



phlay

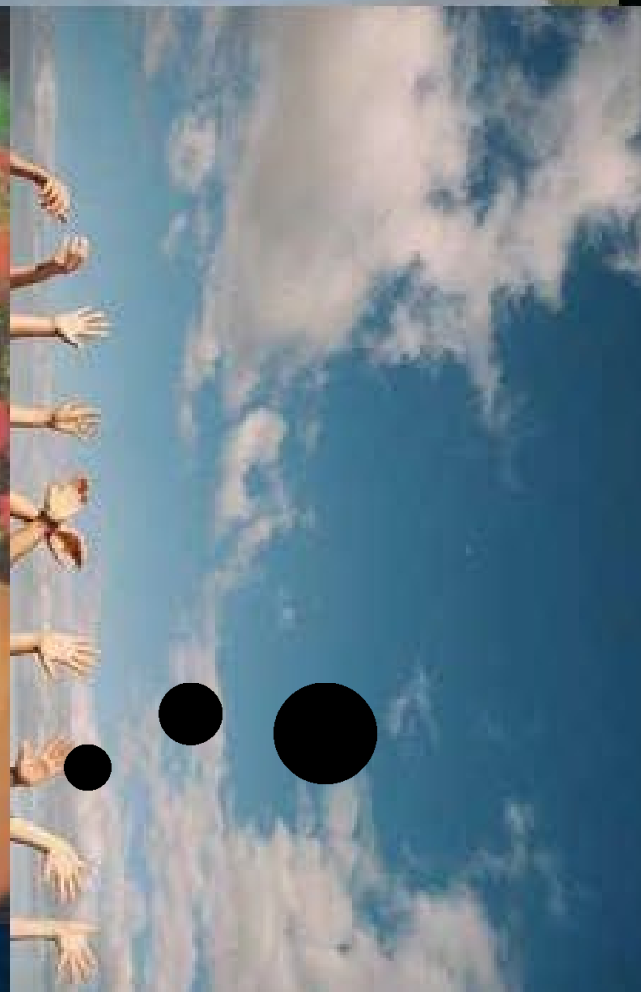
INTERACTIVE VIDEO PLATFORM

PITCH

THE WAY OF SEEING BRANDS HAS COMPLETELY CHANGED

GEN Z AS WELL AS CONSUMERS ARE CONTENT CREATORS WHO, INVOLVING FRIENDS AND FOLLOWERS, SHAPE THEIR STORIES THROUGH SOCIAL MEDIA

TRADITIONAL VIDEOS, WHICH CAN ONLY BE VIEWED, ARE NO LONGER APPEALING FOR A TARGET WHO WISHES TO "INTERACT", "CO-CREATE" AND SHARE UNIQUE CONTENT THAT TELLS THEIR PASSIONS AND EMOTIONS





PHLAY
HAS DEVELOPED A PIONIERING
INTERACTIVE VIDEO PLATFORM
THAT ALLOWS AUDIENCES TO
PERSONALIZE AND “PLAY WITH”
BRAND’S CONTENT



RESULTS

+60% ENGAGEMENT

+40% TIME SPENT
WITH THE BRAND'S CONTENT

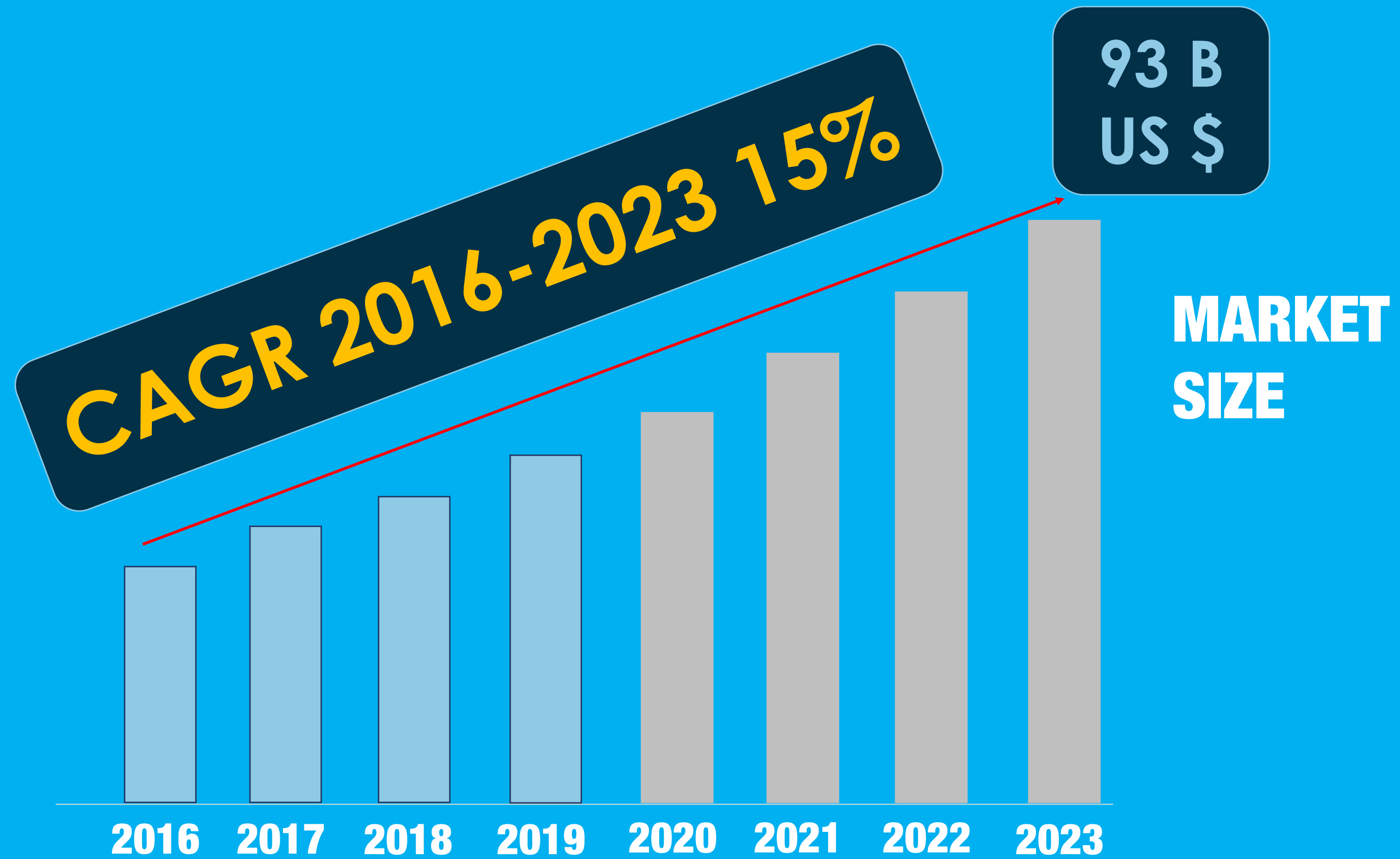
9X PURCHASE INTENT

MORE DETAILED KPIs
BASED ON CUSTOMER INTERACTION



MARKET TREND

« IN 2019, 48% OF ADVERTISERS ADOPTED
NEW INTERACTIVE ADS FORMATS »



REMIX REAL & DIGITAL WORLD

PHLAY CONNECT ANY DEVICES WITH TOTEM TOUCH SCREEN



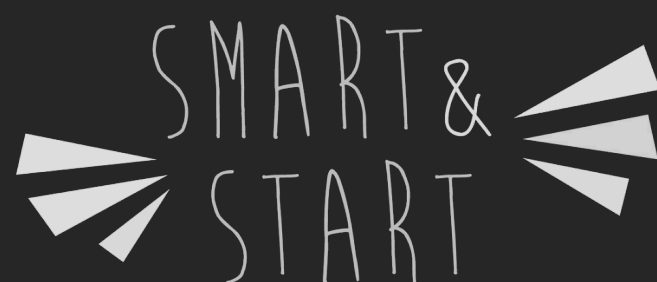
MORE INFO



CLIENTS



REWARD



PARTNERS



DEMO 01

PHLAY ADS



LIFE IS A GAME

PHLAY TURNS
COSTUMERS IN GAMERS

GAME RULES

REMIXING JEEP'S SPOT FIND
AND TAP ON THIS ICON



TO **WIN** A PRIZE



DEMO 02

PHLAY TOUR

TAP HERE



دبي

Interactive Tour

Discover Dubai remixing on music beat
hundreds videos tapping on



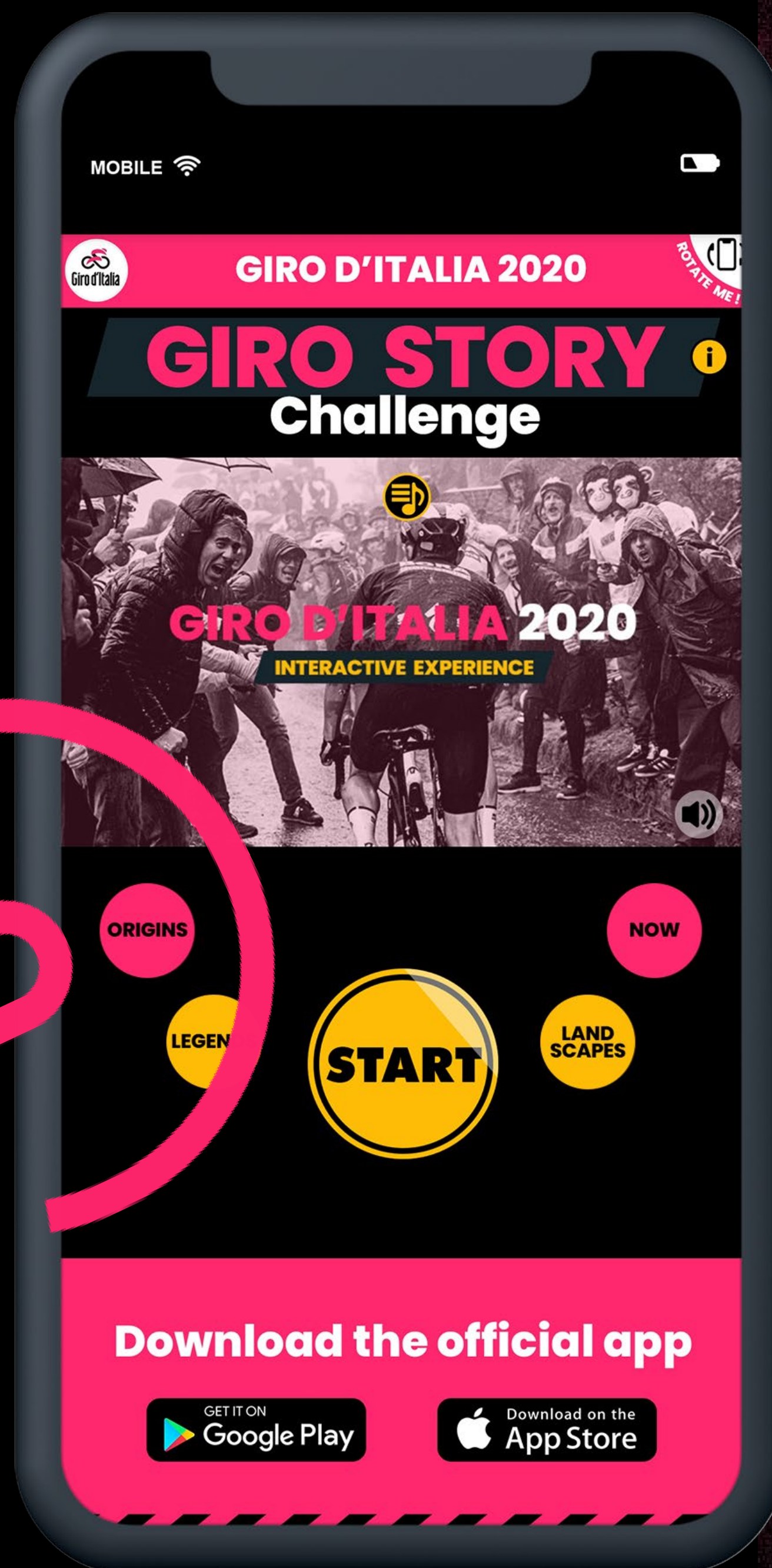
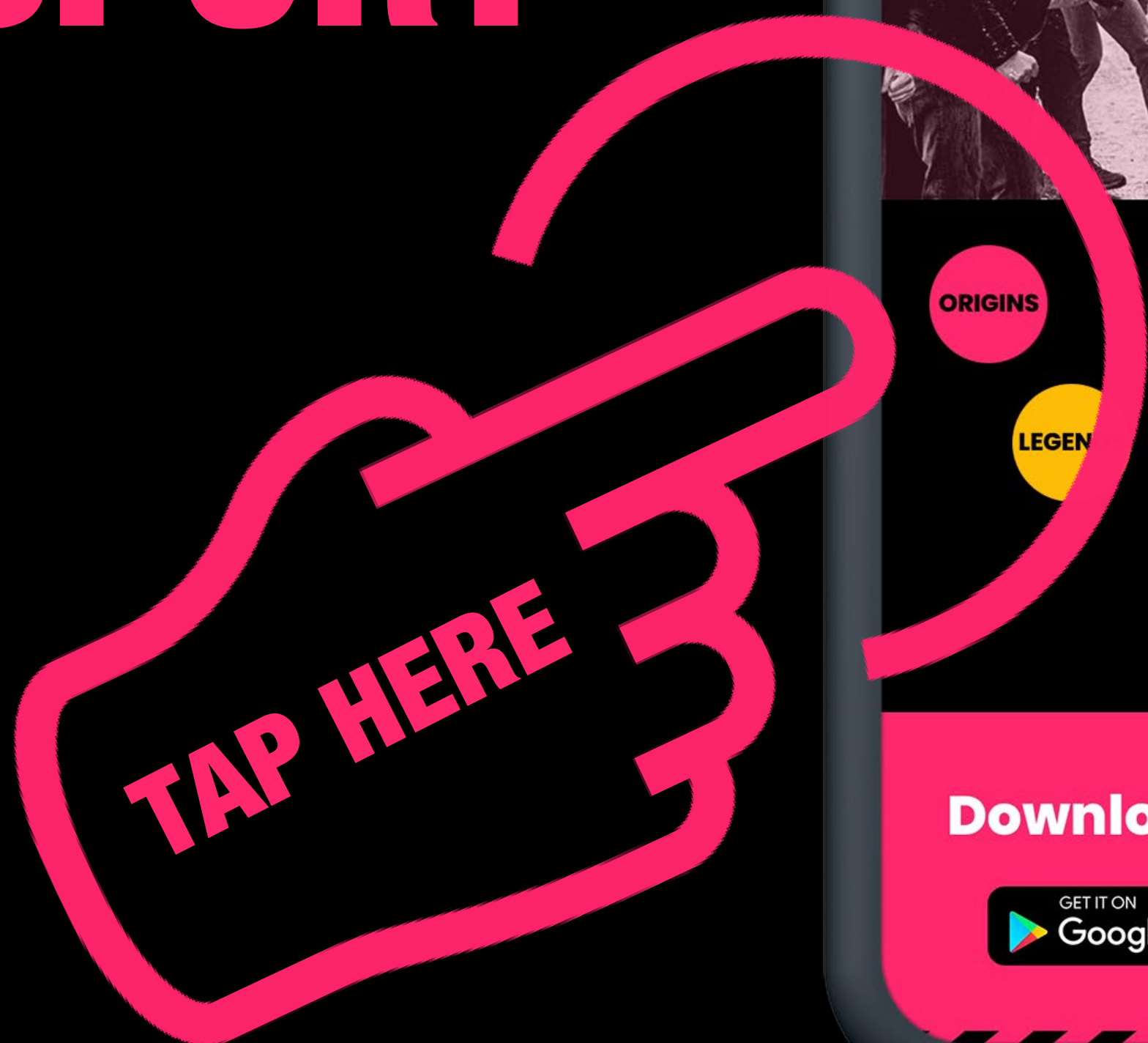
During the experience click on tags
to get **more**

Share your unique video tapping on



DEMO 03

PHLAY SPORT



CREATE YOUR OWN GIRO D'ITALIA STORY:

- SELECT YOUR SOUNDTRACK WITH  BUTTON
 - FOLLOW THE RHYTHM OF THE MUSIC BY TAPPING ON
-    
- SHARE YOUR **GIRO STORY**



MORE INFO

ENDORSEMENT



HEAD OF RYOT EMEA VERIZON MEDIA

MARK MELLING

"MARIO, WITH PHLAY PROJECT I THINK YOU'VE GOT ON AMAZING THING GOING"



CHAIRMAN HYPERLOOP TT

BIBOP GRESTA

"I LOVED PHLAY'S VISION AND THE WAY THEY BELIEVES IN THIS PROJECT."



CHAIRMAN OF SCIENTIFIC COMMITTEE LOUVRE MUSEUM

SALVATORE SETTIS

"PHLAY DOESN'T JUST SETTLE FOR PASSIVELY BOOSTING THE SELFIE RITUALS: IT SUGGESTS AND STIMULATE A FAR MORE CREATIVE MODE TO SHARE INTERACTIVE STORIES."



CHAIRMAN AT VISUAL 1ST

HANS HARTMAN

"I TRIED OUT PHLAY AND I AM QUITE EXCITED ABOUT THE POSSIBILITIES TO TURN THIS INTO A VIRAL AND HIGHLY MONETIZABLE APP".



A wide-angle photograph of a city skyline at sunset. The sky is a mix of deep blue and orange, with scattered white clouds. The city's skyscrapers are silhouetted against the bright horizon. The water in the foreground is calm, reflecting the city and the sky. The text 'THANK YOU' and 'WWW.PHLAY.COM' is overlaid in white, bold, sans-serif font. The URL is underlined.

THANK YOU
WWW.PHLAY.COM