

**ssm** | content for tech players  
and corporate innovators.

# brand x startup daily.

- + three (3) month long brand focused campaign
- + six (6) long format (800) written articles per month
- + twenty percent (20%) share of voice display ad inventory
- + a single round of approval checking content accuracy
- + storytelling that is driven by data
- + a branded content hub
- + monthly reporting on deliverables

Pricing | \$8,500 per month + GST

startup daily.

startup  
masterclass



insights.

# brand x startup daily.



- + home page promotion
- + one (1) solus edm during campaign



- + content hub powered by brand
- + remains live in perpetuity

# brand sprint x startup daily.

startup daily.

- + two (2) week long awareness /purpose driven campaign
- + one (1) facebook live chat held at startup daily studio
- + ten (10) percent share of voice across advertising spaces
- + must be promoting an initiative, event or program related to innovation / tech startups
- + two (2) pieces of written / explainer content about promotion with CTA
- + one (1) sd. created solus edm promoting the initiative
- + simple branded content hub created for campaign period
- + additional content can be provided and added to hub
- + reporting on deliverables

Pricing | \$5,000 + GST

# brand sprint x startup daily.

we have conducted brand sprint campaigns for :

- + Qantas AVRO Accelerator
- + Lion Unleashed Accelerator
- + CoVentured launch
- + Australia Post Regional Pitchfest
- + Talent Unleashed Awards
- + Samsung Australia - Galaxy S8 | S8+
- + Pausefest
- + Beyond Bank Entrepreneurs Grant Program



Galaxy S8 | S8+



coventured  
powered by  slingshot

Beyond Bank  
AUSTRALIA

TALENT  
Unleashed  
AWARDS

# brand x

## startup daily series.

- + three (3) month long brand focused audio / video campaign
- + four (4) part video series at five (5) minutes length per episode or
- + six (6) part podcast series at twenty (20) minutes length per episode
- + broadcast and amplification for three (3) months across startup daily
- + twenty (20) percent share of voice across ad space promoting series
- + promotion via social media, edm campaign, site campaign, press campaign
- + content must be interesting / helpful to startups and innovators
- + one (1) round of client changes of scripting / storyboard then
- + one (1) round of client edits to draft episode of content

Pricing | \$10,000 per month + GST

- + footage and audio captured will be aligned to briefing and script / storyboard approvals
- + edits need to occur using existing footage already approved and captured
- + one (1) round of edits means one (1) round of edits anything more incurs additional costs

startup daily.

startup  
masterclass



insights.

**brand x**  
**video series.**



- + amplify to a targeted audience
- + a robust social distribution strategy

**startup daily.**

Kochie's  
**BUSINESS  
BUILDERS**

*vimeo*

**Linked in**



**brand x**  
**audio series.**

**OmnyStudio**

**startup daily.**



- + audio managed via Omny Studio
- + distribution via iOS and Android systems



Apple CarPlay



# examples.

podcasts :

<http://www.startupdaily.net/startup-meet-corporate-podcast/>

<http://www.startupdaily.net/glass-ceiling-podcast/>

<http://www.startupdaily.net/90-secs-of-news-in-tech-downunder/>

video style samples :

braintree - <https://youtu.be/5LyvTcsZdhM>

the dream academy - <https://www.youtube.com/playlist?list=PLzUwDDjIUepUOBnnaxtu1YUJZEiAVwf7c>

politech - <https://www.youtube.com/playlist?list=PLzUwDDjIUepWbgL4dmtgGT6QPO3vF18QJ>

educational content sample :

<https://siliconpaddock.community/digital-bootcamp-powered-by-australia-post-regional-pitchfest/>