

# Born from **music**, made for **everything**.

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@ShazamForBrands

#ShazamForBrands





# Naming the tune.

SINCE 2000





**Developed  
before phones  
became smart.**

JULY 10 2008

# Apple unveils the **app store.**



We were developing  
for **all platforms.**





**0 million**  
**Monthly Active Users**





# Shazam is a verb.

PRONUNCIATION: {SHA·ZAM}

Example:

Let me Shazam that for you.



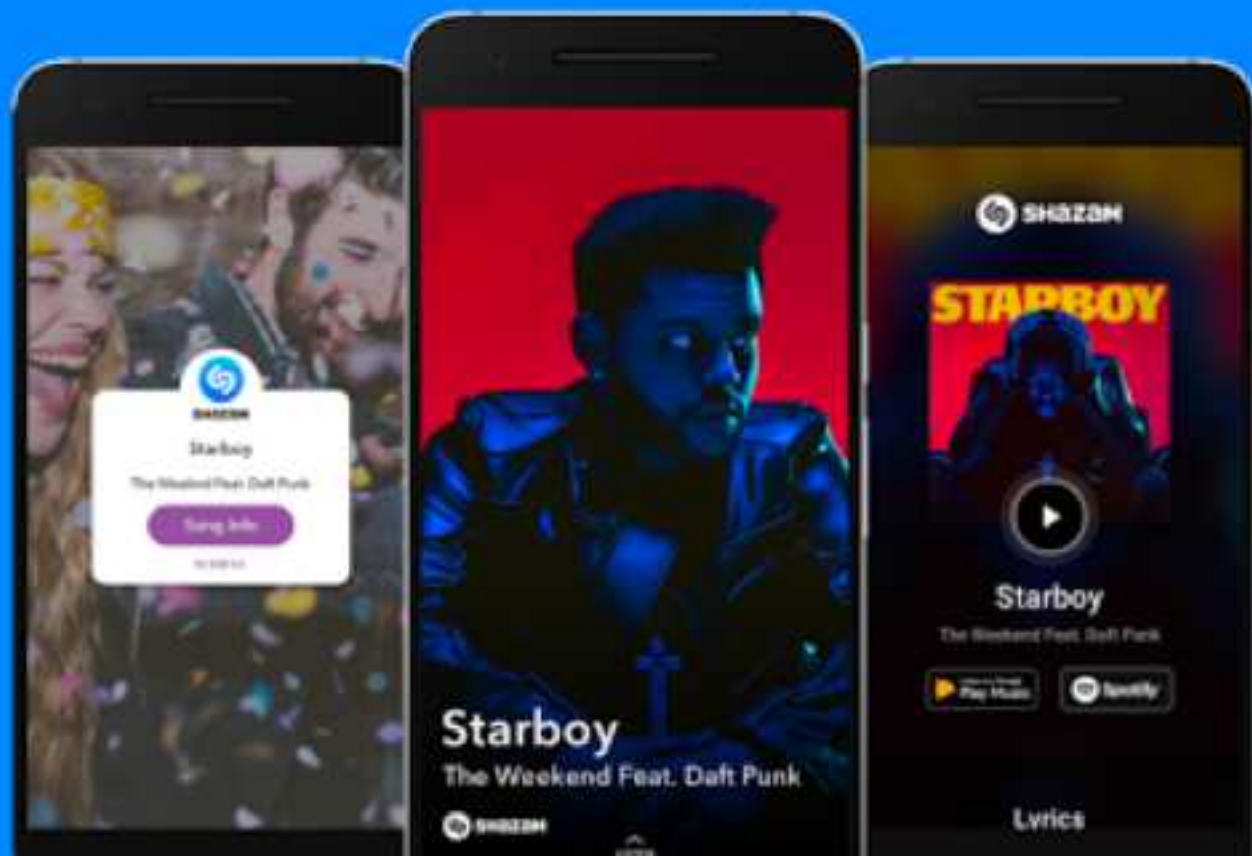
# 1 BILLION

Shazam Downloads



# Snapchat partnership.

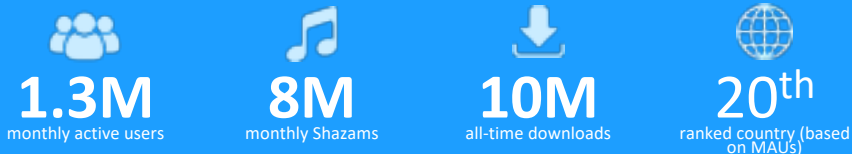
Use Shazam within Snapchat to recognize and discover music.



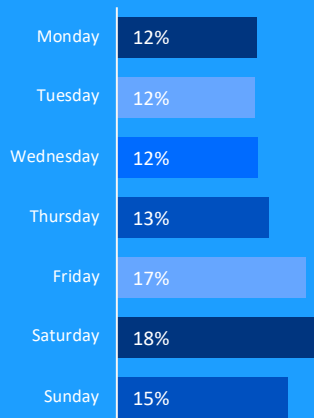


NEW FOX SERIES  
THURSDAY MAY 25

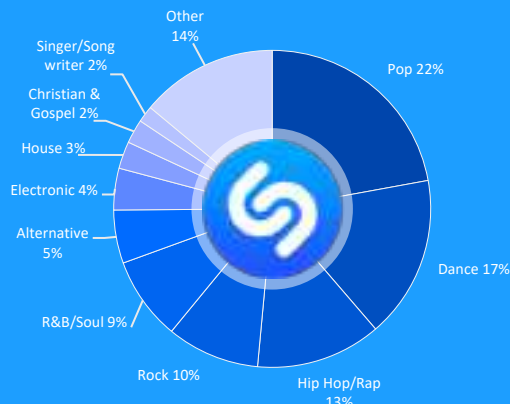
# This is Shazam South Africa.



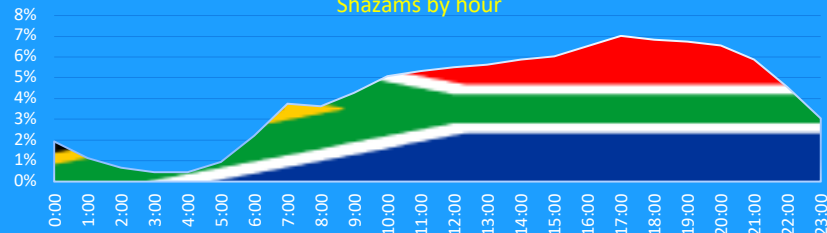
Shazams by day



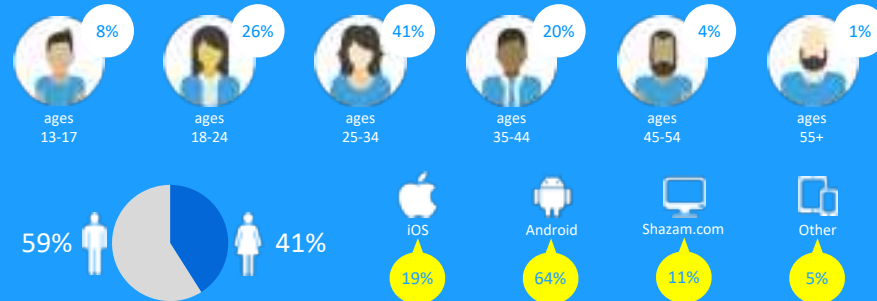
Shazams by genre



Shazams by hour



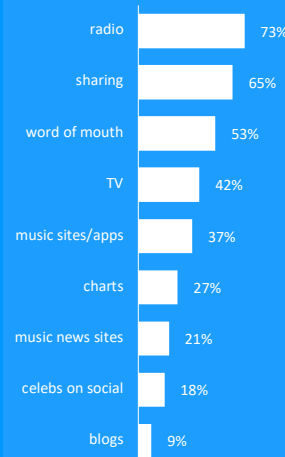
User profile



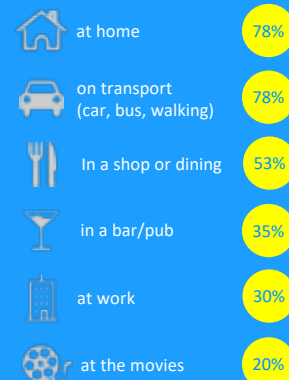
Behavioral stats



Where they discover music



Where they Shazam



# Three Ways to Engage.

## Audio



Activate your brand's  
TV, cinema, radio, music, etc.

## Visual



Activate your brand's  
print, OOH, POS, direct mail, etc.

## In-app media



Extend reach with a mix of industry standard  
formats & world class custom ads





# Powerful Reach

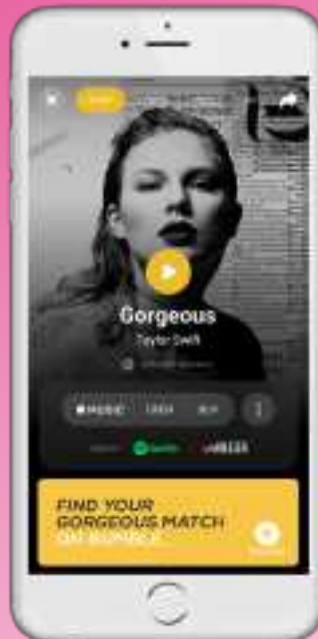
Extending your campaign with in-app media



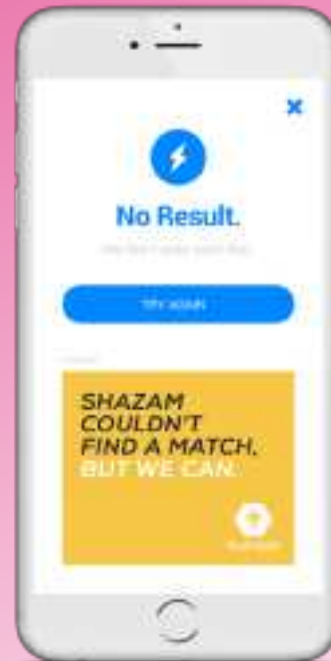
# Own Valentine's Day **sonic assets** with creative messaging.



Shazam Brand Takeover



Leaderboard



Shazam Again  
300X250



Track Preview  
300x250







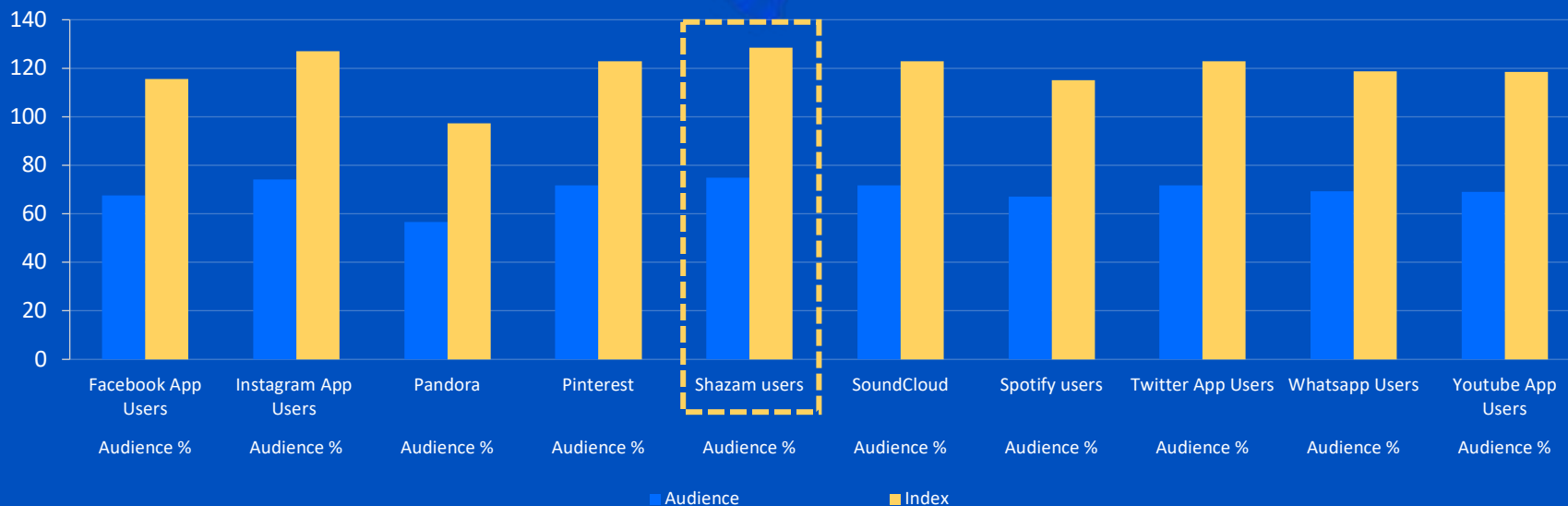
*World Health Organization (WHO) Presents*

# The Day **Shazam** Went Deaf

# Second screening with mobile.

75% of Shazam users use their mobile while watching TV.

**Overindexing at 128% affinity with TV on GWI.**



Source: GWI. Q4 2015, Q1 2016, Q2 2016, Q3 2016. Thinking about when you've watched TV recently, which of the following devices have you also used at the same time? Global.

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# Shazam for TV.

## Make your brand work harder .

1

consumer sees  
Shazam logo..

2

..uses smartphone  
to Shazam audio..

3

..gets Shazam's  
direct to site or  
custom result.



# Shazam for Nespresso.

MAKING TV CLICKABLE.

2



# Shazam for Fiat.

MAKING PRODUCT PLACEMENT & BRANDED CONTENT CLICKABLE.



İÇERDE

FIAT EGEA Sunar: "Senaryonun İçinde"



by additional visual material.

AZZARO  
WANTED



The new fragrance

AZZARO



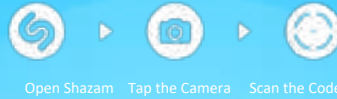
# Shazam's Visual Recognition technology.



Print Materials



Packaging



POS



OOH



# In Touch Style

**JETZT  
NEU!**

Olivia  
Barrymore

100% SAUCES  
STREAS

WE  **WE  
SCHNAPPCHEN**

120s Transmire  
mont. 1000 Euro

• Retrobrille  
• Freizeitsachen  
• Rocksäcke

**DIE NEUEN  
JEANS  
SIND DA!**

• Alle Schnitte! Alle Waschungen!

**PLUS:** Wie man sie am besten styll

Der ultimative  
**SHOPPING-  
GUIDE**  
Super aussehen,  
wenig zahlen!

**SWOOLESTEN  
STREET-  
STYLES**

• Kate Bosworth  
• Karli Kloss  
• Victoria Beckham  
...zum Nachahmen

**Sonnenbrillen  
zum Verlieben**

**DIE HEISSESTEN  
BEAUTY-  
TRENDS**

FÜR DEN FRÜHLING

Make-up, Nagel





# Shazam, two technologies connecting offline to digital.

MAKING BRANDS CLICKABLE.



IN-STORE



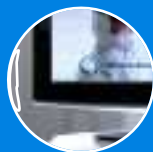
WEB



CINEMA



RADIO



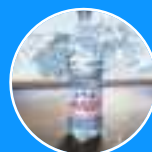
TV



PRESS



OOH



PACKAGING



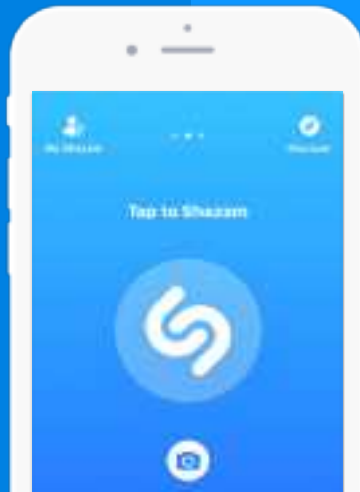
STICKERS



STREET  
MARKETING



AUDIO RECOGNITION



VISUAL RECOGNITION



**Shazam has solidified itself as a recognition utility, reaching far beyond its musical roots.**

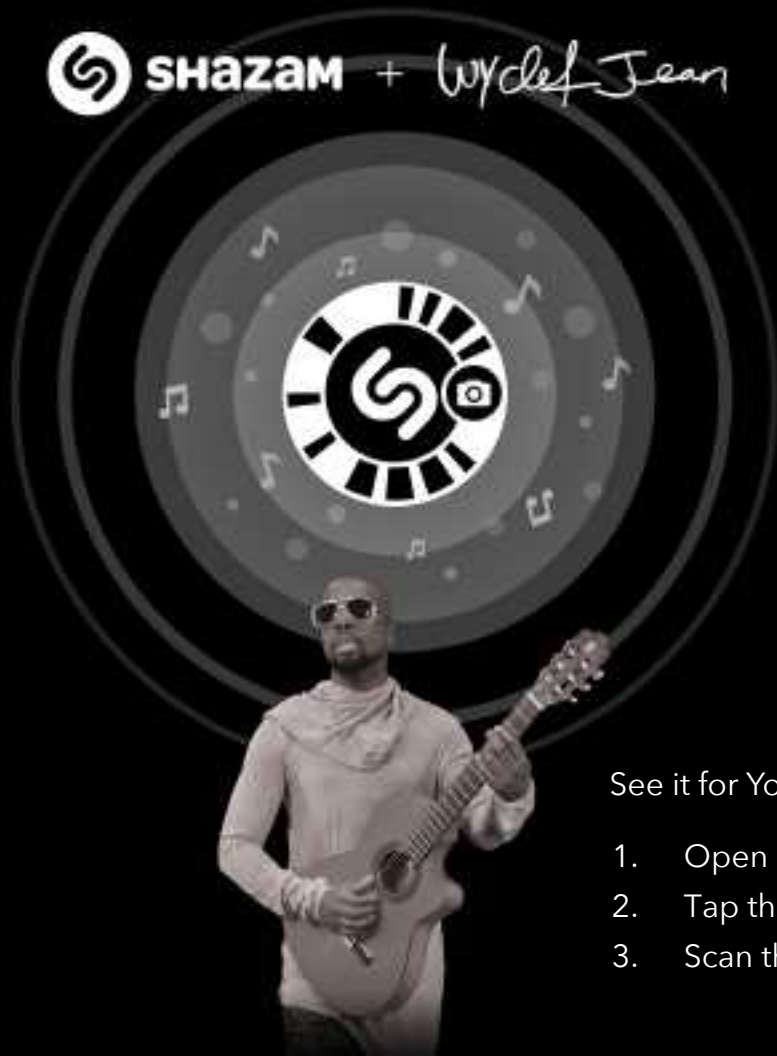
# Shazam

## Augmented Reality.





 **SHAZAM** + Wydef Jean



See it for Yourself!

1. Open Shazam
2. Tap the camera
3. Scan the code







Shazam this example!



User Experience Video

# Custom Transition into Video

Add an extra creative layer to launching your brand videos with custom animated transitions

\*Approximate production time\*  
2 – 4 Weeks

WIN  
A TRIP TO SAN ANTONIO...



TO ENTER      GRAND PRIZE      FIRST PRIZE

SEE BACK OF BOX FOR RULES AND REGULATIONS  
DRAWING ON 12/15/10  
PRIZES ARE NOT CASH  
SEE BACK OF BOX FOR RULES AND REGULATIONS

# Thank you!

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