Grosche - eCommerce

Demographics	Location	Interest / Behaviour	FB Audience	IG Audience
MF 22-45	United States, Canada	**Interests:** Teapot, Specialty coffee, Community issues, Non-profit organisation, Masala chai, Coffee preparation, Social work, Green tea, Espresso, Coffeehouses, Espresso machine, Drinking water, Mineral water, Coffee bean, Activism, Charitable organisation, Corporate social responsibility, Coffee cup, Coffeemaker, Bottle, Coffee roasting, Charity and causes, Mug, Water bottle, Tea, Social change, Water, Coffee or Nu Green Tea, **Industry:** Community and social services	78,000,000	71,000,000

Platform	Budget	Assets	Campaign Obj.	Buying	Module	Est. Rate	Est. Reach	Est. Clicks	Est. Views	Est. Purchases	Est. Impressions
Facebook	$ 1,000.00	Static / GIFs	Reach	Auction	Impressions	$ 0.25	3,000,000	-	-	-	4,000,000
	$ 1,000.00	Videos	Video Views	Auction	Thruplays	$ 0.01	600,000	-	150,000	-	800,000
	$ 3,000.00	Carousels	Conversion	Auction	Per Purchase	$ 1.25	1,200,000	-	-	2,400	2,000,000
Instagram	$ 500.00	Static / GIFs	Reach	Auction	Impressions	$ 0.25	1,500,000	-	-	-	2,000,000
	$ 750.00	Videos	Video Views	Auction	Thruplays	$ 0.01	450,000	-	112,500	-	600,000
	$ 500.00	Stories	Reach	Auction	Impressions	$ 0.25	1,600,000	-	-	-	2,000,000
YouTube	$ 2,000.00	Skippable Instream	Brand Awareness	Auction	CPV	$ 0.01	-	-	250,000	-	1,600,000
	$ 1,000.00	Bumper Ads	Brand Awareness	Auction	Impressions	$ 0.80	-	-	-	-	1,250,000
Google Display	$ 1,000.00	Banner Ads	Website Traffic	Auction	Clicks	$ 0.40		2,500			1,000,000
Google Search	$ 1,000.00	Text Ads	Website Traffic	Auction	Clicks	$ 3.00	-	3,000	-	-	100,000
2 Months	**$11,750.00**										

Candi – MNC

Target Audience	Platforms	Location	Audience Size - FB	Audience Size - IG	Interests/Behaviors
MF 18-40	Facebook & Instagram	Pakistan	23,000,000	4,900,000	Interests: Khaadi, Hum TV, Food, ARY News, Coke Studio (Pakistan), Restaurants, Dunkin' Donuts, Foodie, Atif Aslam, Pakistan Super League, Nescafé Basement, Netflix, Geo TV, A-Plus Entertainment, Concerts, Music festivals, Theatre, Bollywood films, Music, Game of Thrones, Breaking Bad, DC Comics, Marvel Entertainment, FC Barcelona, Real Madrid C.F., Manchester United F.C., UEFA Champions League, FIFA, Snack food, Biscuits, ARY Digital or Desserts

Candi Biscuits - Digital Media Plan

Platform	Assets	Qty	Budget	Objective	Module	Rate	Est. Reach	Est. Views	Est. Impressions	Est. Engagement	% TG Reach	
Facebook	Teaser 1	1	$ 800	Video Views	Thruplay	$ 0.01	500,000	100,000	640,000		2.17%	Already boosted
	Trailer	1	$ 2,500	Video Views	Thruplay	$ 0.01	1,562,500	312,500	2,000,000		6.79%	Already boosted
	Prehype	2	$ 200	Engagement	CPEg	$ 0.01	125,000	-	160,000	20,000	0.54%	Already boosted
	Character Reveal	4	$ 200	Engagement	CPEg	$ 0.01	125,000	-	160,000	20,000	0.54%	2 Done
	Character Personality	1	$ 50	Engagement	CPEg	$ 0.01	31,250	-	40,000	5,000	0.14%	
	Post Episode Promo	6	$ 600	Video Views	Thruplay	$ 0.01	375,000	75,000	480,000		1.63%	
	Cliffhanger Post	6	$ 600	Engagement	CPEg	$ 0.01	375,000	-	480,000	60,000	1.63%	1 Done
	Song	3	$ 1,500	Video Views	Thruplay	$ 0.01	937,500	187,500	1,200,000		4.08%	
	Promo Song	1	$ 1,000	Video Views	Thruplay	$ 0.01	625,000	125,000	800,000		2.72%	
Instagram	Teaser 1	1	$ 200	Video Views	Thruplay	$ 0.01	133,333	25,000	160,000		2.72%	Already boosted
	Trailer	1	$ 500	Video Views	Thruplay	$ 0.01	333,333	62,500	400,000		6.80%	Already boosted
	Prehype	2	$ 100	Engagement	CPEg	$ 0.01	62,500	-	80,000	12,500	1.28%	Already boosted
	Character Reveal	4	$ 200	Engagement	CPEg	$ 0.01	125,000	-	160,000	25,000	2.55%	2 Done
	Character Personality	1	$ 50	Engagement	CPEg	$ 0.01	31,250	-	40,000	6,250	0.64%	
	Post Episode Promo	6	$ 450	Video Views	Thruplay	$ 0.01	300,000	60,000	360,000		6.12%	
	Cliffhanger Post	6	$ 300	Engagement	CPEg	$ 0.01	187,500	-	240,000	37,500	3.83%	1 Done
YouTube	Trailer	1	$ 1,000	Brand Awareness	CPV	$ 0.01	-	100,000	625,000	-	-	Already boosted
	TOTAL		**$ 10,250**					**1,047,500**	**8,025,000**	**186,250**	**2.76%**	

Ability – Local Company

Demographics	Location	Audience Size - FB	Audience Size - IG	Interest / Behaviour
MF 20-45	Pakistan	8,600,000	3,600,000	**Interests:** Coffeehouses, Air travel, Cruises, Diners or Luxury goods, Industry: Food and restaurants **Behaviours:** Frequent travellers, Frequent international travellers, Engaged shoppers or People in Pakistan who prefer high-value goods

Platform	Budget	Campaign Obj.	Assets	Buying	Module	Est. Rate	Est. Reach	Est. Views	Est. Leads	Est. Impressions	% TG Reached
Facebook	$ 1,000	Reach	Static / GIFs	Reach & Freq	Impressions	$ 0.25	3,250,000	-	-	4,000,000	37.79%
	$ 1,500	Video Views	Video	Reach & Freq	Thruplays	$ 0.01	1,000,000	150,000	-	1,200,000	11.63%
	$ 1,500	Lead Generation	Carousels / GIFs	Auction	Per Lead	$ 2.00	800,000	-	750	1,200,000	9.30%
Instagram	$ 500	Reach	Static / GIFs	Reach & Freq	Impressions	$ 0.25	1,600,000	-	-	2,000,000	44.44%
	$ 1,000	Lead Generation	Carousels / GIFs	Auction	Per Lead	$ 2.00	600,000	-	500	800,000	16.67%
YouTube	$ 2,500	Brand Awareness	Video	Auction	Video Views	$ 0.01	-	350,000	-	1,500,000	-
Total	$ 8,000										