

MekaMon.com Digital Strategy Plan 2017/18 & Further

How Mekamon will position itself as the new
must-known, must-have IP across the digital
space.

Digital Success 2018/19 Means..

B2C Unit sales

£4.2mil

15k unit sales by January 2019 driven by
own website across UK, US.

Digital Product Assets

£325k

Proof of concept ready In-app purchases
driven by CCG augs packs, cosmetics and
QoL upgrades - all synergised with physical
accessory packs.

Affiliate Sales

£375k

Affiliate sales channel accessed by high
quality traffic drivers across publishers and
influencer campaigns.

Merchandising

£350k

Off the back of partnership success in
Japan, a line of b2c merchandise for
Western consumption.
Product sales will include, but are not limited
to limited edition water transfer decals, t
shirts, hoodies and full feature canvas art.

MekaMon.com

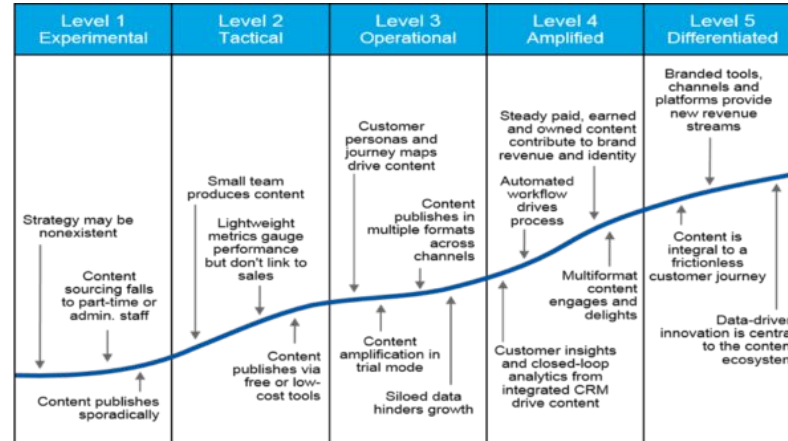
Digital Success Guide

Award winning Content
Marketing Output

Regular webseries style content acts as our
hub offering whilst interspersed with
impressive digital hero pieces that capture
imagination and interest of fans globally.
Guest appearances, lots of travel and
interesting features capture imagine.

Aspirational Interactions
with fans

Digital & live events to keep retention high
and increase synergy between brand and
user. ARG games, unlock events, in-game
events etc.



What Digital Success In 2018/19

An outline of aims and goals for the year ahead.

Means..

Digital Success 2018/19 Means..

MekaMon.com

Digital Success Guide

Pioneering Industry Engagement

Reach Robotics positions itself as a market leading entity that brings together AR, digital acquisition and robotics endeavours through conference hosting, talk giving and resource sharing.

Bloomberg.com - RR sponsors (hosts?) first global ARCon 2019 - Augmented Reality Consumer Electronics Expo in San Francisco.

Multiple Entry Points

Our price point is seen as high value. £299 is more than fair for the kit and experience available. Users are able to join the universe at a much cheaper price point - Potentially not even requiring a unit to game. Gifting will be encouraged - Both with free player-to-player interactions and monetary value purchases.

Impressive Publisher Reach

8 Connections

RR are already featuring on Tier 1 publications that have harnessed the success of the Pokemon Go phenomenon for publisher gain. Having dubbed GO a 'soft-AR' experience, Reach promises and delivers a world-bridging experience to early adopters.

An impressive year of continued success and partnership announcements puts Reach in a position to work with publishers on rev-share models to distribute content across gaming, tech and robotics news sites on a daily basis.

Reach has a pool of over 100 eager journalists, both online and offline, globally, who are keen to share the next chapter of our story.

Renowned for leading experiential experiences

QR code unlocks and ARG stunts are the norm. Players register to events intuitively and demos are always interactive across augmented and real world experiences. Drawing on the success of the Bandai Namco partnership, our future stakeholders will be impressed with short HoloLens type cinematics and Japanese anime mech-culture influences akin to [Riot Games' Imagine Dragons](#) video.

Reach Robotics will be known for their high quality, always fair and always cutting edge approach to product marketing. Our company culture will be widely recognised as transparent, forward-thinking and aspirational. Customer experience will be second-to-none. Single sign-ons and integrated web / app / offline experiences will seamlessly engage the user with new, time-sensitive content across the Reach Universe.

Breathtaking universe of IP across many mediums.

A mature storytelling universe has given the MekaMon product to grow with rich new product dynamics. Our first two AUG deck expansions have proved to increase LTV and retention across the board. Users are psyched for a MekaMon 2.0 release and plenty of game updates going forwards.

Third-party fan sites have started to appear with complex rating systems on the strongest decks, pilot builds and mek trees. Netflix is interested in showing a Bandai led anime series across all territories and hype begins towards rumor of a second Bandai Namco lead project to deliver a standalone MekaMon game that pits teams of four against one another a console based take on the classic real-time pilot strategy turned CCG Battle.

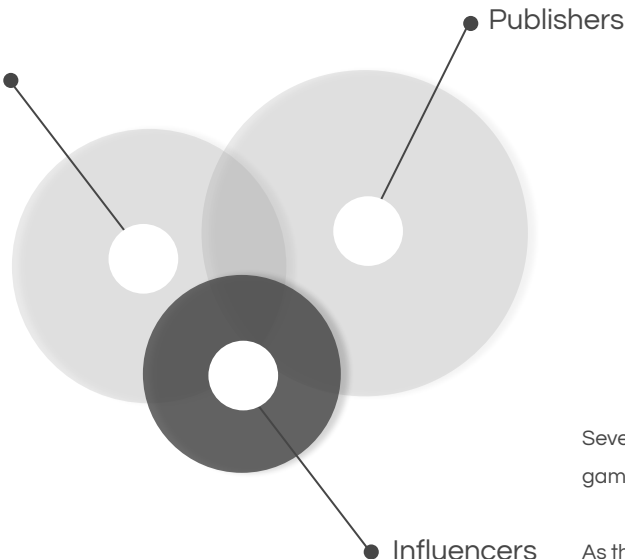


Affiliate Channels Worth £2.5million by 2020.

Taking pride in the brands and publishers that we partner with, Reach is now engaged in delivering unique, interesting and always spectacular content across tech, gaming and robotics influencers worldwide.

MekaMon hosted ARCon is featured on the Twitch front page as key Amazon partner for Augmented Reality tech startups following a successful Christmas 2018 with 100k units.

First-line
channel
partnerships



MekaMon is touted as the must-have 2018 Christmas present across those chasing for new AR gaming experiences.

Several large publishers including Which? Magazine and PC Mag feature MekaMon on the front cover of November publications. Rev-share models drive sales and interest as the in-game app becomes almost unrecognisable from the previous year and the product offering expands.

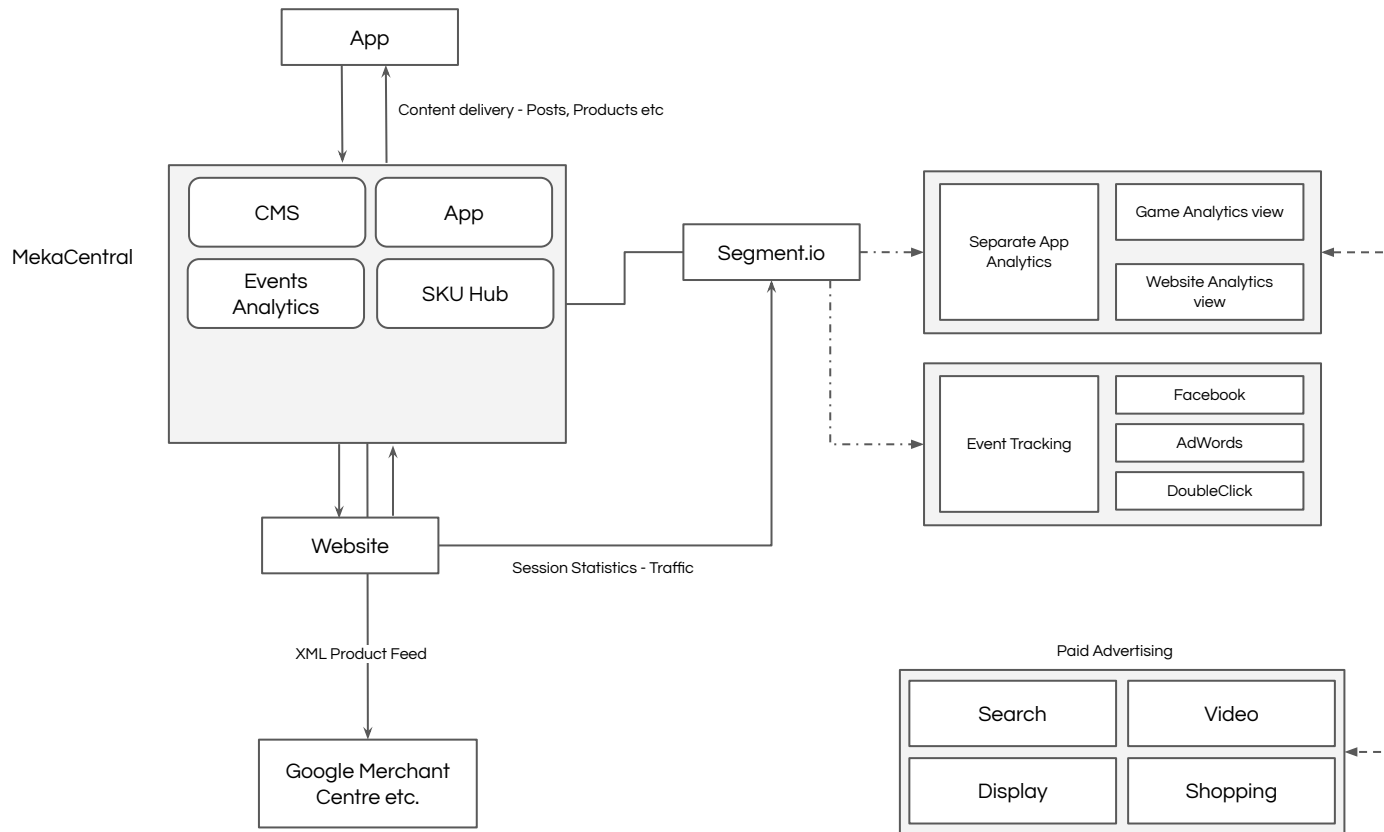
Several YouTube channels feature MekaMon gameplay as their primary footage source.

As the influencer market grows, Reach has positioned itself to working closely with choice sites that allow us to deliver unique content including AUG unlocks and inclusive marketing campaigns to increase LTV and drive social validation among gaming peers.

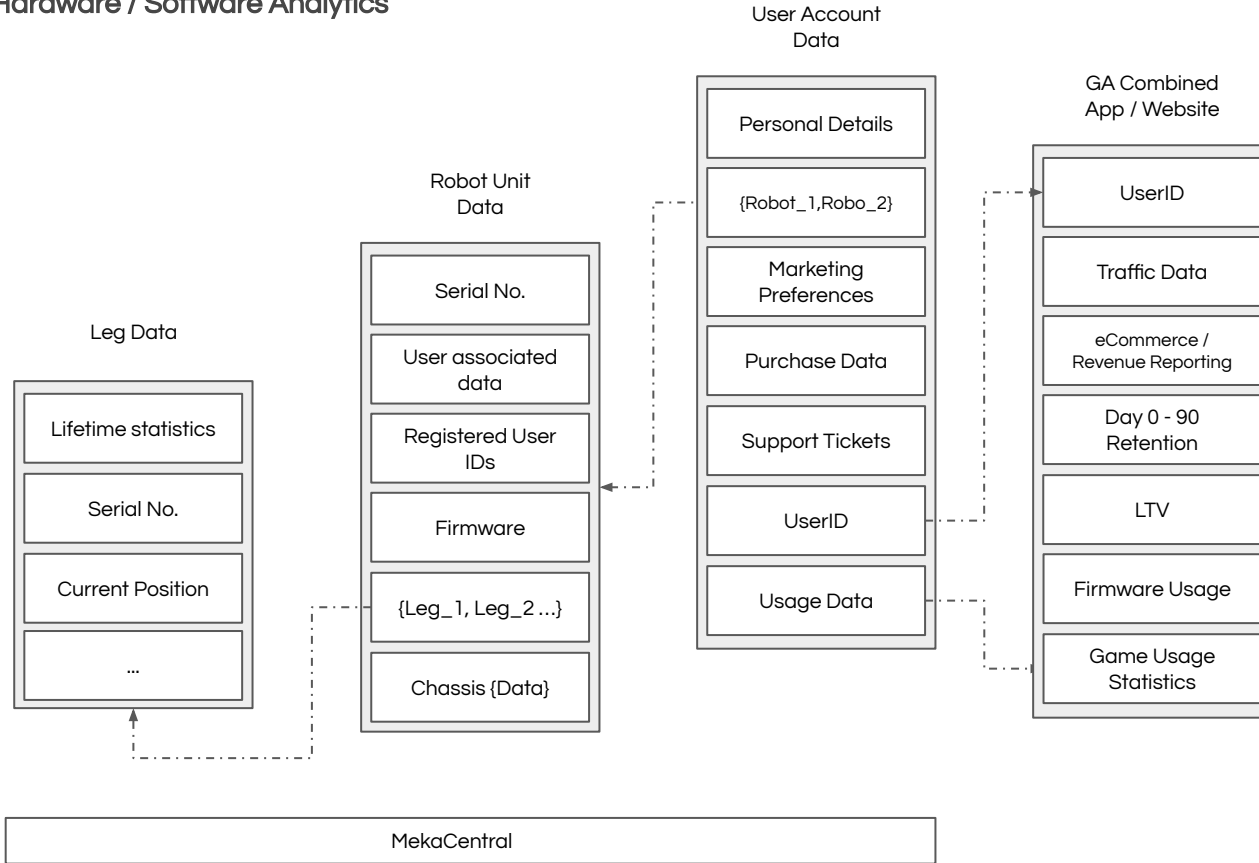
Tech Setup

MekaMon.com

Digital Success Guide

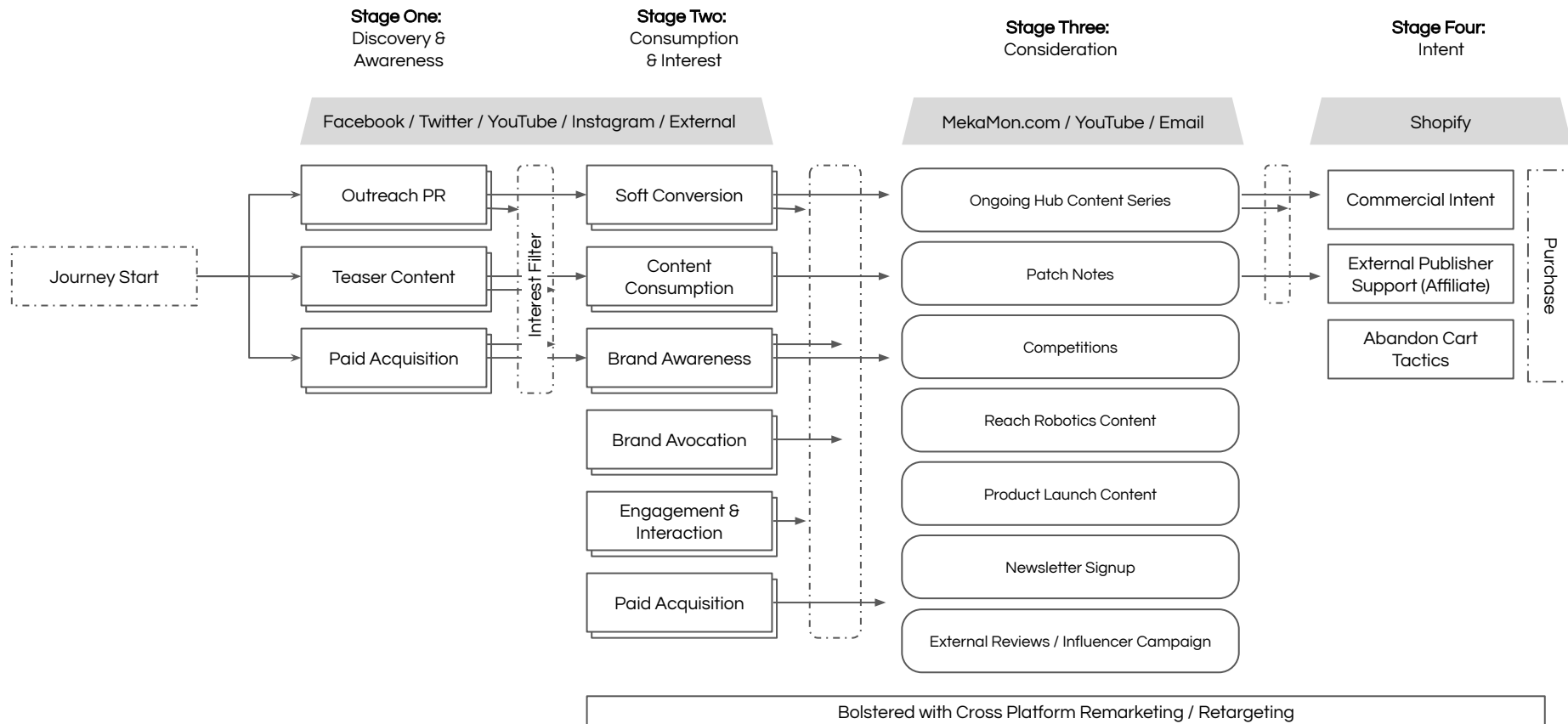


Hardware / Software Analytics

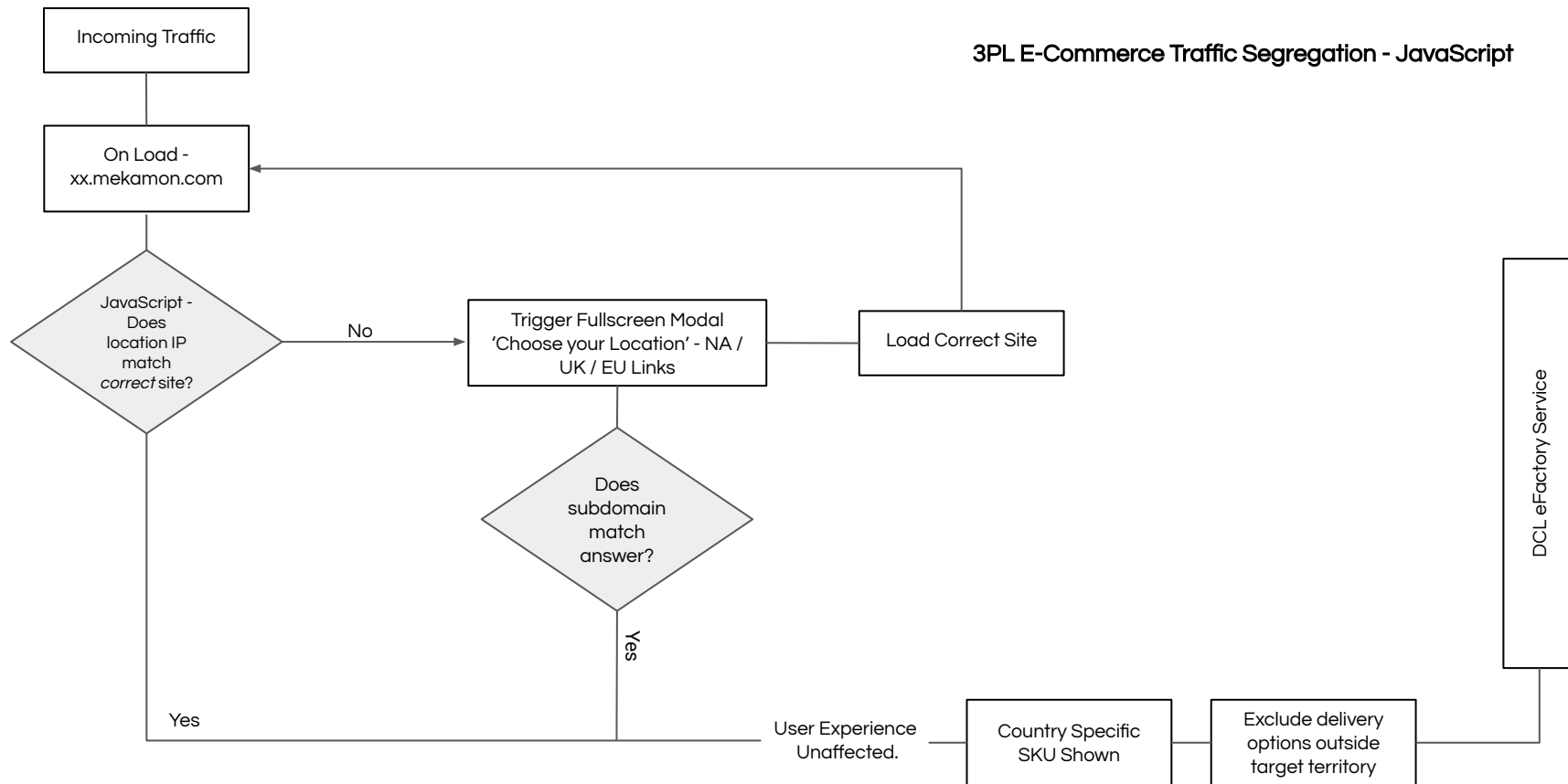


A strong analytics setup is needed to justify how successful the product and processes are, whilst identifying where extra efforts need on failing areas.

It's important that we can consolidate user data into a queryable form to comply with GDPR for 2018, and general marketing law, including processes for comms opt in/out, dealing with minors' data and being able to respond to potential leaks of personal information in a worst case scenario.



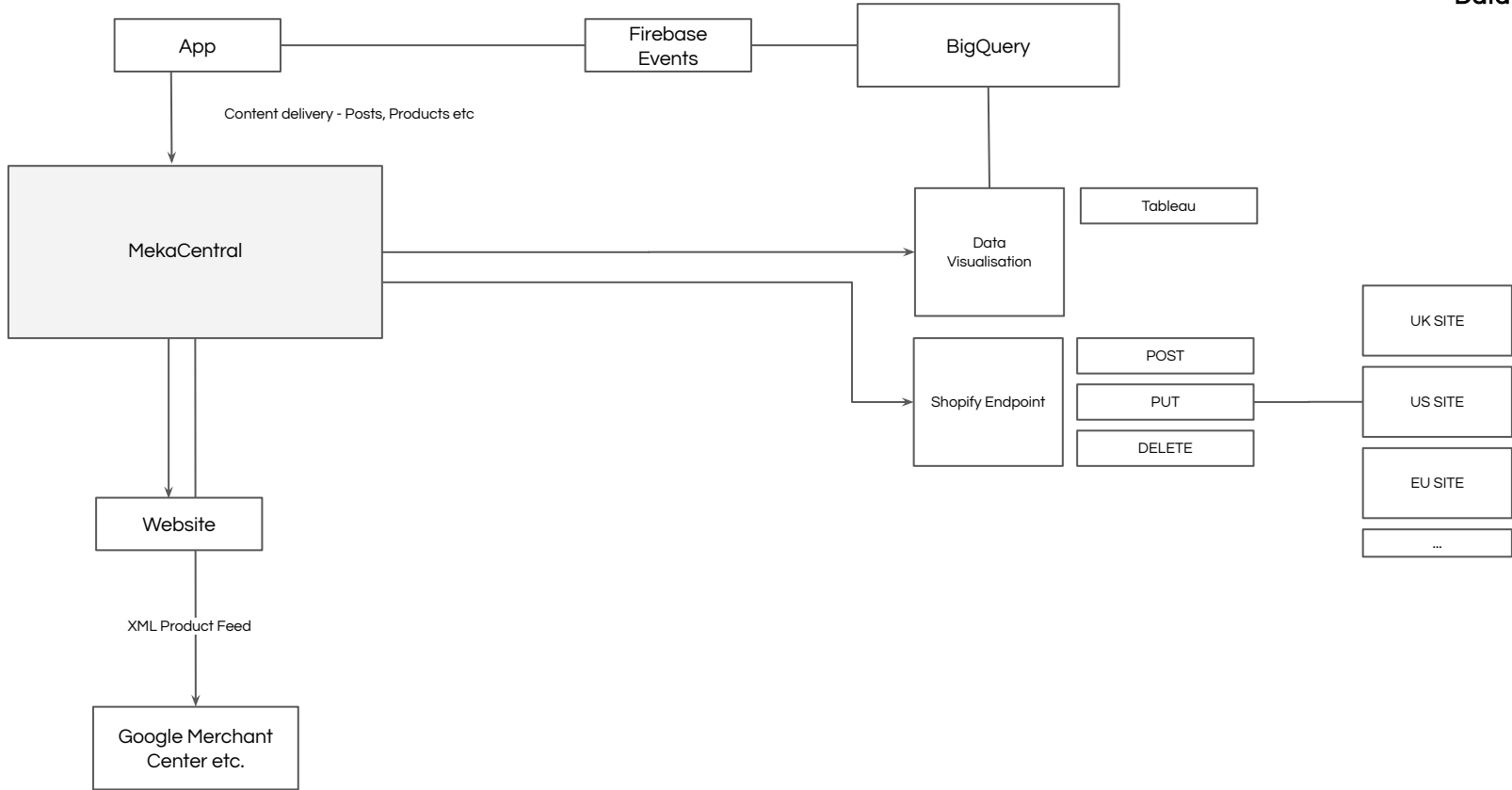
3PL E-Commerce Traffic Segregation - JavaScript



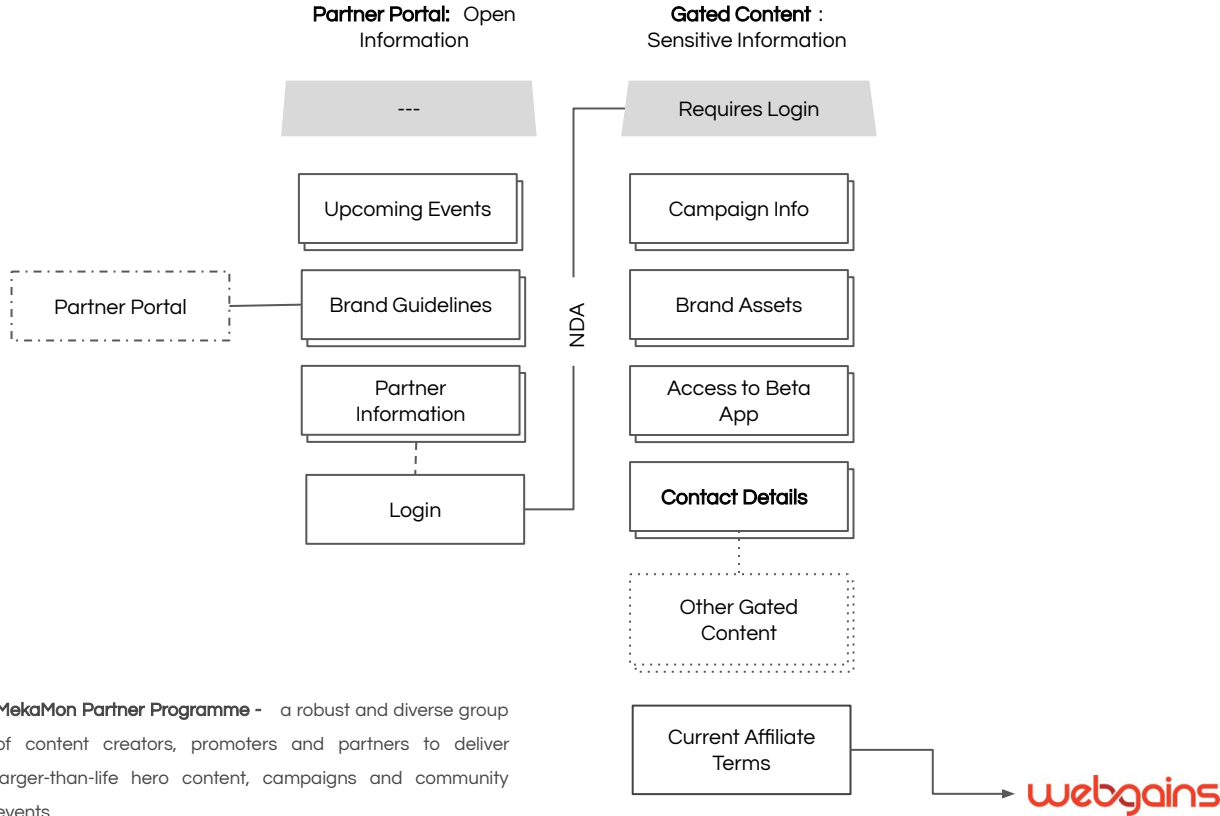
User Error Catch:

'Can't find your country for delivery?' - 3
Flags with links to correct site.

Q: How will RoW customers be
handled?



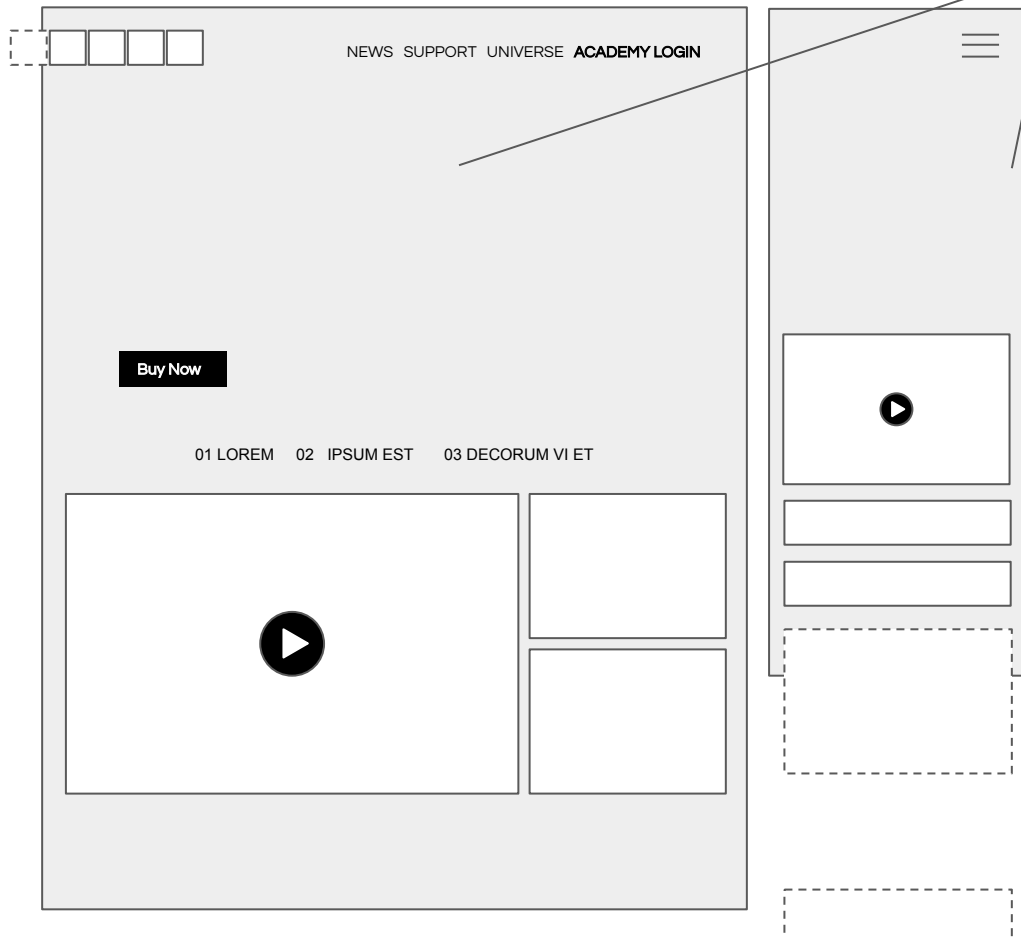
Partners Guide



MekaMon Partner Programme - a robust and diverse group of content creators, promoters and partners to deliver larger-than-life hero content, campaigns and community events.

MekaMon Partner Programme - The aim here is to provide a portal for specific influencer / partner details. When we want to start up a content partnership with someone it should be easy, automated and transparent.

CPA Offering - By offering a CPA for content creators, we'll show there are ongoing incentives for partnerships and it might allow us to offset some initial costs through negotiation. Some partnerships (publishers etc) want a CPA as standard so it's worth being able to provide one.



Hero Video worked well with high contrast 'Escape from China' vid.

Mobile: Static still from hero video to save load time / data eat.

Site Aims

- Showcase the product
- Upsell on addons and accessories
- Introduce the Un **i**Verse, the franchise etc.
- Personalised content - If you're logged into our site, you'll be shown details on your account, your MekaMon and
- Complementing AR POS experience?
- More visual / video content on page
- Journey through site less reliant on menu / anchored sections.
- Products integrated with site design
- Larger CTAs
-

Social Proof / Reviews

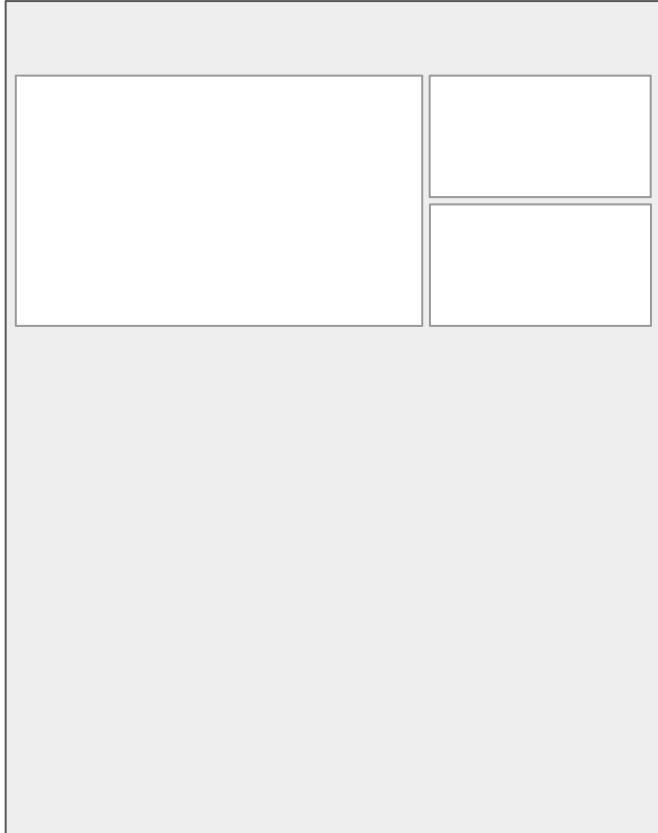
"Awesome" - Mashable

"Brilliant" - The Gadget Show

"The coolest toy of the year" - Digital Trends

"This is the future of gaming.
Multi-functional, connected, augmented
reality battle bots. Just wow!" - **wired.co.uk**

Mason



ReachRobotics.com acts primarily as the landing page for brand Silas and recruitment portal with 2.3k users a month (4k over November 2017)

Site is outdated / unprofessional. A reimagined site should deliver the following:

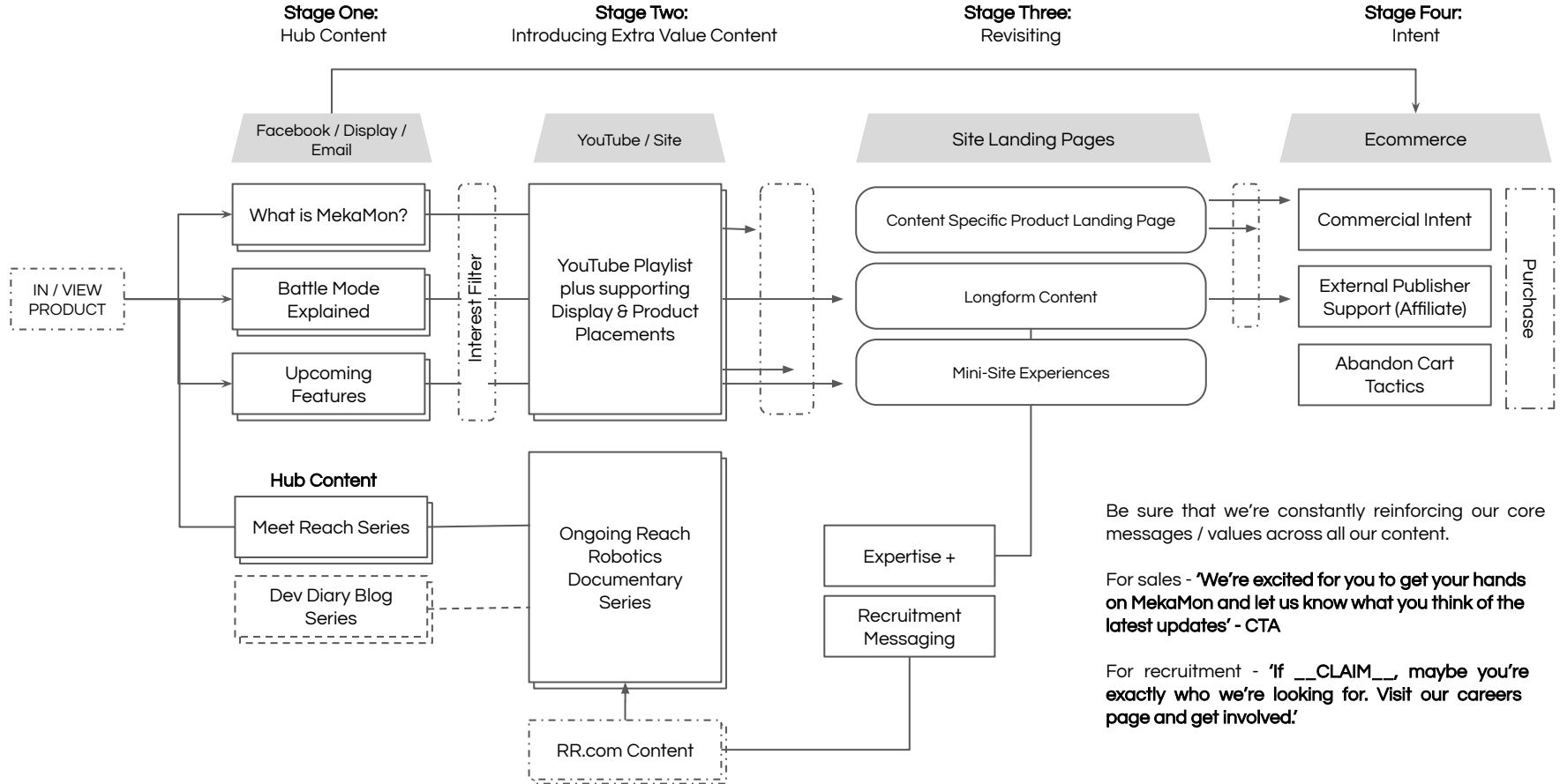
- Who Is Reach?
- Products
- Manifesto / Oath
- Careers
- Press Kit
- Corporate facing news

Video content updated / added every 6 months to reflect state of Reach (mainly for recruitment purposes) but also to publicly prove our progress towards our manifesto / oaths and keeping the company relevant.

When a visitor clicks through from any link 2015 to present days, they should leave the site knowing:

- Who Reach are
- What we're actively doing
- How to best contact us
- What it's like to be part of Reach
- Who we're hiring for.

Retargeting Funnel



Digital Sales Funnel

Educating first impressions through Hub Content

MekaMon is a difficult product to describe -
There's a lot of prerequisite knowledge required
before someone can understand the value behind
MekaMon as an evolving platform that's next level
tech cool.

Advert Text



displaylink.com

Headliner

PLAY NOW



Like



Comment



Share

Digital Sales Funnel

Explaining MekaMon

Aims:

The aim is to increase our audience's working knowledge of the MekaMon Universe. This in turn works to move potential buyers along their own pre-purchase process by arming them with information needed to make an informed purchase.

- Promotion of Product
- Education of Brand
- Shareable assets for tagging/engagement
- Prolonged exposure to MekaMon
- Catalyst for continual content

Budget

£600 Initial Spend

£20 / Day budget up to £600 whilst training data.

What is Augmented Reality Robotics Gaming?

Augmented Reality Gaming? It's a lot to take in so we've put together a YouTube explainer series to showcase what MekaMon can do.

MekaMon Battle Mode: Tips & Tricks

Get the upper hand and learn more about what Battle Mode is like in MekaMon right now.

variations

What Is MekaMon?

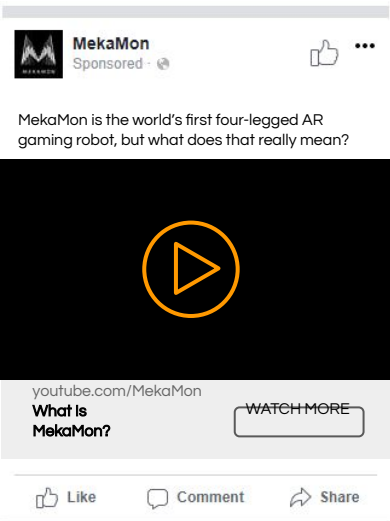
MekaMon is the world's first four-legged AR gaming robot, but what does that really mean?

MekaMon Explained: Unboxing & Walkthrough

Want to understand what MekaMon really is? Visit our explainer series on YouTube.

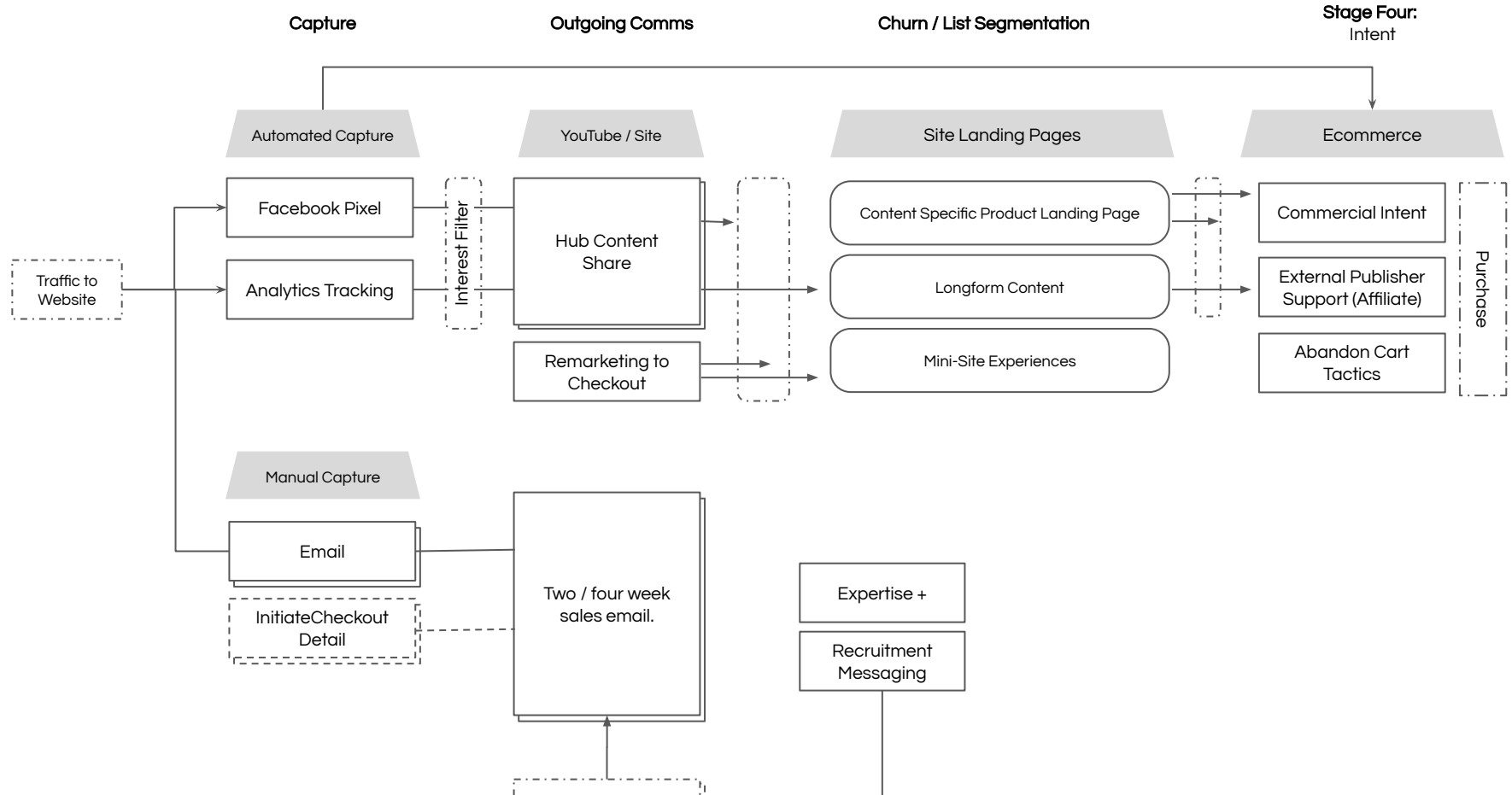
Part One: What Is MekaMon?

What exactly is the MekaMon universe? We've created a YouTube playlist to help explain just that.

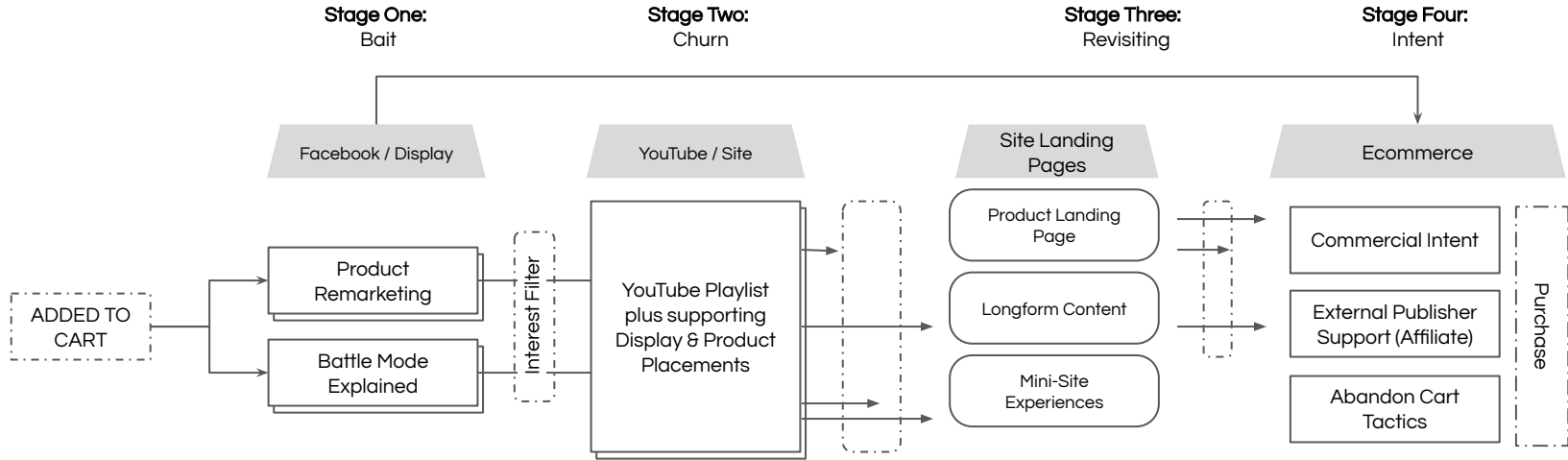


YouTube : <https://www.youtube.com/watch?v=BlbLOEmos9k>

Marketing Needs 2018



Retargeting Funnel



MekaMon Digital Experience

Onboarding Experience

Delivery of evergreen content to help direct new customers towards key aspects of the MekaMon franchise with the goal of encouraging engagement with those most receptive.

Nurturing Retention

This means creating and developing an experience that doesn't stop at purchase. Users should be encouraged to work towards goals that are adjusted as new products emerge.

Retention driven by an experience that extends past the physical toy is key here. A regular release schedule sectioned by seasons, expansions or years should be utilised to show that we are a reliable investment.

Content First Marketing

Moving away from standalone pieces that exist as single posts on an adhoc basis, over to campaign led content that gets planned out well in advance. Content should be split into campaigns, constantly refreshed and reimagined as our franchise grows.

E.g. This seasons onboarding campaign will have a different approach and plan from next seasons and will focus on exploring ways to play with MekaMon versus next years which focuses on choosing the MekaMon experience for you.

Campaign Led Approach

Moving the web and marketing efforts towards a season lead approach where we're aware of work goals, deadlines and needs on a campaign by campaign basis.

The measure of success for us will be our ability to dip in and out of a running campaign to tweak, change and react to issues as they occur (whilst keeping the structure and status of campaign live at all times).

Each year is split up into four quarters, and each quarter will be made up of campaigns. Some campaigns will exist over multiple seasons, and some will exist as one offs for short period within a season.

Season one starts March 2018 and is made up of **Onboarding - Next Level Robotics Gaming & AR** (a showcase of how MekaMon is

The MekaMon experience
from the users first discovery
ending t

We should provide an enri
that effectively draws cus
the franchise - Customer fi

A successful digital exper
larger than life and visually e
by a wealth of inform

pr

PRE-SALES

Brief

Review Brief
Curate Talent Suggestions
Develop Creative Strategy

Proposal

Influencer Overview
Creative Concepts
View Guarantees
Social Stadium Amplification
Data/Analytics
Scalable Pricing

Approval

Feedback
Brand
Legal

Finalise IO
Contracts

POST-SALES (4 - 6 Weeks)

Pre-Production

Kick-Off Call
Talent Selection
Contract Agreements
Creative Brief Feedback
Rough Cut Feedback

Production

Final Cut Approval
Finalize Social Messaging
Quality Control

Launch

Social Promotion
Influencer Optimization
Up-to-date Analytics
Weekly Reporting & engagement tracking
Wrap Report