

#MERCIAAGM2015



PHOTO BY:
@DANSTRANG



 CROWDREACTIVE

LOVED BY:

Coca-Cola



The O₂

Ferrari



STARBUCKS

**WE CREATE LIVE SOCIAL
MEDIA DISPLAYS.**

FOR EVENTS, BRANDS,
STADIUMS, WEDDINGS AND
PARTIES.



CROWDREACTIVE



WHY?

BECAUSE SOCIAL SELLS.

85% of users say social networks help
them decide what to purchase

IBM, Generation C Study



CROWDREACTIVE

2014 HIGHLIGHTS.

1. THE O2 ARENA



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2014 HIGHLIGHTS.

2. SHARE A COKE



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2014 HIGHLIGHTS.

3. SF 49ERS



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2014 KEY STATS.

29,000 EVENTS

3 MILLION PHOTOS

3 X REV GROWTH VS 2013



CROWD**REACTIVE**

2015 OPPORTUNITIES.

1. BRAND ACTIVATIONS

\$545
bn



7.1% spend on
digital out of
home

JCDecaux



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2015 OPPORTUNITIES.

2. WEDDING PARTNERSHIPS



**\$72
bn**



6% spend on
photography



CROWDREACTIVE

THANK YOU.



mercia
fund management



CROWDREACTIVE