

## **Is TWEE For Me?**

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# MARKETING BRIEF PHASE 1 - **TWEE**

## Overall

TWEE is a new currency and needs to be softly marketed in a very big way. The larger push will come as we gather speed. When people consider diversification of money, we consider stocks, bonds, real estate and now crypto. It is not 2008 and this is not Bitcoin. In fact, the unusual aspect of TWEE and affiliation with Tweekba is a great PR story and that is a different subject for another time. The currency is inexpensive, widely available and has an attractive chart. The proposal outlines how to motivate different types of folks to add TWEE to their portfolio.

TWEE marketing must be accompanied by webinar I strongly suggest. Why Webinar? Because we can gain people truly interested, educate them correctly on deep value of TWEE, and then gain a good percentage of them to invest. The webinar process involves the viewer and should be done live. I can do it, almost anyone can, but we should be live at least once a day and we create slides and promo materials to educate and inform them, gain their trust, long term contact info and deliver them to purchase of TWEE.

## Creative Outline - Is TWEE For Me?

**Is TWEE for me?** is based on my real life introduction of the currency to folks I know and I actually was asked that question. When asked, we can then answer YES of course, but we can answer in different ways for different people.

**QUESTION** - The question is simple, we are asking people to invest their money in something, we have a great product but a very low profile. So this campaign is designed to ask and answer the question. Question: Is TWEE for me?

**ANSWER:** -YES. As we hit different demographics we use different ads and different landing pages. A younger person in their twenties, we would try to emphasize the "outside" of banking part of the crypto. For an older investor we would emphasize the diamond aspects of the currency and the validity and track record. For yet others, successful investors in their strong earning years, we will tease so they don't "miss" the opportunity. We can and will adjust the landing pages of the ads to accommodate this.

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## MARKETING BRIEF PHASE 1 - TWEE

**Is TWEE for Me?** campaign's effectiveness requires we know who ME is. We must be able to market to the ME of the demographic. Understanding the target is essential and much time will be spent as we drill down on the best images to get clicks. People are busy but they love an opportunity. They need to know there is something, personally important, called TWEE. They then need to be shown how to get it.

**Is TWEE for Me?** will be used across different web locations to target these unique groups. Over 50 demos use Facebook . Slightly younger, Instagram and so on. We also have SEO and of course website locations to determine for banner advertising. This is very exciting and want to be best at assisting you in this regard.

### Messaging - Destination Pages

TWEE clicks on these ads will then have to go to landing page where we can gather their information and pursue a few options. Those pages have to be online somewhere and we need to have a defined path to gaining their information and educating them a little bit to encourage the purchase of TWEE. We need them so I suggest:

1. A webinar they can attend that happens every day.
2. Newsletter signup -Online so we can have them be reached again.
3. Link to CoinBene or similar so they can go and purchase TWEE.
4. Link to Tweekbaa Signup.

We need slightly different pages for each target. I outlined the ones I like below and the reasons for that person's ad. These ads can go live quite quickly. The pages we make to land them will sell the bullet points of the target, get them to opt in. Then, gathering their info and offering a webinar and a newsletter will allow the collection of quality data and ability to drive them to a place where they can purchase TWEE.

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# MARKETING BRIEF PHASE 1 - TWEE

## Audience targeting

TWEE's potential investors can be large or small. So I suggest for cost and for effective results we target specific groups based on different reasons. These ads can then be built for that demo and land them on the appropriate page. This demo of course will identify where we place these ads. The placement and their effectiveness is measured and we will be able to steer and point ourselves to best results after seeing realtime metrics

Mature Crypto Investor - These guys - usually guys- are already in crypto and are watching for the next one to run. This is the guy all the cryptos want, we'll get some of these guys anyways.

Mature Investor - No Crypto- These are folks, often doctors who have a sizable portfolio but have not gone into crypto yet. This is BIG submarket.

Millennial - They're savvy and have money to roll with, they are adventurous .

Spiritual - We focus on their instinct and we stress the calm and clear direction of TWEE.

Working Man - America's blue collar. They have more to invest than one might think and are a large part of the American landscape .

Working Professionals, urban and upscale - They have more to invest than one might think, they have portfolios and are a large part of the American investing landscape .

Young Family - Making an investment for their child they often buy unusual products, could be a large market.

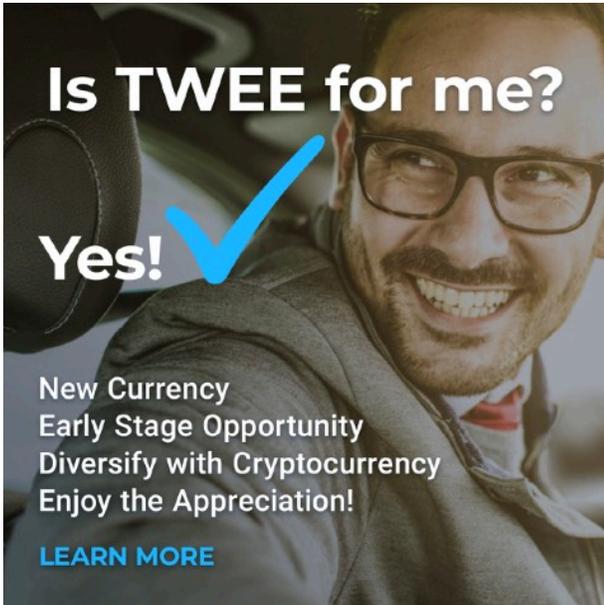
Mature non investors - recently separated or widowed. There are many older and happily invested folks, often female, that may well be well read and ready for this type of thing. They are my webinar customers.

Generation Z - Rising stars and have bank accounts. Hip and urban.

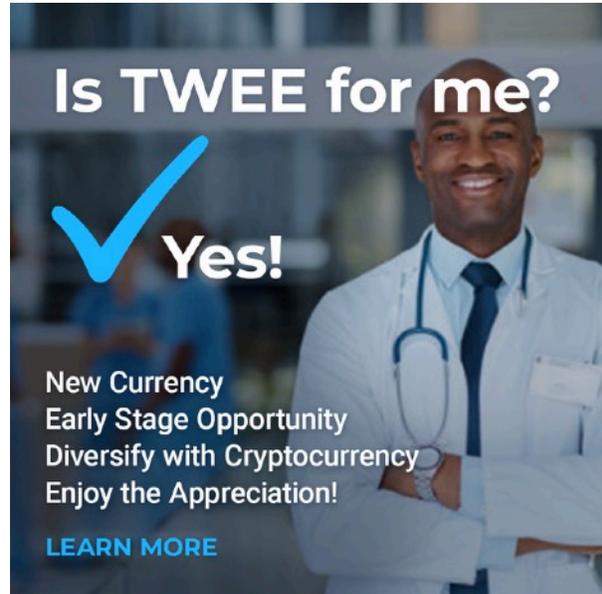
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## Examples

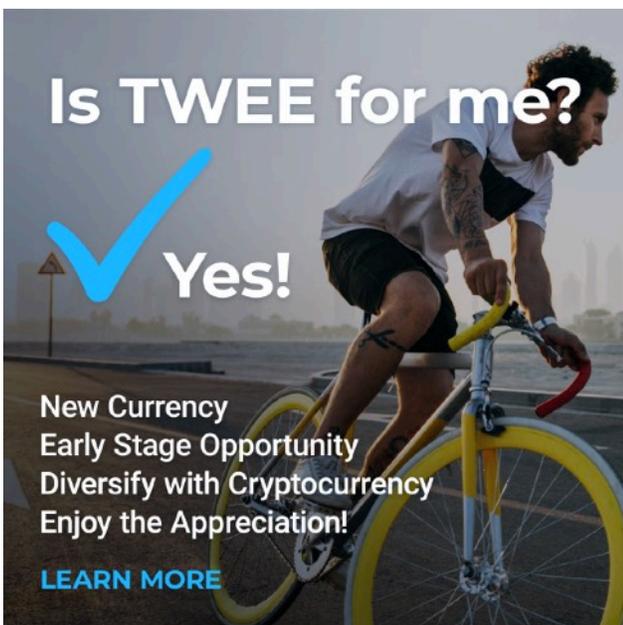
Below are mockups using general language showing targeting of audiences.



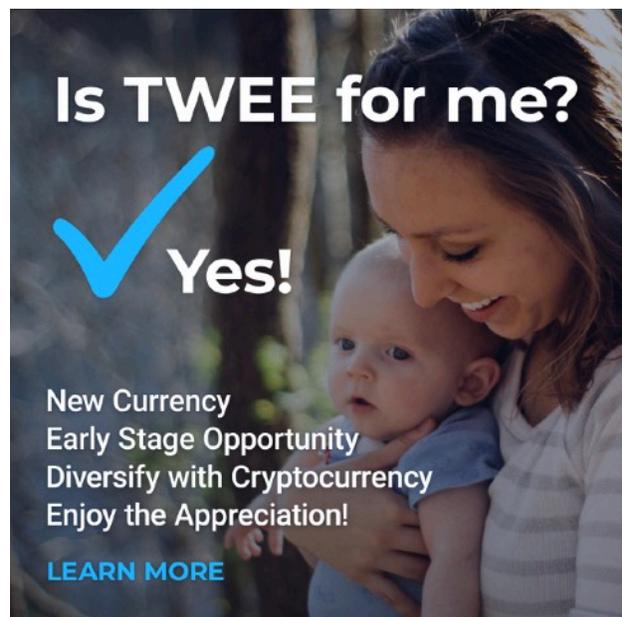
Mature Crypto Investor



Mature Investor



Millennial



Young Family

**Is TWEE for me?**

**Yes!**

New Currency  
Early Stage Opportunity  
Diversify with Cryptocurrency  
Enjoy the Appreciation!

[LEARN MORE](#)

Successful older business person

**Is TWEE for me?**

**Yes!**

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Mature Non Investor

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Spiritual

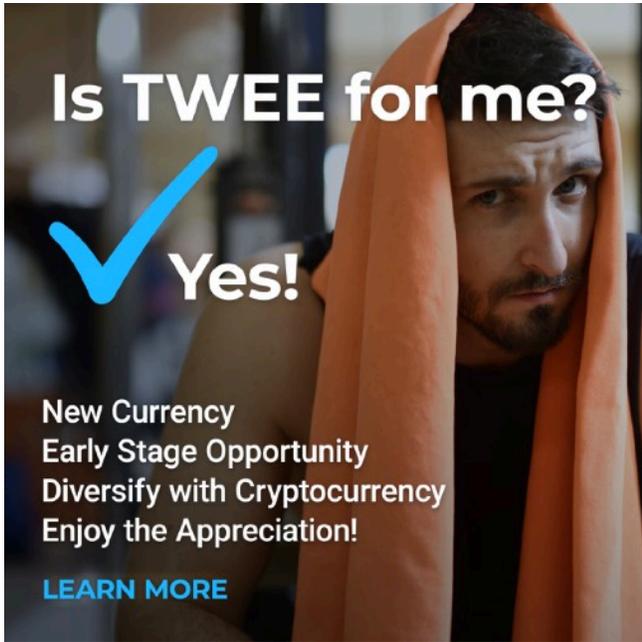
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Mature Investor



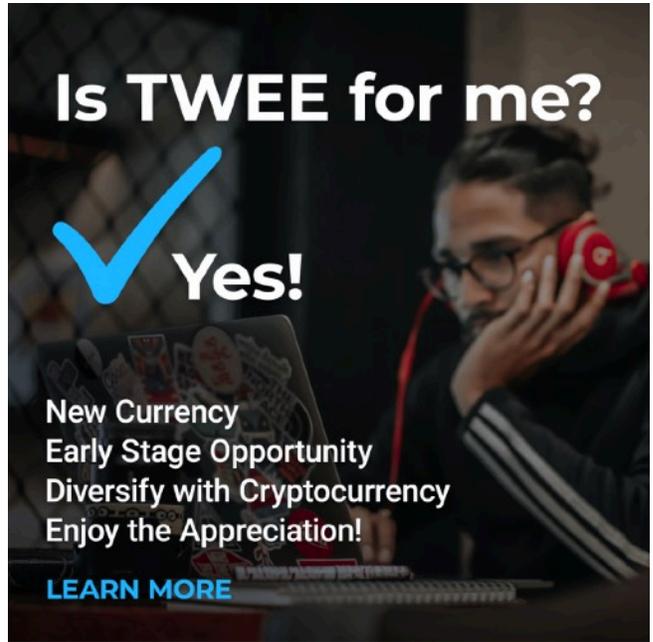
Is TWEE for me?

✓ Yes!

New Currency  
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[LEARN MORE](#)

Working Man



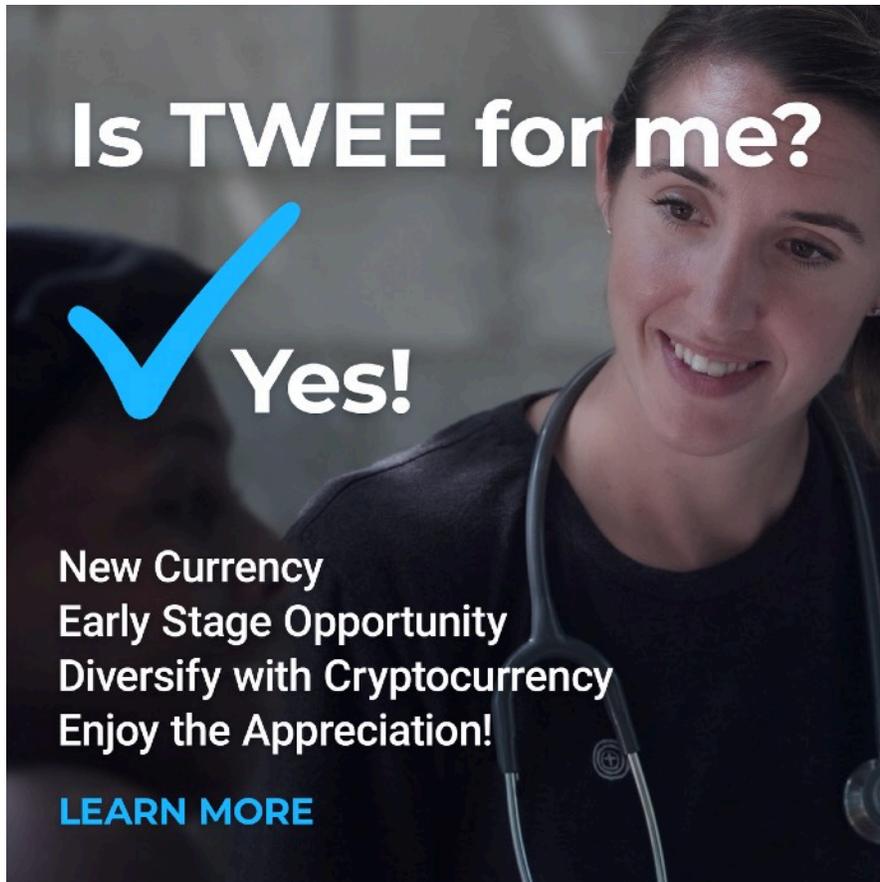
Is TWEE for me?

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Generation Z



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Working Professional

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## Next Steps

We can swiftly complete these for use on various platforms. The message targeting and ability to land them on these important landing pages is extremely important. We should discuss advertising budget allotment and I can create options for how use that money, target our people and track our results.

I am very ready to take a strong hand on approach and implementation of the marketing of TWEE. Please call on me. This can be effective and create a revenue stream quite quickly.

## Things I can do right away:

- Design or mockup the landing pages for different demos.
- Create webinar format so we can educate and sign up investors into TWEE.

This is game changer because it allows people top see and hear what we want them to see and hear.

I will write the script, create slides and make the format so we can host it in multiple languages and have a real live person hosting this every day.

- Create Newsletter format so we benefit from the ad.
- Oversee media buying pricing and budget for campaign.

## Outside Costs

- Small Design fee to Art Director for the final completion of this campaign, \$400 total.
- Media Buy - Will cost as per where we put it, I can oversee costs after we determine buy.

## Things I need from Team

- Web placement of these landing pages.
- Support for the Webinar format online.
- Newsletter approval and permission to publish.
- Approved budget for ads.

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