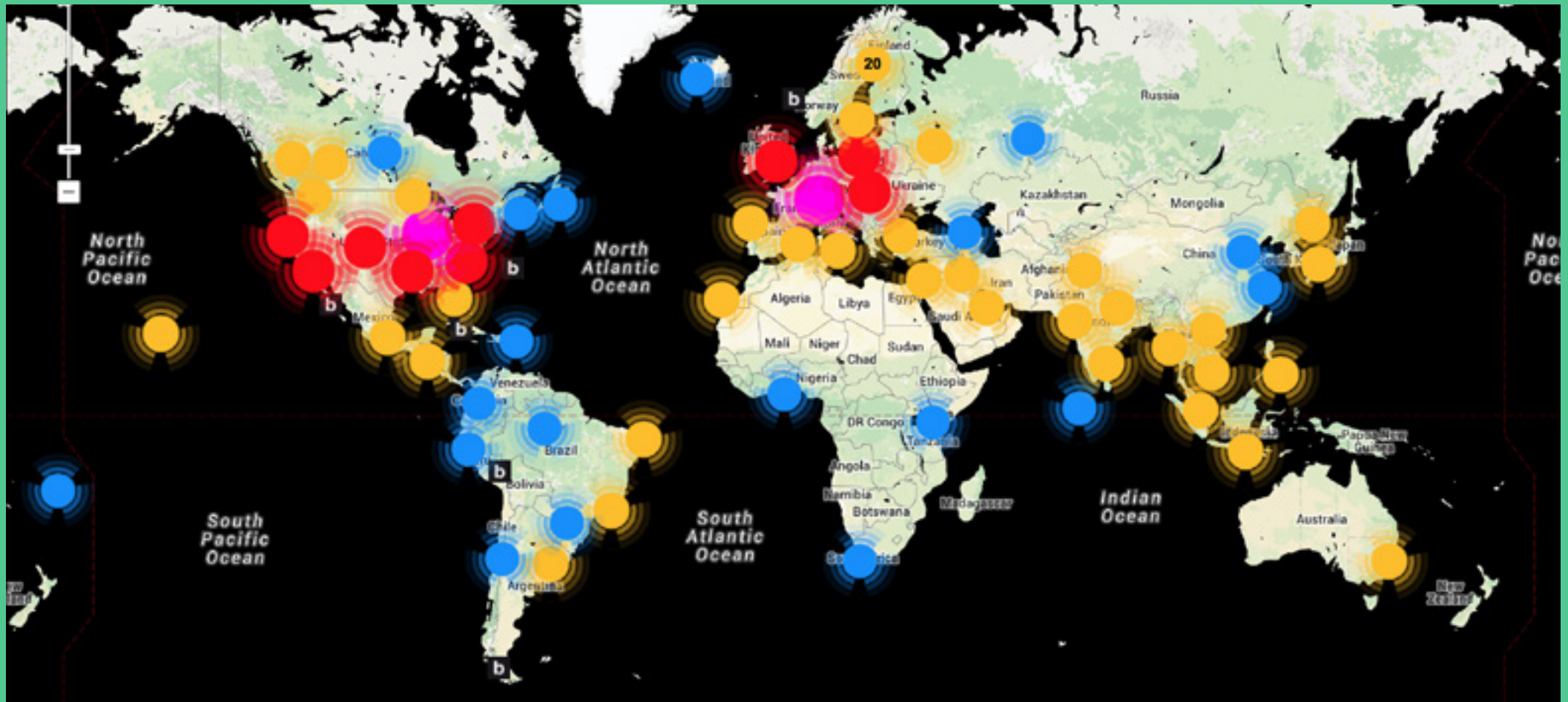
A no-nonsense, easy-to-use, super clean UI.

Available for iOS,
Android ...



... and web.

Global community of creative writers, text lovers and early adopters.



160K writers from +170 countries

Top 20% of users spend more than 30 min/day on Boldomatic

High GDP top countries

1M+ app users by end of 2019

Next-generation social and mobile marketing

Sponsored Contests and Brand Tools

Sponsored Contests

We create custom social & mobile marketing campaigns to get your target audience engaged.

Don't call it advertising!

Boldomatic offers your brand the possibility to sponsor a Weekly Contest. Get our community of creative writers engaged with your brand and turn them into authentic brand ambassadors.

Our creative writers are ambitious, competing for likes, shares and followerships. Boldomatic's Weekly Contest is the primary battlefield on our network. We feature random subjects on a weekly basis and the writers submit relating posts aiming for top-popularity to get exposure, fame and the chance to win one of our prices.

Contests run from Monday to Friday and are prominently featured on the Boldomatic main feed. 5 to 10% of all content generated on Boldomatic is contest related. The contest related posts have a significantly higher engagement rate than regular posts. (more views, more comments, more likes, more shares)

Depending on your objectives, we can tailor the contest scheme to meet your objectives. Be it sales, traffic or brand driven.

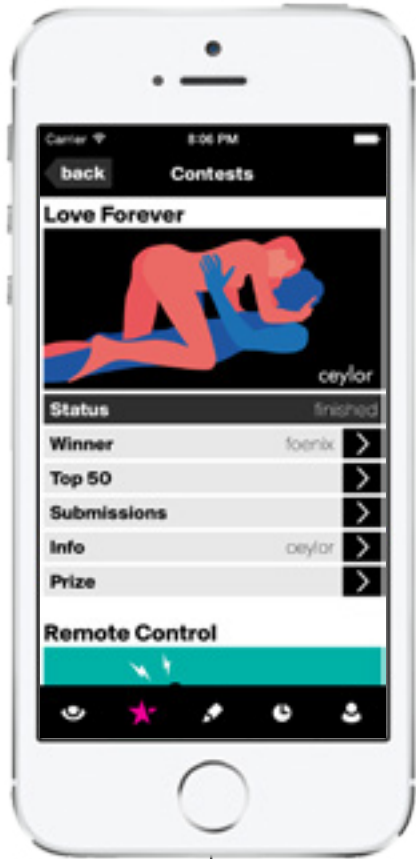
- > Choose a compelling theme or subject (ie. the category of your brand)
- > Get your brand name attached. Each post will be associated with #category #brand-name in order to be eligible to win
- > Provide a price (or multiple) for the winning writer(s)
- > Use the creative content in any way you want (ie. on other Social Media)
- > See your brand integrity climb in and via a highly attractive target audience



Sponsored Contests

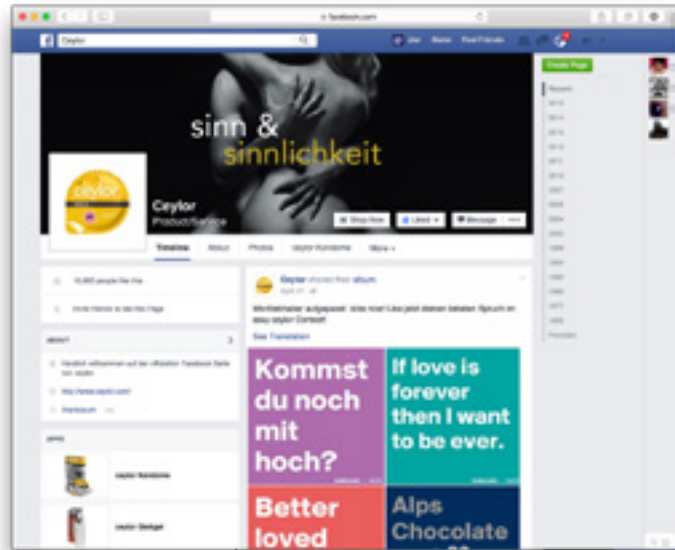


Example: Ceylor – sponsored contest and social media campaign



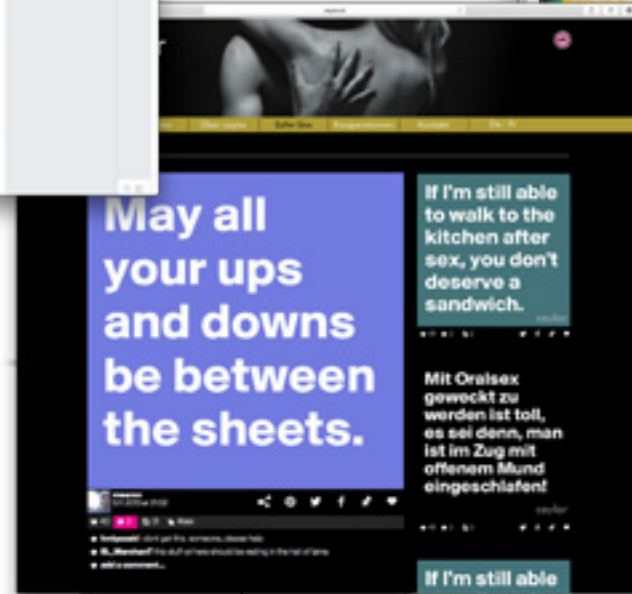
Sponsored Contest

The contest was launched under the hashtag #loveforever. The winning post was printed on limited edition ceylor condoms and for each other submitted post CHF 1.- was donated to Schweizer Aids-Hilfe.



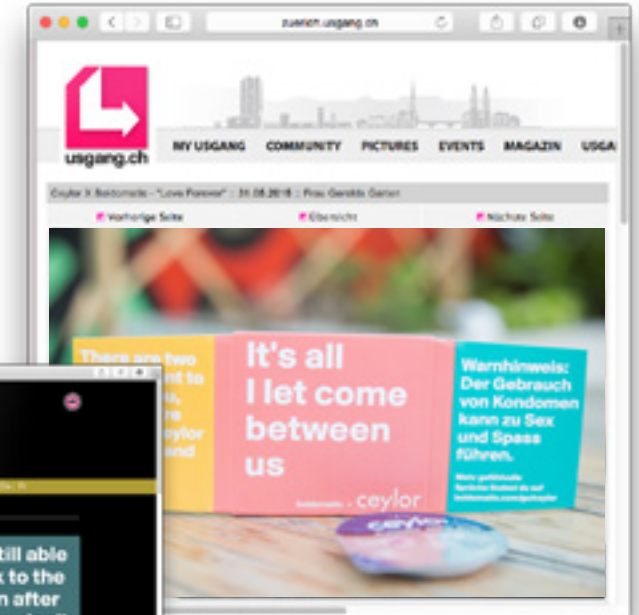
Social Media Campaign

The top 20 posts went into a second competition on ceylor's Facebook page increasing the traffic on their Facebook page. The winner received an iPad mini.



Brand Tools & Integration

An example of how easily the Boldomatic editor can be integrated into any website.



PR & Media

This all around social media campaign reached its peak when several media outlets reported about the distribution of the limited edition condoms in Zürich West and the donation to Schweizer Aids-Hilfe.

Sponsored Contests



Brand benefits

Reach



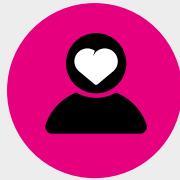
➤ More than 400 posts are seen on

- | | |
|---------------------------|--------------------------|
| Users
+160K | Addresses
100K |
| Followers
11K | Followers
9K |
| Followers
14.5K | Followers
400 |
| Followers
20K | Followers
3K |
| Followers
43K | Followers
3K |
| Followers
250 | Searches
N |

➕ Client side exposure

+250'000 people will see user generated content about your brand

Writer characteristics



➤ High involvement and high engagement of the writers, because they want...

- to be perceived **as winners**
- to be perceived **as smart & creative**
- to be **famous**
- to be **liked**
- to win **a nice price**

Creative and smart brand ambassadors

Brand focus



➤ Your brand

- Top of **mind**
- Associated with Boldomatic **a cool and innovative brand**
- Gamification... **an active engagement not just views**

Increase your brand integrity

Content



➤ Your brand

- Observe the **brand perception**
- Learn from **the writers**
- Opinion **research**
- Opinion **search and use**
- Use the creative content in **any way you want**

Qualitative user research and advertising text

Sponsored Contests



Brand cooperations



SNEAKERNESS®

ceylor®

NZZ
T O O L
B O X

V I U
FRAMING CHARACTERS

*
G-STAR

RON ORP ★

*
RCKSTR
MAG.

KOLLEGG
ZÜRICH / HELSINKI



[wudtek]



*
GANT®

* in process

Sponsored Contests

Example: WWF Schweiz

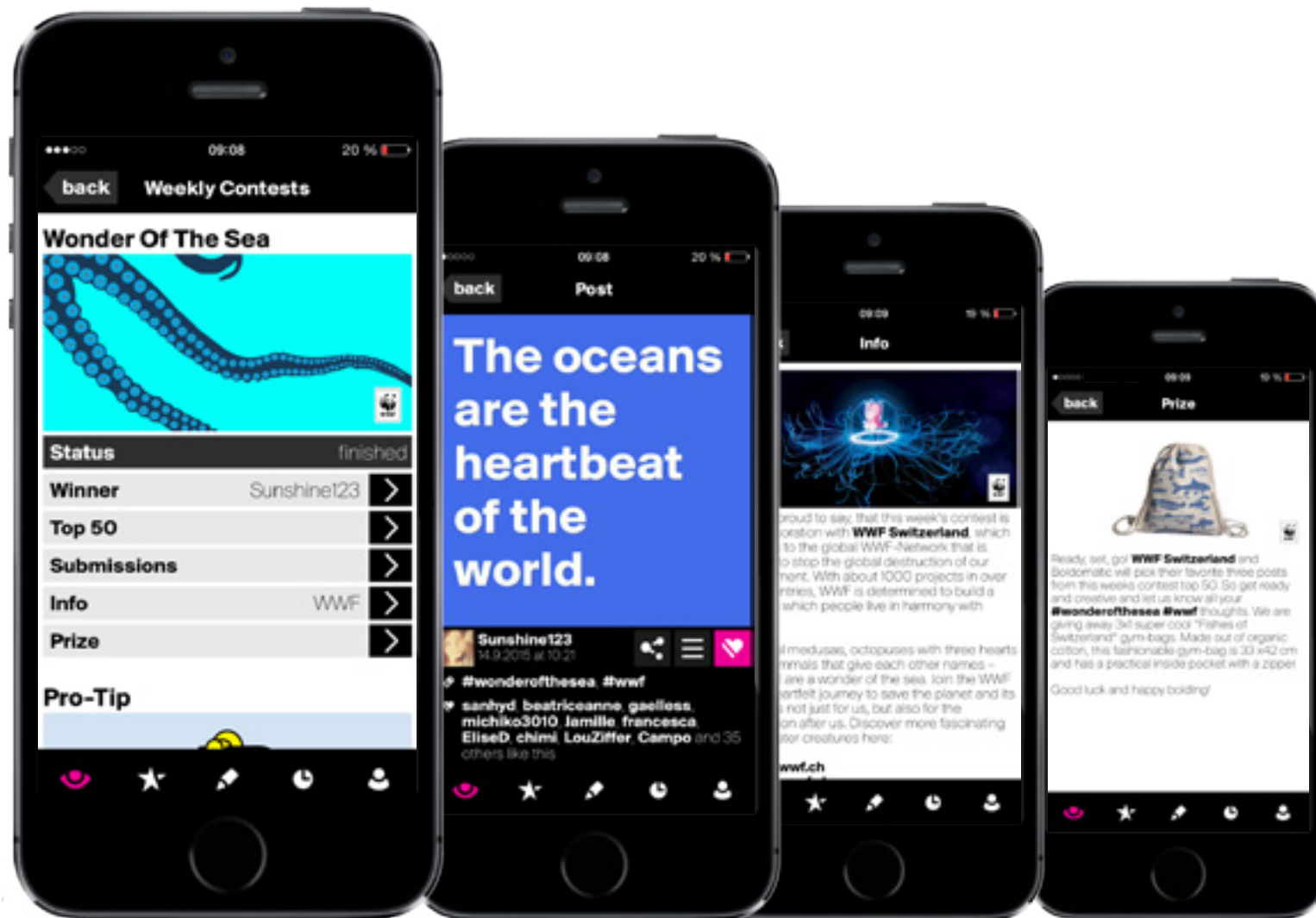
Brand: WWF Schweiz

WWF Switzerland has launched its new campaign “Wunder der Meere” and wanted to drive peoples attention to it. They asked our writers to let them know what fascinates them most about the ocean. WWF additionally used the top posts for their Facebook page and drove additional engagement via Twitter postings.

Results in a nutshell

- 150'000 contacts
- 351 submissions
- 2174 likes
- 5736 activities

WWF top-of-mind amongst the Boldomatic community and their friends via external shares.



Contest panel in user feeds

Top-performing post

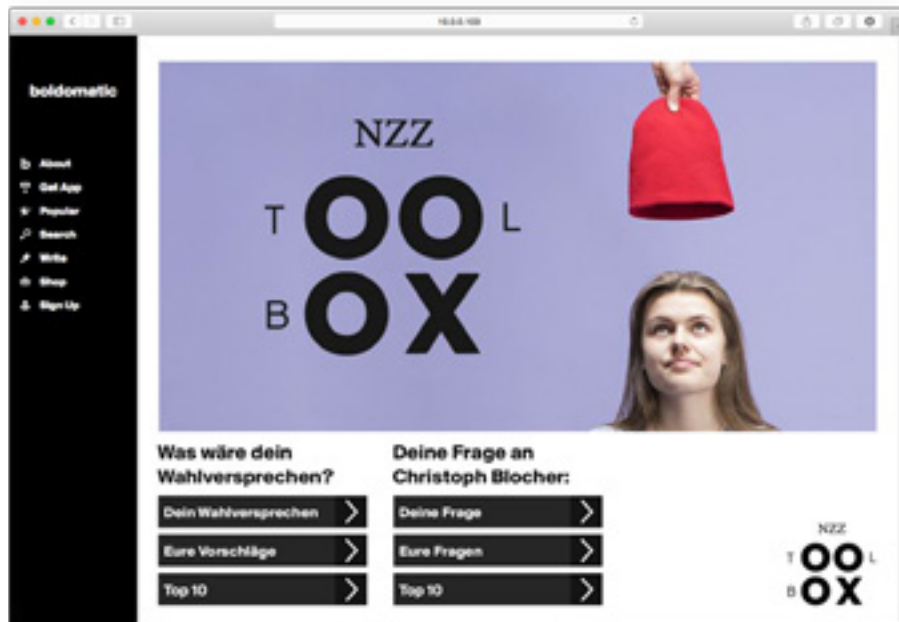
Infopage with brand storyline & link to website

Guidance for writers and key components of the brand

Sponsored Contests

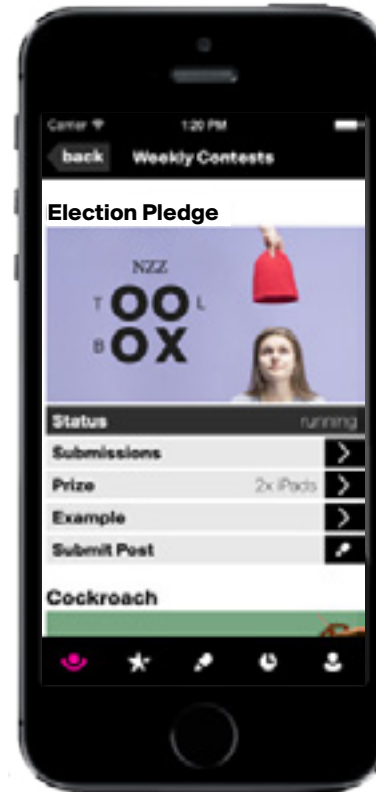


Example: NZZ – sponsored contest & beyond



Online Brand Portal

Boldomatic has created a custom branded portal for NZZ to bridge the offline experience of the magazine to the digital world and continuously engage the audience beyond classic Facebook campaigns and promotions.



Sponsored Contest

The contest was launched under the hashtag #electionpledge featuring the theme of Toolbox's newest issue. They asked our writers what their election pledge would be and what subjects matter most to them.



Online to offline

In NZZ Toolbox next issue Boldomatics #electionpledge top posts were featured prominently, bringing the online world to print in an elegant, seamless way.

Brand Tools

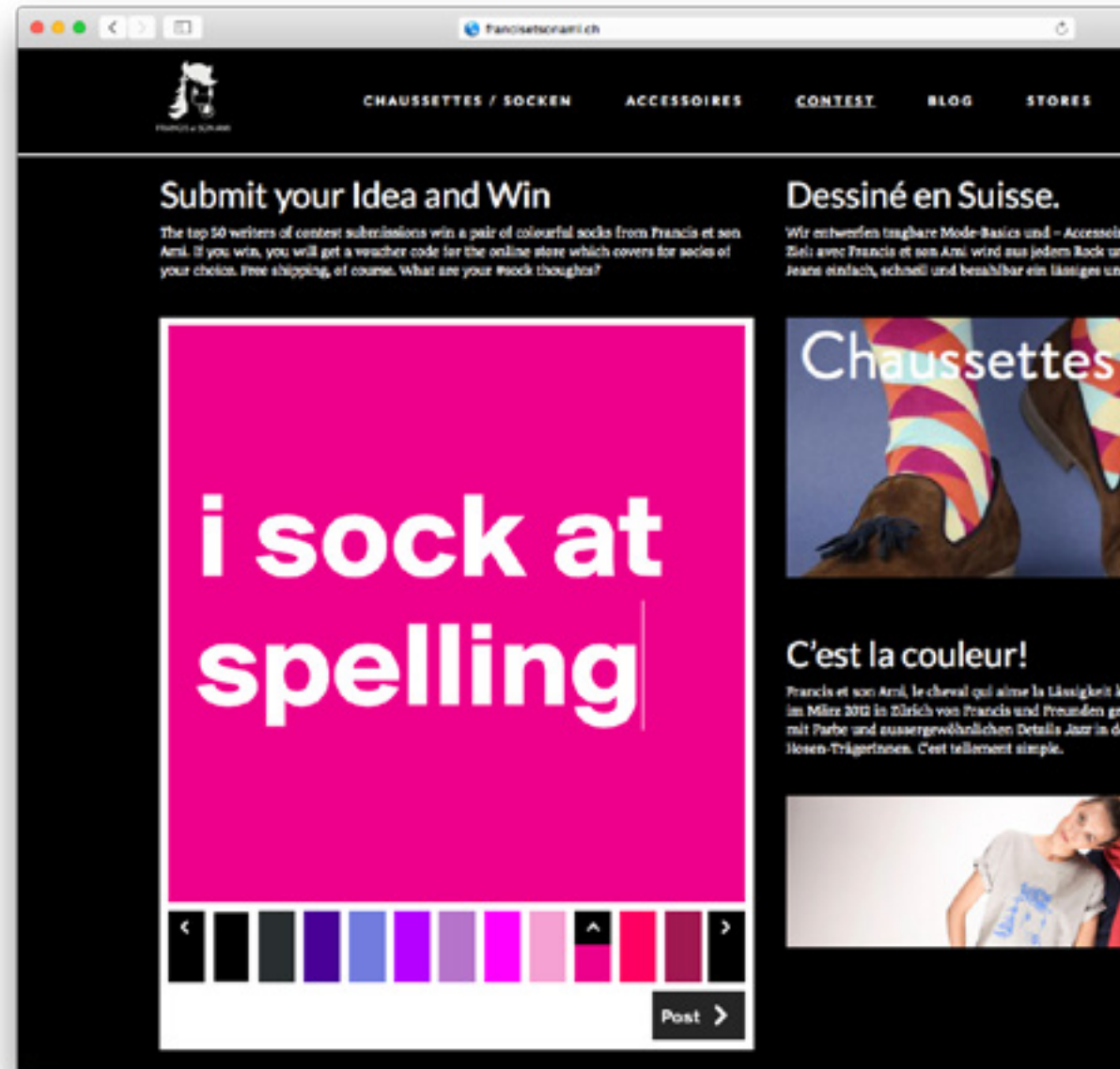
Integrated toolkit for cross-media campaigns

Overview

Boldomatic offers a wide range of powerful tools to help your brand engage your audience through the use of our technology. It's easy to integrate a post, a series of posts, setup custom branding, or allow your audience to post to your channel. Sharing to other networks is automatic, and engaging the growing Boldomatic community with your brand is natural.

Core features

- Easy integration through smart iFrames
- No hosting or server setup required
- Compatible with content management systems
- Customizable views with powerful queries for sorting, grouping and segmenting of content
- Built in sharing to other networks, including Facebook, Twitter, Pinterest, Google+, Stumble Upon, Tumblr, We Heart It
- Open Graph meta data with share redirects back to your campaign or website
- Black lists for profanity censoring
- Anonymous mode without sign-up for posting

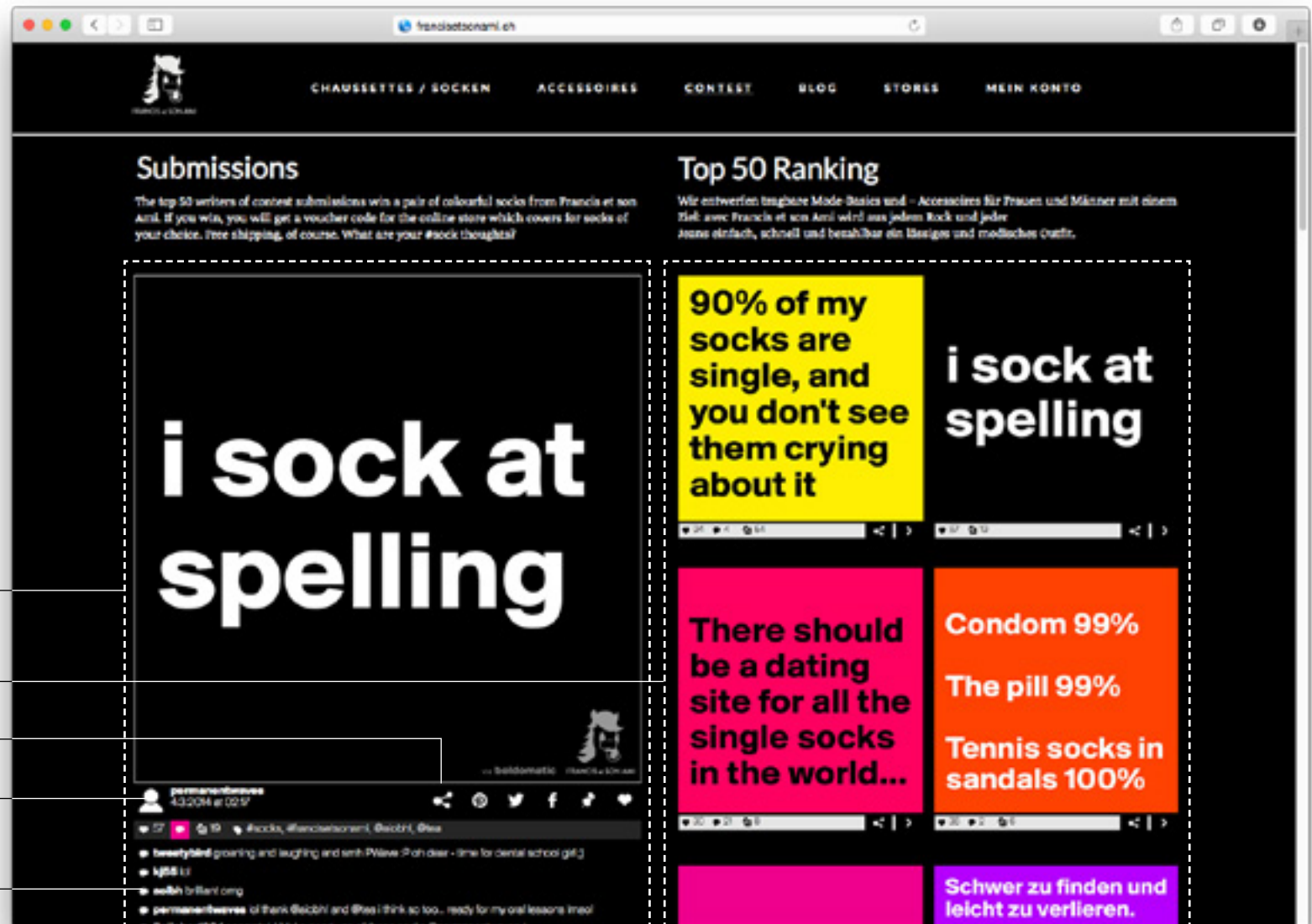


Brand Tools

Example: Francis et Son Amis

Post integrations

When a potential customer submits a post, or a visitor from the web stumbles upon a post via a social network, the visitor is presented with the a large version plus a post listing of the top 50.



Embedded post

Embedded post listing

Quick-share shortcuts

Post author and vitals

Post interaction & activities

For more technical details please see appendix

Brand Tools



Example: Francis et Son Amis

Sharing

When a post is shared, it is linked back to the original campaign, creating a complete cycle to keep your audience engaged and maximize your reach.



Facebook post

About the company

Company profile

Boldomatic is a content-creation platform & community seeded in Zurich, Switzerland. Boldomatic is determined to become the number one source for everything text in both online and offline media for creative writers and brands alike.

Boldomatic offers a unique platform for brands to engage a creative userbase beyond classic means of content marketing. The first-of-a-kind app, described as “the Instagram for text”, allows users to create text-images that can be shared within and outside of the Boldomatic network.

Launched in November 2012, our free app for iOS, Android, and Web reports an organized catalogue with over **750'000 posts** and **8M post impressions** per month.

Boldomatic has grown organically to a community of more than **160'000 writers** from over **170 countries**.

Milestones

➤ Boldomatic nominated by Apple as “Best New Apps” on iTunes in over 100 countries, 500 features in total

➤ Top-5 Rankings in the Apple AppStore:
Nº 1 Denmark,
Nº 1 Sweden,
Nº 1 Ireland,
Nº 1 Germany,
Nº 3 Switzerland,
Nº 4 New Zealand,
Nº 5 The Netherlands

➤ Featured in TechCrunch, Yahoo Finance, NZZ, Tagesanzeiger, Reuters, Blick, Investopedia and others

Top countries app

- Nº 1 Switzerland
- Nº 2 United States
- Nº 3 Germany
- Nº 4 United Kingdom
- Nº 5 Sweden

Top countries web

- Nº 1 United States
- Nº 2 Germany
- Nº 3 United Kingdom
- Nº 4 Switzerland
- Nº 5 Canada

Global user distribution



DACH

- 20% Users
- 38% Traffic App
- 32% Traffic Web

Downloads & Links

- [Sponsored Contest, PDF, 5MB](#)
- [Technical Guide, PDF, 2MB](#)
- [Brands](#)
- [Developers](#)

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