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WallStream in a nutshell

WallStream is an exclusive online application that distributes advertising videos that quickly reach millions of Facebook users, Google+ and other social networks.

The unique technology provides exposure to thousands of friends and opinion leaders from across the country, so-called Wallers, who are registered members of WallStream and who get the opportunity to share all the contents offered and get rewarded.

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Methods and technologies

“The-wall” has developed unique and exclusive tools and technologies for distributing commercials and videos via social networks.

The-wall operates communities for commercial brands of thousands of trendsetters and social leaders.

the agency imply unique - exclusive technology based platform (marketing tool) on the internet, that enable distribution messages(video, sound, application, coupon, et cetera) via peer recommendation (WOM) to millions of users.

Imagine thousands of walls that belong to consumers, fans and friends, engaged together in a joint activity in social media for the benefit of our customers brands. Visualize how all of them turn into a broad platform for exposure and promotion of marketing messages.

Wallstream is a video and advertising distribution media, which employs a unique technology. Through an exclusive online application, any video content can quickly reach millions of Facebook users, in addition to users of other social networks. The exposure occurs through thousands of friends – “wallers” – opinion leaders from across the country, who are registered in the application and take part in the activities.

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How does it work



As customers, you choose the target audience, to whom you wish to distribute the video or the web campaign, segmented by gender, age, geographical area and interests.

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How does it work

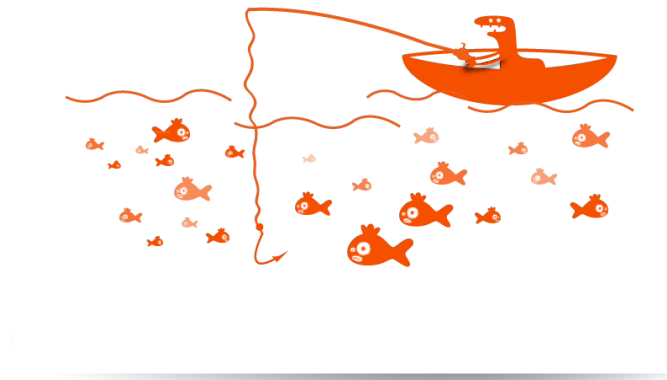


By clicking a button, the community manager uploads your video content on thousands of personal walls that belong to social leaders from across the country, who participate in the distribution. These social leaders are called “wallers” and they have a variety of social circles and about 600 friends or more.

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How does it work



Thus, the video content that you wish to upload is exposed to Facebook users, in addition to users of other social networks, within just a few days.

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How does it work

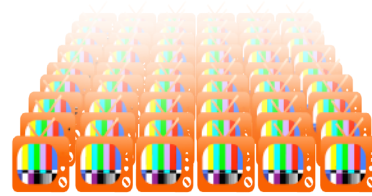


The system calculates the number of general views, unique views, abandonment percentage and other statistics.

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How does it work

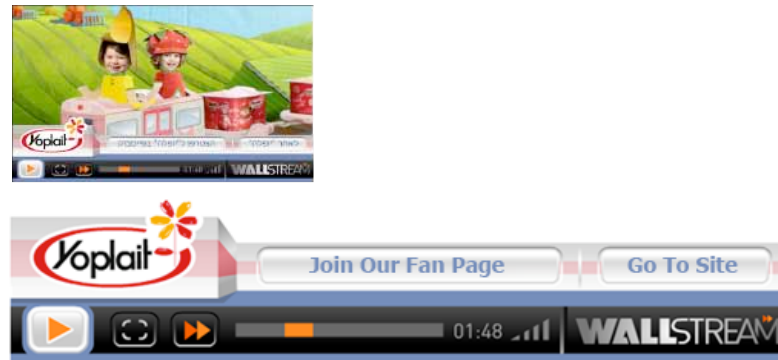


Your video content will be exposed to millions of users as a personal recommendation of their friends from Facebook and other social networks.

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How does it work

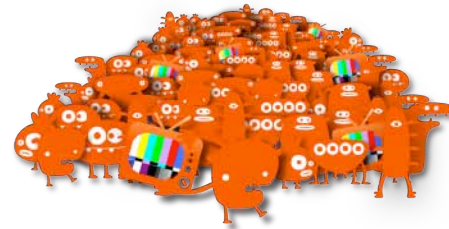


The video is uploaded through a unique and exclusive player that allows further interactions between the brand and the viewer.

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How does it work



Recommendation by word of mouth is considered more effective than any other advertising platform. Viewers watch the full length of content posted by a friend approximately 30% more than content posted anywhere else.

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WallStream is an extremely effective advertising tool that provides you and your product exposure to millions of users. Since the connection is established based on personal recommendations through social network contacts, you will not only reach a huge number of clients, but you will also be able to achieve brand loyalty in the long run.

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Action Plan – community construction

Step 1:

Design and programming of wall-stream SOUTH AFRICA

- Adjusting the system to be attractive and friendly for the SA opinion leaders.
- Establishing partnerships with 'Gift Cards' and coupons Companies such amazon to assure high quality segmented rewards for our 'Ambassadors'.
- Local sales team training - Presentations, trainings and lectures.
1 month period.

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Action Plan – community construction

Step 2:

Recruiting and Going Out

- 'Early Seeders' Campaign - spotting a group of trendsetters to act as our first ambassadors to bring their friends from the net, the university or the web.
- 'Rumor Team – 50 senior 'Ambassadors' spread the rumor about wall-stream “SA” through the main social networks, blogs and forums.
- 'Getting Personal' - Sending personal invitations from Wall-stream personal pages on Facebook and Twitter.

2nd milestone - after 2 month - A First Cycle of 1000 'Ambassadors' are being recruited

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Action Plan – community construction

Step 3:

An online media Campaign to be launched at popular high traffic websites.

- Main Media A larger scale campaign, interactive banners are designed bring high profile 'Ambassadors' to 'Join the Team' at the wall-stream community
- Supporting Media – YouTube and facebook, spreading viral videos produced by the first cycle of the 'Early Seeders'

3rd milestone - A Second Cycle of 10,000 'Ambassadors' recruited

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Action Plan – community constriction

Step 4:

Friends to friends& PR Campaigns.

Finalizing the community.

A third Cycle of 30,000 'Ambassadors' to be recruited.

After three months of preparation system is ready for new campaigns across the country.

So far been invested in developing the system over one million US dollars.

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