

# Word-of-Mouth, User Generated Content and Reviews & Recommendations

## Quick, authentic and qualitative results

Do you want people to talk about your product? And make photos and videos when they try it? Or just tell others what they like about it? Eager consumers are waiting to try out your product, and we would like to introduce you to each other. We want to make the launch of your new product successful, or broaden the horizon of your existing product. Ready to get started? Take a look at what we can do for you:

<b>Get Experienced</b>	<p>Introduce your product using nano-influencers who try, share and talk about your product. With the help of a mobile experience you gather insights from them along the way. A campaign takes 4 weeks and always includes:</p> <ul style="list-style-type: none"><li>• 2 posts on our socials channels with an audience of over 55.000</li><li>• Selection of 1.000 nano-influencers</li><li>• Gamified instructions for selected nano-influencers</li><li>• Survey at the end of the campaign</li><li>• Weekly update and final report of results</li></ul>	<b>€ 17.500,-*</b> 104.000 total word-of-mouth
<b>Get Seen (optional)</b>	<p>Add extra visibility to your campaign by leveraging the social networks of your nano-influencers. (+ 1 week)</p> <ul style="list-style-type: none"><li>• Extra emails for activation and reminders</li><li>• An additional post to our social channels</li><li>• Participants upload photos and videos</li></ul>	<b>+ € 3.350,-</b> 250 photos / 100 videos
<b>Get Recommended (optional)</b>	<p>Turn the online opinions of nano-influencers into hard facts by encouraging ratings and reviews. (+ 1 week)</p> <ul style="list-style-type: none"><li>• Participants write reviews or give ratings on online platforms</li><li>• Extra emails for activation and reminders</li><li>• 3 extra insight questions during campaign</li><li>• Participants publish reviews of your product</li></ul>	<b>+ € 3.350,-</b> 250 reviews + extra insights

\* Listed prices are excluding handling and shipping costs. If desired, C.Journey can provide handling and shipping services. Don't hesitate to contact us about any modifications.

## Nothing beats an experience.

We are C.Journey, a company dedicated to stimulating word-of-mouth using nano-influencers. We help turn products into experiences. You can hand out leaflets or rely on Google and Facebook to optimize your ads, but until your customers have tried something for themselves, they'll never become your biggest fans. If you simply want to make ads, we can't help you. But if you believe consumers sharing authentic product experiences sounds promising, let's do business.



What does a mobile experience look like? Scan and find out!

## Experts in engagement.

We're masters at activating large groups of consumers. Consumers' attention spans today are governed by the mobile world. That's why we specialize in designing mobile experiences to engage them. With a mobile experience designed around your product and brand, we boost your visibility and credibility while gathering insights. We use different types of interactive challenges to get them talking and sharing. Our panel of over 55.000 consumers helps you understand what's great about a product from their perspective. All through an environment that's branded according to your own product and brand style. Here's how it'll go:



## What can we help you with? Just say the word.

So, can we help make your dreams come true? Are you ready to turn your product into the talk of the day? It's up to you now; say the word, and we'll get right on it. If you have any questions, we're always ready to have a conversation and go into all the details. Call us and we'll get back to you with a proposal as soon as possible to get the results you're looking for. If face-to-face is more your style, we'd love to visit and come pitch to you directly.

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