

# **ACTIPLAY**

Reach your target through games!

VISIT our website www.actiplay.com **CONTACT US** mlaye@actiplay.com 514-804-2652 ACTIPLAY 261 rue Saint-Jacques Montréal (Québec) H2Y 1M6 ACTIPLAY (Siège social)

1 cours Xavier Arnozan - 33000 Bordeaux (France)

### GROUPE CONCOURSMANIA



#### // PRESENTATION

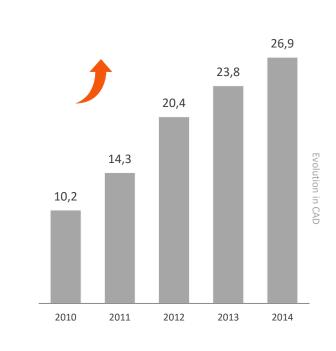
Created in Bordeaux (France) in 1995

Listed on NYSE Alternext Paris since 2011

National and international activities: 140 countries (mainly: Europe, South America and Canada)

600 games and contests rolled out in 2014

// REVENUE GROWTH



### **OUR AREAS OF EXPERTISE**



// Actiplay offers brands the opportunity to reach Canadian webusers
by using two effective tools

# MARKETING GAMES **CREATION**

Support brand awareness and boost customer loyalty

# DETAILED & TARGETED **PROFILES COLLECTION**

Identify and attract new customers





# MARKETING GAMES CREATION

Our offers

Offer 1 : Creation of your marketing game

Offer 2 : Your emailing campaigns

Offer 3 : Your display advertising campaigns

Offer 4 : Customized design of our websites home page

### CREATION OF YOUR MARKETING GAME



#### // OFFER 1 :

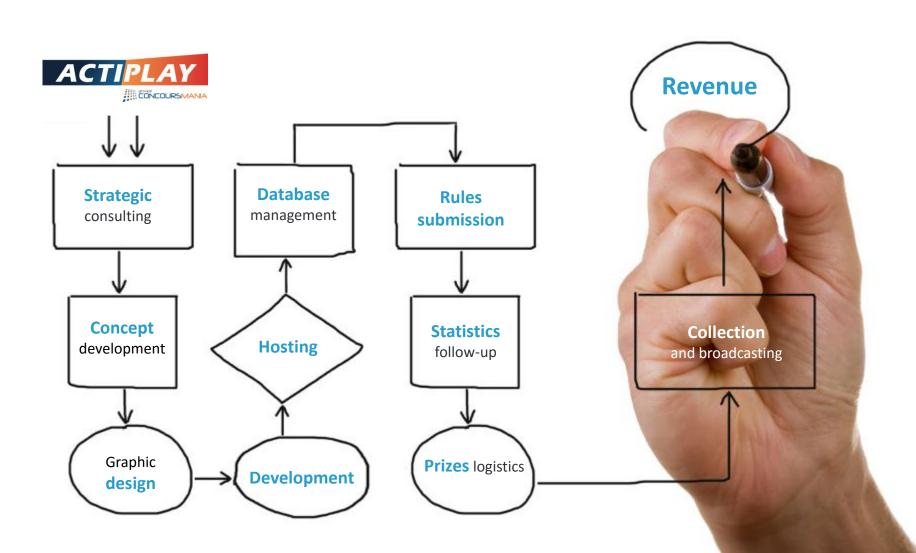
- A marketing game tailored to your objectives and your brand image.
- Differentiate your communication with your prospects and customers from the competition

- Reach directly your targeted customers
- Broadcast your contest on our websites specialized in Quebecois and Canadian audiences.



### **CREATION OF YOUR MARKETING GAMES**





### YOUR EMAILING CAMPAIGNS



#### // OFFER 2 :

#### COMMUNICATE IN OUR WEEKLY NEWSLETTER

Communicate in our Toutacoup and/or Wannawin weekly newsletter (each Tuesday and Thursday) and target our large community of loyal gamers: + 80 000 webusers are targeted

- + 15% of our webusers open our emails
- + 3% of our webusers click on the content of our emails.

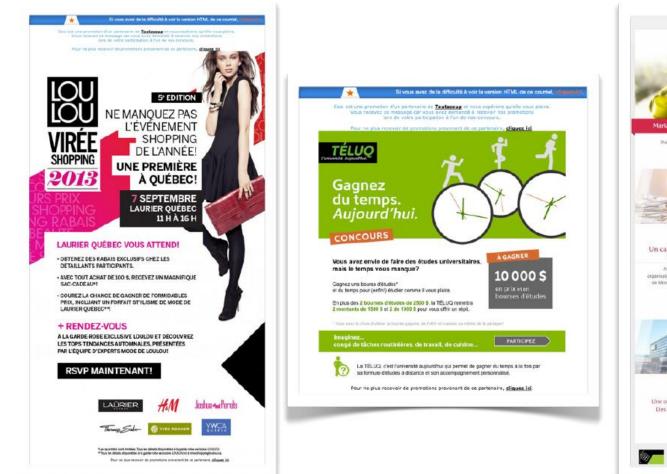
#### USE OUR DATABASES TO REACH YOUR CUSTOMERS

- Reach your customers by choosing specific segments
- Attract new customers and boost customer loyalty
- Many criteria available for your targeting:
  - + 1,2 million of adresses
  - + 40 segments available
- One-time use of the adresses

### YOUR EMAILING CAMPAIGNS



#### USE OUR DATABASES TO REACH YOUR CUSTOMERS





### DISPLAY ADVERTISING CAMPAIGNS

#### // OFFER 3 :

- Broadcast your advertising campaigns on our websites.
- Many formats are available :
  - <u>Vertical banner</u> 160 x 600 ATF and BTF (upper page and middle of the page)
  - <u>Horizontal mega bannier</u> 728 x 90 ATF and BTF (upper page and middle of the page)
  - <u>Square</u> 300 x 250



#### Vertical banner 160 x 600 BTF and Horizontal banner 728 x 90 ATF



Square 300 x 250

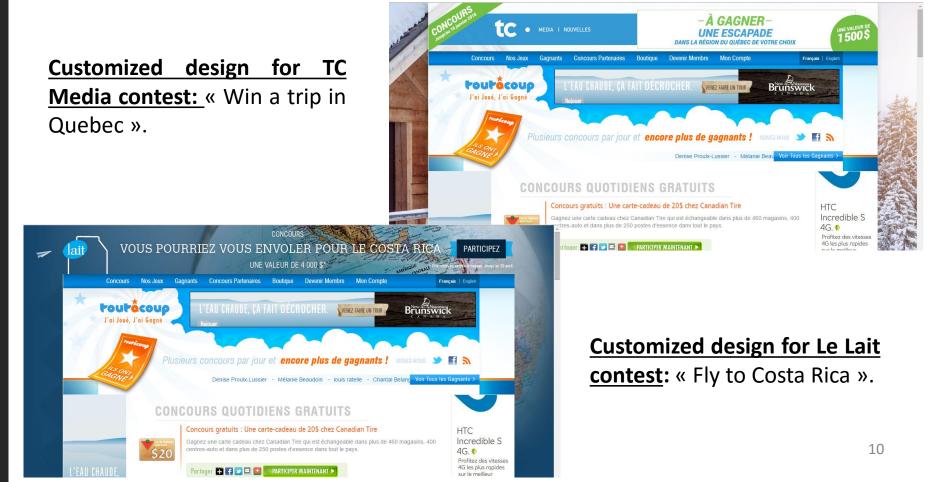


### HOME PAGE CUSTOMIZED DESIGN



WE CUSTOMIZE THE DESIGN OF OUR HOME PAGE WITH THE COLOURS OF YOUR ONLINE MARKETING GAME (WITH LINK TO YOUR GAME PAGE).

#### // OFFER 4 :





# BROADCASTING DIGITAL CAMPAIGNS

Our broadcast network in Quebec

Our broadcast network in Canada

### OUR CANADIAN WEBSITES NETWORK

// A network with a large audience

#### In 2015 :



+ **5 millions** of unique visitors

+ **120 millions** of viewed pages



+ 54 000 fans on Facebook



+ **16 minutes** : average time spent per visit



A network of more than20 000 games !

#### • Our webusers profile :

Women (65%), + 55 years old (85%) and regular visitors (85%).



### **OUR AUDIENCE IN QUEBEC**



// Are you looking for a broadcast network 100% Quebecois ?



- Segmentation
- **Targeted campaign**

### OUR CANADIEN AUDIENCE



// Are you looking for a broadcast network in Canada?





- Target anglophone Canada (possibility to exclude Quebec)
- A 100% English internet portal



#### **OUR REFERENCES**





#### CONTACT



#### Mélody LAYE

Business Developer for Canada mlaye@actiplay.com 514 804-2652

