

# space selfie!

1000 space selfies on a Huawei tablet *#spaceselfie*

Advertising proposal  
Cosmos Agency — [www.strato.com.ua](http://www.strato.com.ua)







# What is Cosmos Agency

[www.cosmos.agency](http://www.cosmos.agency)

- Aerospace technology startup based in Kiev, Ukraine
- Popular science media, online magazine about space tourism and space exploration

2014

Project founded

6k+

Monthly visitors



# Strato Ukraine

[www.strato.com.ua](http://www.strato.com.ua)

The **Cosmos Agency Strato** team is launching high altitude balloons (HAB) on the territory of Ukraine (and other European countries) for advertising and research purposes.

We work according to European standards of safe launches. Launches are carried out with the permission of the State Aviation Administration and are approved in a number of instances.

## VR

With 360 ° cameras

## 250k+

Audience of M1 Music  
Awards 2018 launch

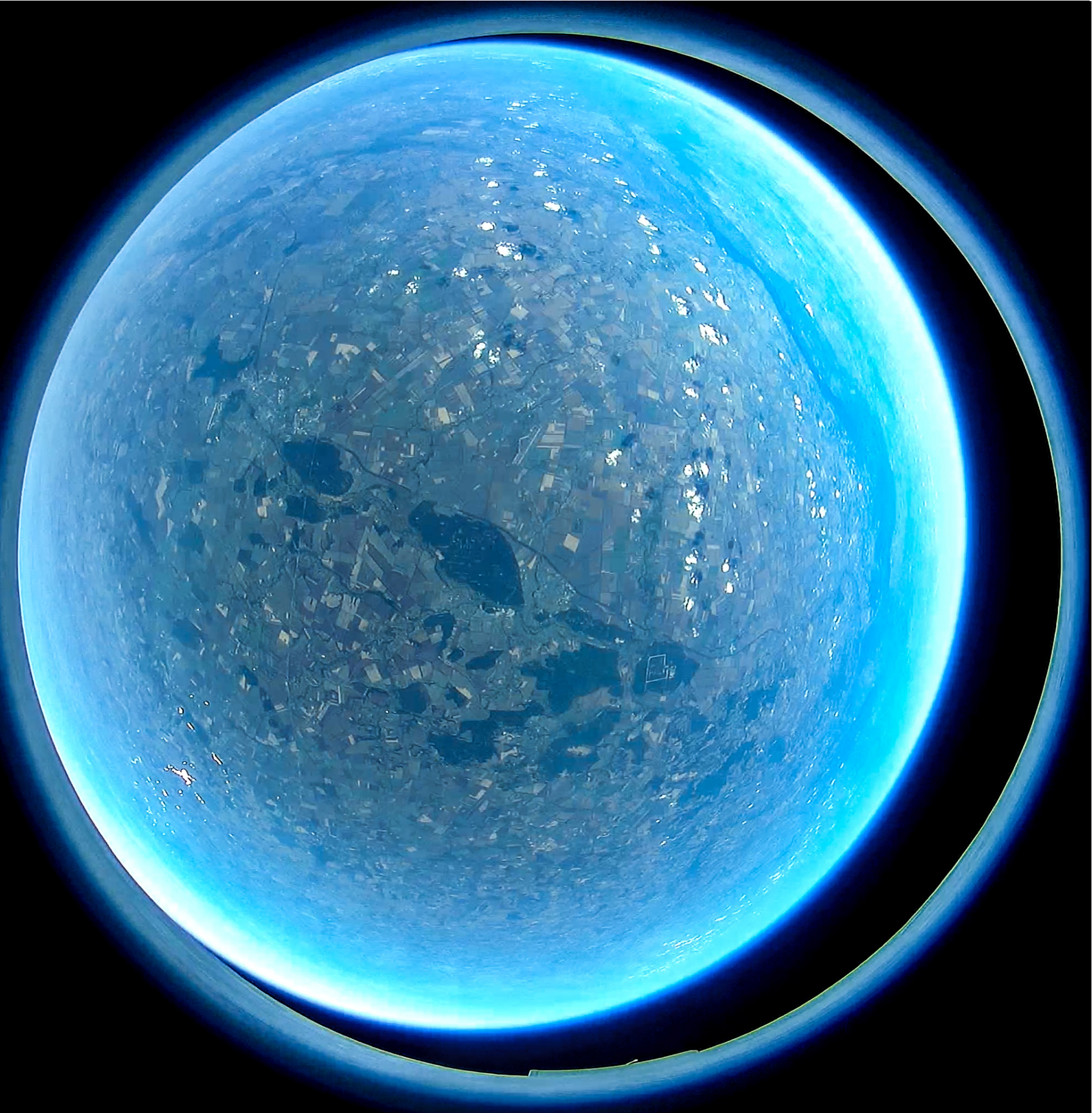


Photo of the central part of Ukraine taken  
by Cosmos Agency HAB in September 2018  
(altitude of 32 km)



# What do we offer?

We will launch Huawei tablet to an altitude of 30-40 km.

**That is 4 times higher than intercontinental airplanes and civil aviation.**

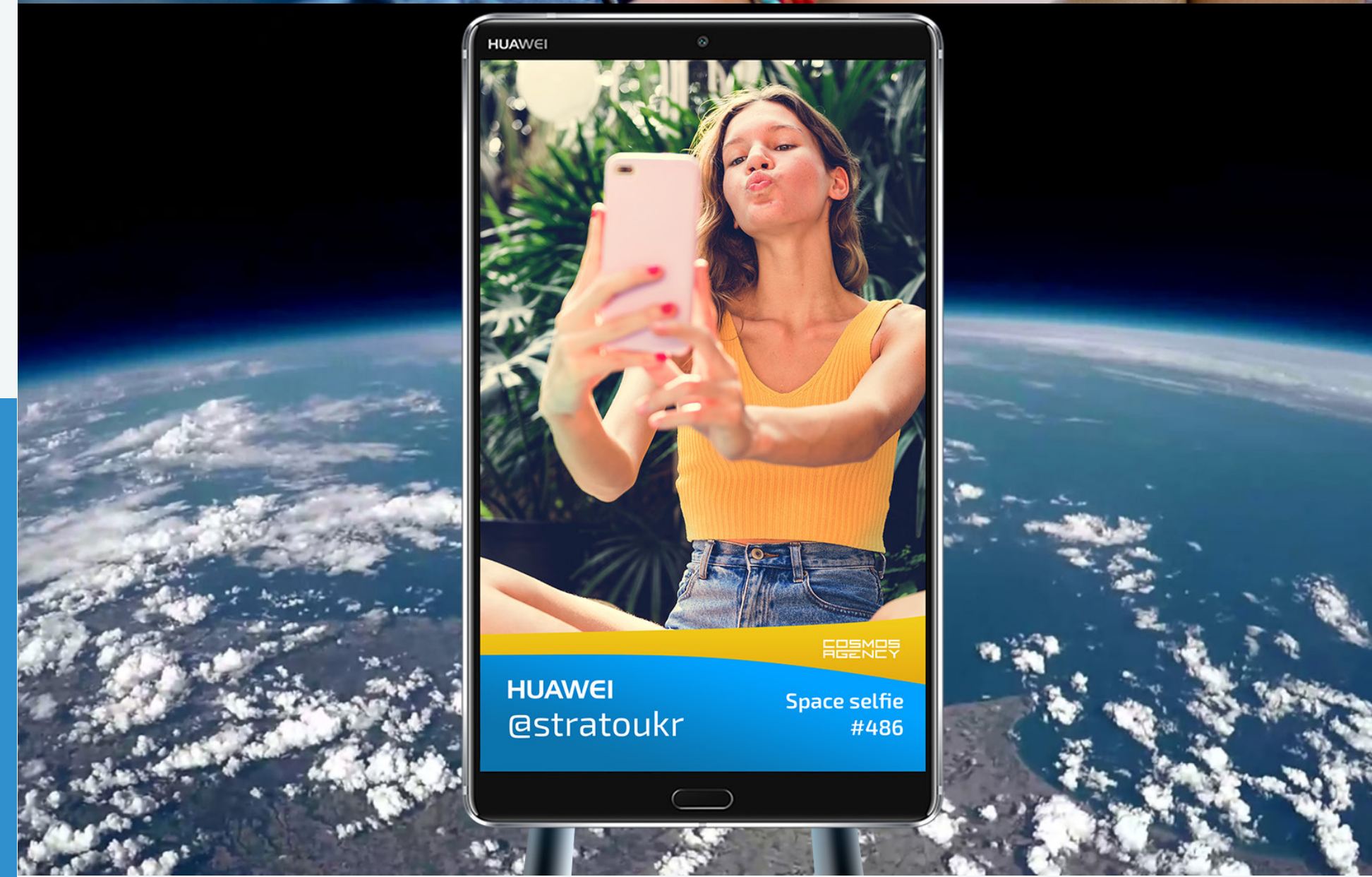
During the flight **1000** of best selfies would be slideshowed on a tablet. This process would be filmed & broadcast live in 4K. Every one gets a selfie from space.

## 40km

Max flight altitude (80 km  
— open space)

## 4K

Video quality of each on-board cam'





# Space is a trend

## — Everybody talks about space

Space launches are attracting more and more attention. The brand will stand out from its competitors with an advanced approach and free cool event for current and future customers.

### ▶ 16,345,266 views (SpaceX)

Tesla space launch Youtube by SpaceX.

### ▶ 20,943,811 views (Red Bull Stratos)

Stratospheric jump by Felix Baumgartner, project of GoPro: Red Bull Stratos.

## — Unique content

Get unique video & photo material of your product in space, 1 camera = 2 hours of 4k video, install as much cams as you want.

## — Your brand is a hero of the story

Customize launch branding as you want: launch team spacesuits with your logo, branded strato-box, etc.

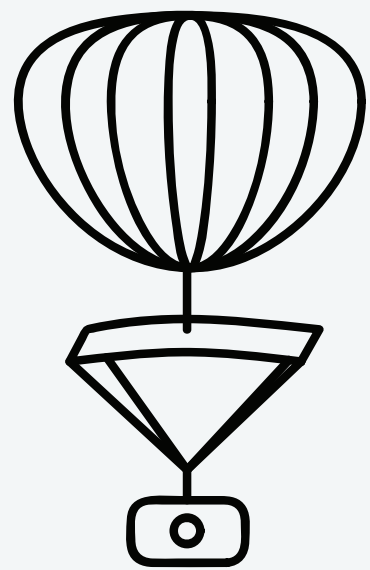
## — New approach

Try to be fresh. Get rid of standard advertising solutions and an advertising cluster.

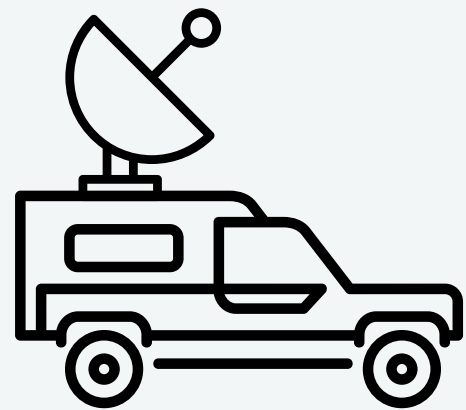
## — Audience engagement

Involving the audience in communication with the brand, the possibility of live broadcast in social networks, YouTube.

# What does it look like?



The helium filled balloon lifts the box with the product, equipment and video cameras into the stratosphere.



HAB launch team tracks the balloon and finds it at the predicted landing site. Right after the landing we collect video and photos from cams.

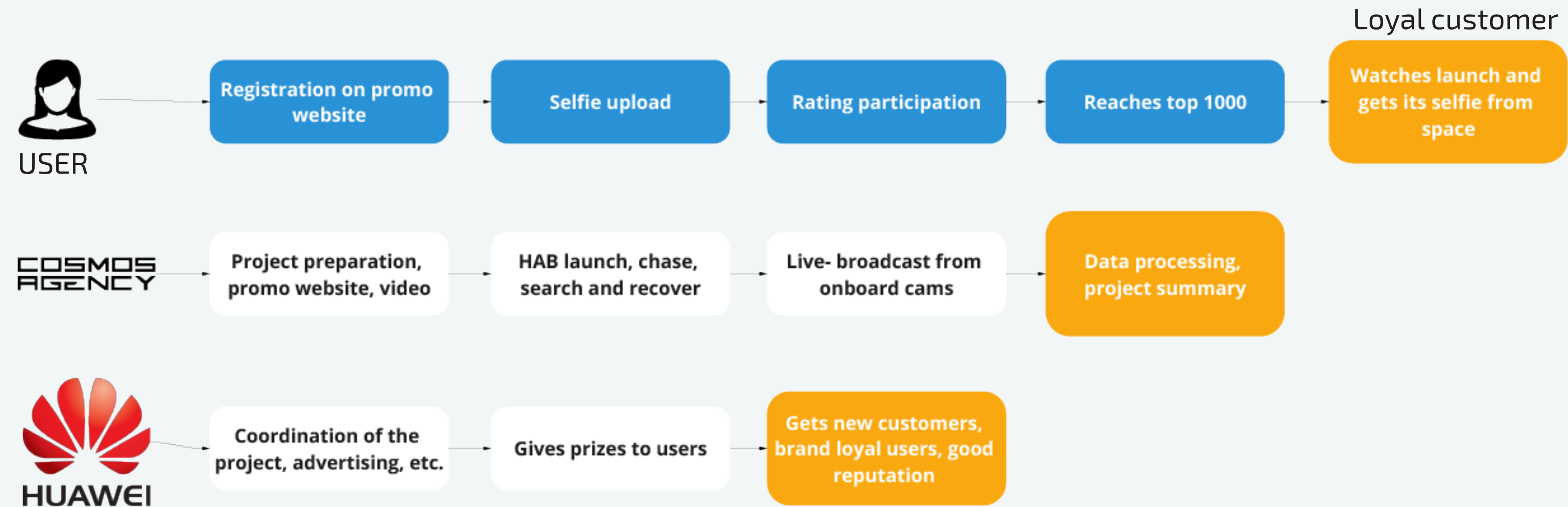
Project timeline is on the next page



Photo of M1 Music Awards launch, Cosmos Agency Strato, camera 2, November 2018



# Project mechanics



Full version



# Audience estimations

|   |   |
|---|---|
| Project TA #spaceselfie<br>M+W 16-28, UA. Interested in:<br>photo, devices, space | — |
| Visits project website  | — |
| Takes part (uploads selfie)   | — |
| Watch the flight live broadcast   | — |
| Watch launch recording video  | — |

Prohect timeline on the next page ▶

people  
1,500,000

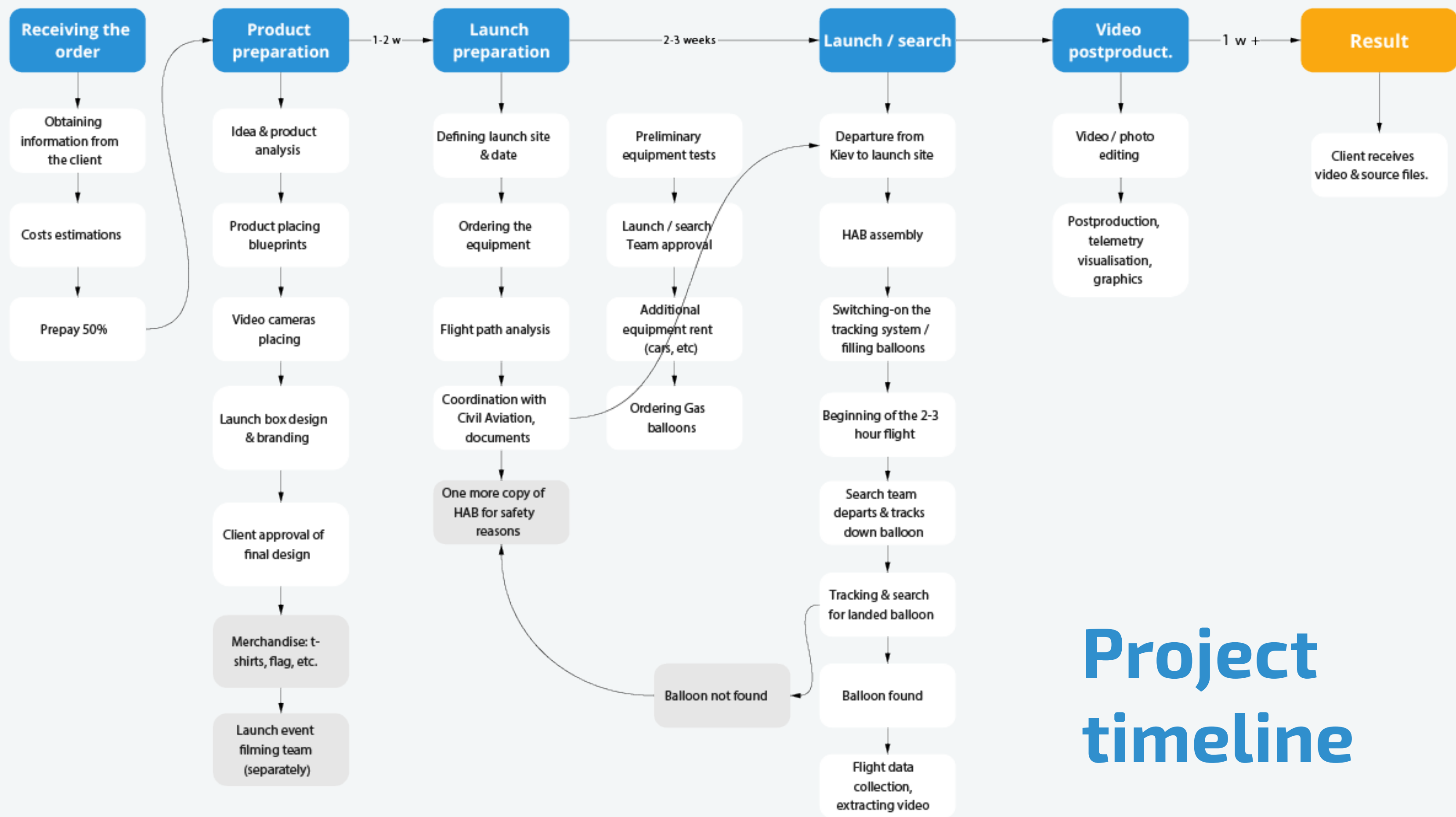
people  
130,000

people  
15,000

people  
20,000

people  
50,000





# Project timeline



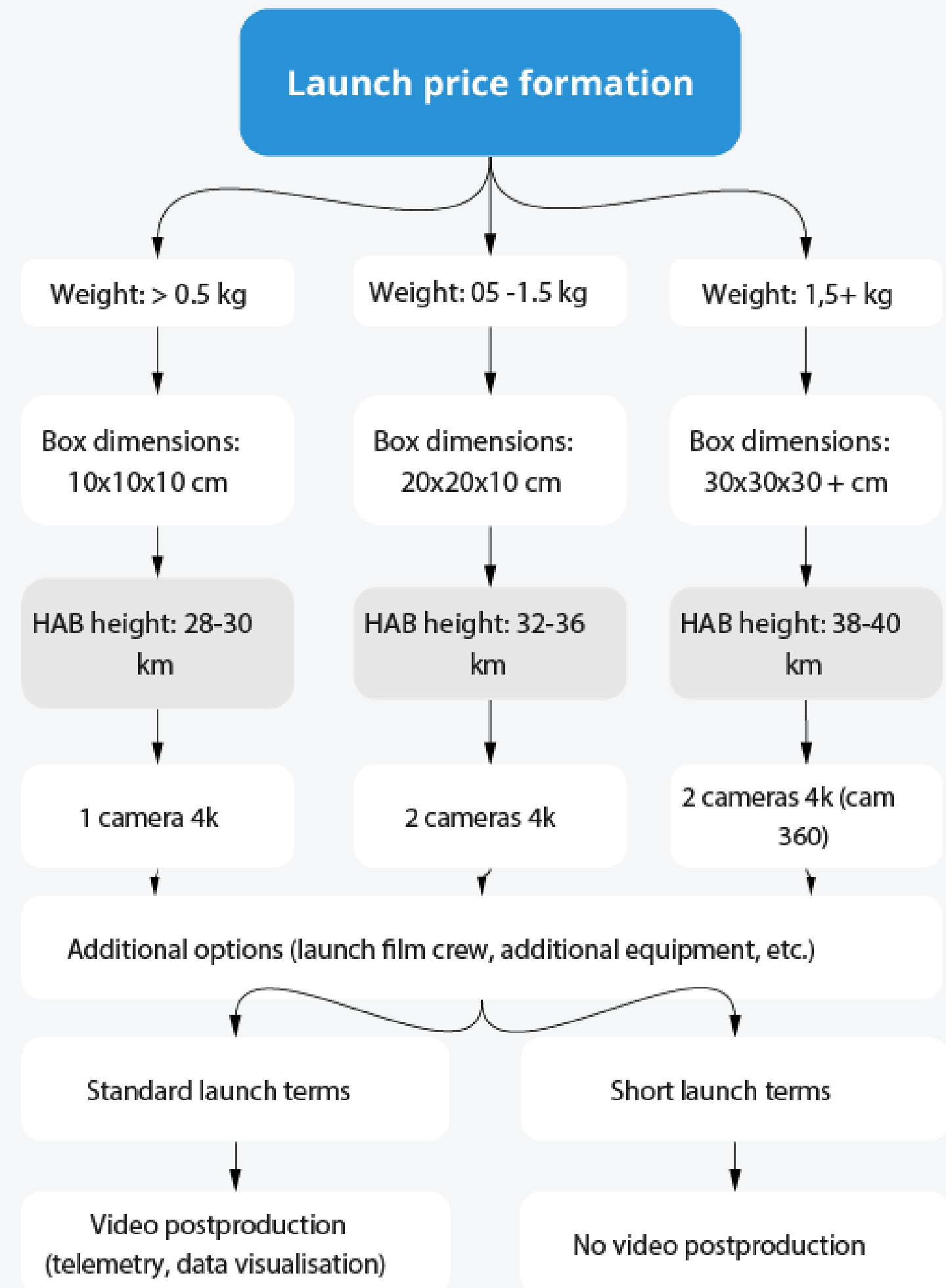
# Bonuses & price estimation

## Bonuses for HUAWEI

- The brand will be able to use all the footage for its communication.
- The brand will be able to use the entire audience of the site (contacts of the registered users of the promotion site) for its own purposes - to set up remarketing, to looklike the audience, to load into its CRM - to send letters, etc.

## Price estimation

- The cost of the project is to be discussed and depends on various factors. The cost estimate will be made after the parties agree on their responsibilities regarding this project.
- Payment (prepayment) is made in USD after the parties sign an agreement on the provision of services. Post-payment is made after the parties sign the act of transferring information.





# Case: M1 Music Awards 2018

Video M1 Music [↗](#)

The management of the M1 channel turned to us with a proposal to send the “M1 Music Awards” statuette to the stratosphere.

On November 15, the launch was broadcast on M1 Music channel and M1's Facebook page; Major Ukrainian celebs were invited to the studio.

As a result around 250 000 people has seen this launch, major Ukrainian media resources and other TV channels told about it in their stories. Many positive responses and comments has been collected.

## 25k

Social media  
engagement

## 230k+

TV viewers M1 Music  
Awards 2018





# Lets start! Check our brief

Now you can to fill out a brief on the HAB launch  
with your product.

**HAB launch brief**

After we acquire all of the necessary information from you, we  
will be able to form the launch price and proceed to preparation.







When sky is not the limit!

[www.strato.com.ua](http://www.strato.com.ua)

[www.fb.com/stratoukr](https://www.facebook.com/stratoukr)