

## BRANDING OPPORTUNITIES

## EXTERNAL CUSTOMIZATION

01





### 03

## INTERFACE CUSTOMIZATION



### PARTIAL ...... CUSTOMIZATION

Engrave YOUR logo on all interface screens Example: Philips Arena on the upper Left

Customize the interface welcome screen Example: Hawks design in the middle of the screen

## CUSTOMIZATION

CREATE THE INTERFACE SCREENS EXACTLY THE WAY YOU LIKE IT



Enter your phone number

ENTER

### CUSTOM EMAIL CAMPAIGNS

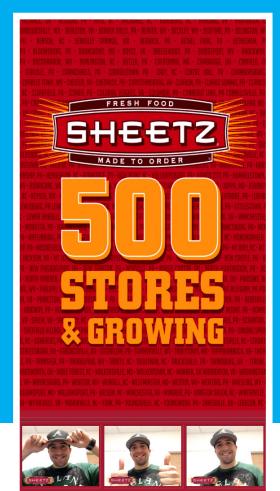
04

GIVE YOUR AUDIENCE A GOOD REASON TO GIVE YOU THEIR EMAIL ADDRESS! AFTER ENTERING THEIR INFORMATION, EVENT-GOERS WILL RECEIVE A BRANDED, CUSTOMIZED EMAIL CONTAINING THEIR PHOTOS.









05

# CUSTOMIZE COLLOX

ADD YOUR OWN MESSAGE & DESIGN TO THE PHOTOS' PRINTOUT

PRINTOUT



UnitedHealthcare



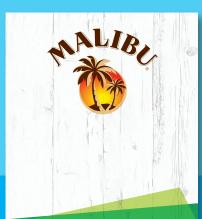


Thank you for stepping up. whc.com/stepup

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CUSTOMIZE PHOTO HOLDERS TO HOLD THE PRINTOUTS, AND INCLUDE YOUR BRAND & MESSAGE *Example: Photo holders without the photo printout* 





#MALIBUBSE @MALIBURUMUS @MALIBURUMUS

ALIBI,

SIP EASY. ENJOY MALIBU RESPONSIBLY. MALIBU® Caribbean Rum With Coconut Liqueur. 21% - 24% Alc./Vol. ©2014 Pernod Ricard USA Purchase, N

### CUSTOMIZE SOCIAL-MEDIA POSTS



07

Itai Peer 4 seconds ago via SocialBox 🏨

Hello from Kodak Alaris' booth #8164 at #HIMSS14 Discovered their new Direct & secure patient data exchange #ConnectCareSolutions for #Healthcare.www.kodakalaris.com/go/connectcaresolutions



itai peer @itai\_peer · 8s At #HIMSS14 Kodak Alaris Checkout their NEW secure patient data exchange #ConnectCareSolutions bit.ly/Nb7bD9 pic.twitter.com/mOA0Vnru1P





• CUSTOMIZE THE **CAPTION** THAT WILL BE POSTED ON USERS' SOCIAL MEDIA WALL

• ADD A WATERMARK TO THE POST



#### **Cristian Piedra**

Yesterday at 11:39am · SocialBox · 🐰

### Having a blast with @CocaCola at the Taste of Atlanta! #CocaCola

Muaz Ataalsid @mataalsid · Nov 1 Out supporting my Hawks for our home opener! #ATLOpeningTip Hawks Game





### CUSTOMIZE SOCIAL-MEDIA POSTS

# THANK YOU!

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