

•Dada•Ad

Direct Advertising

New Media Advertising Agency



Straight to the heart

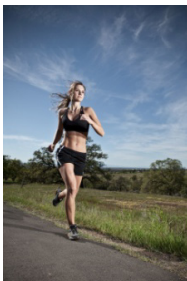
Dada's **New Media** agency, Dada Ad, is focused on direct, display and performance-based digital products.



Direct ADV: Dada Ad offers its expertise for direct mobile products (SMS, MMS, VMS) and DEM in Italy and Brazil. Currently, Dada Ad is the exclusive new media advertiser for the carrier H3G and holds exclusive licenses for sending direct products to a database of highly profile users.



Display ADV: Dada Ad plans effective premium campaigns (banners and special projects) aimed at a highly-profiled target audience. Dada Ad advertises on its own network (Blogo, Splinder, Aziende, etc.), on websites with which Dada Ad has agreements (Flashgames, MotoGP, Everyeye, just to name a few) and on both "on and off net" wap portals (H3G, Claro, Oi).



Performance Adv: Dada Ad manages LowCPM, CPC and CPA through its new network Simply, as well as through other select ad networks.



Direct Adv

Target your customer! For this kind of advertising, you will be asked to select the type of product.

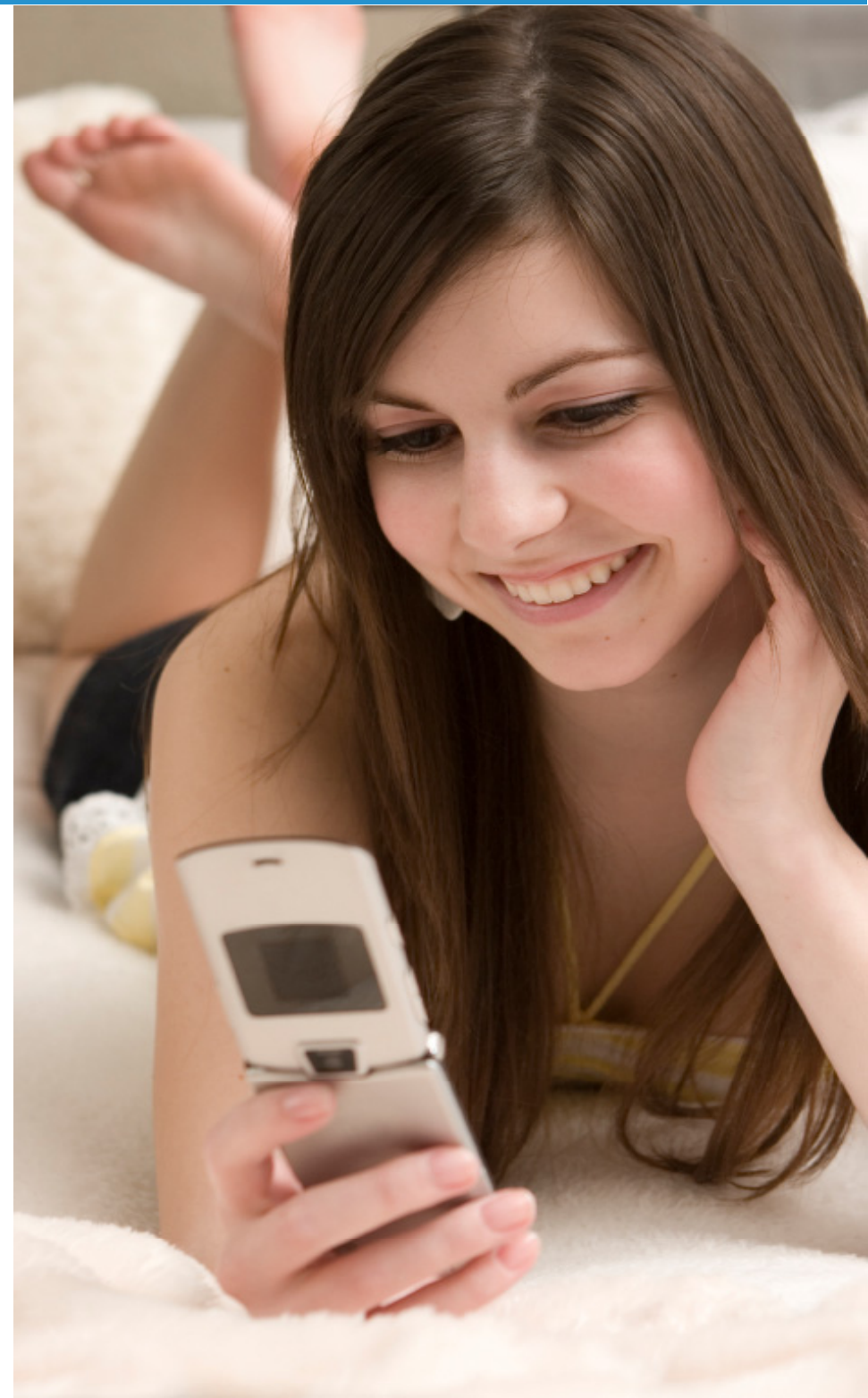
Direct ADV by Dada Ad will target your customer, finding those seeking the products you sell. Dada Ad selects clusters of profiled users (who have given their consent) from its DB for its advertisers. Advertisers can choose clusters of users who are actually online with campaign planning. There are many products available: from classic DEM to mobile push products (SMS, MMS, VMS).



Mobile

H3G is a mobile media company where it is possible to plan ad campaigns through products such as SMS, MMS, and VMS using a Customer Base of 5,400,000 highly profiled users, composed of advanced users, segmented by category of interest.

- Mobile advertising is the perfect tool for both creating brand awareness, as well as for direct response marketing, offering highly interactive initiatives such as promotions, competitions, games and visits at sales points.
- The target audience is always at hands reach!
- It allows advertisers to identify and segment the target audience (by gender, age, region, profession, and interests)
- It allows the target audience to interact with the brand
- A Mobile campaign has higher redemption rates compared to other more dispersive forms of advertising.

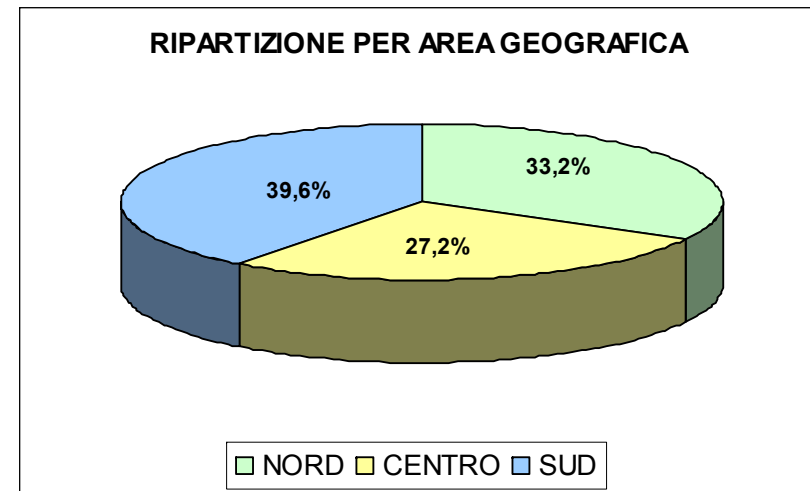
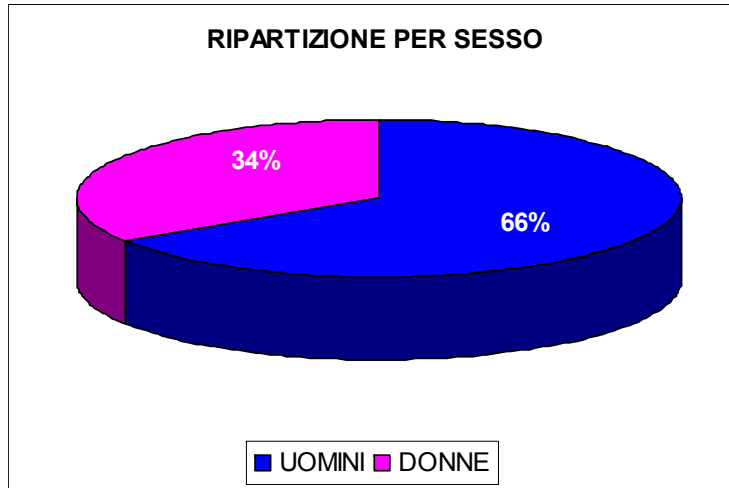


3 Direct: DB

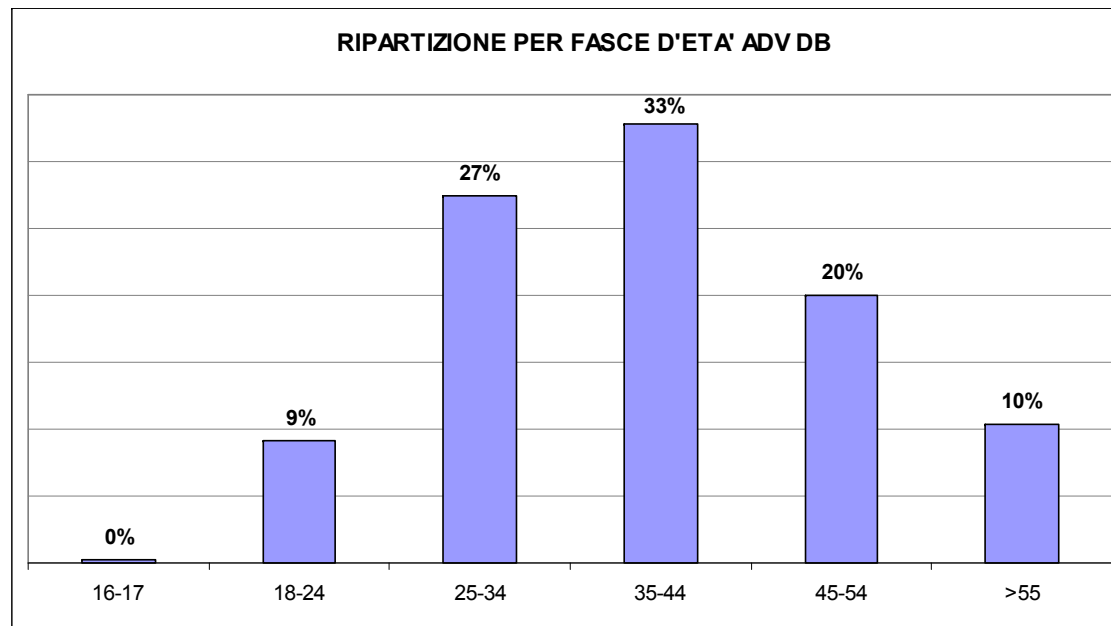
More than 5,400,000 advanced users

Region

Sex



Age



SMS

SMS advertising guarantees

Interactivity thanks to the possibility to include a linkable phone number inside the text message.

Recipients can use the number to directly reach the **call center**.

SMS advertising is also very effective for **couponing** operations by including a “call to action” that informs users of the nearest sales point.



MMS

MMS advertising is **also** used to create **Brand** Awareness. The advertisement is made up of one image, plus text, where it is possible to include a link to a **landing page**. Here users can download free content (screensavers, commercials).

H3G MMS is made up of three slides, the first one is dedicated to the advertiser and the other two are for editorial content.

The advantage is that these products are **interactive**: it's possible to directly download a video clip or an audio file.

The emotional **impact** generated from the use of an image is extremely captivating.



VMS

VMS advertising is an innovative product suitable for new generation phones, or rather phones equipped for H3G users.

VMS can be used to reinforce a **television advertising campaign** or a web campaign and content can be passed on to others in a **viral** way.

The product is made up of a 7-second video and text that can be linked to a **landing page**. Here users can see the full version of the video and download other content.

The possibility to send videos to cell phones that fully support this format, gives a strong **added value** to brand awareness campaigns and/or special promotions.



Creative Suggest



... **Book your Test Drive**

Call the green n.

Send ok to n...

... **Opening**

Geolocation

Stores ...

... **Brand**

New Models ...

New pricing ...



Creative Suggest

... Landing Page

Insights...

Download ...

... Brand

Image emotions

New models

MMS



VMS

... Landing Page

Viral Contents...

Image Download ...

... Brand

Billboard

Spot

Video promo



3 Direct: Interactive

Step 1: MMS ADV



Step 2: link Landing Page



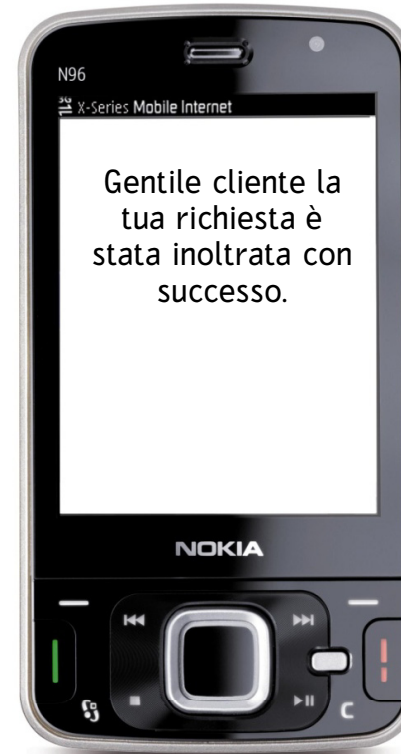
Scopri **SEAT Exeo** e prenota, in anteprima, una **prova su strada** per apprezzare le doti di questa vettura dal carattere innovativo. **Clicca su "Accetta"** per essere ricontattato da un operatore che fissera' il **Test Drive** nella data a te piu' comoda.

Cliccando sul tasto "Accetta" autorizzo SEAT Italia a ricontattarmi telefonicamente per fornirmi i dettagli dell'offerta riservata ai clienti H3G

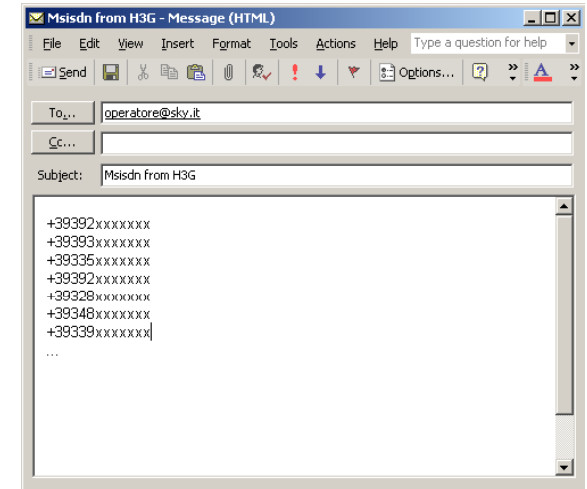
ACCETTA

Se preferisci, puoi visitare il web link clubseat.it/mms-exeo.php e prenotare un'esclusiva **prova su strada** durante la quale sperimentare le nuove motorizzazioni common rail, tutte **Euro 5**. Nel nome la sua essenza, prova una vettura che ti permetterà di "andare oltre, sempre".

Step 3: SMS confirmation



Step 3B: mail whit MSISDN



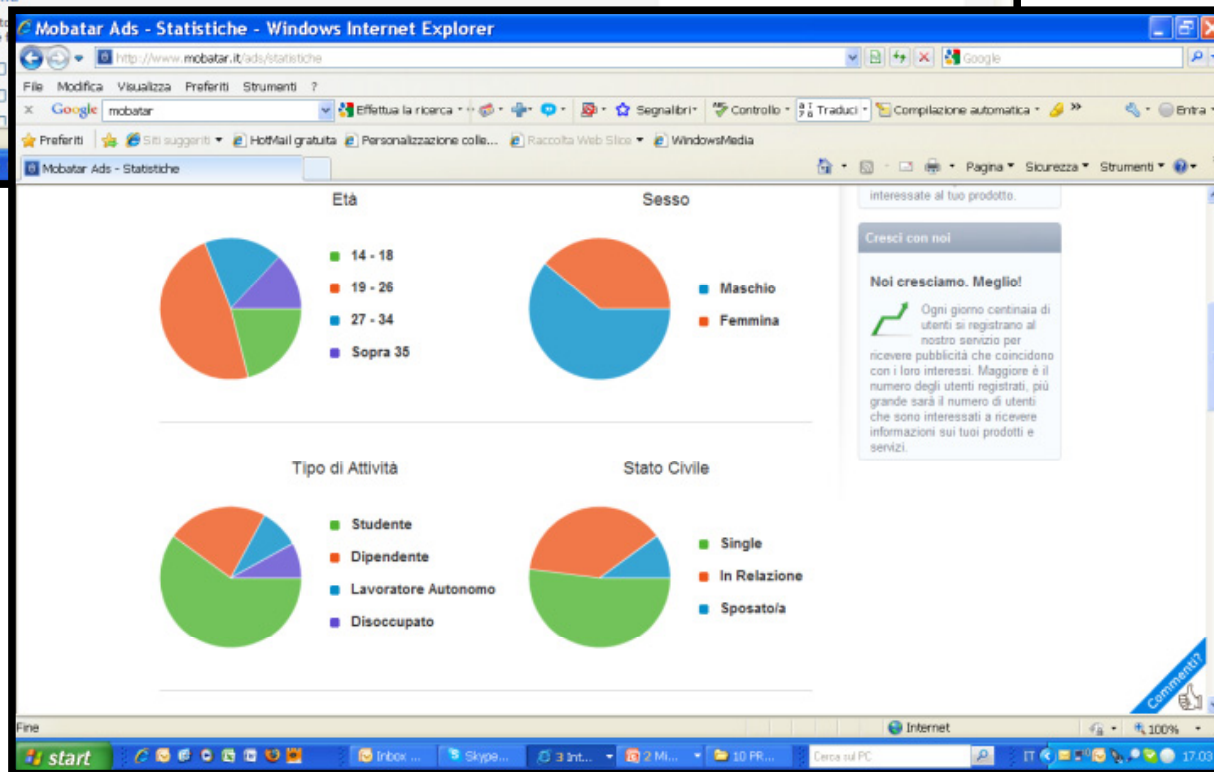
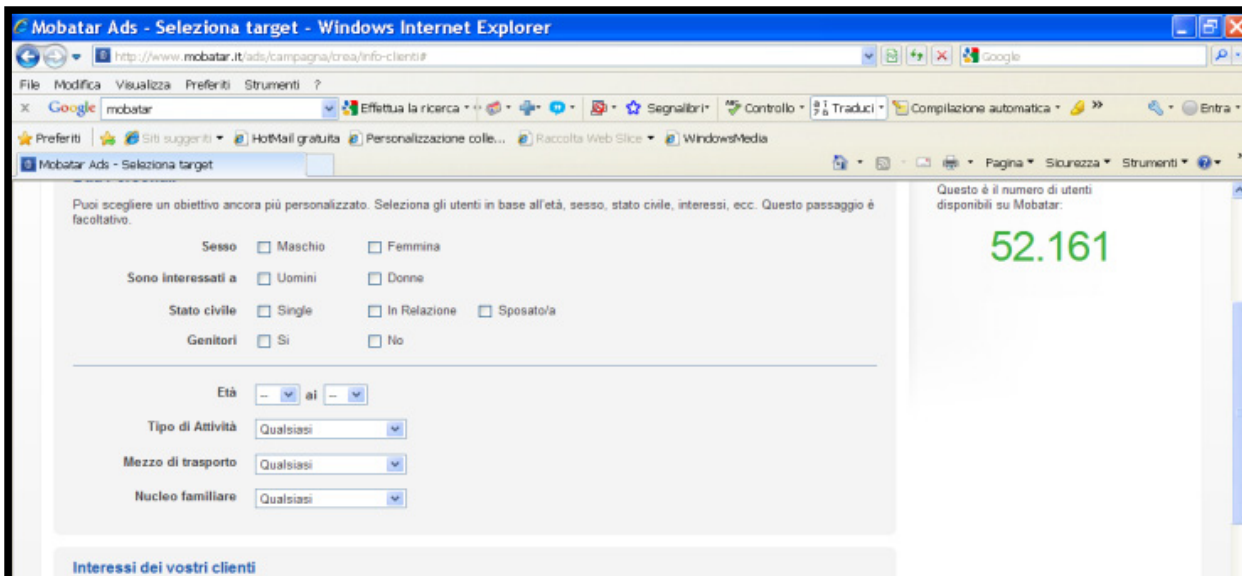
Other Direct Products

Other Dada DB SMS

Dada's DB are a mix of Direct SMS services with profiled users who have given their consent.

More than 1,600,000 users across Italy.

Users can be “targeted” by: age, residency, civil status, interests and other parameters.



*Le immagini di questa slide si riferiscono al DB Mobatar

DEM

Dada has a database of 3.3 million profiled users, gathered by means of the **double opt-in** method which fully respects privacy legislation.

Direct e-mail Marketing allows advertisers to transmit performing campaigns by reaching the exact target group and communicate exclusive ads that have an impact to a targeted audience.

Users have showed that they are interested in receiving news regarding the communities they are subscribed to, as well as interests given upon subscribing.



Ricevi questo messaggio perché quando ti sei registrato ad Excite hai dato il consenso a ricevere comunicazioni da aziende e partner commerciali. Per non riceverne più modifica il tuo profilo su Excite.

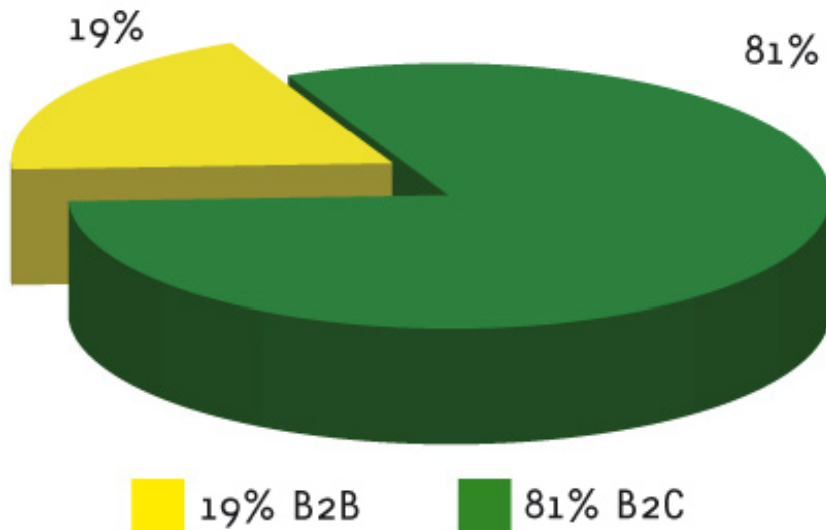
DEM: Profiling

Our DEM database can be profiled by:

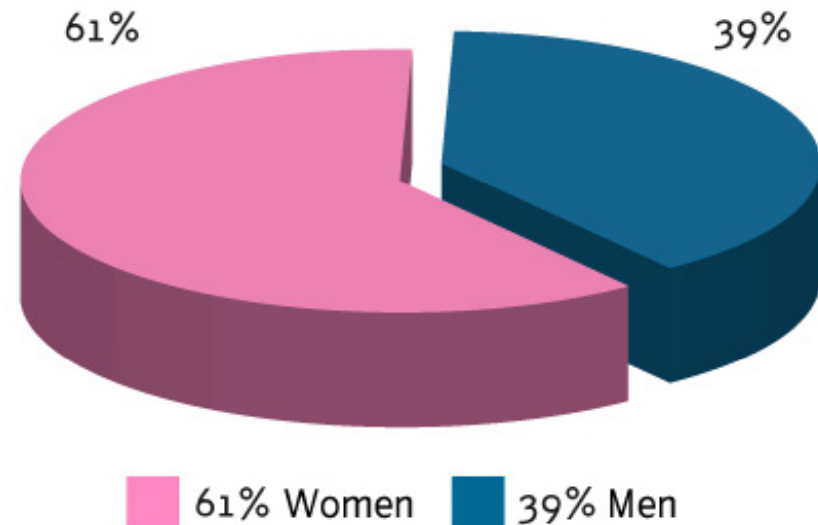
- Sex
- Interests in category of products: (Automotive-Music-Games and Lotteries -Health and wellbeing -Information Technology-Entertainment -Travel and Tourism -Theatre)
- Age
- Profession (B2B and B2C users)
- Postal Code (geo-localization)



Users



Sex



Some Direct Investor



Mercedes-Benz



RENAULT



All forecasts included in this document are subject to risks and uncertainties of Dada itself and of Internet, media and Telco markets.

All forecasts are based on currently available information and reflect Dada Group management expectations.

All forecasts reflect market parameters, assumptions and other fundamentals which could change and therefore influence the future results.

All the forecasts are based on an hypothesis of organic growth and commercial and regulatory stability, particularly in the mobile market.

This document does not constitute solicitation of public saving.

•Dada•Ad

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