



**Got something to say? Say it on MeHype.**

## **What is MeHype?**

MeHype.com is a new, People-Powered Video Marketing website that combines some of the popular online advertising mediums available today: UGC, Social Media Networking and Online Video advertising. MeHype is a Word of Mouth Marketing tool that empowers brands and consumers to create branded video content at a fraction of traditional production costs. MeHype helps brands develop relationships with the online video production community to generate significant Word of Mouth Marketing in a fun, informative & lucrative way.

Corporate Sponsors retain all the control and creative guidance needed to secure their established brand messages, while also opening up their doors to direct engagement with their customers. Through our process video producers can monetize their skills and abilities while gaining exposure spreading their sponsored videos through their personal and professional social networks.

## **How does it work?**

- Corporate Sponsors (Advertisers or CS) post a creative video project (in the form of a creative brief with additional assets) on MeHype.com
- Registered MeHype Video Producers accept those projects/creative briefs that they are interested in, produce their video and submit to MeHype for “approval” based on quality control (does not contain nudity, profanity, etc.) and relevance to Corporate Sponsor objectives
- “Approved” status allows the content to be posted on the MeHype.com and other Publisher websites.
- “Fail” status denies any posting on MeHype and no money will be collected for viewership (on other websites).
- Corporate Sponsors retain all the control and creative guidance needed to secure their established brand messages, while also opening up their doors to direct engagement with their customers.
- Producers are notified of their “Approved” status and encouraged to begin seeding their sponsored video, generating Word of Mouth to earn video views through as many sources as possible (ex. Facebook, MySpace, Blog, Vlog, Email)
- MeHype’s Administrative team will work with Producers to edit/modify all video entries to better meet established objectives of Corporate Sponsor’s creative briefs.

MeHype. LLC ([www.mehype.com](http://www.mehype.com))  
609 S Ridgewood Ave, Daytona Beach, FL 32114  
Toll Free: 866-963-4973  
Contact: Tyler LeCompte – Director:  
386-334-4702 direct / [tyler@mehype.com](mailto:tyler@mehype.com)



## Where does the money come into play?

- Prior to campaign launch:
  - Corporate Sponsor establishes monthly budget and campaign term
  - Budget established as “not to exceed”, “Pay-Per-View” (PPV) for each complete video view
  - Budget is based on CS market share, product/service, and industry served.
- During campaign:
  - CS is only responsible for PPV payments once an “approved” video is watched in its entirety through the MeHype video player.
  - MeHype shares a percentage of each CS PPV amount with 1.) Video Producer and 2.) Website Publisher (if it was not viewed directly on MeHype.com).
  - MeHype.com receives a percentage for administrative, marketing, hosting, programming and accounting management.

## About Us:

MeHype LLC was developed and launched in the Summer of 2008 by several leading entrepreneurs (Mark Venables and Tyler LeCompte) and is currently co-based out of Daytona Beach, FL and South Hampton, England.. Since its launch, MeHype has been moving forward developing the website, building a brand identity and gaining initial clients for the purposes of developing case studies to prove our concept is marketable. The website was developed by X-Studios, a leading web development group based out of Orlando, FL, whose current clients include Universal Studios and EA Games.

MeHype is a proud member of the Word of Mouth Marketing Association (<http://www.womma.org>). As a WOMMA member, we are committed to building a prosperous word of mouth marketing industry based on best practices, measurable ROI, and ethical leadership. We support WOMMA's Honesty ROI and pledge to set an example of high ethical standards for word of mouth marketing, striving for transparency and honesty in all communications

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