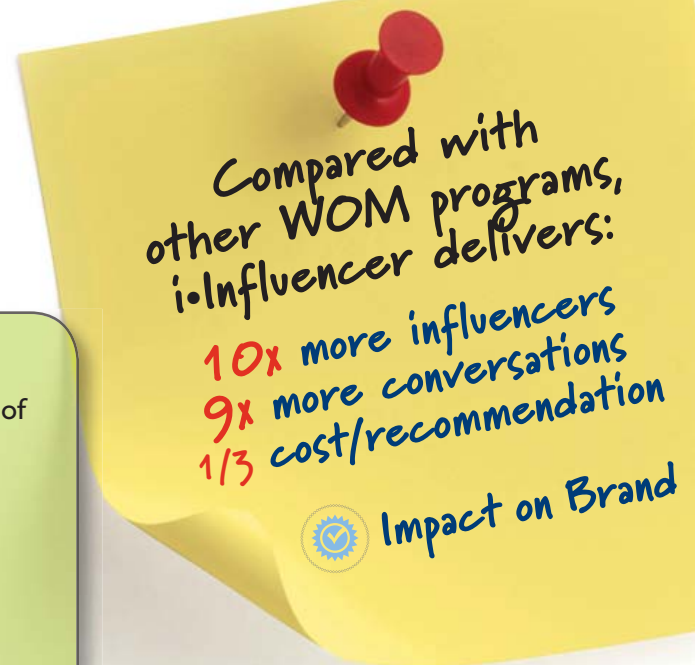


i-Influencer At A Glance

A large scale influencer marketing program that leverages the power of influencers to deliver measurable results for brands:

- Proven category influencers deliver more recommendations (9x the recommendations of other WOM programs)
- High volume of influencers to drive sales or to meet other brand objectives (10x the reach of other WOM programs)
- Communication & incentive strategy to efficiently reach all influencers for maximum impact
- Program measurement to prove results
- Full service program for ease of execution
- 1/3 cost per recommendation (compared to other WOM programs)

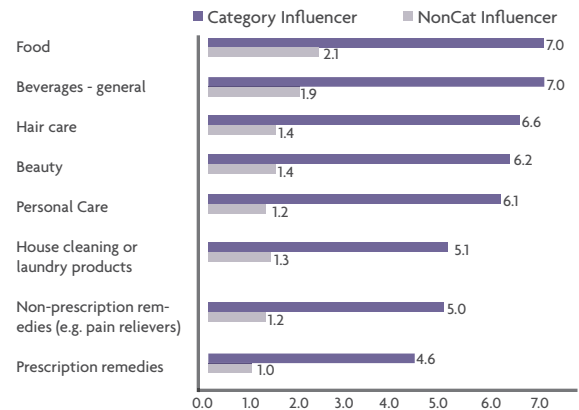


What is an Influencer?

ICOM defines influencers by one key attribute – their “talkability” factor – the higher than average behavior of talking and recommending products and services to others. Our research has shown that influencers have little to no demographic similarity (age, gender, etc) and that their behavior is category specific, not universal, as is commonly thought.

Talkability By Category

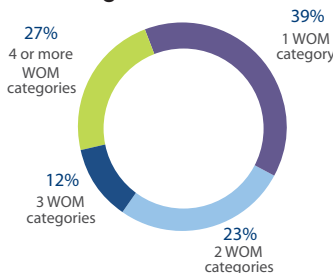
When asked how many times have you recommended or discussed brand name products in these categories with friends or family in the past month, the “influencers” out-talked their non-influencer counterparts, presenting a unique opportunity for brands to engage these individuals and extend the reach of your efforts through talkability.



The Power of Influencers

Key influencers represent a small percentage of the population and are hard to find but the innate behavior they exhibit – talking to others about products and services – is something that can be highly beneficial to brands – expanding the reach and potential impact of marketing activity.

Number of Categories Influencers Talk About



Influencers primarily focus on a finite number of categories for which they talk to others

Number of Brand Conversations in Past Month

	9 or more	6 to 8 times	1 to 5 times	Never
Hair care products	2%	4%	56%	38%
Personal care products	2%	3%	46%	49%
House cleaning or laundry products	3%	7%	54%	36%
Beverages	4%	10%	50%	34%
Desserts or snacks	4%	10%	46%	40%
Recipes	10%	13%	49%	28%
Non-prescription remedies	2%	5%	47%	46%

ICOM's i-Influencer: How it Works



- **Brand Objective:** collaborate to determine goal
- **Find the right consumers:** those highly influential consumers that can become your brand ambassadors
- **Find more of them:** ICOM's i-Influencer program provides **10x** the reach of any other program currently on the market
- **Motivate them to act:** with ICOM's proven message strategy, you are assured communications that will drive response
- **Motivate them in a way that is affordable, scalable and measurable:** i-Influencer is a program that allows you to reach and engage these highly lucrative consumers to drive brand objectives – in a way that is affordable and that can be measured to show, without a doubt, the impact to your brand

Proof That It Works



Pilot #1: Oral Care Product

Tested 2 influencer values:

1. Free Product and 10 pass-along coupons
2. 50% off and 10 pass-along coupons for 15% off

Results:

- **24.2%** sales impact*
- Purchases of brand were significantly higher in test group while other brands had significant decrease (**509% lift**)
- Influencers made **8 times the recommendations** than the control group with approximately **7 average** conversations



Pilot #2: Household Product

Tested 2 influencer values:

1. Free Product and 10 pass-along coupons
2. 50% off and 10 pass along coupons for 50% off

Results:

- **46.4%** sales impact*
- Purchases of brand were significantly higher in test group while other brands had significant decrease (**54% lift**)
- Influencers made **16 times the recommendations** than the control group with approximately **7 average** conversations

*Sales lift measured by A.C. Nielsen market match analysis