

**Sales Master Deck**  
Sales Marketing

**Project Brief & Project Plan**

**Campaign** <6 Sept 2022 to **End Date**>

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## Project Overview

<b>Goal / Objectives</b>	<ul style="list-style-type: none"><li>- Create a master deck that sales can use to create customised ppts for clients. Provide multiple story options on information categories</li><li>- Create one complete example slide deck for small-scale and large-scale</li></ul>
<b>Context</b>	Sales pitch FRAMEN to new clients daily. The potential use case of FRAMEN for companies differs but the primary PPT information and structure required to convince a customer remains the same. This is why we are creating a sales master deck template that sales can easily customise as per their specific client.
<b>Target Prospects/Customers</b>	<ul style="list-style-type: none"><li>● Potential Customers</li></ul>
<b>Tone of voice &amp; personality</b>	<ul style="list-style-type: none"><li>● Informative</li><li>● Exciting</li></ul>
<b>Key Elements</b>	<ul style="list-style-type: none"><li>● Name a Big, Relevant Change in the World</li><li>● Show There'll Be Winners and Losers</li><li>● Tease the Promised Land</li><li>● Introduce Features as "Magic Gifts" for Overcoming Obstacles to the Promised Land</li><li>● Present Evidence that You Can Make the Story Come True</li><li>● A Sales Narrative Works Best When Everyone Tells It</li></ul> <p><a href="#">Reference</a></p>
<b>Articles</b>	<ul style="list-style-type: none"><li>● <a href="#">13 tips for the perfect presentations</a></li><li>● <a href="#">The greatest sales deck I've ever seen</a></li><li>● <a href="#">The marketers guide to TikTok</a></li></ul>

<b>Working Slide Deck</b>	<a href="https://app.pitch.com/app/presentation/62ef0a5e-4aa3-4994-9f39-a36b3cdd1d97/b76cf6df-3159-48d4-810b-995a2657c6de/e81211a0-14da-4866-b49b-1d4dd1913c2b">https://app.pitch.com/app/presentation/62ef0a5e-4aa3-4994-9f39-a36b3cdd1d97/b76cf6df-3159-48d4-810b-995a2657c6de/e81211a0-14da-4866-b49b-1d4dd1913c2b</a>
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## Key Information

### **FRAMEN's essence**

- FRAMEN connects people, places and products
- Next-level programmatic DOOH

### **Values of FRAMEN**

- FRAMEN strives to match brands with their audience
- Targeting, but non-intrusive targeting

### **Key challenges**

- Convincing customers to invest their marketing budget into DOOH over the other marketing channels
- Educating brands on the power of DOOH though there is no direct way of measuring its effect on sales

### **Customers**

- Brands and agencies looking to advertise products and services

### **Product Solution**

- DOOH not just directly impacts sales but also helps boost online ads by grabbing the attention of your audience when they are the most receptive.

### **Customer Advantage**

- Access to FRAMEN's audience
- Access to advertise at the location via the Ads Manager
- Precise targeting

## Additional Resources

- [Ads Manager Product launch](#)
- [Customer Persona](#)
- [Competitor content](#)
- [Competitive Analysis](#)
- [Master Slide deck \(old\)](#)
- [UK Sales team slide deck](#)
- [Trade Desk pitch deck](#)
- [Ads Manager Manual](#)
- [The marketers guide to TikTok](#)

## Slide Categories

## **Introduction**

### **1. Cover Slide**

- # of concepts: 3
- # of slides: 1
- Note: keep it simple, with no frills and to the point. The main aim is to introduce the brand
- [Example](#)
- Suggestion:

FRAMEN connects people, places and products

Next-level programmatic DOOH

### **2. Advertising Problem/Challenges**

- # of concepts: 2
- # of slides: 1 - 5
- Topic: The advertising industry is tackling issues related to grabbing the attention of their audience. Other changes in the industry such as the cookie ban, ad fatigue, ad blockers, scatter loss, ad saturation, and low-quality displays are contributing to the challenge
- Note: The goal is to present the challenges brands face in a way that vividly reminds them of their frustration and underlines the need for a solution.
- [Example 1](#), [Example 2](#)
- Suggestion:

Do you feel like no matter the budget you invest into marketing, your audience seems to just not notice your brand?

If that was not difficult enough, try navigating through the cookie ban, ad blockers, ad saturation, ad fatigue and scatter loss.

No surprise if you're feeling frustrated by it all

### **3. Why DOOH?**

- # of concepts: 2
- # of slides: 2
- Info: DOOH is known to allow for higher viewer attention, reuse of online content, boosting of online campaigns, display of content in high-quality resolution, connecting with people when they are most open to engagement, display of content to a larger audience at once, targeted but non-intrusive advertising.
- Note: Infographics on DOOH industry facts. Research existing DOOH related infographics for more ideas
- [Example 1](#), [Example 2](#)
- Suggestion

[Infograph 1](#), [Infographic 2](#)

#### 4. About FRAMEN

- # of concepts: 2
- # of slides: 1-2
- Info: There are many DOOH providers in the industry but FRAMEN is not just a DOOH provider, it's a new and revolutionary means of advertising on screens in public and semipublic locations. FRAMEN is a tech platform that connects advertisers with their perfect audience through contextual targeting at venues like gyms, hotels, etc. Brands can receive millions of impressions at 6500+ locations all over the world. FRAMEN is part of the Axel Springer Group
- Note: Use short and defining sentences to describe FRAMEN, add in 'why FRAMEN to 1 concept. Create 1 concept on 1 slide and the second concept using multiple slides.
- [Example 1](#), [Example 2](#)
- Suggestion

We connect products to customers contextually

Create genuine connections with your audience.... etc

#### 5. Why FRAMEN?

- # of concepts: 2
- # of slides: 2
- Info: FRAMEN - Bring your brand to life on screens perfectly located amid your target audience with the FRAMEN Ads Manager. Grab control of screens and the attention of your customers in just a few hassle-free clicks.
- Note: Pointers on why to choose FRAMEN over other competitors. Use competitor analysis to see the lingo other companies use
- [Example](#)

### **FRAMEN Ads Manager**

#### 1. About FRAMEN Ads Manager

- # of concepts: 2
- # of slides: 1
- Info: For brands reluctant on using OOH due to the limited targeting, scatter loss and performance reporting, the FRAMEN Ads Manager offers easy dynamic advertising on highly visible TV screens in semi-public locations that provide precise targeting based on audience interest or demographics. Advertisers can track ad campaign reports in real-time. The Ads Manager makes the easy purchase of inventory possible
- Note: Use the Ads Manager product launch sheet for more information. Single line definition possibly
- [Example 1](#), [Example 2](#), [Example 3](#)

## 2. Ads Manager Features

- # of concepts: 2
- # of slides: 1
- Info:
  - Audience Targeting - Brands can precisely reach their audience at public and semi-public locations through the tool's inbuilt demographics and interest targeting feature without GDPR compliance issues.
  - Venue Targeting - Brands can easily access and place their ads at public and semi-public venue types of their choice.
  - Live reports and tracking - Brands can effortlessly access campaigns and creative performance reports for any time period.
  - User-friendly and intuitive tool - Brands can easily create and modify ad campaigns without prior experience
  - Multi-language tool - Easy option to toggle the language on the Ads Manager between English and German.
  - Automated invoicing - Access auto-generated invoices and pay via a business bank account post-completion of the ad campaign.
  - Reach your audience cost-effectively and GDPR compliant
  - A/B Testing: Find the optimal creatives & redirection for your campaign
  - Customizable campaigns: Go live within 24 hours. Pause, change and continue campaigns with ease
  - Avoid ad blockers
  - GDPR compliant
  - Contextual Advertising
  - Flexibility and transparency in campaign playouts
  - Display content in high resolution
  - Display engaging content
  - Reduces scatter loss
- Note: Choose the key features to highlight. Use the Ads Manager launch sheet for more information, no text is required on the slide.
- [Example 1](#), [Example 2](#), [Example 3](#)

## 3. Ads Manager Demo Video

- # of concepts: 2
- # of slides: 1
- Note: Use Superside video or one created by the creative studio. Use screen recording with no audio as one option

## 4. FRAMEN Geospots

- # of concepts: 2
- # of slides: 1 - 2
- Info: The FRAMEN Ads Manager allows targeting audiences based on their geographical geospots. You can choose to include or exclude specific regions and localise content as per the region

- Note: Highlight FRAMEN's presence in locations around the globe in 1 concept and highlight the geo-targeting feature in the other concept
- [Example 1](#), [Example 2](#), [Example 3](#)

## 5. Audience Types

- # of concepts: 2
- # of slides: 1 - 2
- Info: Audience can be narrowed down as per interest groups or demographics using the audience targeting feature.
- Note: In one concept highlight the different types of the audience found at key locations such as coworking spaces, gas stations, supermarkets, etc. Concept 2 talks about the Audience type targeting feature and the main benefit of it.
- [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#), [Example 5](#)

## 6. Venue Types

- # of concepts: 2
- # of slides: 1 - 2
- Info: The FRAMEN Ads Manager allows for targeting an audience based on venue types such as coworking spaces or gas stations. One can understand a lot about a customer based on the places they visit through the journey.
- Note: Concept 1 - Highlight the feature that allows selection of venue types and the main benefit of it. Concept 2 - merge venue and audience types
- [Example 1](#)

## 7. Map View

- # of concepts: 2
- # of slides: 1 - 2
- Info: Visualise the locations you want to target in map view. Find the exact spots you want to display your brand
- Note: Give a use case for map view - Trying to reach couples with children then consider placing your ad around schools or daycare centers
- [Example 1](#)

## 8. Reporting

- # of concepts: 2
- # of slides: 1 - 2
- Info: The FRAMEN Ads Manager provides details on the performance of a campaign in terms of impressions, play outs, performance of geolocations, results on AB tests conducted, and more. All this information without cookies.
- Note: Highlight benefits of the reporting section and main metrics that are being tracked
- [Example 1](#), [Example 2](#), [Example 3](#),

## 9. Content

- # of concepts: 1
- # of slides: 1 - 2
- Info: FRAMEN supports various types of content, videos, images, gifs. Does not support audio currently but coming soon.

- Note: Highlight the type of content that interests your audience, Specs and formats of content supported. Content specs can be found on ads manager manual
- [Example 1](#), [Example 2](#), [Content type infographic](#)

## 10. Pricing

- # of concepts: 1
- # of slides: 1 - 2
- Info: Disclose packages and offers
- Note: Create a design that allows sales to display prices. The sales person can choose whether to use the materials
- **Note: Check with sales on packages they want to offer for types of clients**
- [Example 1](#), [Example 2](#), [Example 3](#)

## 11. Campaign Playout timeline

- # of concepts: 1
- # of slides: 1 - 2
- Note: Visual representation of playouts can help advertisers understand how their ads are displayed inbetween location content, publisher content or other ads.
- [Example 1](#)

## 12. Publishers

- # of concepts: 1
- # of slides: 1
- Info: FRAMEN has connections with content providers of news like Bild, Welt, Business Insider, financial news from Finanz.net or sports news from Bundesliga
- Note: Highlight the different categories of publishers and mention that their brand content will be placed amidst interesting and captivating content.

## Testimonials & Reviews

### 1. Success Stories

- # of concepts: Based on market segments
- # of slides: 1
- Note: Different case study examples for different market segments eg fashion, travel, food delivery, etc.
- Info: Check with sales and Metabase for accurate information
- [Example 1](#), [Example 2](#), [Example 3](#)

### 2. Screen partner logos

- # of concepts: 2
- # of slides: 1
- Note: Slide with all the partner logos that can be used categorised based on location type
- [Example 1](#)

### 3. Advertiser logo



- # of concepts: 2
- # of slides: 1
- Note: Slide with all the advertisers categorised based on market segment
- [Example 1](#)

#### 4. Brand Uplift

- # of concepts: 2
- # of slides: Based on uplift study
- [Example 1](#)

#### 5. Testimonials

- # of concepts: 1
- # of slides: 1
- [Example 1](#)

### **Conclusion & Contact Details**

#### 1. Conclusion

- # of concepts: 1
- # of slides: 1
- Note: Interesting conclusion/closing statement

#### 2. Offers and codes

- # of concepts: 1
- # of slides: 1
- Info: Promote the latest ongoing offer

#### 3. Contact Us

- # of concepts: 1
- # of slides: 1
- Info: Catchy sales team information and contact details
- [Example 1](#), [Example 2](#)

### **Example Sales Deck**

#### 1. Large Scale Companies

Audience Background: Generally, big brands may have used outdoor advertising in the past. Hence convincing them about the importance of DOOH should not be the main context of the pitch. What's more important to big brands is the ability to create a highly visible campaign that creates a big noise. They generally have large budgets to spend and are looking to conduct recurring campaigns

Storyline: The advertising world has gone through multiple shifts. From stone and paper to billboards to online screens that interact with people on a daily and personal basis.

This close contact with customers and brands has resulted in ad fatigue, ad blockers, ad saturation and more in the online world. Instead, reach out to customers when they are more receptive to your content and avoid getting skipped or blocked. We bring you the feature of online advertising to digital out-of-home advertising with the FRAMEN Ads

Manager. Access XX countries XX cities, XX,,, through the geo-targeting feature like <Brand case study>. Access locations like coworking, gas stations, and gyms...through the venue targeting feature like <brand case study>...View and visualise your targeting with the map view feature like <Brand case study>. Reach an audience contextually based on interest or demographics with the audience targeting feature like <Brand case study>. In coworking, gyms, and gas stations you find business people, hedonists.... types of audiences like <Brand case study>. Set your ad to be displayed at the right time. For example, Uber. Set your budget so that you do not overspend like Wingly. The brand uplift study conducted shows ..... results. Brands like Porsche, KLM, Uber.... Have used framen successfully with..... Metrics. Other brands that advertised on the FRAMEN platform are Too Good to Go.....Here's what people have to say about us... Not just increase your sales, but studies show that outdoor advertising boosts your online campaigns by xx%. Here's an infographic on DOOH. All this cost.....Feel free to contact us for more information.

2. Medium Scale Companies
3. Start-Ups & Small-Scale Companies

Are you investing a lot into advertising but not seeing substantial results? This is because your brand is lost in a sea of content. This results in no brand recall whatsoever which is why your brand needs a push out of this ad fatigue, ad blockers, ad saturation ... online world. Try also reaching out to customers when they are more receptive to your content and avoid getting skipped or blocked.

**Timeline & review process**

<b>Deliverables due date</b>	
<b>Approval Process</b>	Magdalena Pusch Anisha Sridharan
<b>Creative reviewers</b>	Alexander Kurze Magdalena Pusch Anisha Sridharan

**Competitive View**

<b>Competitor</b>	<b>Creative examples</b>
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Add in examples	

## Meeting Notes with Sales

### Michelle Edobor

How Michelle pitches to an agency

- Her background
- About FRAMEN
- Stats and facts on FRAMEN
- Global locations page
- Main attraction - Venue and attraction
- Programmatic
- About FRAMEN
- Venues
- Markets we cover for venues
- Content solution - screens
- Take one venue example - coworking spaces
- Other examples - gyms
- Coworking - WeWork
- Content: What type of content they provide
- Location of screens - entrance of building, cafeterias,
- Case Studies
- Dubai case study (Only when sending - Cases one with Uber, Porsche, Go Puff)
- Collage of creatives from the different client
- Rate card - UK rate card example to go live in 24
- Demo video
- Why FRAMEN?
- Measurement
- Contact page
- 40 mins, 20 to 25 mins presentation

Final customisation before sending slides

- Case studies is essential - DB, Dubai Lift
- Slides from Alex on how the calculation is use (Easy example)

Michelle's slides

- <https://app.pitch.com/app/presentation/62ef0a5e-4aa3-4994-9f39-a36b3cdd1d97/6870e663-7816-4f3c-a134-e3ca18b9ec4d>

- <https://app.pitch.com/app/presentation/62ef0a5e-4aa3-4994-9f39-a36b3cdd1d97/8ce1070b-ac2d-48a6-926a-fb0b6240921e>
- <https://app.pitch.com/app/presentation/62ef0a5e-4aa3-4994-9f39-a36b3cdd1d97/f22ddf71-d1c0-4a64-8dc1-e7edaa112ae8>

### **Alexander Bayning-Kwast**

- Does not present
- Our partners
- Venues is the main sell point
- Example with the map
- Reach groups
  - Owners of the com
  - Customer Journey
  - Map of locations
  - Wall of fame (More start-up examples)
  - How campaigns are at different venues
  - Pricing
  - How to calculate impression per screen
  - Goes through the website
- Speaking point
- Cause they are small businesses and aren't marketers
- AirBnb for screens - We don't own the screens
- Part of the marketing mix
- Website

Alex's Slides

<https://pitch.com/public/90feb0f2-afcc-40cc-bc9d-01c8dfdcda79>

Alex's marketing material requests

- How to make good creatives? - Dos and don't
- What makes a successful campaign - show the ad manager
- Pitch you can't have an offline version

### **Ricky Murray**

1. About venues
  - Why is missing for each slide

- Just giving the benefits
  - Who it works really well for
2. Examples on the pitch are only huge brands. Smaller examples
- SMES
  - Global branding

Find the value of locations

Break down of demographics -

Good photos in the UK

- Gyms
- Hotels
- Petrol stations

### **Paul Thümer**

- Generic Pitch 0322
- Intro
- Venue types and target group - Go broad or
- 30 slides, 15 mins
- Leave out Customer journey
- Visible screens - gas stations
- Send case slide - and link to success story page
- Appendix- Case studies
- Personalise the content to include
- Who are we
- What is our mission
- Our main USP
- What our screens look like
- Location
- Live ads manager demo
- No demo video included after the
- DSP - not agency
- Add footfall as a separate presentation

Ross

Works with agencies

Inventory sources

Why a location or venue is important

Images of locations - Better point of how the locations look like

Remind how the brand looks like

Data from Metabase

Time consuming to move from Metabase to Pitch

Add slide with the locations of WeWork - Based on the areas the context is more relevant

Smaller clients need DOOH context

Hard metrics

Localisation

Description of who this is ended for

- About

Ghali

- Multiple pitches
- Targeting
- Agencies in French - Exclusive networks
- Website: Translatio

Do you localise?

Send me a list of blogs

- Social media
- Blogs
- Case Studies
- Paid ads
- Target agencies: Ghali to help with creatives

<https://app.pitch.com/app/dashboard/62ef0a5e-4aa3-4994-9f39-a36b3cdd1d97/folder/ff015d1e-837f-4593-876d-ofea8c2af28d>

Dimi's Feedback

- Show ads manager on existing slide like audience, venue, etc
- Have a different video on the first slide
- Create a 1 pager for sales team
- Remove DSP slide or move to the end
- Ad Payout slide: Show journey of one person interacting with screens
- Impact & Influence With Your Content slide: exchange shell content
- Metrics - give average numbers like 23k. Use only Ads Manager numbers
- Location slides: Add metrics from the uplift studies,
- Put Ads Manager way up
- Design: Remove screen on treadmills, not what we offer
- Design: Venue slide, remove screen with stand

UK Sales Deck Feedback -

[https://docs.google.com/document/d/1zHQzoRvVN5\\_DYZU4Mlg7GzhcQPibmYgm54c9lMgJPBs/edit?pli=1](https://docs.google.com/document/d/1zHQzoRvVN5_DYZU4Mlg7GzhcQPibmYgm54c9lMgJPBs/edit?pli=1)

UK Sales Deck

<https://app.pitch.com/app/presentation/62ef0a5e-4aa3-4994-9f39-a36b3cdd1d97/2b233174-92e6-40a3-b6a7-488253a81d6f/9a68c70d-968f-459a-8269-e84d838f54c5>