

TEMNIKOVA<sup>®</sup> 360

ECO-SYSTEM

# ELENA TEMNIKOVA®



Organizer of the biggest in Russia tour among modern music performers



The only owner of the Apple Note in Europe, the sixth artist in the world (along with Eminem, Sia, Drake, Justin Timberlake, Sam Smith)



Guinness Record Holder for live concert (with online broadcast) in the mountains at an altitude of 2320 above sea level (Russia, Sochi, Rosa Khutor)



The first artist in the world who released AR-games for Instagram



Target audience 18-35 years old  
60% female / 40% male

Total coverage of more than 26 million people



E-PLATFORMS



HIGH-TECH PROJECTS



E-COMMERCE  
PROJECTS



DIGITAL & SMM  
SOLUTIONS



VR / AR  
APPS

TEMNIKOVA® 360



INTEGRATION  
INTO MUSIC AND



AR - FILTERS AND  
GAMES



OWN CURRENCY



LOYALTY PROGRAM

TEMNIKOVA® 360

# TICKETS E-PLATFORM

Own electronic platform for the sale of tickets for any event.

In addition to selling tickets, the e-commerce platform allows to sell unique "upgrades" (level ups) to tickets. For example, when buying ticket upgrades as part of Elena Temnikova's tour, the audience got the opportunity to get on stage, look into the dressing room, attend a rehearsal, take a photo on Polaroid with the artist, as well as free delivery of merchandise directly to the concert venue.

ACCORDING TO STATISTICS, UPGRADES GIVE FROM 20% TO 50% OF REVENUE FOR TICKET SALES

Options for "client" use:

- Ticket+upgrades sales for your events (full customization of ticket design)
- Your products can be included in various upgrades and be an integral part of them
- Upgrades can only be purchased by your company's clients (for example: banking sector - payment for the upgrade by card of the bank)
- You can buy ticket / upgrade only by entering the code received when interacting with a certain product.

БОЛЬШОЙ  
**РЭП**

Сделай свой билет лучше!

The Best Скидка Заканчивается Выбор покупателя Хит недели

Level	Price (RUB)	Benefits
LVL0	450	Prohod na ploshadku bez ocheredi (Fast Track), Ranni vkhod (Early Bird Access)
LVL1	700	Prohod na ploshadku bez ocheredi (Fast Track), Plakat s avtografom, Stikery
LVL2	1700	Futbolka, Prohod na ploshadku bez ocheredi (Fast Track), Plakat s avtografom, Stikery
LVL3	2500	Futbolka, Prohod na ploshadku bez ocheredi (Fast Track), Ranni vkhod (Early Bird Access), Popsoket, Plakat s avtografom
LVL5	10300	Prohod v grimerku posle koncerta, Foto s artistom, Futbolka, Prohod na ploshadku bez ocheredi (Fast Track), Ranni vkhod (Early Bird Access)
LVL6	7300	Prohod v grimerku posle koncerta, Foto s artistom, Futbolka, Sumka, Prohod na ploshadku bez ocheredi (Fast Track)
Powered	10300	Prohod v grimerku posle koncerta, Hudi, Foto s artistom, Futbolka, Sumka, Prohod na ploshadku bez ocheredi (Fast Track)
Ultimate	10300	Vyitii na sцену (Amazing Access), Prohod v grimerku posle koncerta, Dostup k repeticii (Backstage Pass), Hudi, Foto s artistom

ПОСЛЕДНИЙ ФЕСТИВАЛЬ 2019 ГОДА

+7 495 228-20-80  
заказ билетов

## Фестиваль БОЛЬШОЙ РЭП

Вся история «десяток» в 6 часовом концерте.

В календарь Поделиться

8 Декабря 2019 15:00

Дворец спорта «Мегаспорт», Москва, Ходынский б-р, 3

Цена: от 500 руб

КУПИТЬ БИЛЕТЫ

## Все поколения любимого жанра

Более 30-ти артистов, специальные гости и 100% хитов.



# TEMNIKOVA® 360



INTEGRATION  
INTO CONCERTS /



E-COMMERCE  
PROJECTS



HIGH-TECH PROJECTS



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THE ABILITY TO CREATE COLLABORATIONS OR  
CAPSULE COLLECTIONS  
WITH PARTNERS

# TEMNIKOVA . SHOP

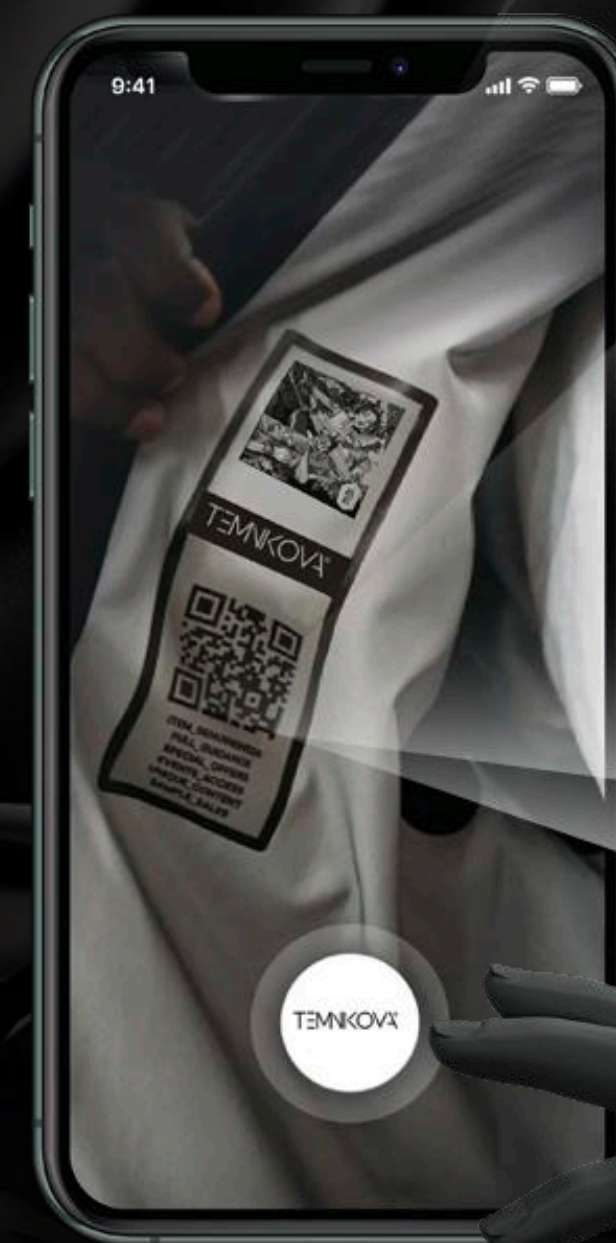
## PRODUCTION OF CLOTHING AND ACCESSORIES, ONLINE STORE

We perform a full cycle of development of various clothes for our target audience and for the projects of our clients. For example, we participated in the design development of promotional items as part of the all-Russian campaign for a project with Coca-Cola.

The latest innovation: the integration of online chips into clothing (RFID / NFC technology). For the first time, brands have the ability to collect analytical information about who their customers are. And also realize post-sale campaigns.

By applying a mobile phone to the item, the buyer receives exclusive artist content (excerpts from unreleased songs, music videos, a video concert, ticket upgrades, and much more), promo coupons, and discounts.

You can also upload any digital content and offers on the NFC tag.



EXCERPT OF A NEW SONG



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LOYALTY PROGRAM

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TEMNIKOVA® AR

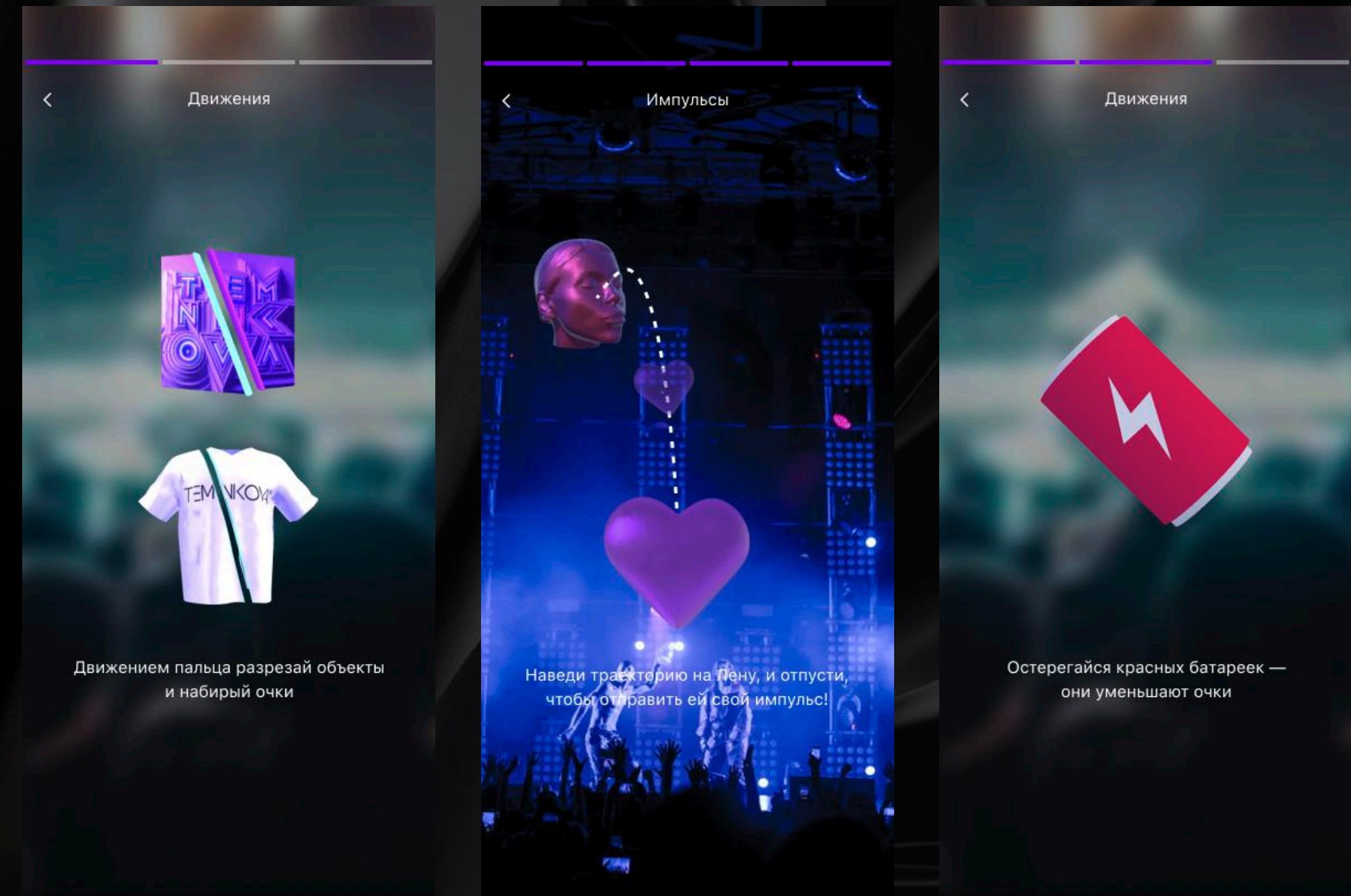
WE HAVE DEVELOPED THE FIRST COMPLEX ENTERTAINMENT APP WITH AUGMENTED REALITY FOR AN UNFORGETTABLE CONCERT EXPERIENCE.

What TEMNIKOVA AR allows to do:

- The ability to complement and animate any music show through AR-technology
- Establish a new channel of communication and audience retention at the time of the show
- Participate in promotional activities: participate in games and receive gifts during the show
- Create unique viral content by shooting an event with augmented reality effects
- The opportunity to immerse yourself in the show and stand on the same stage with the artist after the concert anywhere in the world, launching the concert in the AR+VR format.

The app is used in tours and concerts of Elena Temnikova. It was used at the concert of the Day of the City of Moscow, in live-concert on radio NRJ.

WATCH VIDEO PORTAL FOR RADIO NRJ



PARTNERS CAN INTEGRATE USING THE FOLLOWING MECHANICS:



Animation of the scenes with the integration of brands



Interactive games: product placement in existing mechanics or creating new games



Integration into the virtual reality video stream + AR-portals



Gifts from brands as prizes in AR-games



TEMNIKOVA® 360

# VIDEO CONTENT PRODUCTION IN THE VIRTUAL REALITY FORMAT

Each concert of the client's event can be filmed by us in VR 360 format, including live broadcasting.

WATCH  
[360 . TEMNIKOVA . RU](http://360.TEMNIKOVA.RU)

Watching VR-videos is available via the web, mobile, app, and VR-devices (glasses). Users get a unique experience and opportunities to find themselves on the stage during the event.

The content can be placed on a promo site (as an example for NRJ radio) or on the client's YouTube channel.





E-PLATFORMS



HIGH-TECH PROJECTS



E-COMMERCE  
PROJECTS

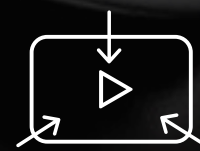


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LOYALTY PROGRAM

# AR GAMES AND FILTERS IN INSTAGRAM / FACEBOOK STORIES

FILTERS

GAMES



DIMOND BOOM

Try



SOFT LOVE CRIMINAL

Try



BEAUTY MASTER

Try



BUTTERFLY

Try



RUSSIAN TATTOO

Try



ПТИЧКА

Try



MEGACITY

Try



YUMMY WORLD

Try



IMPULSES

Try

MORE THAN 3.5 BILLION  
LAUNCHES, MORE THAN 30  
PRODUCTS SOLD.  
NUMBER 1 IN TERMS OF  
COVERAGE AMONG ALL ARTISTS  
IN EASTERN EUROPE.

OPPORTUNITIES FOR  
CUSTOMER INTEGRATION:

- Try on or animate a customer's brand products
- Gamification – game mechanics that deeply engage users in communication and brand development
- Visualization projects that change the appearance of people or complement the space
- Informative B2B solutions - animation of posters or products in stores, etc.

We can develop Instagram and/or Facebook AR-projects of any complexity and can also make it immediately available to all subscribers of Elena Temnikova (for an audience of more than 5 million people). The entire huge subscriber base will see the client's brand.

**The average cost of contact with the audience is less than 10 kopecks.**

WATCH ALL THE



E-PLATFORMS



HIGH-TECH PROJECTS



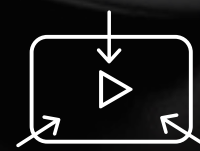
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# TEMNIKOVA | BANK

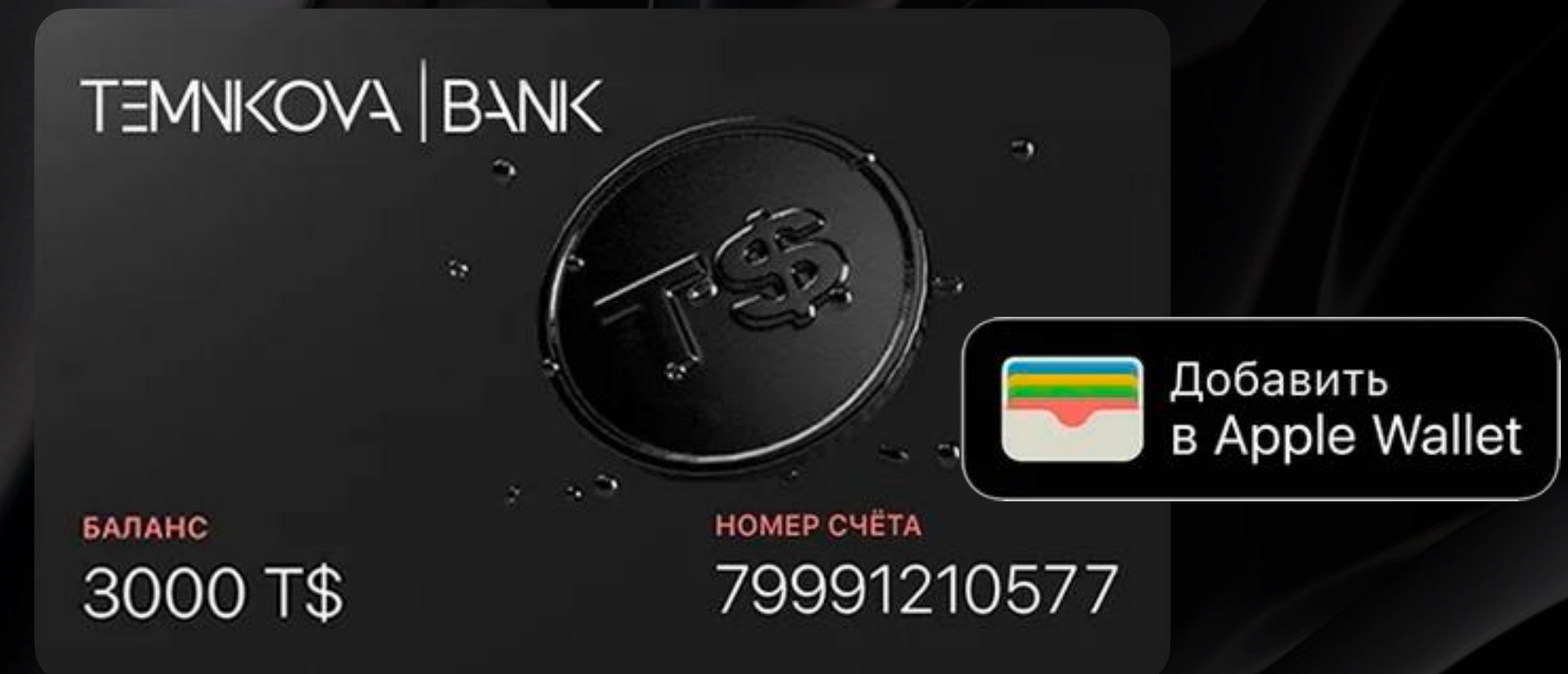
## LOYALTY PROGRAM WITH DIGITAL CURRENCY TEMNIKOVA COINS T\$

### HOW DOES USER GET T\$?

Cashback users receive currency for their spending on services/projects of the TEMNIKOVA label (tickets, upgrades, clothing, participation in promotions and campaigns).

### HOW DOES USER SPEND T\$?

- Buying tickets, upgrades, clothing
- Getting unique services/goods not available for money (get into TEMNIKOVA CAMP, get a gold / platinum TEMNIKOVA FRIENDS PASS card with unique features, get to workshops, etc.)
- Unlock exclusive content in the digital environment of TEMNIKOVA AR.



THE INTERNAL CURRENCY OF THE LABEL'S LOYALTY PROGRAM ECOSYSTEM. THE REWARD ELEMENT IS USED TO MAINTAIN DIALOGUE AND CONTACT WITH THE AUDIENCE.

**MORE THAN 300,000  
PARTICIPANTS.**

TEMNIKOVA® 360

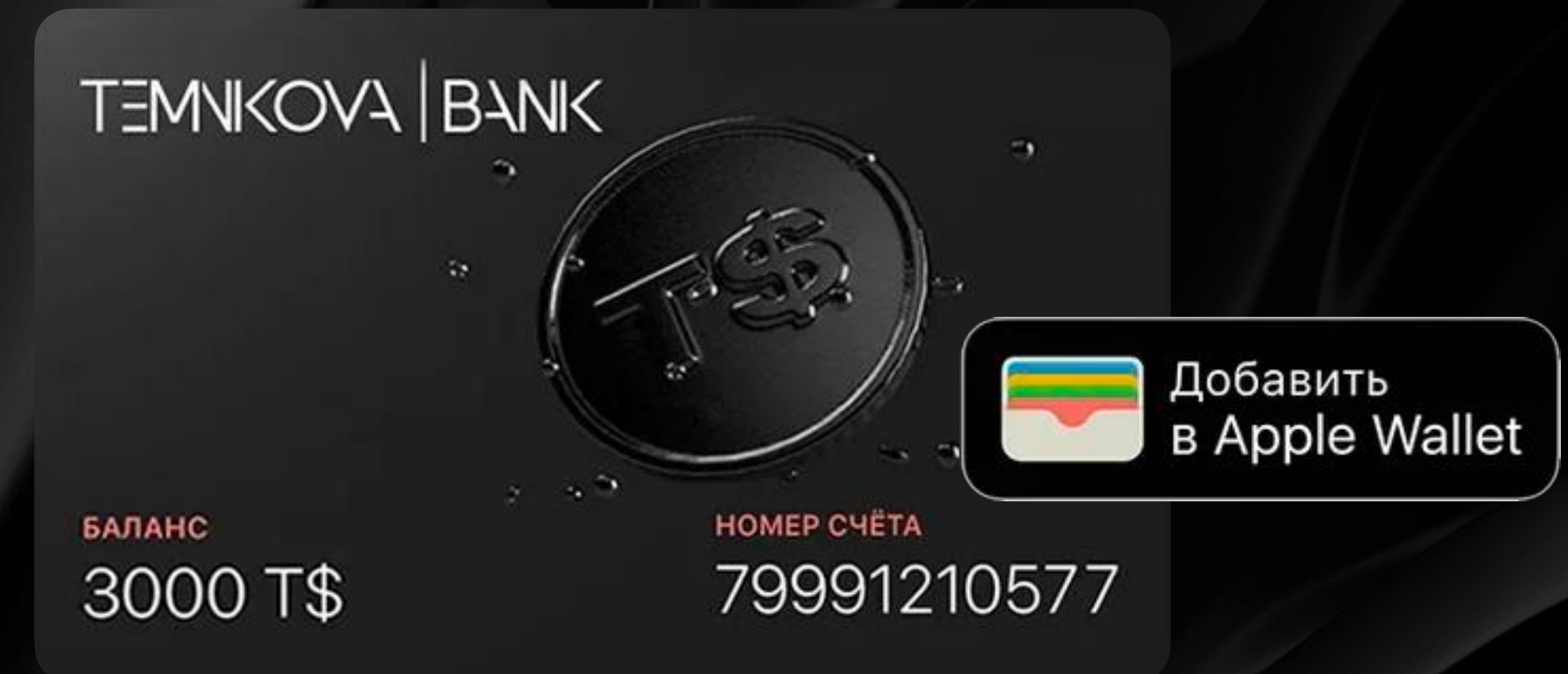
# TEMNIKOVA | BANK

## FOR CLIENTS / BRANDS

THE CLIENT CAN CONNECT TO OUR READY-MADE ECOSYSTEM OR GET THEIR OWN WHITE-LABEL BASED ON OUR TECHNOLOGIES.

Advantages in case of integration into our ready-made product:

- Ready-made product line (tickets, clothing, digital content, unique offers) - no need to create anything of your own. T\$ is credited automatically as cashback for using / purchasing the client's services.
- No need to create your own IT-solutions (costs minimization).
- Loyal audience from the very beginning



Opportunities for using on the example of the telecom / banking sector:

- For activation of the card
- Accrual of T\$ for the account balance
- For the duration of the card use (extending the life of the client)
- For the number of transactions (raising the receipt)

**On the example of the FMCG sector:**

- Accrual for the purchase of a product ("T\$ code in the package")
- Collecting goods with subsequent activation and receiving T\$ as a gift



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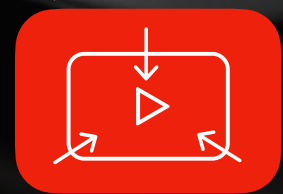


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LOYALTY PROGRAM

# INTEGRATION OR CREATION OF MUSIC VIDEOS, COMMERCIALS, DEVELOPMENT OF PROMO SINGLES

## MUSIC VIDEOS ARE THE MOST WIDELY DISTRIBUTED VIDEO CONTENT

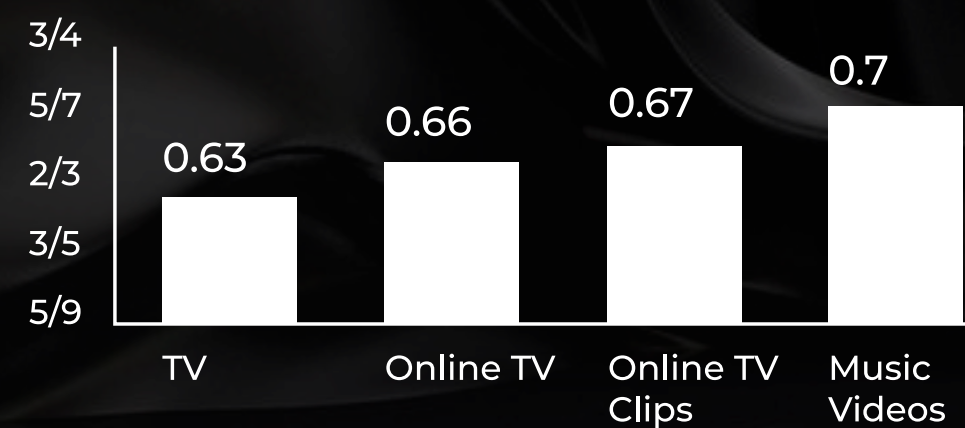
They are the best content in terms of emotional intensity. A large emotional intensity indicates a strong emotional appeal.

Advertising in music videos has the highest rate of Memory Encoding – the true success rate for advertising brands in the media environment.

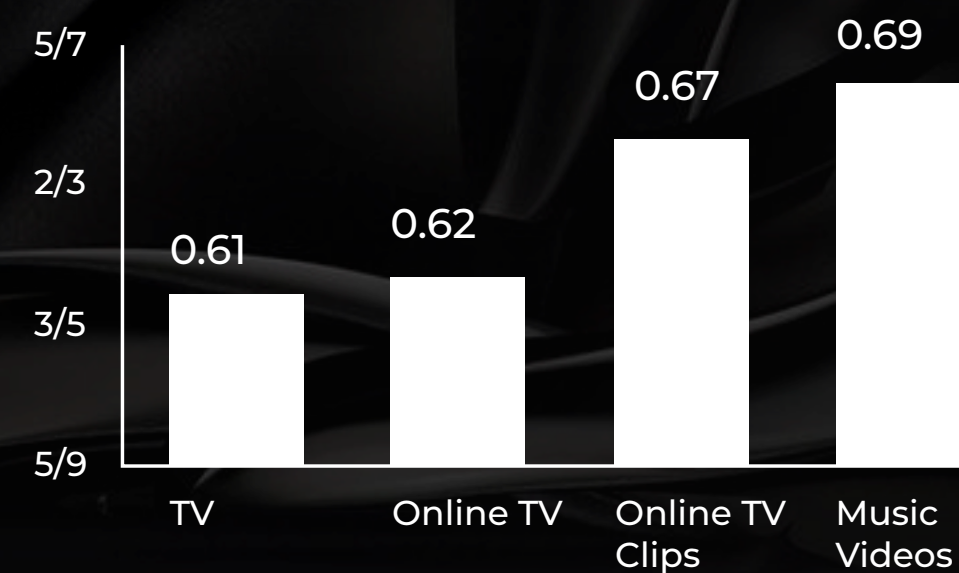
Music videos have a higher level of positive associations with the advertised brand.

## MUSIC VIDEOS

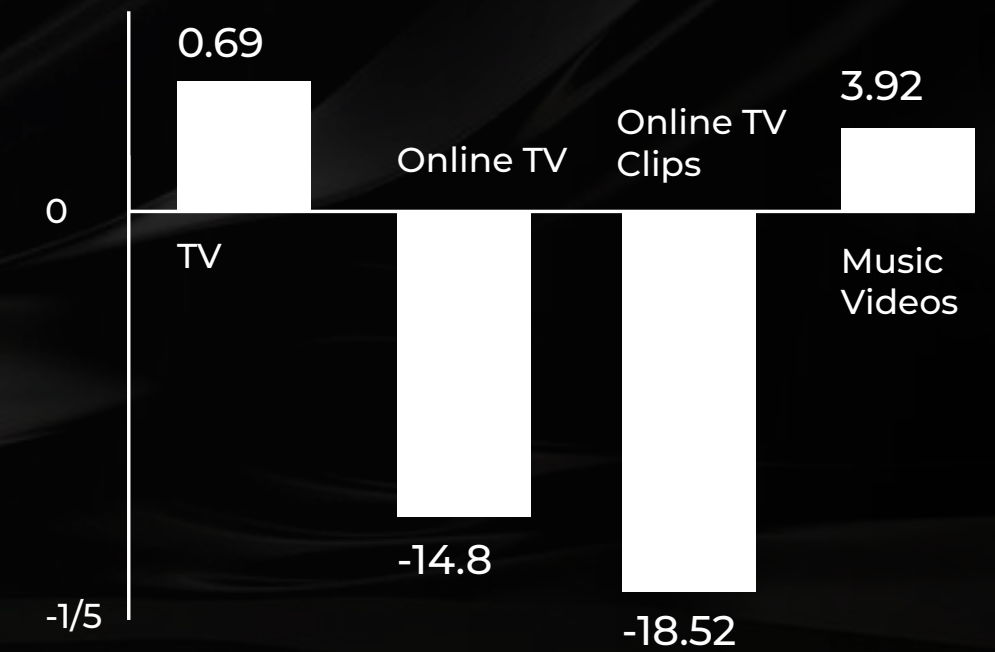
has a longer relevance and the brand's advertising remains in it forever.



Emotional Intensity



Memory Encoding



Salience



TEMKOVA® 360

WE CREATE AND PARTICIPATE IN THE FILMING OF THE MOST EFFECTIVE OLL/TV ADVERTISING CAMPAIGNS WITH THE WORLD'S LEADING COMPANIES

# COMMERCIALS





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# DIGITAL SOLUTIONS AND SMM

EXPERIENCE – MORE THAN 50,000,000 REAL USERS OF VARIOUS SYSTEMS FROM THE SOLUTION POOL



CHAT-BOTS (TELEGRAM, FACEBOOK, VIBER)



LEAD GENERATORS (NUMEROUS CONSTRUCTORS)



GAMIFICATION MECHANICS (WITH MULTI-STAGE ACHIEVEMENT SYSTEMS)



TIK TOK MEDIA NETWORK (CLOSED TRAFFIC MANAGEMENT EXCHANGE)



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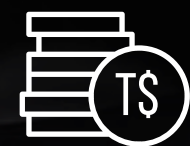
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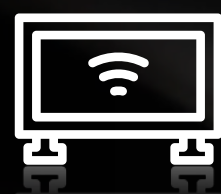


OWN CURRENCY



LOYALTY PROGRAM

# HIGH-TECH SOLUTIONS



## SMART TV :

Owners of TV sets connected to the Internet get access to music- and another videos and of Elena Temnikova, as well as the opportunity to buy products from TEMNIKOVA.SHOP and concert tickets right in the app. Users get the convenience of viewing releases on large screens, while retaining the choice, personalization and interactivity inherent in the Internet.



## SMART WATCH :

A compact version of the TEMNIKOVA AR app. The app provides information on concert schedules with reminders, Temnikova coin account balance, and games.



## SMART SPEAKER :

TEMNIKOVA WAVE is a product of the integration of the TEMNIKOVA label with the voice assistant. It includes many projects with different formats of interaction, and directly depends on the development of the label. At the same time, it is an independent resource for promoting any of the projects of the TEMNIKOVA label.



## STICKERS

Installed more than 20,000,000 times (iMessage, Viber, Telegram, VK). Partners can integrate into stickers or GIFs with the brand's product.



## GIF

There are already more than 3.5 billion users with their own content. Instagram Facebook Messenger, Viber, Telegram, etc. are available in 300 messengers and services around the world (including Instagram, Facebook Messenger, Viber, Telegram, etc.).

THANKS  
FOR YOUR  
ATTENTION

[WWW.TEMNIKOVA.RU/LAB](http://WWW.TEMNIKOVA.RU/LAB)