

what the heck is a social store?

Brandize stores add social context to your game content. Integrated directly into a Facebook Page or website, your fans can personalize products with their name and a caption from the game (you can add an autograph if you've got the cred to pull it off). You can also turn off the personalization resulting in more traditional licensed products. Either way a Brandize store is a great way to promote your title from inception to presell, and straight through launch.

what about the customer experience?

Our Technology is simple & seamless. No complicated virtual design tools, just a few clicks and done.

- 1) Pick a product category from the home page
- 2) Select your product type or model
- 3) Pick your favorite image from the library
- 4) Reposition images & other elements if desired
- 5) Preview & place your order!



http://bit.ly/skulls_of_the_shogun

what makes Brandize different (aside from the social awesomeness)?

- **ENDORSEMENT:** Fans can advocate your title in a way that transcends a simple Page like or blog blurb
- **PORTABILITY:** Stores nest within the iframe of your current site & Facebook page for brand continuity
- **MARKETING CONTROL:** You control how and when you promote or market your store
- **SPEED TO MARKET:** Brandize can launch your store in about a day upon receipt of your digital files
- **LOW MAINTENANCE:** We handle all development, processing, manufacturing and billing
- **TIMELY:** You can add new images or quotes at any time, keeping current with game development
- **RISK FREE:** No inventory commitment, no complicated contracts, no minimums – ever!
- **AVAILABILITY:** Because there is no pre-decorated inventory, merchandise is never out of stock



http://bit.ly/brandize_2014_catalog

Product options range from iPhone cases to T-shirts (boy do we have our sources) and ship in one-piece increments within 1 business day.

how does it all add up?

1. No upfront cost to develop, launch or manage your store
2. Royalty is paid quarterly on all products sold
3. Together, we create discounts & special offers to help drive sales
4. Flexible pricing to meet your marketing plans & revenue goals

how do we get this thing going?

1. You provide artwork for the banner on the store's home page
2. You provide high resolution jpg images, captions and/or autographs
3. Select a merchandise collection from our current product options
4. Deploy your store on the game's Facebook page and/or website