

Brandcards®: Quick Reference:

- Brandcards introduces new app and platform that lets consumers find the brands they love, and lets those brands love them back.
- Launching first edition of “personal brand stores” focused on active outdoor brands, and will extend to other segments and categories over time.
- Benefits:
 - Gives consumers control over their relationships and how they engage with their favorite outdoor brands.
 - Allows brands to give consumers direct, personalized special attention unavailable from other digital media or channels.
 - Provides transparent and authentic connections between consumers and their favorite brands, eliminating intermediaries while allowing consumers to share only what they want to share with only the brands they love.
- Problems Addressed:
 - Consumers expect special attention and offers from their favorite brands (84% desire their favorite brands to provide them with special attention in the forms of content and offers relevant to their interests)¹
 - One-third of consumers desire special attention from brands other than just deals, low prices and promotional offers.
 - Brands seek relationships with consumers so they can improve the overall customer experience by dealing directly with their consumers...and not through intermediaries like retailers²
 - Traditional digital marketing and advertising is falling short. 26% of desktop users and 15% of mobile users have deployed ad blockers to remove the nuisances of digital ad clutter³
 - Social commerce is failing due to buyers are not going to social networks to buy, but engage with friends⁴
 - 66% of consumers spend more money on the brands they love⁵. Consumers want better ways to find the brands they love, while brands want better ways to engage directly with loyal customers.
- Solution:
 - Brandcards platform is launching Outdoor Edition targeting Outdoor Enthusiasts
 - Easy to access and set up Brandcards
 - Provides tips, tools and products to achieve peak performance in relevant interest areas related to outdoor sports.
- Facts:
 - 17 Outdoor Sports Categories covered
 - Over 140 Active Outdoor Brands
 - Over 50,000 Products
 - Average Brandcards user engages with 12 brands
 - Currently only available at the Apple IOS App Store. Android and web-based versions are planned.

¹ <http://www.meaningful-brands.com/en/insights>

² <https://econsultancy.com/blog/64317-why-brands-need-to-move-to-a-direct-to-consumer-model/>

³ <http://www.adweek.com/digital/iab-study-says-26-desktop-users-turn-ad-blockers-172665/>

⁴ “Many companies have tried social commerce, but the reality is that most people just aren’t that interested in making purchases while they are within social environments,” said Debra Aho Williamson, principal analyst at eMarketer. (<https://retail.emarketer.com/article/social-commerce-code-hasnt-been-cracked-yet/58d2ef0febd4000e20e0fcbe?ecid=NL1014>)

⁵ “Approximately 66 percent of consumers spend more money on brands they love” (Accenture Global Consumer Pulse Research - 2016)