

Fooji Fanfare

The fully managed solution for exceptional, high impact fan experiences



A quick overview

Fanfare is the industry-leading Fan Experience solution enabled by our proprietary software platform and logistics infrastructure to power the most impactful promotions, giveaways, and sweepstakes.

As a fully managed solution, Fooji provides brand community managers and agencies with all the resources, expertise, and delivery models required to convert social community followers to full brand advocates.

Fanfare solutions comprise a suite of specialist market-leading technologies and services to deliver premium, engaging, and highly personalized consumer experiences. Using the proprietary Fanfare platform, and broader suite of Fooji services, brand owners and managers can create and deploy blended campaigns, at scale, through social networks. These personalized experiences help to turn brand followers into fans.

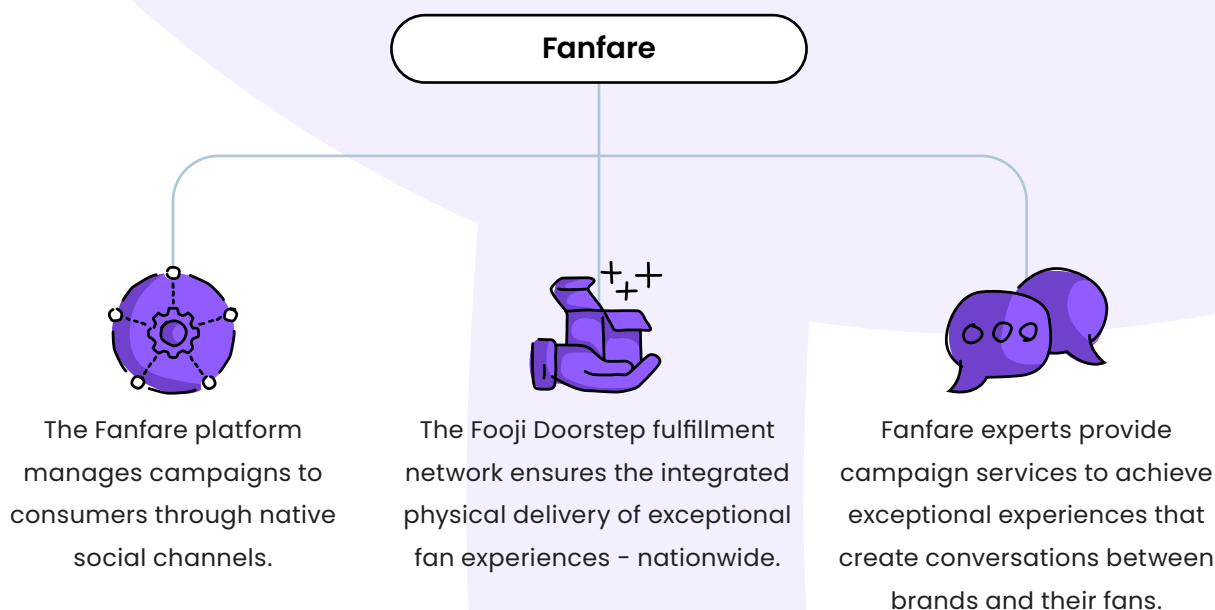
The increased engagement that Fanfare solutions can deliver accelerates

and amplifies the impact of campaigns. Whether you're a brand running an awareness campaign, VIP engagement, promotion – or something else entirely, Fanfare solutions can help you achieve a measurably bigger impact, faster than traditional marketing strategies.

Fooji is the industry's leading expert in Fan Experience Management solutions. The Fanfare platform provides incentivized engagement using custom landing pages, real-time logistics, and campaign analytics.

In this product overview, we outline the component parts, how they operate and interact, and how they combine to help achieve brand and business goals.

Fooji Fanfare at a glance



1) Fanfare platform: the foundation of our solutions

At the heart of Fanfare offering is a unique, dedicated Fan Experience Management software platform. Designed to make fan engagement, promotions, social gifting, and promotions easy and effective, the platform drives all campaigns and programs powered by Fooji.

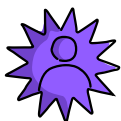
With native integrations into key social networks, it has everything required to deliver giveaways, sweepstakes, and promotions at scale using custom landing pages, analytics, and campaign management dashboards with real-time logistics. Fully managed by Fooji experts, the core features of the platform include the ability to:



Create a campaign specific for your unique use case, that includes all relevant campaign assets: outreach posts, landing pages, engagement messages, etc.



Set campaign triggers, for instance the use of a campaign hashtag to send an automatic response, reply or a gift link, from the platform.



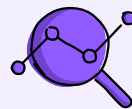
Design a sweepstakes, giveaway, promotion, or digital experience that is tailored to your campaign, personalized to each user, automated, tracked, and delivered on-demand.



Assure your campaigns with industry-leading fraud protection, that prevents multiple orders by the same individual — and excludes known “scam houses”.



Deploy surveys and merchandise preference forms to gather intelligence from social media followers, which you can then use for campaign optimization.



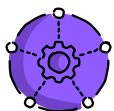
See live campaign monitoring for key KPIs including impressions, engagements, completion requests, trending status, sentiment, and fulfillment.



Customize campaign logic and rules to be fully compliant with age-gated offers, preferences on data protection, privacy policies, and geographical delivery.



Use the live-view dashboard to manage fulfillment by tracking stock levels, shipping status, and logistics partners.



Social outreach and distribution through brand communities with full brand control and governance.



Integrate with leading CRM and marketing applications with the support of Fooji experts.

The Fooji Fanfare platform is the only integrated, purpose-built tool to offer this breadth of fan engagement capabilities.

2) Doorstep: the physical delivery capability for exceptional fan experiences

The innovative merchandise logistics services required for Fooji Fanfare campaigns are planned, executed, and monitored by the Fooji Doorstep fulfillment network. The network is owned and operated by Fooji for campaign assurance and quality.

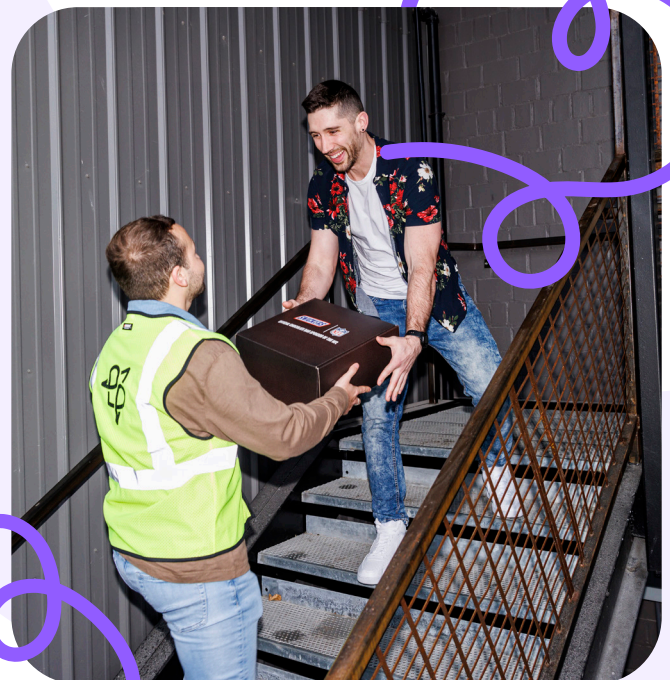
Fully integrated into the Fanfare platform, the network, offers on-demand, express, and autonomous delivery with storage, fully branded packaging, and inventory management.

Fanfare solutions customize the model and merchandise for the specific campaign goals of the brand owner or agency. Fooji can work with your current branded merchandise catalogue, or support you with customized content, gifts, or experiences to achieve your campaign goals.

Doorstep ensures quality for the delivery of exceptional fan experiences. It consists of:

- Integrated warehousing, stock management, and merchandise distribution.
- End-to-end logistics monitoring across all participating courier and food and beverage delivery providers.
- Advanced inventory tracking and reporting, for seamless efficiency – and interfacing with the Fooji Fanfare platform.

Fooji partnerships and open integration with a broad range of delivery and logistics companies offer the exact service that brands need — including DoorDash for on-demand delivery within an hour. Integration with UPS, FedEx, and other logistics providers makes it easy to configure and specify exactly the delivery service the customer experience demands, whatever the use case.



3) Fanfare campaign services: the strategy and execution expertise for campaign success

Our integrated campaign services make up the third crucial component of the Fanfare offering.

Our experts will work with your brand, strategic, and social planners to help you optimize the end-to-end performance of your:



Campaign length, timing, promotional method, target markets, fulfillment method, product types, and more.



Creative direction — use creative in the most effective, impactful, and cost-efficient way, across all targeted media.



Gifting strategy — designing the optimum merchandise, food, beverage, or incentive experience required to achieve objectives.



Strategic planning to maximize impact with specific demographics or in specific geographies.



Logistics and fulfillment planning, so you get the best possible experience at the best balance of cost and flexibility.



Procurement and sourcing, to ensure you get the optimum promotional products or tie-ins for your brand and your campaign goals.



Legal and regulatory best practice, to ensure that your campaign is compliant and brand safe in every jurisdiction you want to run it in.

Helping you get the most from your investment in Fanfare

- Help with enablement and campaign set-up
- Provide 24/7 fan support during live campaigns
- Deliver real-time reporting of campaign success
- Help your team get the best experience and returns from Fanfare
- Provide integrations into marketing platforms
- Conclude campaigns and programs with summary success reports and any relevant learnings

What's included

Campaign experience design	
Campaign strategy	✓
Campaign creative	✓
Prize, gift, and merchandise plan	✓
Social user plan	✓
Legal and promotional rules	✓
Live campaign support	✓
Campaign recap report	✓
Social interaction and digital engagement	
Microsite setup	✓
Survey, form, feedback setup	✓
Auto-reply and auto reminder setup	✓
Social listening	✓
Age gating	✓
Gift link posts compatible with Twitter, Instagram, Facebook, TikTok, Snapchat, YouTube, Twitch	✓
Real-time redemption monitoring	✓
CRM integration	✓
Real-time impression, interaction, and sentiment monitoring	✓
Real-time user-generated content monitoring	✓
Real-time geo and trending monitoring	✓
Automated fulfillment and distribution	
Customized, personalized brand experience	✓
Merchandise procurement	✓
Warehousing	✓
Kitting	✓
Distribution – on demand/express/autonomous	✓
Real-time logistics monitoring	✓
Real-time inventory monitoring	✓
Premium fulfillment – drone or autonomous vehicle delivery, specialty vehicles, Cosplay delivery	Custom \$

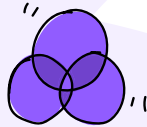
Use cases

Fanfare solutions allow brands to engage and delight fans, motivating them to become active brand advocates.



Brand awareness

Create buzz and amplify exposure, starting in brand communities.



Community engagement

Delight your fans and followers at scale.



Brand affinity

Create brand love with customized gifts and promotions.



Product trials and sampling

Gift products for real reviews.



Fan recognition

Give back to loyal fans and followers.



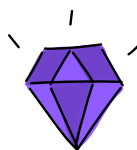
Incentivization

Motivate your fans to engage and interact.



Sentiment shift

Increase positive perception with delightful experiences.



VIP engagement

Influence creators and commentators with innovative experiences.



User generated content

Encourage users to share experiences, content, and perspectives.

Next steps

Fooji is the industry's leading expert in Fan Experience Management solutions.

The Fanfare platform has market-leading social engagement, gifting, analytics, and campaign management capabilities built in. It's tightly integrated with the Fooji Doorstep fulfillment network, which offers on-demand, express, and autonomous delivery with storage, fully branded packaging, and merchandise management.

To find out how Fanfare solutions can benefit your company and the best way to integrate your campaigns, contact Fooji today.

About Fooji

Fooji partners with brands to turn consumers into forever fans. With the technology and people to do it all, our platform offers a range of innovative products — managed and self-managed — to build campaigns, handle logistics, and empower brand teams to grow their fan engagement and deliver business outcomes.

Spearheaded by founder Gregg Morton, Fooji started as a simple idea: take interactions on the internet into real life. We have become an industry leader in brand engagement, driving more than six billion impressions for over 150 brands and delivering more than 500,000 experiences worldwide. Learn more at fooji.com, and follow us @gofooji to experience brand magic.

Contact Fooji today

hello@fooji.com

[Fooji.com](https://fooji.com)





For the love of brands.