



LINO
AUTOMATIC

BLOGGER RELATIONS

BOTTA Design

AGENDA

Blogger Relations

- Company Overview
- Influencer Marketing and Relations Strategy
- Collaboration Planning and Implementation
- Influencers Check: The Perfect Match
- The Function and Tasks of the Influencer During the Cooperation
- Briefing

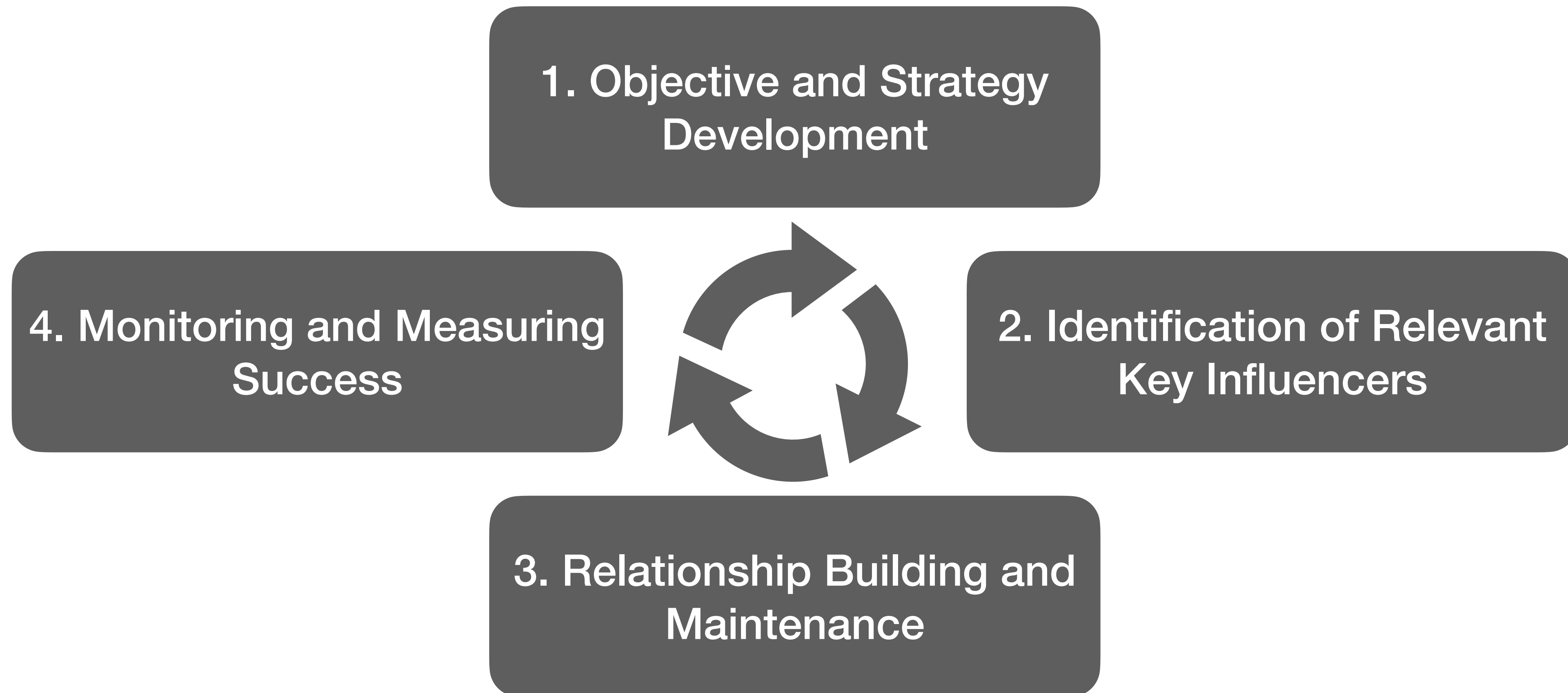
COMPANY OVERVIEW

Who are we?

- BOTTA design is a company that operates in two business sectors. On the one hand, BOTTA design develops and sells high-quality wristwatches with high design standards under the BOTTA brand. On the other hand, BOTTA design is active as a service agency in product design.
- Founded in 1986 by product and industrial designer Klaus Botta, BOTTA design creates and develops watches with a clear and characteristic design language and special display principles.
- The concept of the single-hand watches is an example of this. The UNO (1986) was the first single-hand wristwatch of modern times. With its reduced display, it symbolizes the relaxed approach to time. The portfolio of BOTTA design includes single-hand watches either with a 12h or 24h display as well as multi-hand watches. This results in a product range with extraordinary display principles. The watches are available both as automatic and quartz models.
- The design quality of the products has been honoured with more than 60 international design awards, including the „red dot design award“, the „if design award“, and the „good design award“.
- BOTTA watches are available from retailers as well as online and in the company's own online shop at www.botta-design.de/en.

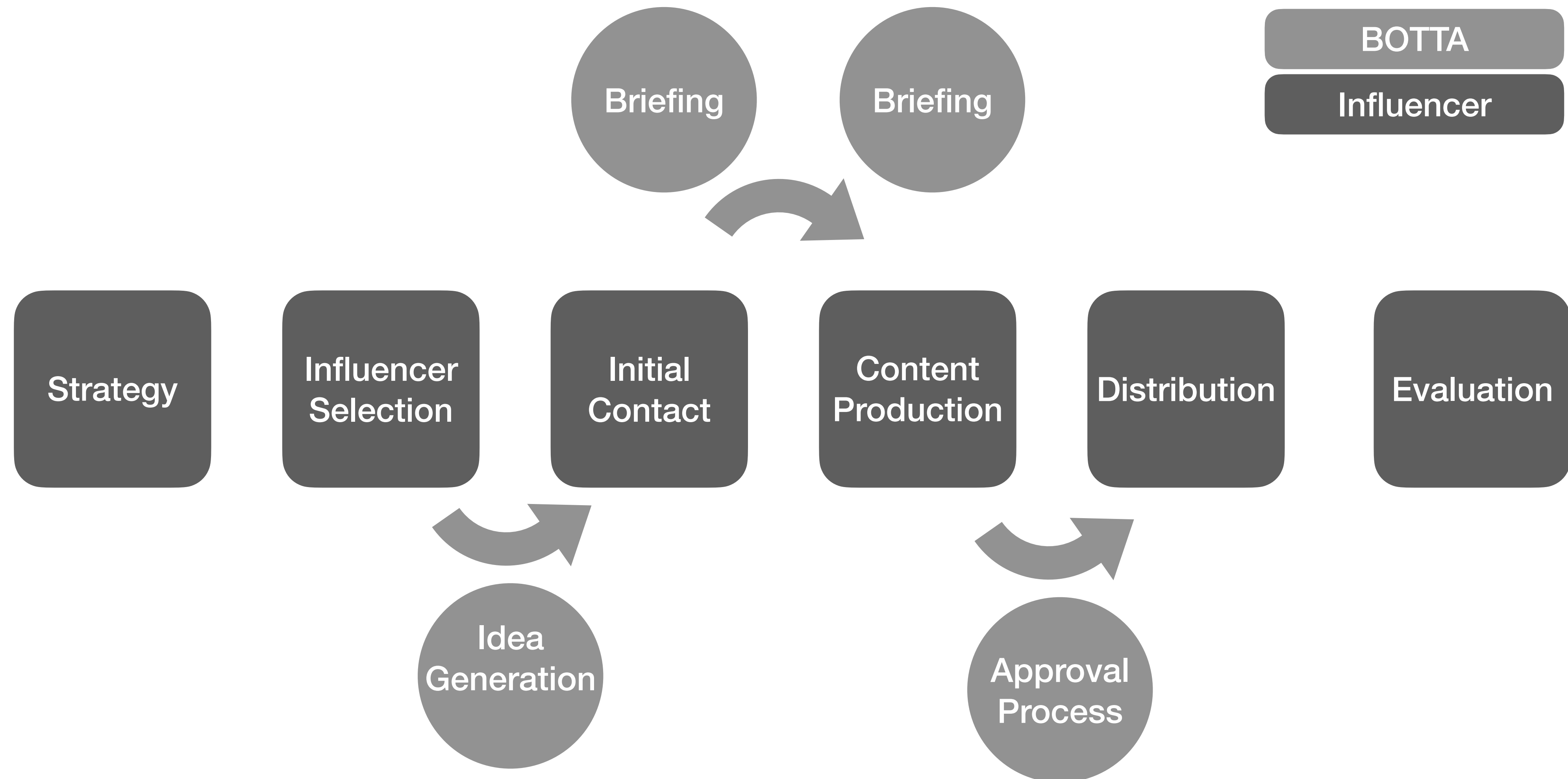
INFLUENCER MARKETING AND RELATIONS STRATEGY

How we collaborate:



COLLABORATION PLANNING AND IMPLEMENTATION

Steps during the collaboration:

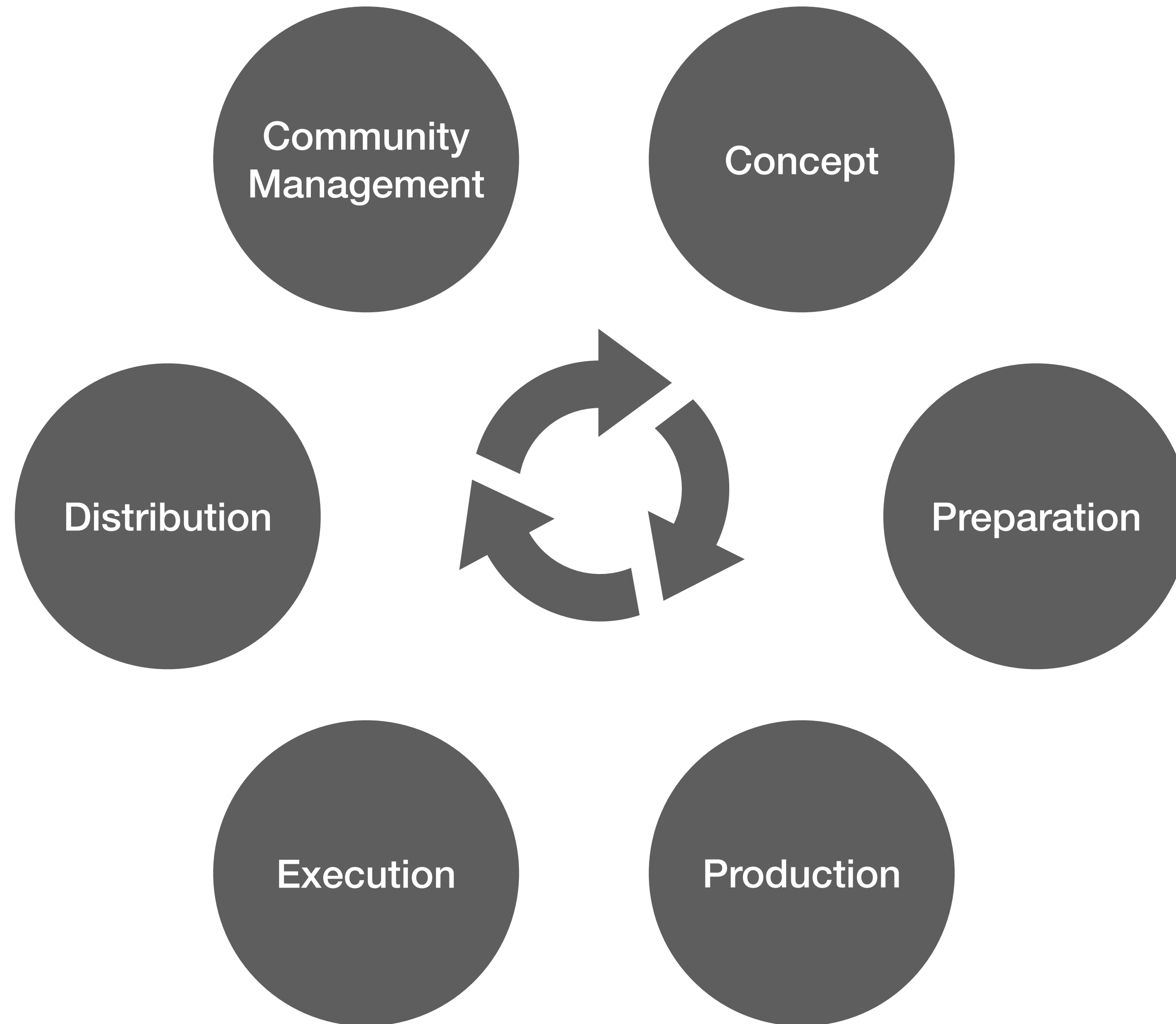


INFLUENCERS CHECK: THE PERFECT MATCH

How we choose our collaboration partners:

Brand Fit	History	Campaign Relevance	Key Performance Indicators
Is it likely that the Influencer would use the brand even if the Influencer just came across the product?	Did the Influencer post products by direct competitor?	Does the Influencer fit the campaign thematically?	Are the KPIs of the Influencer constant, so that a forecast is possible?
Does the content of the Influencer fit the brand (visually, targeting)?	Have the previous product placements been transparently marked (ad/advertisement)?	Can the Influencer be assigned to any keywords that stand for the campaign?	Do the predicted KPIs correspond to the company's expectations of the cooperation?
	Is the Influencer scandal-free (no negative headlines)?	Does the target group of the Influencer correspond to the intended target group?	Can it be clearly examined whether the Influencer is not a Fakefluencer?

THE FUNCTION AND TASKS OF THE INFLUENCER DURING THE COOPERATION



BRIEFING

Conditions

- The focus is on the watch
- The watch straps must not be changed
- Accessories/clothing should be from premium/luxury brands
- Accessories/clothing should not be in the foreground and the watches should not be pushed into the background
- Coordinate accessories & clothing with Botta in advance
- Detail photos of each model/product
- Per model/delivery date other location
- The images should be light/dark depending on the defined color scheme in the target group information
- The background should not be too restless
- Portrait and landscape format
- The pictures should have a generous bleed, i.e. a lot of space around the outside of the picture

BRIEFING

Facts	Output	Postings	Posting Times	Moods
<ul style="list-style-type: none">• Collection/ Model• Influences/ backgrounds• Total number of models / products / combinations• Number of motifs	<ul style="list-style-type: none">• Motif selection: portrait and landscape format• Per model final 4-6 pictures• Deadline week XX	<ul style="list-style-type: none">• "Behind the Scenes Stories" for insights• Expected are X Posts and X Stories with Affiliate Links• Timing depending on (delivery date,	<ul style="list-style-type: none">• Product 1: week XX• Product 2: week XX• Product 3: week XX• Product 4: week XX	<ul style="list-style-type: none">• Selection of previous blog pictures to give bloggers orientation• Target Group Information