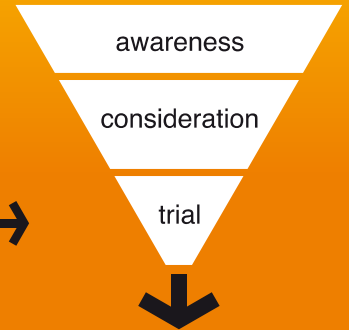


why word of mouth?

← Did you know that **79% of brand growth** is explained by the level of positive word of mouth around your brand?

A trusted message via WOM can inform and persuade to move consumers down the funnel to trial →



why **T** garage™ word of mouth?

Globally Patented Fractal™ Consumer Profiling

- ▶ Allows you to target and invest against your **VIP consumers**.
- ▶ Highly scalable... start with thousands, reach hundreds of thousands **persuasively**
- ▶ Fractal profiling **targets consumers** based on:
 1. Brand Advocacy
 2. Social connectivity and
 3. Communication Skills



- ▶ Able to **locate consumers** with a particular category consumption and brand repertoire.



Unique Brand Activation

Vibe Village®

- ▶ Our hub... where consumers experience brands and share the *Vibe* with others. Often involving real world **product trial**

Vibe Agent™

Physical and virtual pass-on with thousands of influential individuals

Ideal when:

- You have a remarkable product with true POD
- Getting the word out on a new product

Vibe Parties™

Take your brand to thousands with national in-home events

Ideal when:

- Big burst launch events
- Education/information is important
- Product is typically consumed as part of a "sharing" occasion, i.e. mothers groups or entertaining/ socialising
- Socialising is existing behaviour amongst target demographic



Vibe Insights™

Establish a VIP consumer panel to pretest and even develop advertising, promotional and packaging concepts



Unique Engagement & Sharing Tools

- ▶ Every influencer has a **personal URL** to capture their brand experience with photos, videos, blogs.
- ▶ Each personal URL is enabled with sharing tools... MMS... social media.
- ▶ We manage this engagement for you



- ▶ Each influencer feedback **conversation reports** as they discuss the brand over time. Insight rich, they also stimulate WOM and engagement as we respond to them.

You'll be in good company!



and many more....