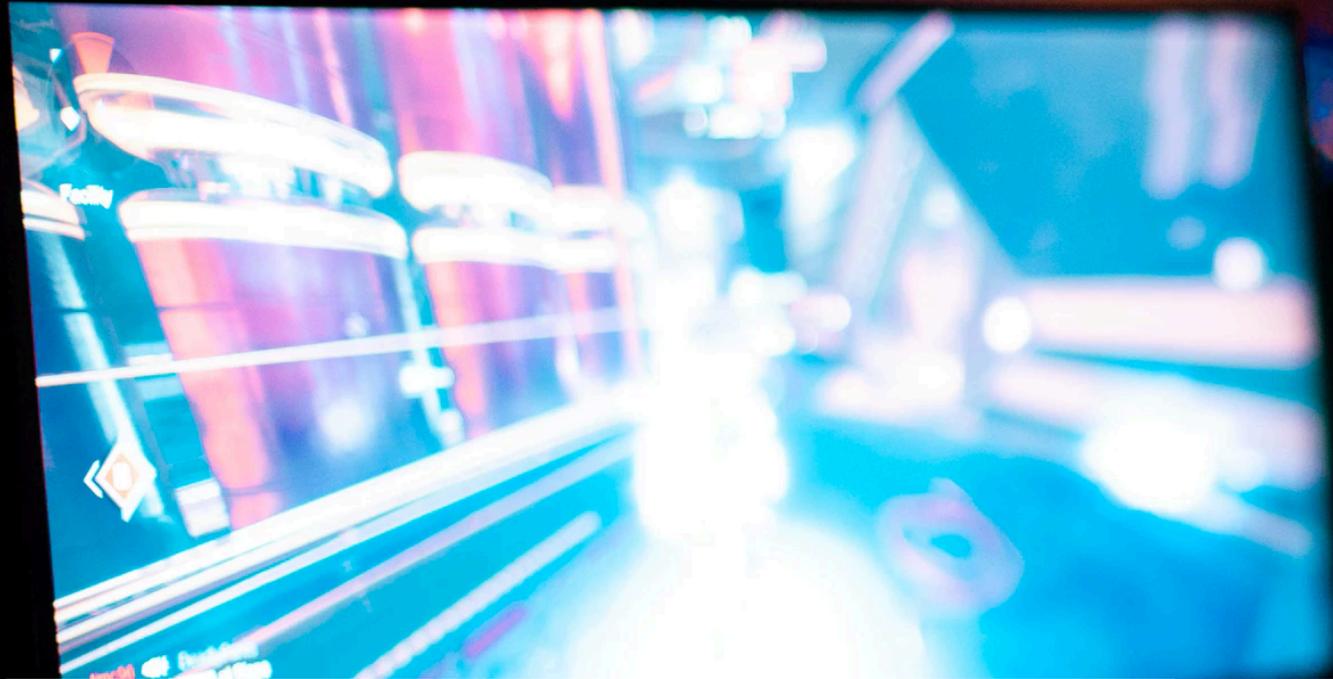




TWITCH ADVERTISING

Mountain Dew Game Fuel 2019 Custom Program

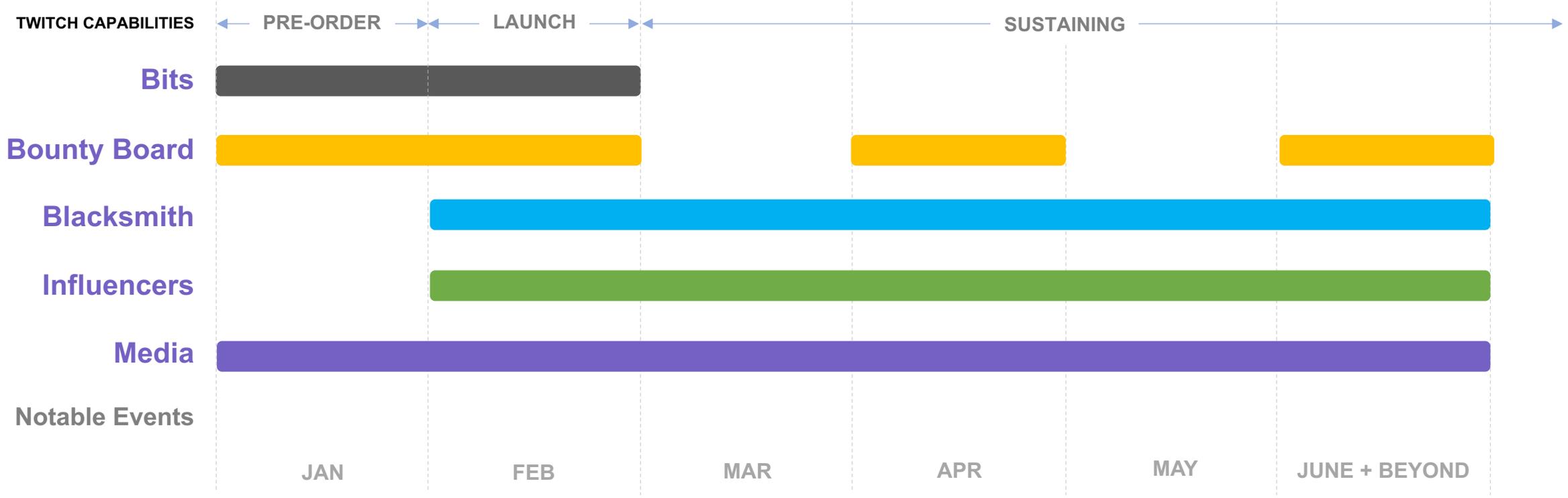
November 2018



What to Expect From This Presentation

We've leveraged our platform's best practices as well as the newest ad products and capabilities to create a comprehensive launch plan to ladder directly into Mtn Dew Game Fuel's launch plan and gaming initiatives.

2019 Plan Overview





GAME FUEL ON TWITCH

Campaign Components at a Glance

Influencers: Fuel Up

Popular Twitch broadcasters take their gaming to the next level with Game Fuel in ongoing partnerships that make it a natural part of the Twitch lifestyle.

Blacksmith: Get Dew on Twitch

Our native Amazon Prime Extension makes it easy for Twitch users to pre-order/purchase Game Fuel from the pages of their favorite streamers.

Bits: Buy Dew, Get Bits

Twitch becomes the go-to place to buy the new Game Fuel with integrated rewards that empower fans to support streamers.

Bounty Board: Stay Fueled

Twitch's newest ad product keeps Game Fuel top of mind with our community by enabling broadcaster partnerships on an unprecedented scale.

INFLUENCERS

Fuel Up

Influencers are the lifeblood of Twitch, drawing audiences of thousands each time they go live. To their fans, they're both laudable celebrities and trusted friends. The products and services they enjoy onstream win automatic esteem in the eyes of their fans.

To celebrate Game Fuel's 2019 launch we'll build ongoing partnerships with popular Twitch Influencers featuring consistent on-stream product visibility, Blacksmith purchase Extension integration, and sponsored broadcasts where they'll enjoy Game Fuel live and connect with their community on all the ways it heightens their gaming experiences.

The image shows a Twitch stream interface. At the top, the Twitch logo is on the left, and navigation links for 'Following', 'Browse', 'Get Desktop', and 'Try Prime' are in the center. A search bar is on the right. Below the navigation, the streamer's name 'GoldGlove' is displayed with a verified badge, along with 'Videos 1,140', 'Clips', and 'Collections'. 'Follow' and 'Subscribe' buttons are on the right. The main content area shows a game scene from Red Dead Redemption 2 with a streamer's face overlaid in the bottom right corner. The streamer is wearing headphones and holding a can of Mountain Dew. A 'fuel gauge' graphic is overlaid on the bottom right of the streamer's image. The text 'STAY FUELED with GoldGlove' is overlaid on the bottom center of the streamer's image.

GAME FUEL ON TWITCH

BLACKSMITH

Get Dew on Twitch

Twitch viewers are always asking their favorite streamers about their preferred products. From snack bars to headsets, if a streamer is using it, their viewers will want to know where they can get it. That's why we've created Amazon Blacksmith, a proprietary Extension that makes it easy for viewers to buy products they see on-stream.

As part of our partnerships with broadcasters — both our directly selected Influencers and those recruited through our Bounty Board program — we'll feature Game Fuel at the top of their Amazon Blacksmith lists, making the product both highly visible and easy to order.

And ordering via Blacksmith becomes even more enticing during our pre-order and launch phases when we build in Twitch Bits as on-purchase rewards.

▼ CLICK PLAY TO WATCH VIDEO DEMO BELOW



Mtn Dew Game Fuel Sponsored

GAME FUEL

Mtn Dew Game Fuel - Charged Berry Blast 12 Pack

\$10.98 prime

[View on Amazon](#)

BITS

Buy Dew, Get Bits

Twitch Bits are our native way for viewers to support their favorite content creators above and beyond a monthly subscription. Built specifically for viewers to “Cheer” in moments of excitement, elation, and adoration, Bits are a shining indicator of the power in the relationship between Twitch broadcasters and their communities.

By integrating limited-time Bit rewards with Blacksmith — our proprietary Amazon purchase Extension — we create a powerful incentive to buy Game Fuel on Twitch during our pre-order and launch phases.

Plus, Game Fuel’s natural alignment with the Twitch community’s interests is strengthened by providing our users with an easy way to support their favorite streamers.

Qty: 1 [Turn on 1-click ordering](#)

Pre-Order Now

Add to your Dash Buttons

[Learn more about Dash Buttons](#)

Price: **\$37.00** (50.26 / fl oz) [Prime](#)

Pay **\$37.00** \$14.83 after using available American Express Membership Rewards points.

FREE Delivery by Friday
if you order within 4 hrs 40 mins. [Details](#)

Only 11 left in stock - order soon. Sold by Curt's Enterprise and Fulfilled by Amazon.

Deliver to karen - San Francisco 94107

Qty: 1 [Turn on 1-click ordering](#)

Pre-Order Now

Add to your Dash Buttons

[Learn more about Dash Buttons](#)

Add to List

About the product
- Limited Edition

Amazon.com

✓

100

You got 100 Bits!

100 Bits were added to your Bit inventory. You can use these Bits to Cheer!

What Are Bits?

Bits are a virtual good that users can buy on Twitch that gives them the power to encourage and show support for streamers.



Cheering with Bits shows support for streamers and celebrates the community moments, all right in chat. A Cheer is a chat message accompanied by Bits. Bits emotes can be used one by one, all at once, or anywhere in between. Using many at once shows more support and creates cooler animated emotes.

Every 100 Bits a user Cheers equals one dollar into a broadcaster's pocket.

The more Bits a user Cheers, the more **real-time attention** they earn from the broadcaster. Each "Cheer" is accompanied by a **custom animated emote we call Cheermotes.**

BOUNTY BOARD

Stay Fueled

In just a handful of years, Twitch's creator community has grown from a few streamers on the frontier of live content to a thriving population of tens of thousands. Until recently, the logistics of brand/Influencer relationships limited our ability to partner with more than a few of our streamers on any given activation, but our newest advertising innovation is about to totally change that landscape.

Bounty Board enables a brand to partner with an unprecedented number of broadcasters on a single initiative. By offering an opt-in advertising opportunity to broadcasters that meet certain criteria, we can create Influencer programs that offer massive scale and considerable longevity.

For Game Fuel's 2019 relaunch, we'll create a custom bounty that keeps the product on our viewers' minds by rewarding a wide variety of streamers for making Game Fuel a part of their live gaming content.

Mtn Dew Game Fuel
Available until 02/10/19



\$X,XXX



Mtn Dew Game Fuel
sponsored by Mtn Dew

Stream for 1 hour straight with an average of **x concurrent viewers**. If you don't hit an average of at least **x concurrents**, you will not receive a payout. If you achieve the minimum but do not reach the goal, you will get a proportional percentage of the payout.

- Install the attached BRAND asset pack on your channel including the display image, alert notifications, and Chat Bot.
- Turn on the "Store Past Broadcasts" option in you [Channel Settings](#).
- Incorporate drinking Mtn Dew Game Fuel in your stream and comment on how it enhances your gaming experience.
- Complete the bounty by 02/10/2019
- Use the asset pack from [bit.ly/Brand](#)

Max Payout \$X,XXX

Activate Bounty



What is Bounty Board?



Tap into Twitch's most engaged audiences at scale with native influencer content.

What is Bounty Board?

A turnkey marketplace connecting advertisers with engaged audiences at scale in a brand safe environment via a whitelist of Twitch Partnered Influencers.

Campaigns are posted as "Bounties" to a streamer dashboard where Twitch influencers opt in and accept Bounties based on the branded content alignment with what their communities enjoy watching.



ENGAGEMENT

Access more influencers and larger audiences without sacrificing viewer engagement.



BRAND SAFETY

Streamers are pre-screened based on quality, consistency, and on-stream etiquette.



STREAMLINED ACTIVATION

Our team removes all roadblocks from the go-live process, getting you on stream faster.



CUSTOMIZED CAMPAIGN GOALS

Success is based on your unique goals. Whatever your objectives are, we'll help you track and reach them.



Why Non-Endemics Care

Twitch is home to millions of content junkies hungry for the newest challenge or experience. Bounty Board streamlines the process of delivering these assets to influencers who look forward to providing new and exciting content for their fans. Partnering with influencers allows non-endemics to turn branded partnerships into shared viewing experiences among Twitch's audience.

Thank You!



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