

FANSTANG COMPLETES THREE MORE MAJOR CELEBRITY BRANDED CONTENT DEALS



SHAQUILLE O'NEAL AND DENA GAMES

FansTang created a branded content campaign and its associated live events activation between NBA legend Shaquille O'Neal and DeNA Games for its new online and mobile gaming app "NBA Dream Team 2."

Shaq traveled to China for a 4-day trip in November, where he visited DeNA Games' China headquarters in Shanghai, mingled with the game designers, attended a press conference announcing and promoting the game, and filmed a TV commercial for DeNA.

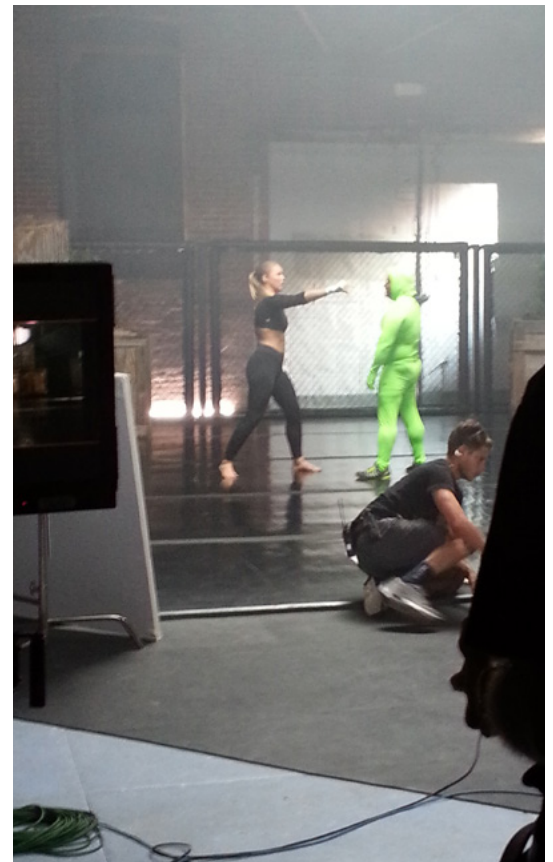
FansTang provided detailed logistical support on the ground, and our production crew filmed the entire trip to document Shaq's activities in China. This content will be utilized for his Weibo account management.



RONDA ROUSEY AND TAICHI PANDA

In July, FansTang developed a branded content partnership between UFC superstar Ronda Rousey and Snail Games, through which Rousey is the official celebrity spokesperson for the company's latest martial arts action adventure game, Taichi Panda.

Filming took place in Los Angeles, and FansTang was on location at the shoot. The commercial features Rousey going head to head with the Taichi Panda in an epic training battle. The UFC superstar definitely has a thing or two to teach the warrior panda about martial arts!



ADAM LAMBERT AND MERCURY BEDDING

FansTang developed a branded content partnership, this time between the world-famous singer Adam Lambert and Mercury Bedding, a major Chinese textile brand.



Adam has gained vast popularity in China since his breakthrough on American Idol in 2009 and has since traveled to China several times. In November Adam was back in China again, this time to work with Mercury Bedding and attend several promotional events.

On November 10, with much participation from his Chinese fans, Adam descended from the sky on an iron throne and performed his hit "Ghost Town" live at the Alibaba Singles Day Gala in Beijing, broadcast on Hunan TV. The performance was extremely well-received by fans and organizers. In addition, Adam also participated in several interviews with China Radio International and "The 80's Tonight Talk Show" while in China.

FANSTANG DESIGNED AND PRODUCED COCA-COLA SOCIAL MEDIA CAMPAIGN WINS TWO PRESTIGIOUS CHINESE ADVERTISING AWARDS



The digital campaign created for Coca Cola China's 2015 summer campaign won gold at The Great Wall Awards and The Chinese Element International Creative Award at the 22nd China International Advertising Festival in October.

Designed specifically for Coca-Cola China's "Put Drama Into Your Summer Days" campaign launch, FansTang incorporated popular Western celebrities with campaign taglines and famous Chinese movie quotes into the branded content, creating a unique and engaging experience for the targeted audience, as well as generating sharable digital content for Coca-Cola without the need for an additional paid media buy.



The digital campaign featured a total of 9 Coca-Cola movie quote video shorts and 15 celebrity interviews and tags, leveraging over 100 proprietary social media and third-party influencer accounts to provide social media content and support.

The campaign achieved phenomenal results by exceeding all digital KPI's, earning over 600 million Weibo impressions, 600,000 Weibo likes, 250,000 Weibo content forwards, 87,000 Weibo content comments, and 92,000 WeChat messages.

FANSTANG PARTNERS WITH LOS ANGELES TOURISM & CONVENTION BOARD TO PROMOTE LOS ANGELES TO CHINESE TRAVELERS THROUGH DIGITAL MARKETING



In 2014, 2.2 million Chinese travellers visited the US. With the new 10-year visa agreement between US and China, the current visitor numbers are expected to grow substantially at 20% or more each year. In order to tap into this fast growing market and position LA as a core destination for Chinese travelers, Los Angeles Tourism & Convention Board (LATCB) partnered with FansTang to develop a digital and social marketing campaign.

With LA's lifestyle and entertainment-centric brand in mind, FansTang developed a campaign to target 18-35 year old upper middle class, white-collar professionals. The campaign included integration into FansTang's popular weekly Sohu show "This Week in Hollywood" via location shoots and LA-specific questions in celebrity interviews. In addition, FansTang utilized a large number of social media accounts to push out heavy promotion to 128 million followers.

The on-going campaign has achieved almost 60 million views and \$9 million in earned media value.

FANSTANG MANAGED DIGITAL MARKETING CAMPAIGN FOR LINKIN PARK CHINA TOUR HELPS BAND ACHIEVE TICKET SALES RECORD

Linkin Park is the most popular Western rock band in China. In July they returned to China for their five-city "The Hunting Party" concert tour - their first China tour in six years. FansTang was approached to provide digital marketing support to promote the band before, after, and throughout the tour.



To maximize the impact of the promotional campaign, FansTang developed a comprehensive three-month digital content plan for Linkin Park, including localized original content creation for Weibo and WeChat; on-site social media coordination and management at each concert; social media contests and giveaways; integration of Linkin Park into FansTang's hit show "This Week in Hollywood"; and extensive cross-promotion with multiple relevant Chinese KOL's.



The campaign was hugely successful, achieving over 8.7 million Weibo impressions, 57,480 WeChat PV's, and 4 million views of "This Week in Hollywood" episodes featuring Linkin Park content. The concert tour also set a new record for ticket sales with \$3.9 million sold in under eight hours.

Live From Brazil: FansTang's Rock in Rio Live Stream Generates 12.8 Million China Views!



Rock in Rio celebrated its 30 year anniversary this September in Brazil, and FansTang again enabled Chinese fans to experience the world's largest music festival live from their screens in China, along with FansTang's localized shoulder programming.

from Rio de Janeiro to China, generating a staggering 12.8 million views. FansTang provided significant marketing support and localized shoulder programming to maximize relevance and awareness by promoting the event to 120 million followers across FansTang curated social media accounts.

The live streamed concerts included Rihanna, Sam Smith, Katy Perry, System of A Down, Metallica, Elton John, One Republic, Adam Lambert + Queen, Seal, Rob Stewart, a-ha, and Robyn.

Following the successful streaming and VOD of Rock in Rio Las Vegas this past May, FansTang live streamed 12 major concerts

IN THE WORKS

FansTang's live broadcast business is still going strong! In the next three months we will be producing the exclusive China live broadcasts of the following major US events: American Music Awards, Dick Clark's New Year's Rockin' Eve, Golden Globes, and People's Choice Awards.

With extensive social media promotion across all FansTang platforms as well as localized Chinese

red carpet and backstage shows, we offer not only a great opportunity for sponsors to integrate their brands into prestigious Hollywood events, but also provide a platform for Western celebrities to acknowledge and connect with tens of millions of Chinese fans.



WE'VE MOVED

Our new location in West LA is set up with full filming and post-production capabilities.

Our new address is:
11400 W. Olympic Blvd.
Suite 400
Los Angeles, CA 90064

