



*promotions*

# Three easy steps to KO promotions

# 1

## Setup The Hub

The Hub is your brand's private dashboard. The Hub allows you to monitor all your past and present promotions. Watch as data collects during a live promotion and compare past promotions with ease, using our cross-promotional reporting. Export graphs of demographics and lists of winners. The Hub may also be used to set up and respond to support emails.

# 2

## Build a template

Once The Hub is set up, we establish the consumer microsite template. This is where any future promotion you decide to run will be shown to the public. Building a template stylised to your individual branding guidelines, significantly cuts down on production time for future promotions.

# 3

## Create promotions

Now that your private promotional dashboard (The Hub) has been set up, and the consumer microsite template has been established, you are ready to run your first promotion! Send us your requirements and we will work with you to choose from a variety of settings including duration and entry mechanics. Once the quote is approved, we will integrate your approved artwork into your microsite and launch the promotion. Simply login to The Hub and watch as the entries roll in!

# Getting started

For a one-off setup fee you'll receive a complete microsite template, private access to The Hub and be ready to run your first KOpromotion!

The Hub is your private promotional dashboard, where you can monitor and view current and past KOpromotions.

Whilst being a current subscriber you will have unlimited access to your competition data for all KOpromotions.

Simply send us your brand assets (core colours, fonts and vector logo) and we will develop your consumer microsite template.

The fully styled microsite includes entry page, fully styled form and confirmation page.

All future promotions can then easily be created and shared with your customers.





# Running a promo

## Running a promotion

Have your promotion up and open for entry within a week!\*

\* Post quote & artwork approval.

Every promotion is different. KOpromotions are individually quoted based on promotion duration and entry mechanic to ensure you get the most out of your promotions.

Once your individual quote has been approved and your promotional artwork has been integrated into your already developed microsite we'll be ready to launch your first KOpromotion!



Insert your brand's logo

Insert your promotional artwork

Insert your terms & conditions

# Promotion Hub

## *The Promotion Hub*

Now that you have a promotion running, this will show up when you log into The Hub

When you first log into The Hub, you will see your recent promotions appear on the dashboard, both live and historical.

From here it is easy to see the valid/invalid entries, winners and their details, as well as a link to view a further breakdown of demographics. All tables and graphs export as pdf's.

With our cross-promotional reporting feature, direct comparisons of past and present promotions can easily be made by overlaying the data, allowing you to learn about optimal times to run promotions and how best to engage with your consumers more effectively.

# One off

## The cost

For each new brand,  
we start with a **one-off** setup fee:

\$2,560\*

\*NOTE: This does not include an active promotion.

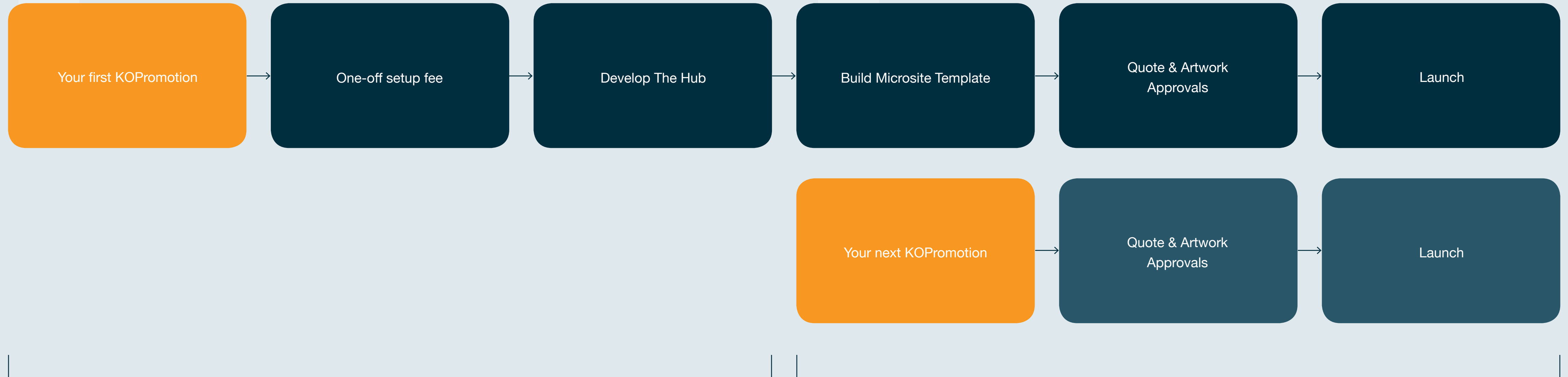
## What you get

- Access to The Hub
- A beautiful branded consumer microsite template
- Cost effective future promotions
- Up to date analytics
- Cross-promotional reporting
- Incredibly fast turnaround times
- Support Centre integrated into The Hub
- FREE system updates to The Hub

# Speed to Promotion

Our process allows for a speedy execution

# Speed to promo



Additional KOPromotions save you this much time

Launch your new KOPromotions within a week



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