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SERVICES &
CAPABILITIES
2014



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TICKETING:

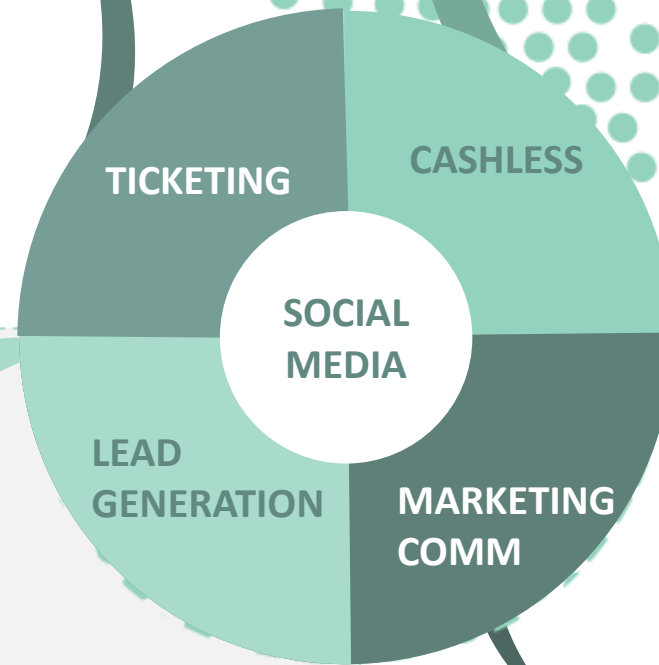
(Key benefits from this new technology)

- MEMBERSHIP DRIVES.
- LEAD GENERATION
- FACEBOOK COMMUNITY DRIVES.
- CUSTOMER REWARD

LEAD GENERATION

(Key benefits from this new technology)

- DIRECT ATTENDEES TO A SPECIFIC PRODUCT
- COUPONS / VOUCHER REWARD
- INITIATE COMMUNICATION



CASHLESS EVENT

(Key benefits from this new technology)

- ATTENDEE INSIGHTS / PROFILING
- CUSTOMER REWARD
- LINK TO PRODUCT DRIVE

MARKETING COMMUNICATIONS

(Key benefits from this new technology)

- BRAND EXPOSURE
- ATL CAMPAIGN
- ON THE GROUND INTERACTION



TICKETING
SEND PEOPLE
TO YOUR
STORE OR
ONLINE PORTAL



1. plankton.mobi TICKETING

HOW IT WORKS TICKETING PORTAL

- SELL EVENT TICKETS ON YOUR FACEBOOK SITE
- OFFER CUSTOMERS :
 - DISCOUNTED TICKET RATES
 - CONVERT A FRIEND TO YOUR BRAND & GET 2 FREE TICKETS

OR

- LEAD GENERATION TOOL
- ON THE EVENT TICKETING SITE:
 - BANNER ADVERT
 - ADVERTISE YOUR SERVICES / THROUGH VOUCHERS, LINKS TO SPECIFIC PORTALS / APPS / PRIZES



TICKETING

TICKETING:

KEY BENEFITS FROM THIS NEW TECHNOLOGY

- MEMBERSHIP DRIVES: push people to specific stores etc.
- LEAD GENERATION: push people to specific sites market promotions / services on the ticketing portal
- FACEBOOK COMMUNITY DRIVES: ticketing widgets exist which can channel all event fans to a specific site to buy tickets, thereby building that community.
- TICKETING WITH SMS (no credit card, no Internet access required): linked to mobile wallet for payment this makes any event in Africa a possibility.

TICKETING RIGHTS COSTS INCLUDE:
TICKETBREAK SYSTEM INTERGRATION TO THE FNB
PREFERRED SALES PORTAL / STAFF TRAINING AND
MANAGEMENT FEES / FULL SERVICE EXECUTION

1

EVENT TICKETING PORTAL

REWARD CUSTOMERS WITH A DISCOUNTED TICKET ON YOUR PORTAL >> REWARD / BECOME THE HERO / START THE CONVERSATION.

2

TICKETING COUPONS / VOUCHERS

SERVICES TO BE MARKETED ON THE EVENT SITE >> MARKET SERVICES ON THE SITE IN THE FORM OF A VOUCHER / COUPON. WE CAN MEASURE THE INTEREST PER CLICK

BRAND IMAGE ON THE SITE : SITE VISITORS THEN CLICK ON THE IMAGE
>> REDEEM IN :

STEP 1: WE ADVERTISE THE OFFER DURING EACH AND EVERY TICKET SALE >> FROM THE DAY THE TRIGGER IS ACTIVE THE OFFER CAN BE CAPPED TO E.G. 6 000 TICKETS LEADS.

STEP 2: WE TAKE IT EVEN FURTHER TO ALLOW THE CUSTOMER TO CLICK ON THIS ADVERT, ONCE THE CUSTOMER CLICKS ON THE ADVERT HE GETS SENT >> AN EMAIL (BRAND) WITH A UNIQUE CODE TO GET THE DISCOUNT.

STEP 3: THE ATTENDEE / TICKET HOLDER >> CAN THEN REDEEM THE VOUCHER THROUGH CONTACTING YOU



**NFC CASHLESS
CAPTURE / TRACK
ATTENDEE
SPENDING PATTERNS
& PROFILE INDIVIDUAL
INSIGHTS**

2. plankton.mobi CASHLESS SYSTEM

HOW IT WORKS LOAD IN

All Money is loaded onto a NFC device

(at present a card but it can be a phone, wrist band etc).

- Money can be loaded in many ways
 - PRE EVENT: - ONLINE,
 - USSD (CELLPHONE),
 - PARTNERS I.E. MAKRO STORES ETC
 - AT EVENT: - LOADING STATIONS
 - PRE-LOADED CARDS (EXTRA SPEED)

CASHLESS

HOW IT WORKS VALUE OUT

CASH OUT: not allowed under SA banking law (Laundering concerns)

VALUE OUT: Wallets: banks / payment gateways

Partners: POS / value systems - (SUPER stores) Airtime / Content downloads / Specials

Loyalty Systems

CLOSED LOOP CASHLESS SYSTEM : KEY BENEFITS FROM THIS NEW TECHNOLOGY

ADVANTAGES:

- Creation of temporary commercial opportunity – Sponsors
- Full control of every single vendor on premises
- No cash: change
- Hugely reduced theft (Vendors/ Owners super happy)

CLOSED LOOP - COMMERCE OPPORTUNITIES:

- Branding of cards and loop
- Wallet partners
- Loyalty partners
- Value out partners
- Sampling partners

SECURITY

- Pairing of cards
- Numbered and controlled batched
- Visa standards for year contracts

CASHLESS SYSTEM RIGHTS COSTS INCLUDE
SYSTEM INTEGRATION AND MANAGEMENT FEES /
BRANDED CASHLESS CARDS / LINK VALUE OUT TO
VOUCHERS / COUPONS

1

EVENT SOCIAL MEDIA CIRCLES

YOU CAN MARKET / ENGAGE WITH THE EVENT SOCIAL MEDIA FANS >> TWITTER / FACEBOOK / G+ / INSTAGRAM

2

CASHLESS SYSTEM PLATFORM

PRE EVENT: PRE LOADED CARDS CAN BE ORDERED THROUGH YOUR WEBSITE

>> GIVING YOU THE CHANCE TO ENGAGE WITH POTENTIAL CUSTOMERS / REWARD EXHISTING

AT THE EVENT : VALUE IS LOADED ONTO THE SYSTEM FROM WHICH YOUR BRAND WILL RECEIVE acquiring fees AND ENGAGE WITH THE FANS ON THE GROUND >> A DEDICATED ACTIVATION AREA IS ALLOCATED TO YOUR BRAND WHERE YOU CAN EDUCATE / MARKET / REWARD EXHISTING OR POTENTIAL CUSTOMERS

POST EVENT: THE CLOSE LOOP CASHLESS SYSTEM ENSURES THAT THE VALUE OUT OPTION CAN BE CHanneled TO BRAND'S PREFERRED SOLUTION >> CASH SEND / EWALLET OR ATM Withdrawal / VOUCHERS & COUPONS

3

BRANDED CARDS

YOU WILL HAVE THE OPPORTUNITY TO BRAND THE EVENT CARDS

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THANK YOU
FOR YOUR
TIME &
INTEREST