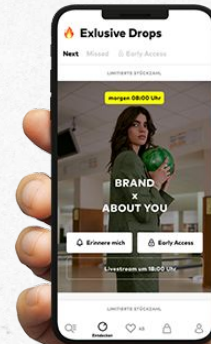


**ABOUT YOU<sup>®</sup>**

**BRAND RELATIONS  
& RETAIL MEDIA**

**- LIVE SHOPPING -**

# WE ARE GOING ALL IN ON LIVE SHOPPING WITH YOUR BRAND



# MARKETING FUNNEL

ABOUT YOU<sup>®</sup>

BRAND RELATIONS  
& RETAIL MEDIA



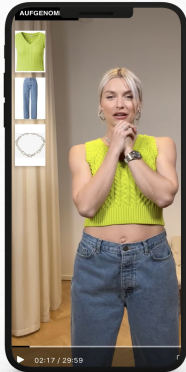
Use Live Shopping as ideal complementation to your Brand Marketing activities and push **Brand Awareness** via this innovative format.

In combination with our Campaign Manager Tool, you will have the perfect **Marketing Funnel Mix**.

# LIVE SHOPPING SHOW FEATURES

## BRAND EXPERIENCE IN VERTICAL FORMAT

Your show is produced in 9:16 for all devices (App, mobile Web, Desktop); and the host creates the perfect surrounding for your brand. Be it through the look & feels of the set, or how the show host addresses the audience.

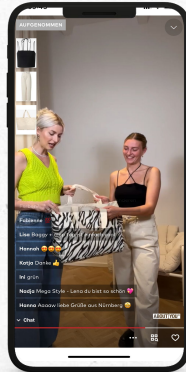


**WATCH**

## PRODUCT FOCUS

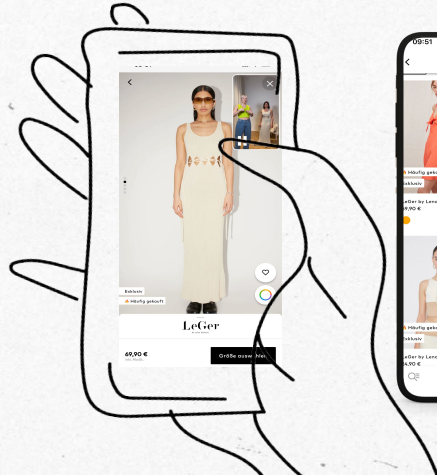
The product is always in focus. All products worn / shown will be linked on the top left of the screen.

The audience can watch the styles of your show, open the product detail pages at one click and add their favorites to their basket or wishlist, without leaving your live show.



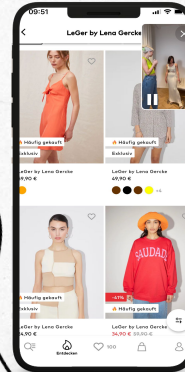
## PRODUCT DETAILS

By clicking on the products, the viewers are redirected to the product detail page. No need to worry: the show screen will automatically be minimized and they can still watch your show in parallel.



## SCROLLING & STROLLING

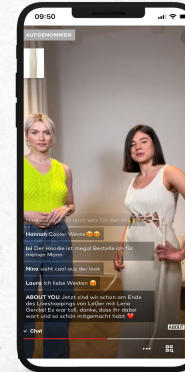
By clicking on the arrow on top right, your show is also minimized and viewers can scroll through your story page or our shop while still watching the live show.



**BUY**

## REAL TIME ENGAGEMENT

Direct engagement via reactions and comments support the communication between the show host and our audience, creating an emotional link to your brand. Questions can be answered right away, just like in a physical sales pitch.

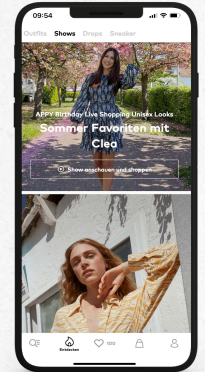


**CHAT**

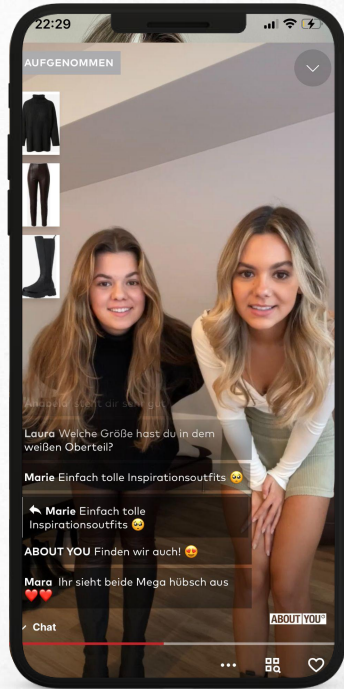
## RE- WATCH

Once the show has ended, our customers will still be able to watch the recorded version at ABOUT YOU for about 1-3 months\*.

*\*pending on the availability of styles and season*



# LIVE SHOPPING SHOW



## WHAT?

- Inspirational **Shoppable Live Stream** showcasing your brand & products as next level of a digital shopping stroll.
- **Interactive communication format** outside of the social platforms with unique interaction, storytelling, product deep dive and brand insights, combined with performance features due to shoppable style integration.

## HOW?

- Based on your goals, we create an individual **concept** and **a talent is showing your outfits and brand** as a show host, supported by a model / friend.
- Our community management will **display all shown products in real time** and will answer to all the questions from the chat.
- We drive **traffic** to your show via onsite placements and the Social Media channel of the host.

## WHY?

- Create **unique digital experiences** and an **authentic**, emotional link for Gen Z and Gen Y with this high quality touchpoint and level of engagement.
- Long visibility as your show will be available as rewatch.

DISCOVER OUR  
**LIVE SHOWS AND A  
BEST PRACTICE CASE**



♡  
**THANK  
YOU**

