

Confidential – SonicX - OCT/NOV -Influencer Marketing Campaign Brief

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This is a CONFIDENTIAL DOCUMENT

By agreeing to join the campaign, you are committed to respecting the brief's conditions and terms.

Welcome to the SonicX Influencer Marketing Campaign!

We are thrilled to extend a partnership offer to you and have you on board as part of our brand collaboration. We value and recognize the power of creativity, and we believe in compensating our partners for their exceptional work.

About " SonicX":

Tap to earn/Airdrop/Web3 Casual Games

Official Web: <https://sonicx.app/>

SonicX Influencer Marketing Campaign - Details

Deliverables: 1) One dedicated Tiktok video

Anchor point will be added

30 days Spark ad code is needed

Posting Date: Before 7th Nov 2024

Posting Restrictions: Refrain from uploading additional videos within 24 hours following the sponsored post. Avoid deletion or concealment of the video for a minimum of 60 days after its initial publication.

Before commencing our collaboration, additional details regarding the video content will be furnished.

Key Campaign Objective:

- To Increase Brand Exposure

- To bring downloads
- Interact with the in-game Wallet button

1. Influencer Video Production Creative Guidelines

Overall Style

- Energetic and Engaging:** The video should capture excitement and enthusiasm, reflecting the fun of playing SonicX.
- Authentic and Relatable:** Encourage influencers to share personal experiences and reactions while playing the game, focusing on the joy of earning.

Key Creative Elements

- **Core Messaging:** Highlight the play-to-earn aspect with catchy phrases, such as:
 - Earn Crypto by Playing!
 - Tap to Earn Rewards!
 - Tap to Earn Coin!
- **Airdrop Incentives:** Emphasize the potential for earning through airdrops, creating anticipation and excitement about upcoming rewards.
- **Visual Highlights:** Showcase gameplay mechanics, particularly the tapping action and instant rewards.
- **User Experience:** Include genuine reactions to winning and the thrill of earning, enhancing relatability.

Creative Freedom

- Allow influencers to incorporate their unique style and personality into the video.
- Encourage improvisation, but ensure the core messaging and gameplay features remain prominent.

Call to Action

- Conclude with a clear and compelling call to action, such as:
 - Click SonicX Now and Start Earning!
 - Jump in and Start Earning Crypto Today!
 - Join the Fun and Tap to Earn Now!

To do :

- Produce creative content that attracts users and emphasizes the game's motivational attributes and user benefits.
- Make sure the content is relevant and resonant to the target user group.
- Demonstrate users' real experience in the game, such as the joy of winning and instant rewards

Video Release Process

1. Confirm your participation and share your rate for the deliverable **in USD**.
2. Talent provides script/outline, based on the content brief we will share.
3. Script confirmation.
4. Shoot video according to the approved script and submit.
5. Video review (if revision is needed, talent must cooperate).
6. Confirm description text, cover, and release time.
7. Publish video and check if link is working properly.
8. Manage the comment section.
9. If the results are good, extending the usage right is possible.

Are You Ready to Join?

If you're ready to embark on this exciting journey with us, please confirm your interest and availability. We can't wait to see the amazing content you'll create for the us Influencer Marketing Campaign on YouTube and Instagram!

Thank you for considering this partnership. We look forward to creating impactful and memorable content together!

Confidential Information

Unless authorized by *PearTechs* and ***SonicX*** team, you agree to hold all Confidential Information in strict confidence, not to disclose Confidential Information to any third parties, and to use Confidential Information solely for the purpose of fulfilling its obligations under these Terms.

“Confidential Information” shall mean all information, excluding information available from the public domain, disclosed by *PearTechs* and *SonicXteam* to you related to these Terms or the current, future, and proposed business, products, and services of *PearTechs* and **SonicX team**.