



# WeAre8

The People's Platform

Social media that...

**does not tolerate hate.**

**is better for the planet.**

**puts money in your wallet.**

**celebrates the good in life.**

**It's all good on WeAre8**

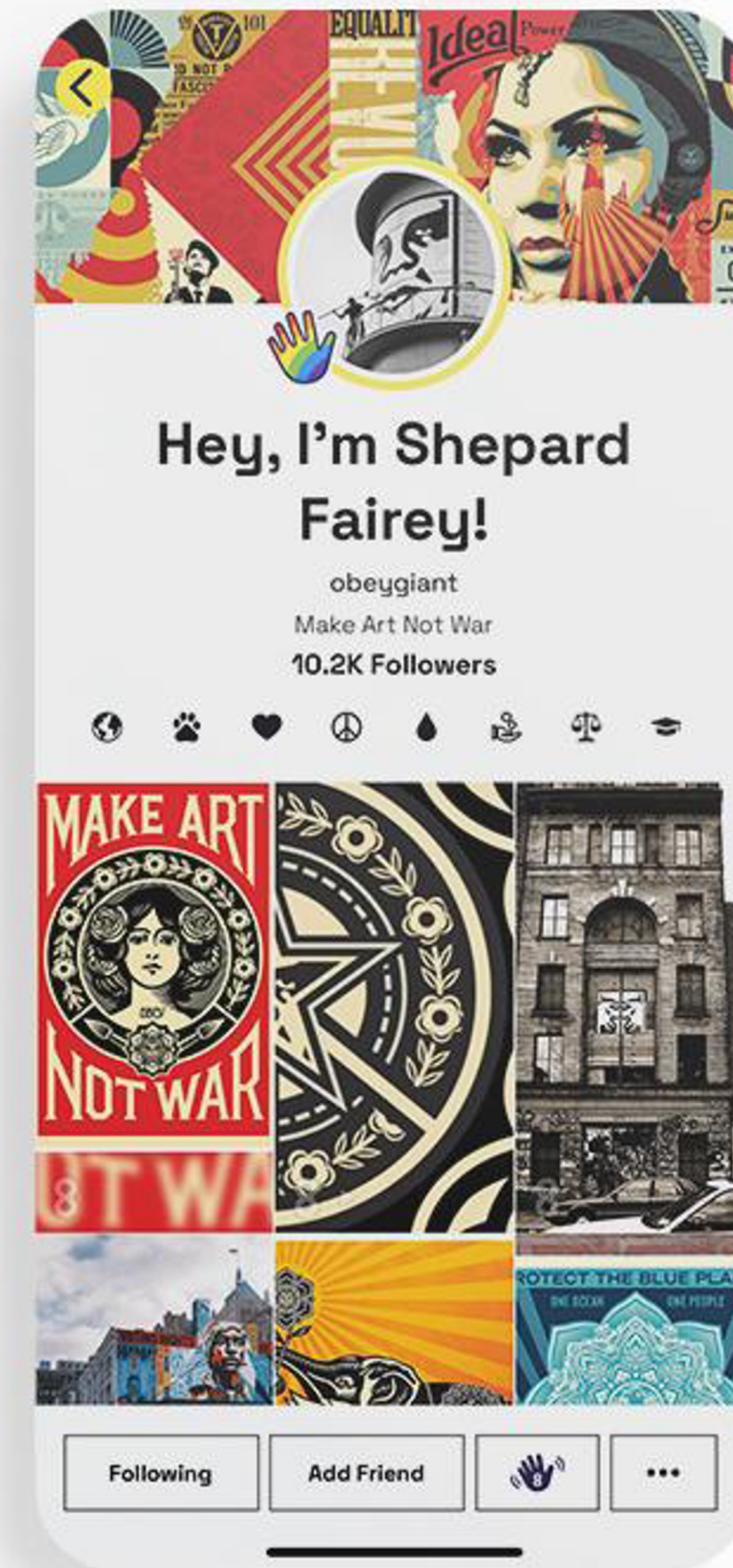
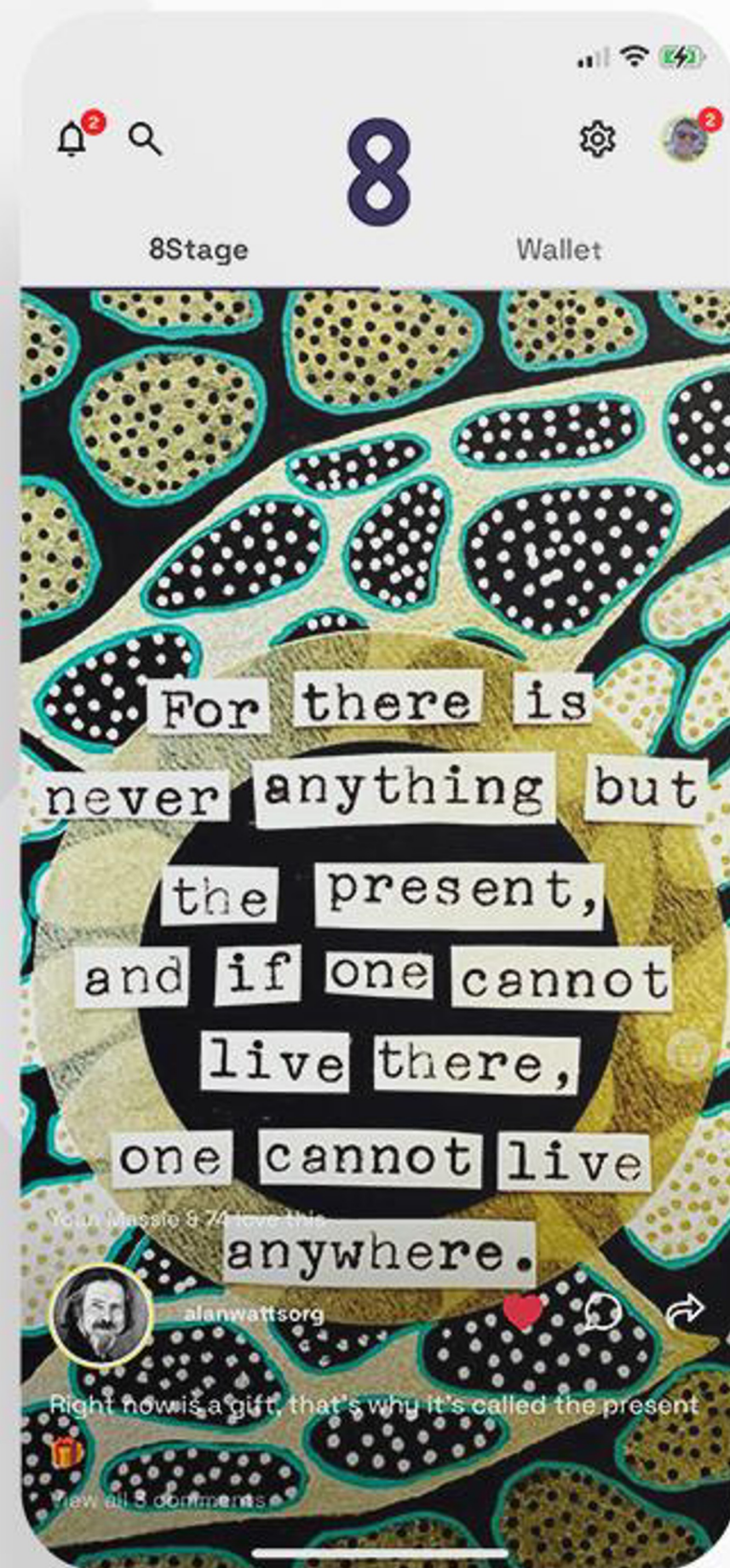
# Social Reimagined

## 8STAGE

**8 posts** of inspiration, fun and collective action anchored around a daily topic / theme / emotion / city.

Where the world comes **together.**

Where we follow the **creators, brands and publishers** that we love.



## FRIENDS FEED

**Reconnect** and **share** with friends.

**No algorithms** – See what you want to see, when you want to see it.

**Zero tolerance of hate** – Feel the freedom to express yourself without fear of judgement.

**No ads** – Just you and your friends. Uninterrupted.

# REIMAGINED AD DELIVERY

**100% opt in  
ad experience**



**Where people feel  
valued & rewarded**

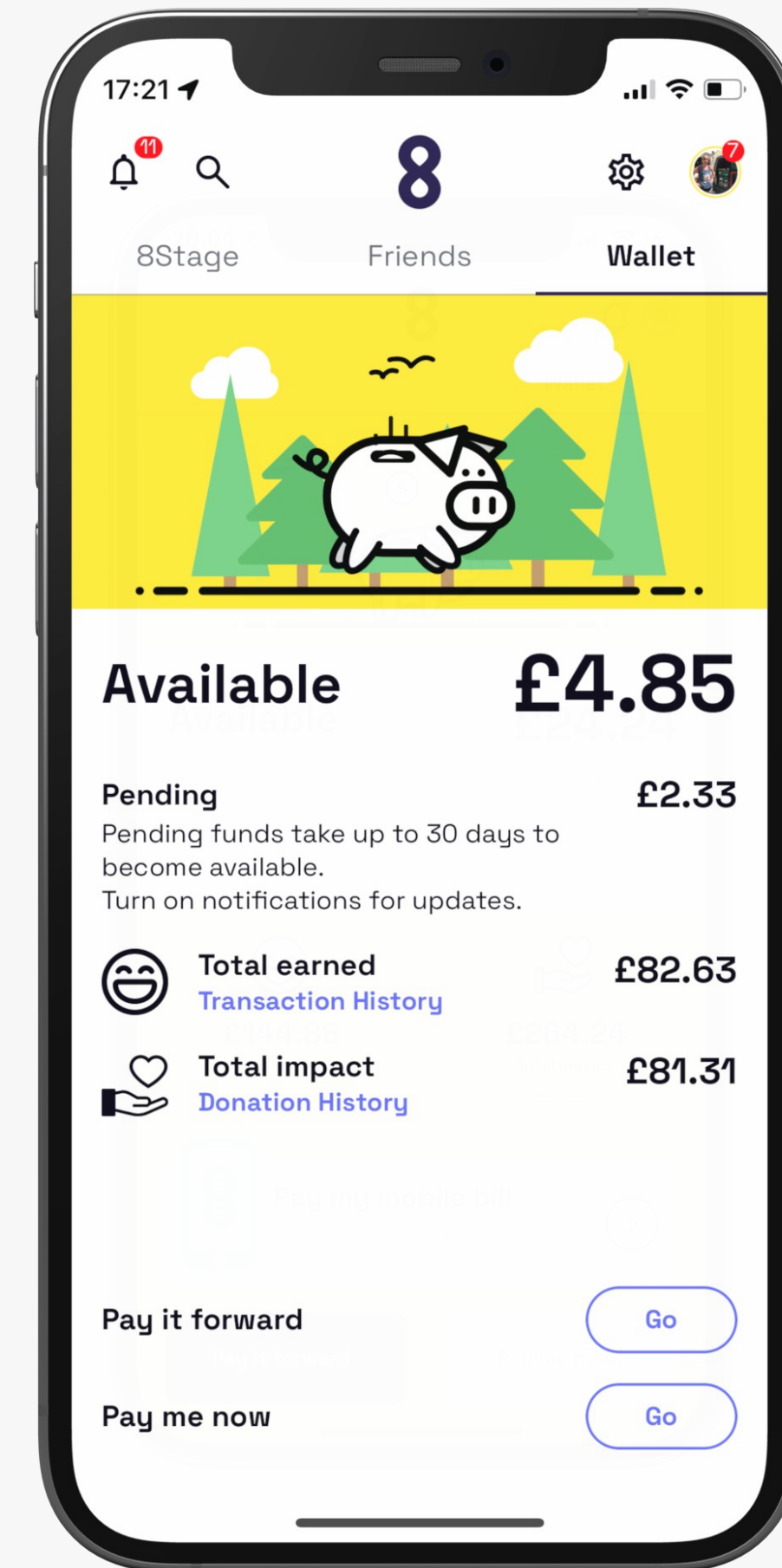
# Giving back to people and the planet

50% to people

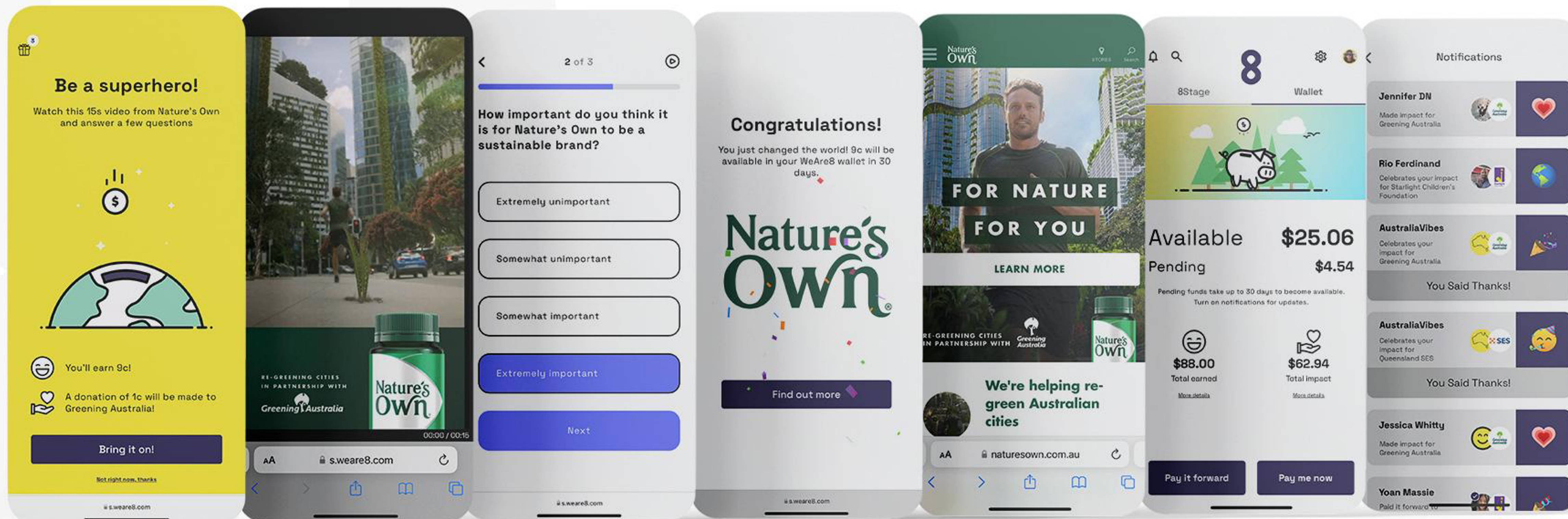
5% to charity and climate solutions

5% to creator fund

54% pay it forward to charity



# REIMAGINED AD DELIVERY



Full screen opt in  
showing impact

15sec to 2min video  
ad & insights

Non incentivised  
click through

Payments to make  
an impact

# 8 Citizen Growth



THE UK'S NO.1 HIT MUSIC STATION



# CREATOR GROWTH



**Rio Ferdinand**  
Ex-Footballer & Pundit



**AJ & Curtis Pritchard**  
Professional dancers and reality TV stars



**Trent Alexander-Arnold**  
Professional Footballer



**Clare Balding CBE**  
English broadcaster, journalist, and author



**Harrison Osterfield**  
Actor and model



**Andy Robertson**  
Professional Footballer



**Abbie Quinnen**  
Dancer and model



**Chemmy Alcott**  
Former World Cup alpine ski racer



**Jordan Henderson**  
Professional Footballer



**Lee McKenzie**  
Journalist and presenter



**Cel Spellman**  
Actor and presenter



**Harry Pinero**  
Entertainer and presenter



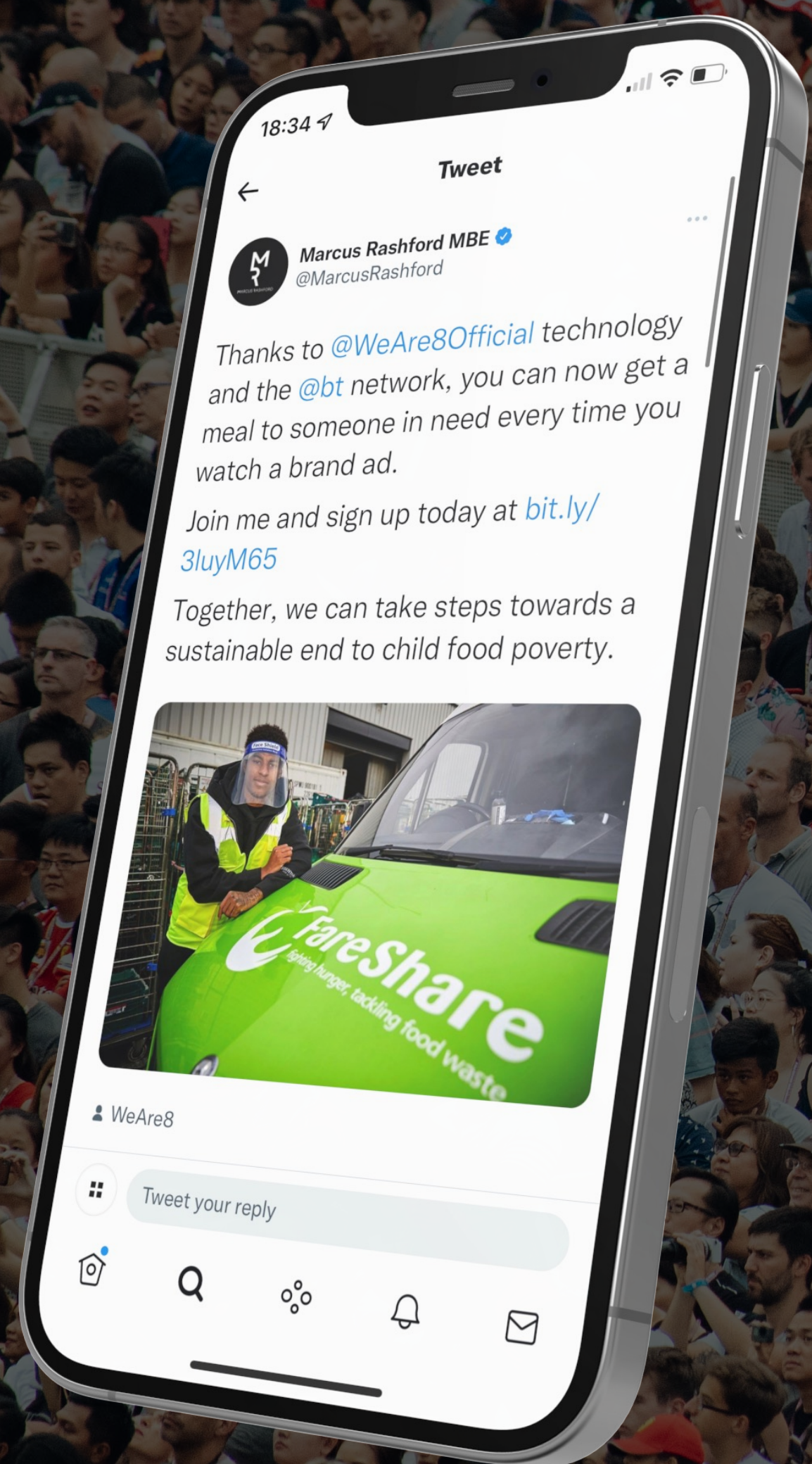
**Margherita Barbieri**  
Ballerina



**Tuwaine Barrett**  
Actor



**Maro Itoje**  
Professional rugby union player



Amazing talent are  
committed to inspiring  
and uniting their fans to  
join them on WeAre8 and  
change the world.  
#8Family



# Global Rollout

We can achieve rapid expansion because we have built a highly scalable, modular, technology framework.



- **2021**  
UK
- **2022**  
Australia
- **2023**  
US  
Canada  
Japan  
Germany  
Spain  
France  
Singapore  
Egypt/Middle East

# 8

## SAM-i

Sustainable Ad Manager  
(Intelligent)

← Home

[SAM-i Help Centre](#)

 Suncorp Bank

Current spend: \$218.40

[Logout](#)

### Suncorp Launch Campaign 2022 Spend

 Download in PDF

#### Campaign Impact

You have valued, paid, and built relationships with 168,700 people.  
Your current cost per relationship (CPR) is \$0.30



You have impacted and contributed \$1,687 to Queensland SES

 Each completed offer donates: \$0.01

You have offset 77.5T of carbon emissions and planted 2,312 trees.

Total contribution towards Ecologi: \$573.58

 Price per tonne of CO2 offset: : \$18.10



#### Campaign Overview

[Overview](#)

[Demographics](#)

Filter by:

Gender



Device



City



Age From



Age To



☐ All ages

MacBook Pro

8

# Advertisers





# Game Changing Performance

**98% Opt in**

**100% VTR**

**100% Viewability**

**10% Guaranteed CTR**

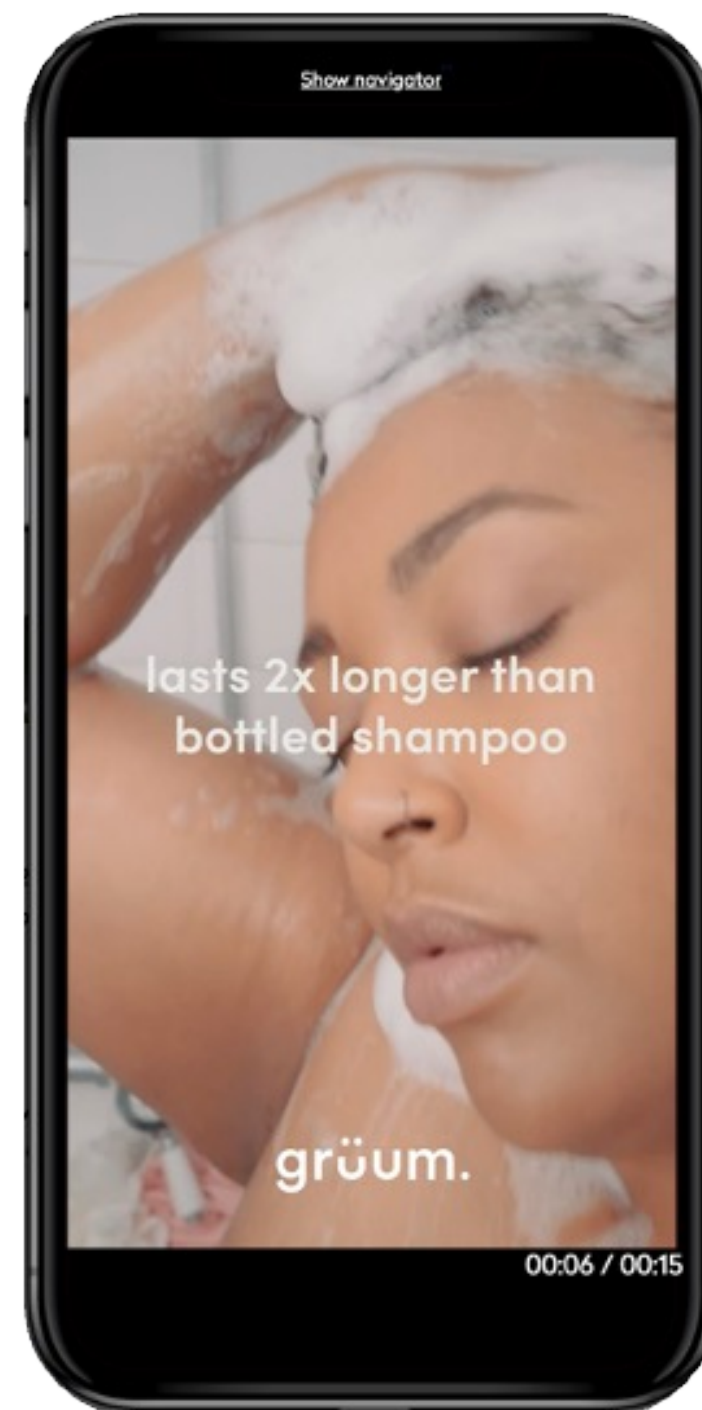
**+83% Brand Awareness**

**+66% Brand Favourability**

**72% Purchase Intention**

**34% Purchase**

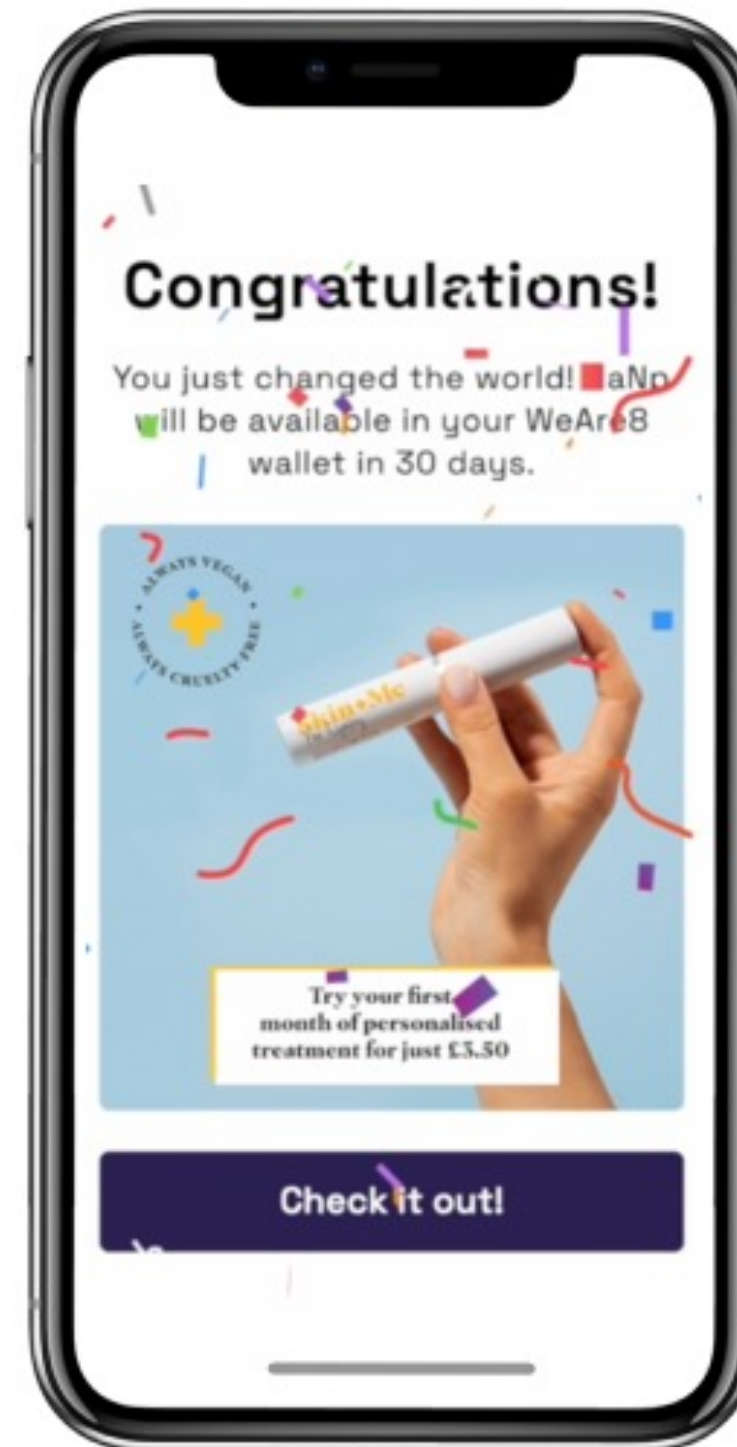
# Transformational results



grüum.

58% CTR

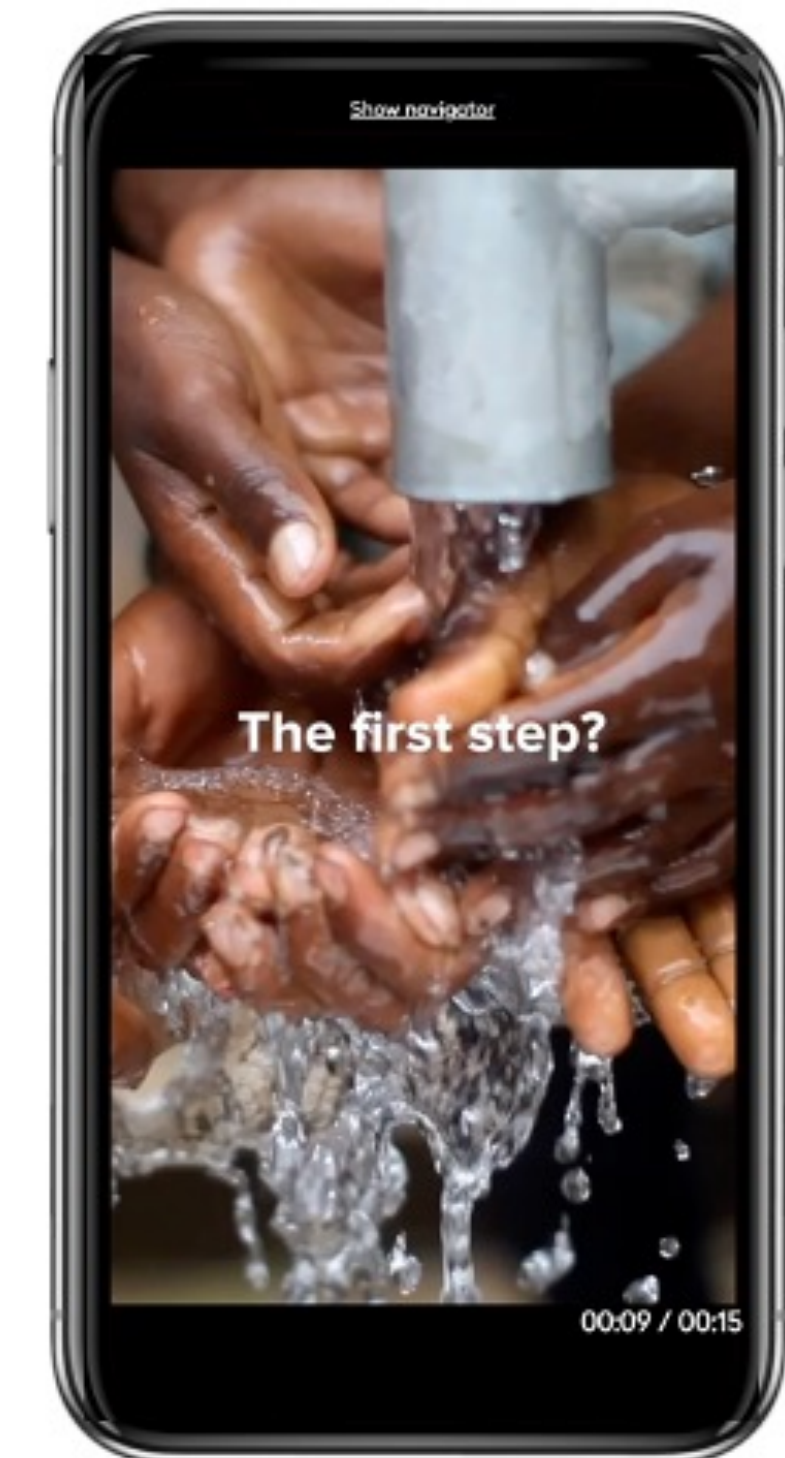
Always on




Skin  
+Me

Lower CPA than Google & FB

Always on



 charity: water

52% Conversion rate

Confirmed 4th campaign



*Ecologi*

Redirect just 9.5% of your social media or digital budget to  
WeAre8 and your entire plan will be carbon neutral

Good for **People**  
Good for **Brands**  
Good for the **Planet**

It's all good on **WeAre8**



# WeAre8

It's all good