

The Wilkinson Group

An Interactive, Experiential Marketing Agency

The Wilkinson Group (TWG)

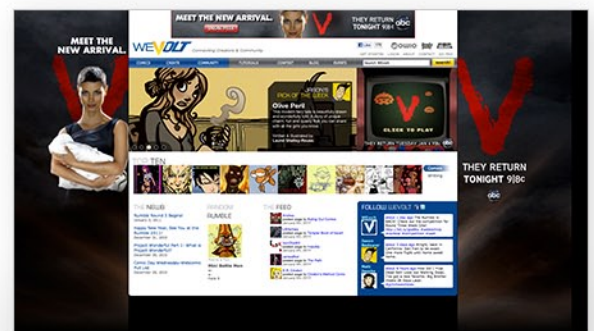
Client: WOWIO, Inc.

WOWIO: Client Overview

TWG was hired in January 2010 by WOWIO, Inc. a leader in eBooks and eComics, to serve as its Agency of Record (AOR) for Marketing, Events & Strategic Partnerships.

WOWIO: Client Goals

- Position WOWIO as a leader in curated, Digital Media 18-45 in the eBooks and eComics space.
- Create, position and deliver global WOWIO re-launch event at San Diego Comic Con.
- Integrate and market the acquisition of sites such as Social Media community DrunkDuck! and Artist & Creator Community WEVolt.
- Integrate and position video destination site PopGalaxy into WOWIO Family of Sites, its cross promotion and strategic partnership offerings.
- Secure positive press and reputation for WOWIO in proven global publications, blogosphere, social media, trade and industry groups.
- Deliver Strategic Partnerships to publicize and leverage eBook advertising patent.
- Secure blue chip brand and marketing partnerships with other Digital Media and global corporations.



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TWG Results:

Strategic Positioning:

On behalf of WOWIO, TWG wrote and delivered its annual Marketing Plan, Event Management and Strategic Partnerships initiatives over the course of 2010. TWG's work resulted in an Annual Marketing Plan that resulted in the strategic positioning of WOWIO as a leader in the packaging and distribution of curated, multimedia digital content for audiences 18-45.



Event Management:

Over the course of 2010, and into 2011, TWG planned, managed and executed the introduction of the WOWIO Family of Sites at WOWIO Comic Cruise at San Diego Comic Con. TWG also planned, negotiated and implemented the WOWIO College Tour with Shawn Chrystopher that connected WOWIO's message of Digital Media, Literacy and Education with fans at schools ranging from Georgetown NCAA Midnight Madness, to UC Davis, Emory and Howard Homecoming.



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Marketing & Retail Promotions:

Through programs such as the Monthly Mystery Comic, Weekly Rumble Comic Contests and Book of the Month selections, TWG Marketing delivered consistent site traffic increases to all WOWIO sites and secured a 1000% increase in WOWIO Facebook Fans over the course of 2010. TWG Marketing also delivered Holiday Retail promotions, such as 99 Cent Comics, Winter Holiday Bundles and 50 for \$50 WOWIO Classics. A QuackCast Podcast was established on Social Media site DrunkDuck! that showcases the latest in the Comics industry and its zeitgeist; and there are strong plans ahead for branded video entertainment in Books, Comics and Video Games for PopGalaxy. WOWIO now boasts 200,000 additional book titles and is well positioned to take a leadership role in the dissemination of eBooks across the growing tablet and digital device markets.

Public Relations:

WOWIO is now a full service digital studio and family of websites: WOWIO, PopGalaxy, WEVolt and DrunkDuck. WOWIO was recently featured in leading publications such as the Wall Street Journal and Los Angeles Business Journal as a leader in digital innovation for its leading edge Digital media and campaigns; as well as its patent award for eBook advertising, ahead of rivals Google and Amazon.



Los Angeles Times

WALL STREET JOURNAL

Strategic Partnerships:

Through TWG Strategic Partnerships, WOWIO has teamed with leading brands, television shows and films such as Maxim, Cowboys & Aliens, Fandango, Gulliver's Travels, and ABC's "V", to deliver a WOWIO Strategic Partnerships that deliver IAB Site Takeovers, affinity programs, customer code redemptions and a "Powered by WOWIO" eBook sponsorship platform that provides strong growth opportunities for WOWIO entering 2011.

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