

**The Mingle®** is a marketing jingle that gives a personal touch to the technical side of your company's business. Without interrupting a site, the Mingle® is streaming video of a person that literally walks and talks over top of any website, giving a virtual personal greeting. Each greeting is unique and custom designed to best maximize your website, giving consumers e-motion to an otherwise static site. With this innovative technology, we can help you accelerate your business with something that is effective and engaging. Just imagine the impact this will have on your business.

The Mingle® gives you effective messaging, that communicates exactly what you want to say to anyone who visits your website. It is created to include a maximum of one or two people, for a 30 or 60 second presentation. It allows for someone from your business to represent you or we can provide the talent needed, to highlight your company's products or services, showing visitors where to "click" for more information or alternatively, a simple call to action message.

Give your audience more than just written information about what you have to offer. Give them video that talks about your business right now!

## The Mingle® Benefits

The actual Mingle player itself is one of our main benefits compared to our competitors' and is what other agencies cannot offer. The Mingle® has a special code that bypasses firewalls and can adjust to the bandwidth of each user. The Mingle® player does not buffer, it streams therefore you will not have to worry about anything malicious being loaded onto the player, thus allowing it to work in any corporate environment.

The Mingle® is a transparent flash layer that is easily installable and removable. You do not have to embed the file. The Mingle® is compatible with any browser and will work with any existing or newly designed website.

The Mingle® can even segregate an IP address so that a client can have full control over who is viewing The Mingle®; for example internal staff, clients, sponsors or even particular geographical regions.

The turn around time on a Mingle is 24 to 48 hours. We can, in special circumstances, have your Mingle on your website the same day if needed.

"We launched our new product and needed a way to cut through the clutter of words to just say who we are and what we do and we wanted to do it differently. The Mingle has helped us achieve that goal and we are working on using it further as we maintain our website."

- Al Villamil, President Shredstation

One of our professional friendly staff will contact you; setup an overview of what you want done and where on your website you would like The Mingle® to be placed. We will then prepare a quote for you to approve. Once you've approved the quote, we will prepare the script, or you can provide a script for us to review. You decide if you will be the one "starring" in your Mingle, or if you want us to provide the talent for you. We then schedule a time for The Mingle® to be recorded.

We'll come to you! We know you have a business to operate so we do the work for you. We will come to your office or a selected location, set up a green-screen and camera equipment. If you prefer, you can come film in one of our Mingle Studios. We will also assist you with script writing, and even coach you through the process. We have over 15 years experience working on national television stations such as the CBC, Global TV, CTV, and City TV.

With years of knowledge and understanding, we can effectively build your Mingle so it is consistent with your brand and image. We will prepare the look and feel of your company's image with a single line of code that is inserted directly into your website by your IT person or we can help you do it. It's that simple.

It takes approximately half a day to record a Mingle depending on how many Mingles you would like, and how comfortable you are in front of the camera. We have professional staff that will assist you with training, to present your product or service in the best manner. This might take a little longer. In most cases, one 30-sec Mingle shouldn't take more than 1 hour.

All we need is a space that's approximately 10'x30' (300-450 sq ft) and depending on how you'd like to walk onto your website, this is all the space we really need to record either your full body or just your upper half. This can be done in your boardroom, lunchroom, or anywhere you'd like as long we have enough space. There are other factors that matter including lighting, acoustics etc. However we can work with most of these small elements.

"Our website was the same as everyone else's, and in this competitive market you have to be different. I have had amazing feedback from customers that have visited the website and called us because we were able to communicate our message better to them. I recommend anyone that sells to use the Mingle!"

- Phil Kriszenfeld, President Royal Mattress

The Mingle® can be used to communicate internally with your staff or externally to speak directly to your audience. Several of our clients have already discovered the benefits of The Mingle®, and have seen how it has impacted their business.



### Molson

The Mingle® was used for an internal marketing conference in Dallas Texas. Brand Managers and Marketing Directors have seen how this unique tool can be used to help promote special events or other promotions they may have.

### Ronn James Stonemill Realty

Ronn James took advantage of his custom Mingle by using it to speak directly to brokers and to his many clients. This created a big impact because by clicking the actual Mingle, it brought visitors to the online appointment form in which he responds to with haste.



### Ontario Lottery Corporation

The Ontario Lottery Corporation chose The Mingle® for launching their new ENCORE program that matched with their traditional media campaign. This involved recording the character "Encore" in both English and French and building it into the OLG website. The Mingle® was successfully used to better communicate how to play and how the new rules worked.

### Shredstation

Our U.S. client Shredstation has seen a definite impact on their business from The Mingle®. They use The Mingle® to guide visitors around their site, pointing them in the right direction.

The Mingle® is convenient, and it is also cost effective. We have several packages to consider and monthly rates that work for your budget, starting at only \$499. Let us customize your Mingle package today!

### Steps:

- We discuss how you would like the Mingle to work for you
- We review what your message is you want to say is, and the objective
- We assist with copywriting your message or we can take a message from you
- We coordinate the time to come to your location or ours to film your Mingle with either your talent or talent we will provide.
- We show you a proof of the Mingle on the website of your choice.
- When approved we email the URL link that is cut and pasted to the webpage the Mingle is on either by us or by your IT/Web team.
- The Mingle runs.

### Costs:

#### THE MINGLE COMING TO YOU

\$950 – 1st 30-sec

\$349 – each additional 30-sec

(Plus travel expenses if we come to you)

ie. 60-sec, would be \$1,299

#### IF WE RECORD IN HOUSE WITH YOUR TALENT

\$499 – 1st 30-sec

\$249 – each additional 30-sec

Talent - \$200 - \$800 for up to 4 Mingles. If you come to one of our studios (Philly, NJ, Canada) then remove the cost of the talent.

These rates are base retail, discounts apply based on volume purchases.

Talent: There would be a cost for talent ranging from \$200 - \$800. This is based on how many Mingles etc.

**Mingle Mail™** : \$39.99\* per user. Includes: 200 emails per month. Each additional 200 emails are \$29.99

\*1 year min. sign up for Mingle Mail™

Streaming Video for only \$89.99 every 6 months!

### Benefits

- Uninterrupted Mingle. Unlimited people can be online at the same time seeing the Mingle
- Tracking logs. Included is average time people watched, total unique visits per month
- 3, levels of bandwidth for all Internet speeds
- Fire wall bypass for most major networks
- Totally transparent, meaning when the Mingle is closed it is completely removed from the website
- IP segregation. Isolating Mingle messages to specific areas. ie.Philadelphia will see a specific Mingle on a website and Toronto visitors will see a different Mingle on the same website

### Disadvantages

- None!

The cost \$89.99 every 6 months includes 50,000 streams per month!\*

\*Over 50,000 streams will be quoted seperately.