

SUPER SOCIAL

Everything brand needs inside one ecosystem

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PEPSICO

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MINDSHARE CONTENT+





PEPSICO



WHAT HAS CHANGED?



SCALE



**LIFE
MIRRORING**



INTEGRITY





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EMERGING SCALE

VK

X2,6

daily audience
of mini apps



FB & IG

+50%

messaging increase

+57%

posting activity



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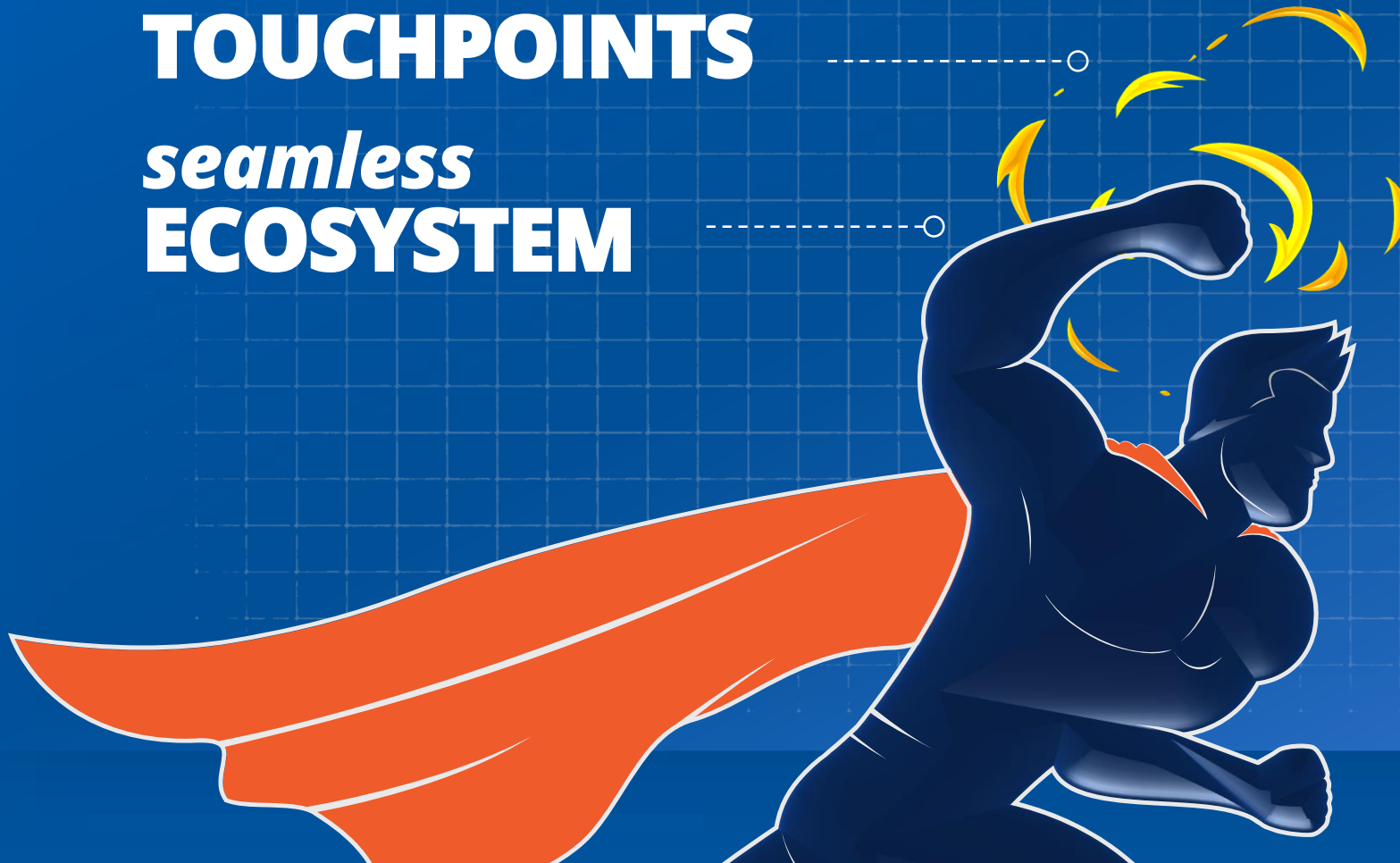
MINDSHARE

LIFE MIRROING

varied
TOUCHPOINTS

seamless
ECOSYSTEM

**UNLIMITED
DATA**
taxonomy



SOCIAL ID

Data collection based on custom triggers signals

20%
of social investments



Use data in real campaigns

+40%
accuracy

+20%
conversion rate



INTEGRITY

from
CHANNEL

- content
- R&F
- performance

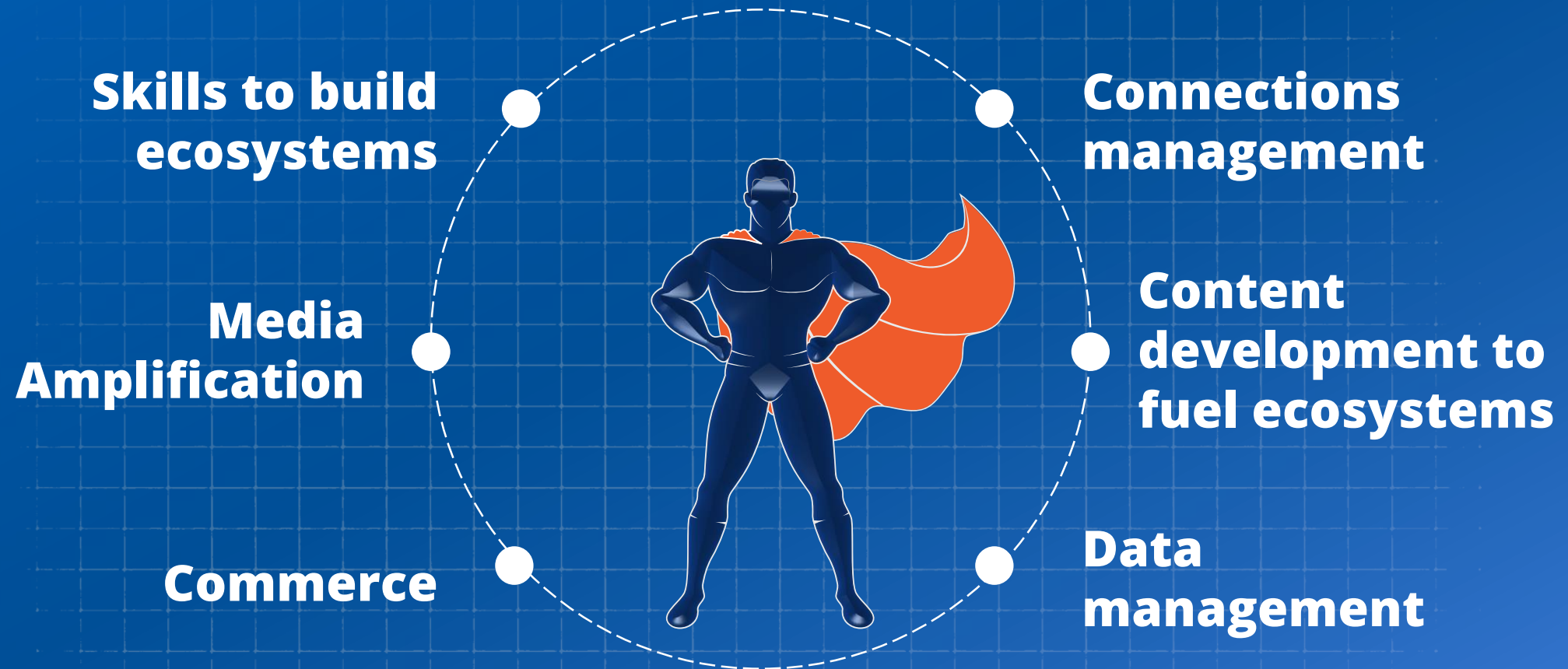


to
ECOSYSTEM

- connected experience
- deep engagement tools
- added value services
- social promo & commerce



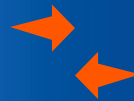
AGENCY NEW ROLE



BRAND OBJECTIVES

HABIT

Drive purchase frequency & volume



LOYALTY

Engage with IMU & deliver immunity strength

CASHBACK

MINI-APP

CASHBACK PROGRAM

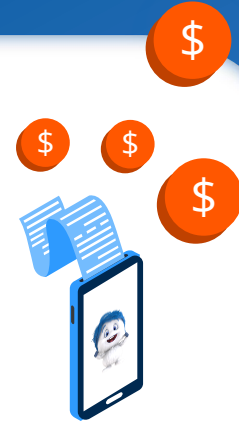
**Buy
Imunele**



**Scan
receipt
in 9 most
popular
apps**



**Get
cashback
based on
your
purchase
patterns**



Custom offers for
Light\Medium\Heavy
buyers cohorts

Automated perso for
deeper segmentation
layers



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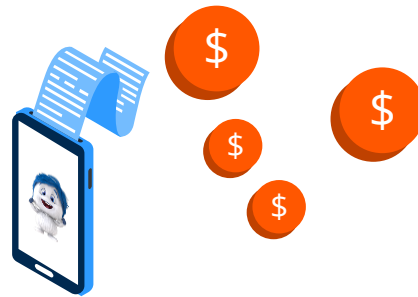
MINDSHARE

PILOT RESULTS



+25%

**receipt value growth
2x vs ambition***



+50%

**receipts vs
ambition**



x14

**purchases stimulated
with x18 lower cost of
contact vs tailor-made
promo**

SCALING UP

VK

RECOMMENDED
PARTNER

87%

Penetration

39mln

Monthly reach

50%

Share of registered
cashbacks



ALIGNING BOTH STREAMS TOGETHER



HABIT

CASHBACK

LOYALTY

MINI-APP



Buy Imunele and Scan receipt



Collects extra coins in Imu game



Get your cashback via VK Cashback

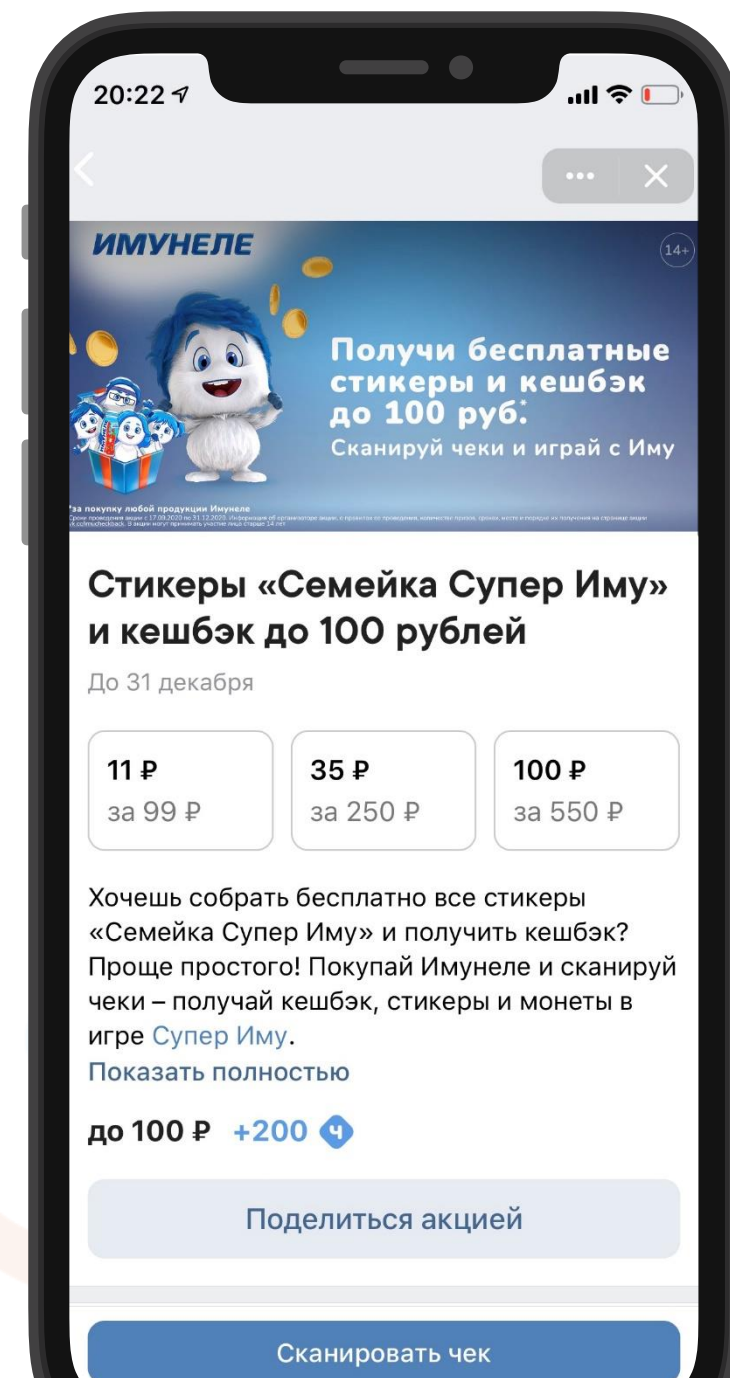
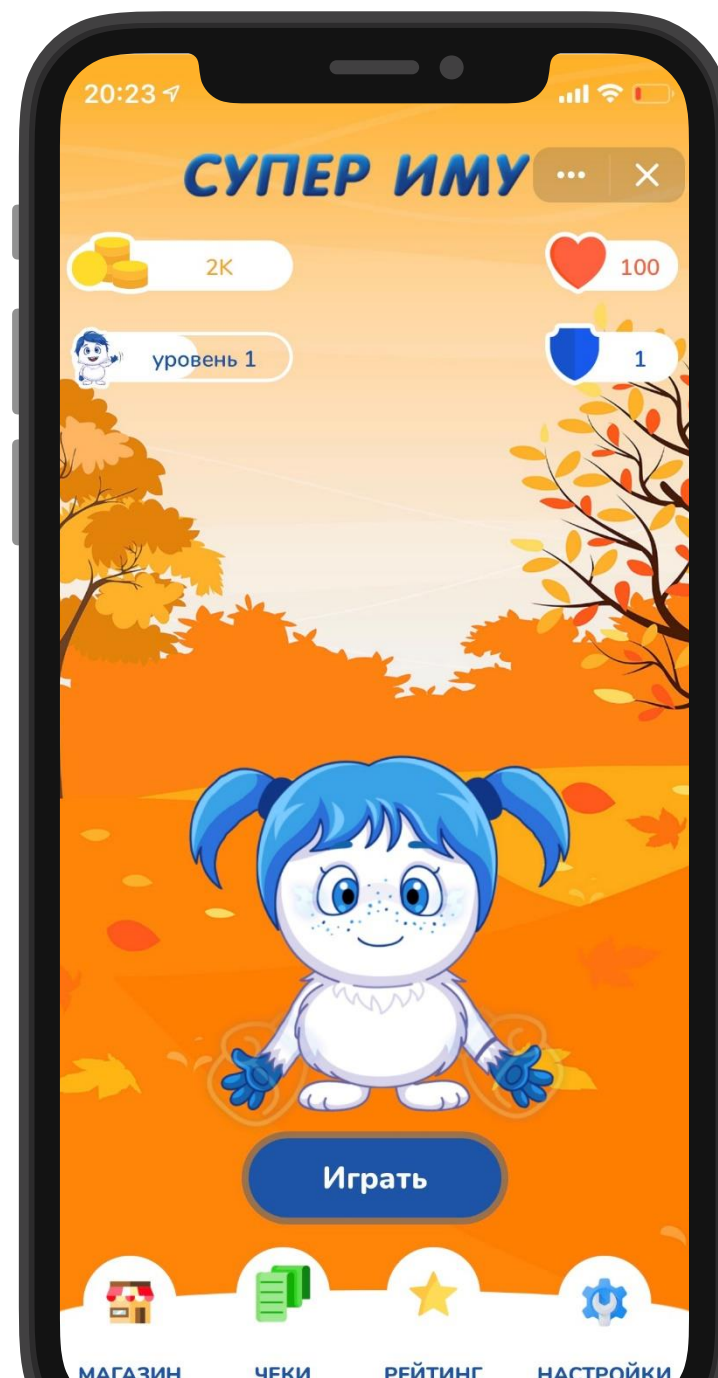
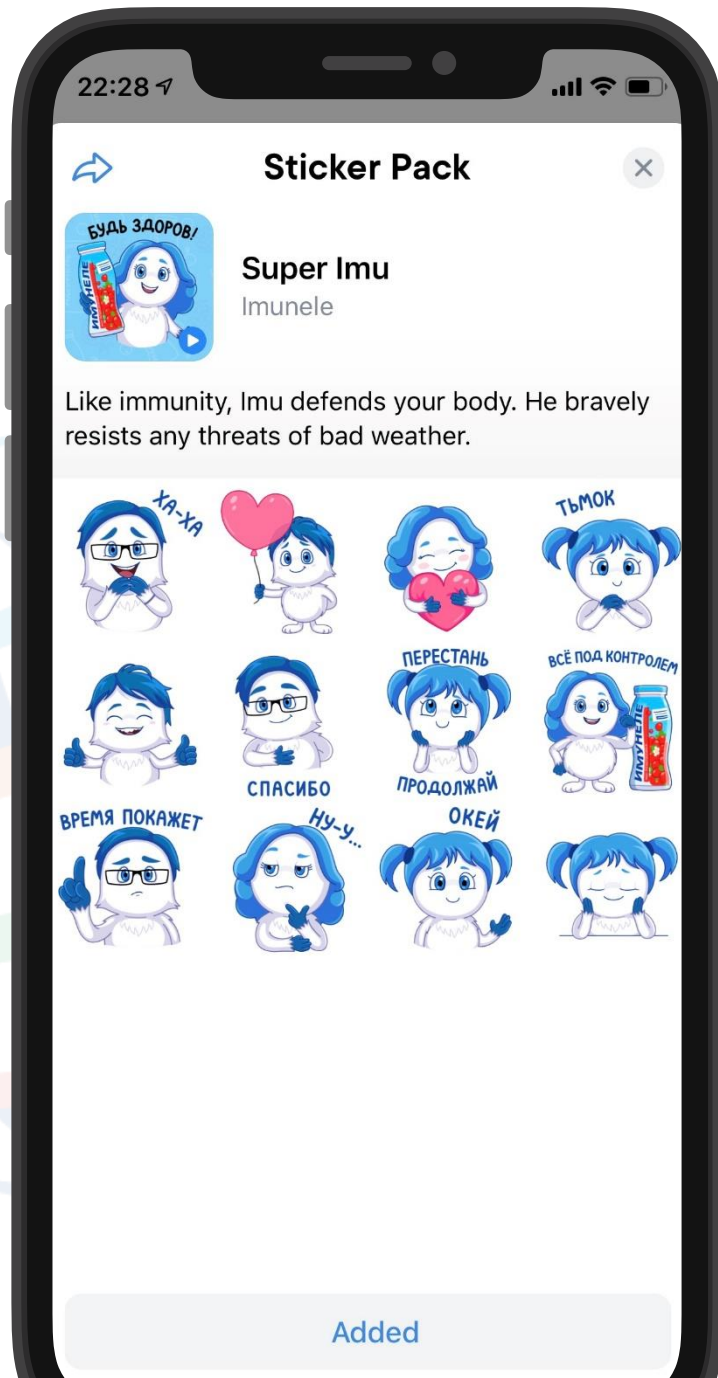


Get Imu stickerpack



VK game: Play to resist threats and keep immunity strengthened







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MINDSHARE

_3 WEEKS RESULTS

2.5mIn

**stickerpack
installs**

820k

**mini-app
visits**

32k

**scanned
receipts**

88%

**CR to first part
of stickerpack**

39%

**game
return rate**

x4

**cashback
offer traffic**

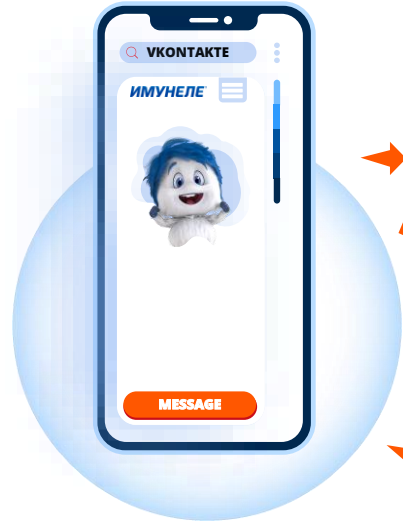
1-2-1 COMMS ROLL OUT



**VK
stickers**



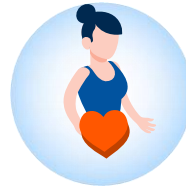
**Media
AON**



**Chat bot &
game in VK**



**Personalized
offers**



**Personalized
communication**



Cashback

Always-on data cycling



THANK YOU

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