Overview and Introduction

Prepared for
CROCO MOTORS

Prepared by
 Mediabox Advertising

Document Type
Proposal Document

Document Date
June , 2018

Breaking new ground in Marketing and Advertising technology

Contents

Introduction

Mediabox Advertising is a Media , Advertising and Technology company that provides an automated advertisement channel. Our operational plan spans across the continent and beyond thence enabling access to advertisement channels beyond borders. Currently the activities are consolidated within Zimbabwe and South Africa with more countries being added continuously.

Excutive Summary

Looking at the whole process of looking for advertisement service providers through to launching a campaign, various media houses have a daunting process that can be obscure, lengthy and complicated for companies who are seeking to access these services to expand their business.

Mediabox Adspaces (www.adspaces.co.zw) is a revolutionary digital solution that transforms the way conventional advertisement is done through democratizing the relevant information and easing reach between service providers and prospective clients. It is a web based platform that facilitates the process of discovering advertisers and their respective product offerings under various marketing categories through to the creation and running of ad campaigns. The whole process that can take several hours to days using the conventional methods will be compacted to a couple of minutes through this efficiency levelling platform. Currently the advertising industry has no ubiquitous and scalable automated solution that integrates the whole ad discovery and campaign launch process like what Mediabox is bringing on board.

Product Functionality

MediaBox pivots on the strength of its process optimisation ability apart from the ubiquity benefit. The features offered on the platform revolve around four major steps which gets the whole job done. We believe this process lifecycle scaled on the platform will ease the advertisement administration workload off administrators in media houses as well as the clients.

The process lifecycle is shown below;
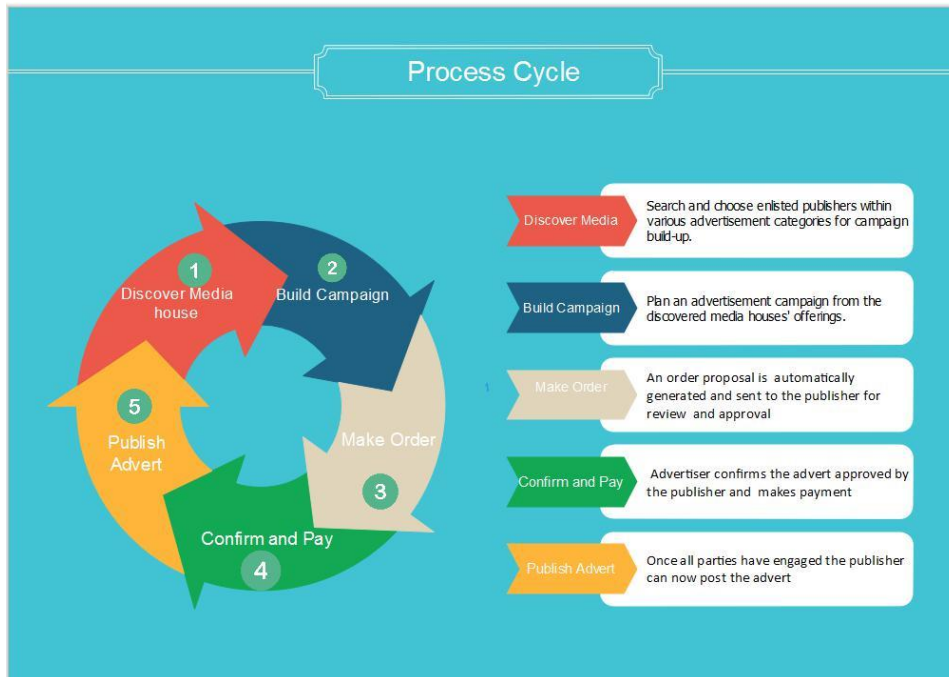
Media houses Discovery

The platform brings the benefit of ubiquity to the advertising users as well as the publishers. Clients can quickly discover service providers listed on the platform, insights on the publisher's audience reach and impressions, the nature of content published as well as pricing information. Various easy and quick to use filters for enhancing the search experience on the platform are readily available

on the clearly visible left sidebar of the discovery page. The image below shows the image discovery section on the platform where service providers (publishers) are listed according to category.
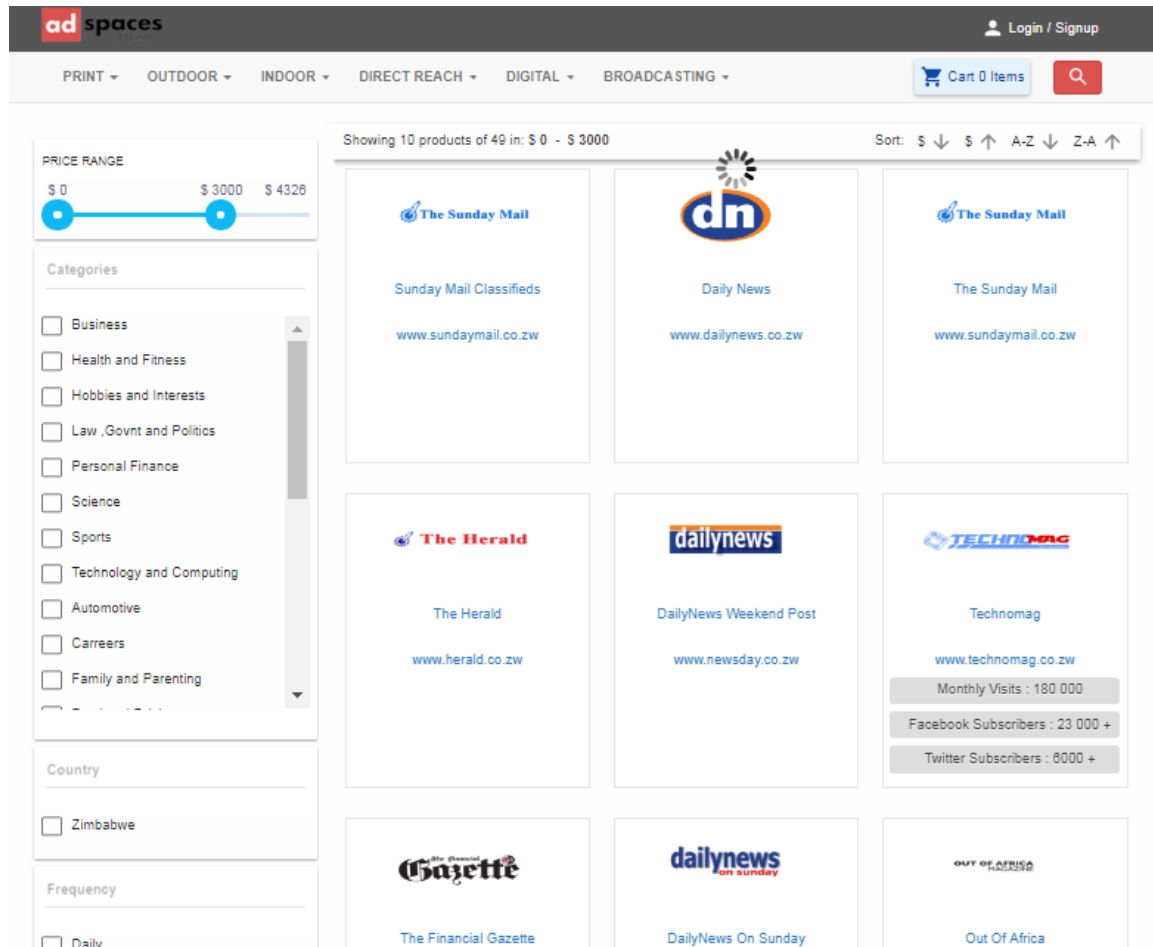
Clients can browse all the categories on the platform to select the service that best suits their advertisement requirements. The platform creates a shopping

experience where choices are saved in the shopping cart by the click of an "**Add to Cart**" button upon viewing a selected listed publisher. The image below shows the publisher profile as presented to a client visiting the platform.

Advertisement Campaign buildup

After browsing through the listed publishers and adding selections to the cart, the advertiser (client) is given options to set campaign parameters for the selections made upon login. Campaign setup options available include;

i.   Campaign name

ii.   Descriptions of what needs to be achieved (Campaign Objectives)

iii.   Campaign period setup in terms of the start and end date

iv.   Media upload for advert creative meant to be used for the campaign

All these options are easily available and presented in an understandable manner. Campaigns configured at this stage are saved and can be reused at later stages by simply invoking them after the initial campaign period has lapsed. Parameters can still be updated as well to customise the campaign for new requirements. The image below shows the campaign setup page;

Order Placement

After configuring the campaign and confirming it, an automatic order is generated and sent to the publisher. The advertiser receives an email notification and gets to view the order status on a dashboard provided on the platform. A campaigns history for a recurrent advertiser is maintained on this

dashboard as well, they are able to view the following statuses; Pending, Scheduled, Running and completed campaigns. Details on the dashboard are presented in real-time, the status changes if any change is made. The image below shows the Advertiser's dashboard;

Order Confirmation and Payments

The automatically generated Request for advert appears on the publisher's dashboard on the system. This order placement event triggers an email notification to the publishing administrator so as to reduce the feedback turnaround time for an order made by the advertiser. The administrator approves/disapproves the ordered advertisement campaign, another email and sms notification to the advertiser is immediately triggered. This prompts for confirmation and payment for the advert by the advertiser. Payments can be done offline (RTGS) or using online payment (ECOCASH/TELECASH/PAYNOW) directly from the platform

Advert Publication

Once a campaign has been paid for or the advertiser has accounts with the publisher, the publisher will proceed to advertise it as expected by the client. Multiple reports can be generated together with surveys that are carried out on how the advertisement campaign impacted the client's business; this will help to measure the ROI of an advert. Once the advert is placed a copy is of the publication is sent physical or electronically to the customer.

Training

To ensure that our clients enjoy the full potential of using the platform we offer free periodic trainings to them on request or on scheduled trainings that we carry out during the coarse of the year .Dates for scheduled trainings are usually advised as the year progreses.

Benefits of using Mediabox Adspaces platform

1 .Discoverable – Advertisers can search and buy advertising spaces from different media houses offered within a   marketplace, a singular, curated environment in which a diverse range of inventory is categorized for advertiser?
2. Fungible – Inventory defined by a consistent set of product definitions that are Universally understood.
3. Accessibility – available to advertisers across and within a range of different agency tools.
4. Efficiency – a low friction proposition for publishers and advertisers from both a workflow and business process perspective. When you buy advertising space using Mediabox Adspaces it takes only a fraction of what you would get if you go traditional.

Pricing and Discounts

The use of the platform is free and does not involve any extra charges on the advertiser .Advertisers enjoy 10 % discounts on all advertsing spaces listed on the platform.

Contact Us

You can get in touch with us in any of the below ways:

By Phone: 0773 439 246   (Cellphone of Simbarashe Mukorera)

By Email: info@mediabox.co.zw/smukorera@mediabox.co.zw

On our website: www.mediabox.co.zw

Adspace Inventory : www.adspaces.co.zw

We look forward to hearing from you soon!