



QWVR PLATFORM

Twitter Instant Reply Programs

February 2017

WHO WE ARE



Anthony Aguiar

*Loyalty Strategist,
Account Director*



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VP of Capabilities

WHY RUN A TWITTER CAMPAIGN? | *Typical Brand Objectives*

- + Drive product/service sales
- + Build audiences
- + Build awareness
- + New product launch
- + Improve Organic Tweet Engagement
- + Increase App Installs
- + Increase Website Traffic
- + Increase Followers
- + Lead Generation





QWVR

QWVR | *'Quiver' Twitter Ads Solution*

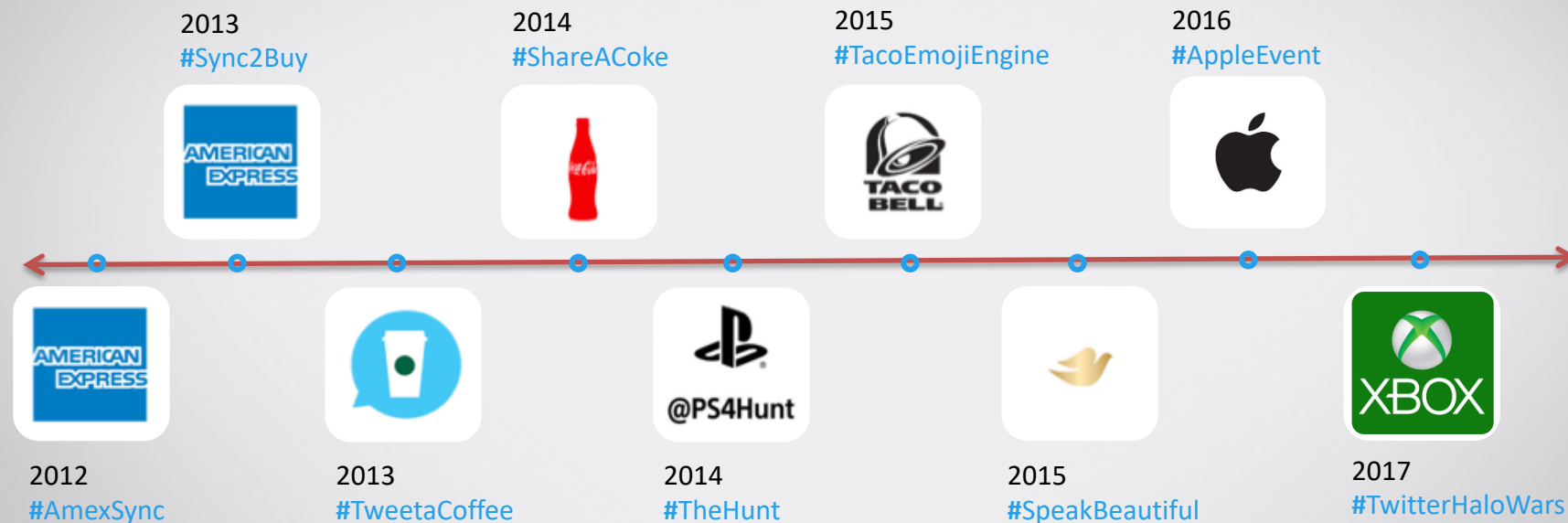
- + QWVR enables real-time, instant reply conversations exclusively on Twitter, delivered with media

- + 3 overarching types of **instant reply conversations** allows you to create campaigns that match your marketing goals
 1. Instant Reply
 2. RT to remind
 3. Custom Conversation

- + Live, interactive instant reply campaigns can quickly be created, regardless of your campaign scope!

- + Enabling advertisers to be creative & responsive, QWVR always keeps the Twitter brand **secure and protected**

QWVR | *Our Instant Reply Journey*



PLATFORM BRAND EXPERIENCE

Instant Reply Programs

- + Disney / ABC Family
- + Subway
- + KFC
- + Twentieth Century Fox
- + Statistics Canada
- + LG
- + Universal Studios
- + Dairy Farmers of Canada
- + Anheuser-Busch
- + NBC Universal
- + Coca-Cola
- + Kraft
- + Sony Pictures
- + Nestlé
- + CIBC
- + Taco Bell
- + Starbucks
- + Samsung
- + Target
- + Burt's Bees
- + PepsiCo
- + Ubisoft
- + Unilever (Dove)
- + Lays
- + Warner Bros.
- + Toyota
- + Glade
- + Porsche
- + Pokémon
- + Live Nation
- + Kohl's
- + TV Land
- + Kellogg's
- + Google Play
- + Stella Artois
- + Honda
- + CoverGirl
- + Maybelline
- + Spotify
- + Netflix
- + HBO
- + Proctor & Gamble
- + Chevrolet
- + Subaru
- + Xbox

....and many more!



ICG's QWVR PLATFORM | *Examples*



Burt's Bees @BurtsBees · Apr 21

@Lexi_Kagan Thanks a illion for helping #BringBackTheBees! urtsees.com



4 15



COVERGIRL @COVERGIRL · Feb 15

@theyyloveetay, here's how to get #ZendayasMakeup: #GetThatGlam



Easy Breezy How-To: COVERGIRL Zendaya's Makeup

covergirl.tumblr.com

1 1

ICG's QWVR PLATFORM | *Examples*

100% Canadian Milk @100CanadianMilk · Jun 16
@RivrsOL Shouldn't you be sleeping? #sleepallnight #projectsleep



0:05

1 2

The Jungle Book @TheJungleBook · Feb 7
@NadAkbar Here's your exclusive look at the new #JungleBook trailer! See the legend come to life in 3D 4/15!



Watch now at youtube.com

2:02 / 2:17

1

Plants vs. Zombies @PlantsvsZombies · Mar 14
@DoodlerSirHowie Want to stalk some more action? Watch the full #PvZGW2 trailer here: x.ea.com/2584



0:17

1 1

Fantastic Four @FantasticFour · 4 Aug 2015
@ChampBarry Congrats! You unlocked a brand new #FantasticFour sneak preview, in theaters this Friday!



3:28 / 3:52

10 13

ICG's QWVR PLATFORM

Instant Win Programs

Canadian Tire Instant Win

Launched Canadian Tire's **first** Twitter Instant Win campaign

Twitter Instant Reply delivered consumers a win/lose tweet

Potential winners were directed to a **claim site** complete with STQ

All confirmed winners received their **\$5 Canadian Tire money prize**

Used ICG's proprietary Core Services and QWVR platforms



*Exclusive
Partner*

ICG is currently the only
approved partner to run
Twitter Instant Win
campaigns

ICG's QWVR PLATFORM

Instant Win Programs

Happy Honda Days Instant Win & Sweepstakes

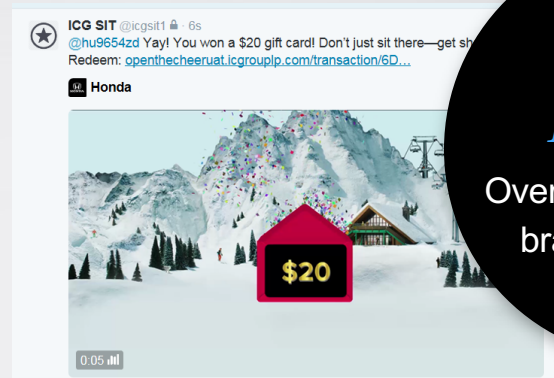
Consumers received **custom animated** Twitter messages based on win/lose as well as prize

2nd & 3rd tier prizes included Amazon digital gift cards & Apple iWatches

Potential winners were directed to a prize specific **claim site**

ICG provided the fulfillment of the Grand Prize Honda vehicle

Used ICG's proprietary Core Services and QWVR platforms



Flawless Execution

Overall participation & brand experience

Happy Honda Days Instant Win & Sweeps

Happy Honda Days

~ SALES EVENT ~

THANKS!

Your form has been submitted.



You Successfully Claimed Your Prize

Congratulations on your win! You can expect your Apple Watch within 3-4 weeks.

[Visit Honda's Website](#)

[Tweet about your win.](#)

Share the good news!

[Tweet](#)

[Frequently Asked Questions](#) | [Contest Rules](#) | [Customer Service](#)

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Happy Honda Days

~ SALES EVENT ~

CLAIM YOUR GIFT!

Hooray! You've won an Apple Watch! Party time officially starts now!



Apple Watch

Congratulations on winning an Apple Watch!

We need your info

Please complete the form to claim your prize. Must be 18 years or older to redeem your prize.

Congratulations on your win! You can expect your Apple Watch within 3-4 weeks after submitting the claim form.

First Name

Last Name

Email Address

Street Address

Apt/Suite No.

City

State code

Zip code

Birthdate (MM/DD/YYYY)

I acknowledge that I have read, understand, and agree to the [Official Rules](#).

Sign up to receive emails on the latest leasing & financing offers. Plus find out about upcoming sales events.

[Submit](#)

[Frequently Asked Questions](#) | [Contest Rules](#) | [Customer Service](#)

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Happy Honda Days Instant Win & Sweeps



ICG SIT @icgsit1 · now

@hu9654zg You didn't win now, but you could still win a Honda! Try tomorrow OR reward yourself at Happy Honda Days!

Honda



0:01



ICG SIT @icgsit1 · 2h

@hu9654z Sorry! No prize today, but you're still entered to win a Honda! Try again OR go check out Happy Honda Days!

Honda



0:08

ICG's QWVR PLATFORM

Custom Programs

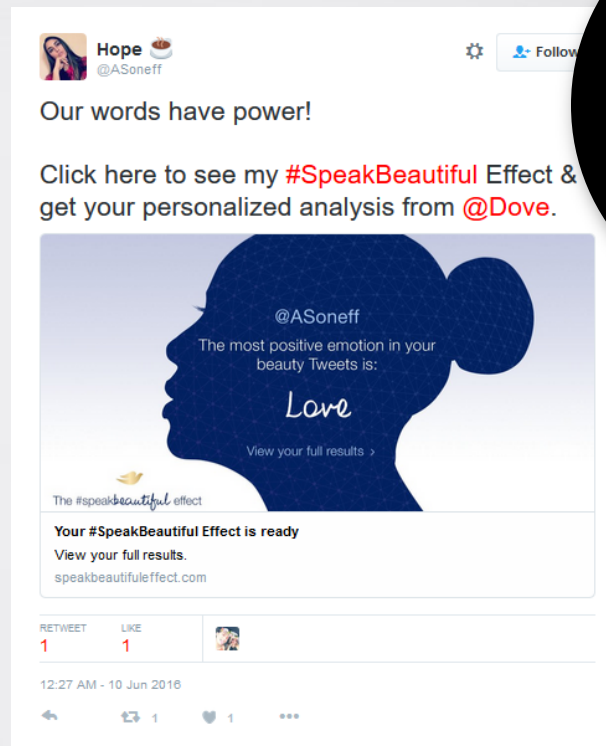
Dove #SpeakBeautiful Effect

Brought attention to the “positivity” or “negativity” that individual’s tweets represent when **tweeting about body image**

Consumer’s historical tweets were **analyzed & scored**, and a personalized Positivity Report website link was delivered in a Twitter Instant Reply to the consumer from @Dove

Launched at the 2016 South By Southwest (SXSW) Interactive Conference

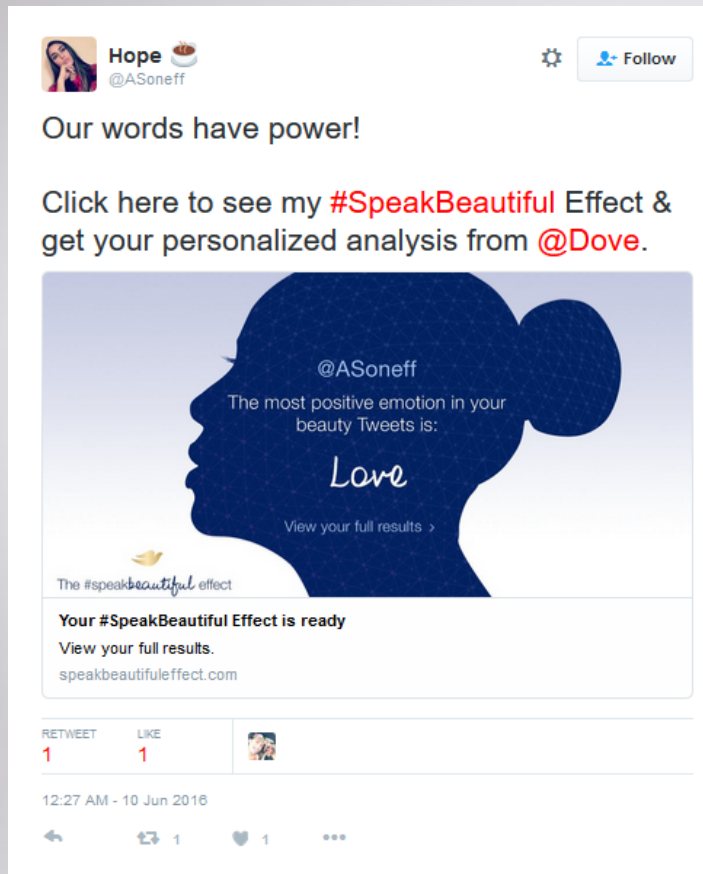
Used ICG’s proprietary Core Services and QWVR platforms



Agency Integration

ICG coordinated with a large team of agencies & consultants

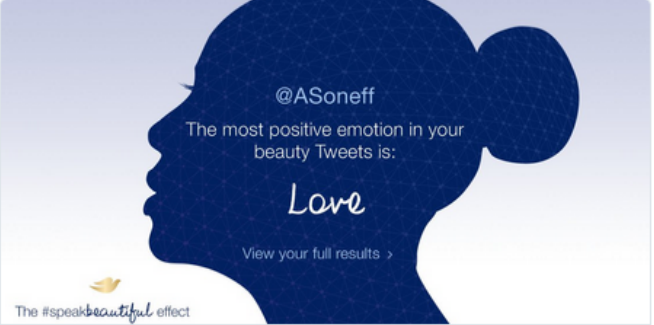
Dove #SpeakBeautiful Effect



Hope @ASoneff

Our words have power!

Click here to see my **#SpeakBeautiful** Effect & get your personalized analysis from **@Dove**.



The **#speakbeautiful** effect

Your #SpeakBeautiful Effect is ready
View your full results.
speakbeautifuleffect.com

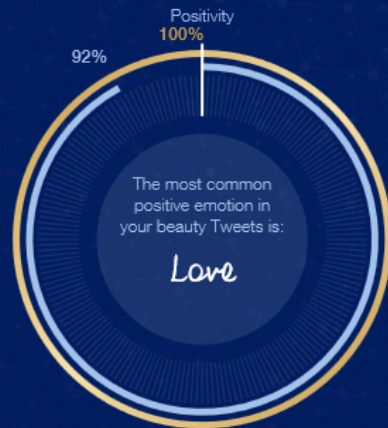
RETWEET 1 LIKE 1

12:27 AM - 10 Jun 2016



When it comes to beauty, your words are *inspiring*.

In general, your Tweets promote positivity. And your Tweets about beauty and body image are *8% more positive*.



Your Tweets About beauty All

Share These Results

What are your top beauty words?



The words *we* choose say a lot.

Popular Positive Words Popular Negative Words

smile
love
like
beautiful
pretty
sexy
laugh
happy
amazing
hope

You've used 6 of the popular positive words

When is the best time to **#speakbeautiful**



ICG's QWVR PLATFORM

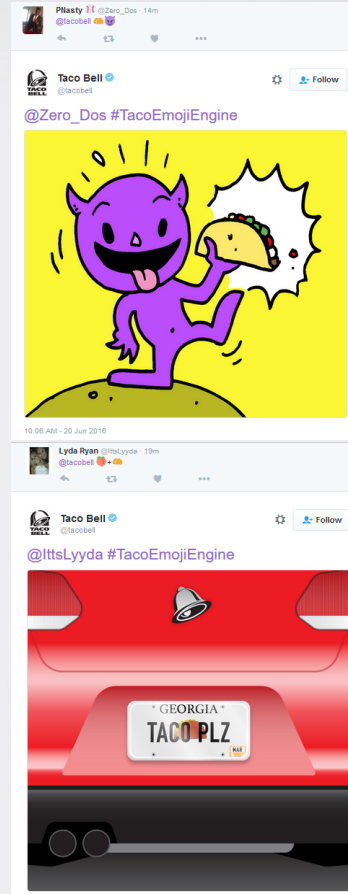
Custom Programs

Taco Bell Emoji Engine

Built the “Taco Bell Emoji Engine” that allowed users to tweet using the **newly launched Taco emoji**

Consumers could tweet the new Taco emoji along with any of the available 1300+ emojis

Emoji combinations served up **different Twitter responses** from @TacoBell



High Engagement
Users tried to stump the system with as many taco Emojis as possible



ICG's QWVR PLATFORM | *Custom Programs*

Disney Marvel Captain America

Timed campaign with Disney's Captain America Civil War movie release

Developed Twitter instant reply campaign where users were invited to select #TeamCap or #TeamIronMan to get a response back

The result was an **incredible success** with users delighted to see a personalized video response from one of the movie's featured stars

1000+
Personalized videos mapped to Twitter user names & handles



Disney Marvel Captain America



Barbara Bernát @bernatbarbi1 · Apr 11

@CaptainAmerica I stand with #TeamIronMan forever #TweetMe



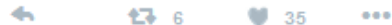
[View other replies](#)



Captain America @CaptainAmerica · Apr 11

@bernatbarbi1 Are you sure you made the right choice? Find out in theaters.

Captain America



Action Jeff @JeffThreat · Apr 12

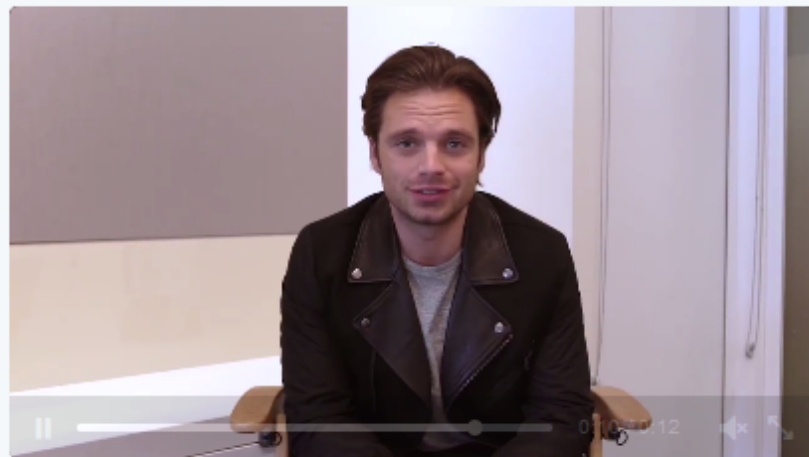
@CaptainAmerica I am #TeamCap all the way! #tweetme



Captain America @CaptainAmerica · Apr 12

@JeffThreat Are you sure you made the right choice? Find out in theaters.

Captain America



ICG's QWVR PLATFORM

Custom Programs

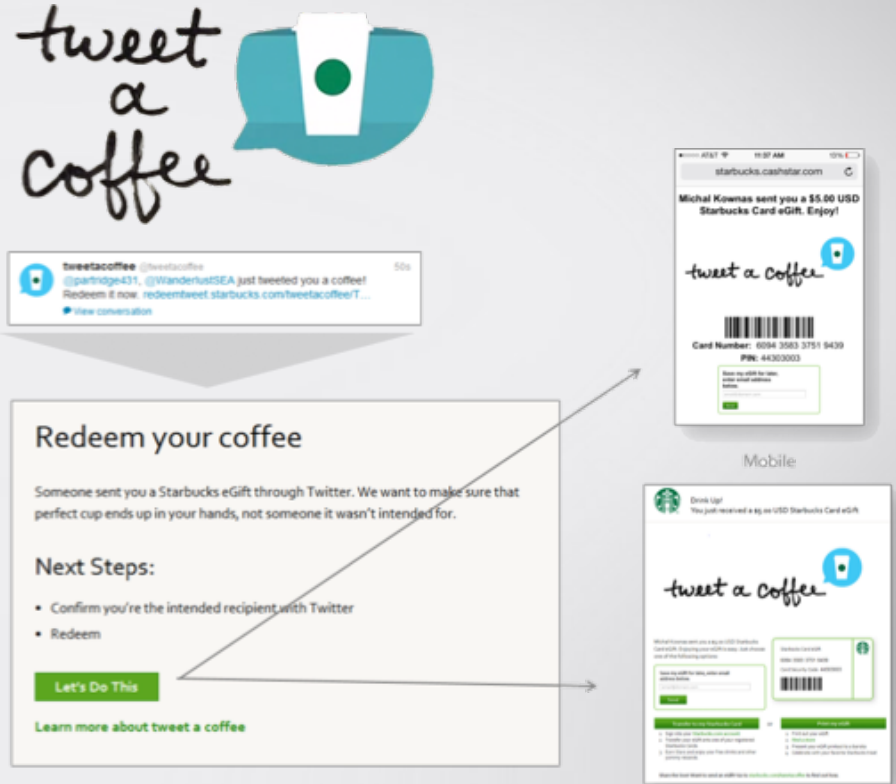
Starbucks Tweet-a-Coffee

Partnered with Twitter & Starbucks to create the concept of a **“gift via a tweet”**

Program allowed consumers to tweet the gift of a Starbucks coffee to another Twitter friend

Built the Twitter gifting experience & integration point (for online payment and coffee redemption for the gift recipient)

Canadian program was available in English & French



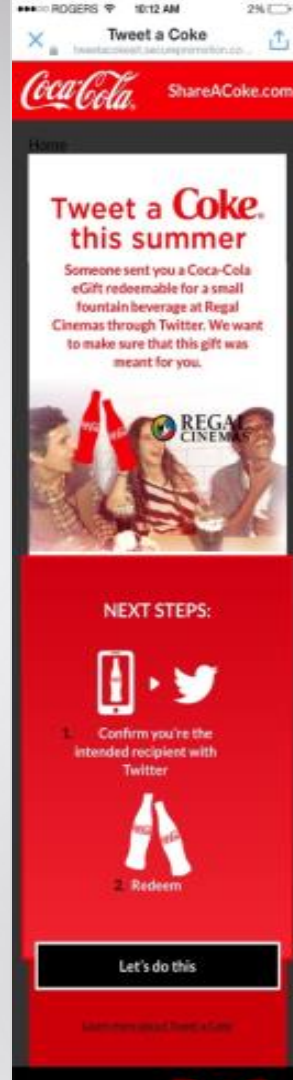
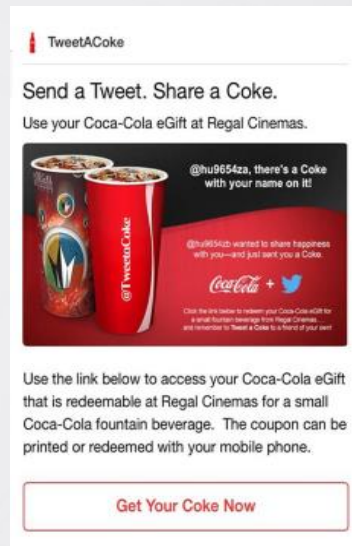
ICG's QWVR PLATFORM | *Custom Programs*

Tweet-a-Coke

Delivered Coke gifts to be redeemed at various Coca-Cola partners

Integrated social ecommerce allowed for the Coke 'gifting'

Pilot initiated with partner Regal Cinemas



Campaigns *Starbucks*

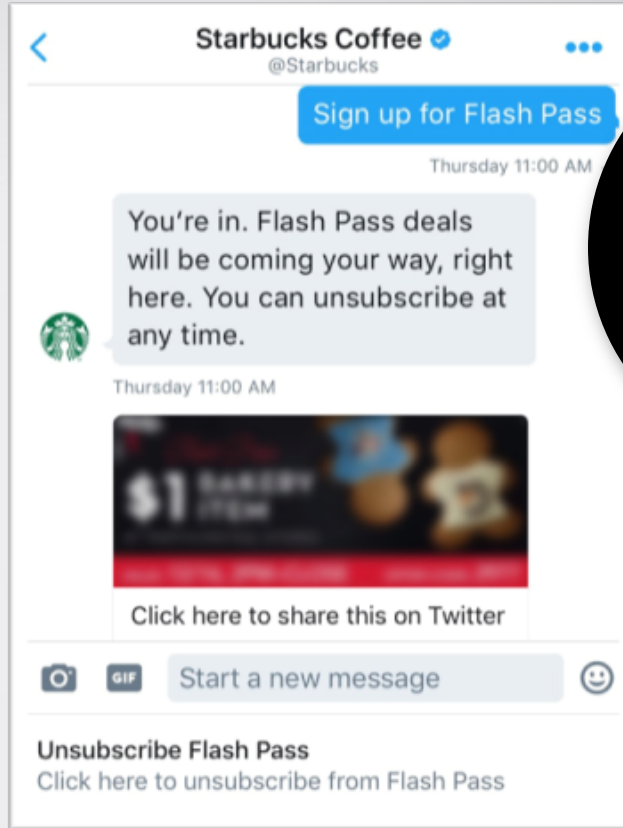
#StarbucksFlashpass

Starbucks were the first on Twitter USA to test out a DM Instant Reply campaign

Users opted in via Starbucks' Direct Message, utilizing the 'Quick Reply' feature

Those that opted in then received **two exclusive Starbucks offers per week**, direct to their Twitter inbox

A unique tweet send speed, as this mechanism sent Direct Messages rather than Tweets



Revolutionary Program

First large brand on Twitter US to use this feature

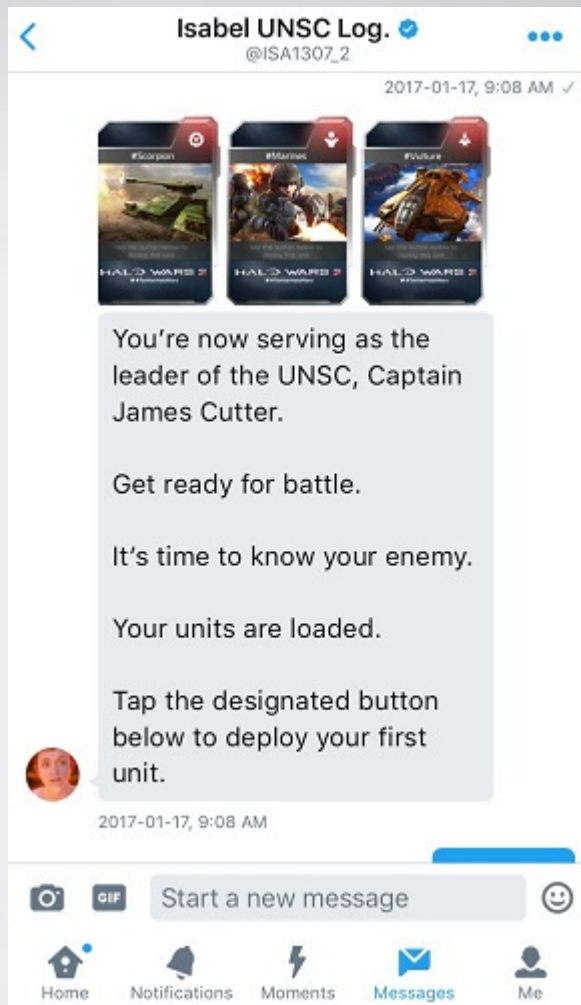
Campaigns *Xbox*

#TwitterHaloWars

Further innovation of Twitter's Direct Message 'Instant Reply' feature

Paper-rock-scissors gaming format that is similar to the game play format in Xbox 'Halo Wars'

Users could initiate a game play with an automated bot or challenge another player using a tweet invitation



*First Of
Its Kind*

The first Instant Reply
game ever delivered
native to the
platform.

Pricing | *QWVR Rates*

Standard Instant Reply Campaign	RT for a Reminder Campaign	Custom Campaign
<i>Starting from USD\$6,500</i>	<i>Starting from USD\$9,000</i>	<i>Program Criteria Dependent</i>

Key Features

- + Media Management
- + In Line Commenting
- + Workflow
- + RT for Reminder & Conversation Card Support
- + Profanity List
- + Integrated Account Authorization
- + Twitter Compliance – Trusted to be the primary platform of choice for Twitter Brand Strategy and their top brands
- + Proven platform - Millions of Tweets processed / > 100 campaigns executed

More Information

- + QWVR.co
- + [IC Group - Auto Response](#)

CONTACT INFO



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