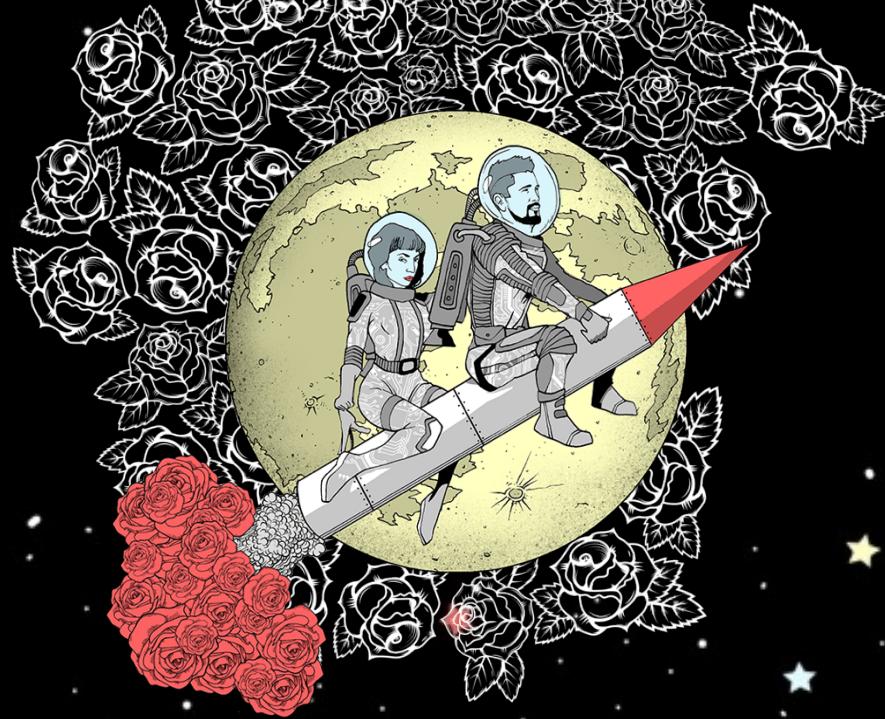




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JUANES MON LAFERTE AMARTE TOUR

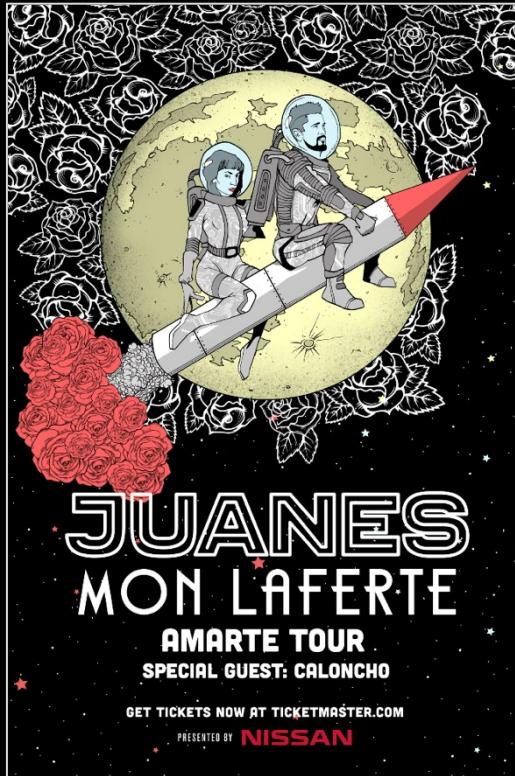


JUANES
MON LAFERTE
AMARTE TOUR

OVERVIEW

NISSAN strategically partnered with one of the hottest Latin tours of 2018– JUANES & MONLAFERTE AMARTE TOUR!

The Tour - exclusively presented by Nissan - kicked off in Orlando followed by concerts in 15 multiple key markets.



TOUR ADMAT



JUANES
MON LAFERTE
AMARTE TOUR

JUANES



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TOUR ACTIVATION SCHEDULE

April 4	Orlando	May 3	Dallas	May 12	Los Angeles
April 22	Miami	May 4	Houston	May 16	San Diego
April 24	Philadelphia	May 6	San Antonio	May 18	San Jose
April 27	New York	May 9	El Paso	May 19	Las Vegas
April 28	Boston	May 11	Phoenix	May 20	Temecula
May 1	Chicago				



JUANES
MON LAFERTE
AMARTE TOUR

EXPERIENTIAL IMPACT HIGHLIGHTS

- TOUR ATTENDANCE: 66,211
- TOTAL TOUR LEADS: 5,545
- PREMIUMS DISTRIBUTED: 5,000**
- SNAPCHAT IMPRESSIONS (VIEWS): 676,900

*** No premiums were distributed in Houston due to sponsorship conflict*





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ACTIVATION HIGHLIGHTS

NISSAN - JUANES MON LAFERTE USA TOUR 2018

DAY	DATE	MARKET	VENUE	CONCERT ATENDANCE	# OF LEADS	CAR DISPLAY
Friday	20-Apr	Orlando, FL	Amway Center	4,000	401	NO
Sunday	22-Apr	Miami, FL	American Airlines Arena	6,000	264	YES
Tuesday	24-Apr	Philadelphia, PA	The Fillmore	1,500	352	YES
Friday	27-Apr	New York, NY	The Theater @ MSG	5,479	413	NO
Saturday	28-Apr	Boston, MA	Orpheum Theatre	2,951	371	NO
Tuesday	1-May	Chicago, IL	Rosemont theatre	4,044	460	YES
Thursday	3-May	Dallas, TX	The Pavillion at Irvine Music Factory	3,385	438	NO
Friday	4-May	Houston, TX	Smart Financial Centre	4,452	N/A	NO
Sunday	6-May	San Antonio, TX	Freeman Coliseum	5,171	403	NO
Wednesday	9-May	El Paso, TX	El Paso County Coliseum	3,927	403	YES
Friday	11-May	Phoenix, AZ	Comerica Theater	3,378	404	NO
Saturday	12-May	Inglewood, CA	The Forum	7,217	298	NO
Wednesday	16-May	San Diego, CA	Viejas Arena at Aztec Bowl San Diego State University	6,847	432	YES (2)
Friday	18-May	San Jose, CA	City National Civic	2,718	321	YES
Saturday	19-May	Las Vegas, NV	Pearl Concert Theater at Palms Casino Resort	2,164	149	NO
Sunday	20-May	Temecula, CA	Pechanga Resort and Casino	2,978	436	NO

Grand Total

66,211

5,545



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AMARTE TOUR



SNAPCHAT METRICS

Date	Location	City	Swipes	Uses	Views
4/20/18	Amway Center	Orlando, Fl	1.3K	461	28.4K
4/22/18	American Airlines Arena	Miami, Fl	661	115	6K
4/24/18	The Fillmore	Philadelphia, PA	540	103	5.2K
4/27/18	Hulu Theater	New York, NY	2.5K	289	6.9K
4/28/18	Orpheum Theater	Boston, MA	2.1K	260	12.6K
4/29/18	Massey Hall	Toronto, On	402	87	3.8K
5/1/18	Rosemont Theater	Chicago, IL	1.3K	481	44.6K
5/3/18	Toyota Music Factory	Dallas, TX	1.3K	926	46.7K
5/4/18	Smart Financial Centre	Houston, TX	982	835	30.3K
5/6/18	Freeman Coliseum	San Antonio, TX	1.5K	1.5K	22.5K
5/9/18	El Paso County Coliseum	El Paso, TX	1.2K	1.02K	48K
5/11/18	Comerica Theatre	Phoenix, AZ	1.1K	764	30.6K
5/12/18	The Forum	Los Angeles, CA	3K	2.2K	58K
5/16/18	Viejas Arena	San Diego, Ca	2.2K	1.9K	60.7K
5/18/18	City National Civic	San Jose, Ca	1.4K	1K	33.9K
5/19/18	The Pearl	Las Vegas, NV	868	565	26K
5/20/18	Pechanga Theater	Temecula, CA	1.3K	1.5K	12.7K



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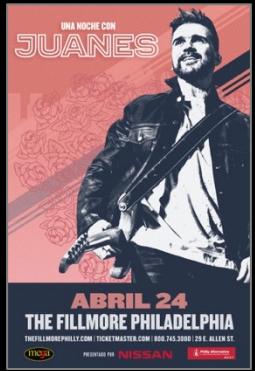
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AMARTE TOUR

MEDIA METRICS



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Branded elements were developed to create a unique activation footprint at all shows communicating NISSAN'S partnership, generating consumer engagement and collecting leads



CONSUMER ENGAGEMENT

Step & Repeat wall
Retractable banners
LED Batons
Lead generation- custom app



ENGAGEMENT ASSETS



JUANES
MON LAFERTE
AMARTE TOUR

LEAD GENERATION & BRAND AMBASSADORS

Each tour stop activation incorporated a team of bilingual Brand Ambassadors, well-versed in the key brand attributes and program objectives. These ambassadors served as brand advocates, and their primary goal was to generate quality leads from our target consumers and drive consumer engagement by:

- Encouraging participation in the brand experiences
- Educating concert attendees about the brand
- Generating excitement and incentivize consumers to provide their information via Juanes meet and greets, seat upgrades and premium giveaways





JUANES
MON LAFERTE
AMARTE TOUR

BRANDED GIVEAWAYS

Consumers that participated in the lead generation program and provided their information received co-branded NISSAN/JUANES LED batons!

Nissan/Juanes LED batons distributed: 5,000





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AMARTE TOUR

NISSAN CAR DISPLAY

Six markets leveraged the opportunity to extend their reach by having a Nissan car display on site in a high traffic area in/or around the venue.

This resulted in additional brand exposure and impressions as consumers were able to interact and take a closer look of the vehicles.



**Venues with automotive marketing deals were not allowed to display a Nissan car due to their current sponsorship agreements*



JUANES
MON LAFERTE
AMARTE TOUR

VIP RECEPTION / MEET & GREET

Prior to each show, NISSAN invited 20 of their customers, local dealers and guests to participate in a VIP hospitality experience with complimentary food and drinks, followed by a meet and greet opportunity with Juanes!





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AMARTE TOUR

LEARNINGS & OPPORTUNITIES

The following examines the program and identifies areas of opportunities for optimizing activation for any upcoming tour partnerships.

MARKET WINS

- + Despite the venues marketing deals with automotive sponsors, the team worked together with the venues to secure Nissan car display placement and consumer engagement in the following markets:
 - Miami and San Diego (2 vehicle display)

MARKET CHALLENGE

- + Los Angeles: Venue did not allow team to activate inside the concourse area and had to activate outside the venue
- + Las Vegas: Restricted us to only (2) two Brand Ambassador's onsite for data collection

ENGAGEMENT, BRANDING AND ACTIVATION ASSETS:

- + Lead generation engagement was well received in all markets. Consumers were receptive to participate and provide their information
- + Additional incentives like the meet and greet and seat upgrades, proved to be very appealing and helped to drive additional leads
- + The photo consumer engagement proved highly efficient in promoting the partnership and striking with our target consumer



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MON LAFERTE
AMARTE TOUR

ACTIVATION HIGHLIGHTS

By Market



JUANES
MON LAFERTE
AMARTE TOUR

Attendance: 4,000
Total Leads: 401
Activation Scale:

- 5 brand ambassadors
- Nissan step and repeat
- 8 retractable banners
- LED foam batons

Key Highlights:

- Brand ambassadors began engaging with consumers outside of the arena prior to doors being opened
- The LED batons proved to be very appealing to consumers, helping to drive additional leads

ORLANDO
AMWAY CENTER

APRIL 20, 2018



JUANES
MON LAFERTE
AMARTE TOUR

Attendance: 6,000
Total Leads: 264
Activation Scale:
• 4 brand ambassadors
• Nissan step and repeat
• Car display

Key Highlights:

- Activation was limited to outside of arena on the main mezzanine
- The crowd started to arrive very close to opening doors
- Traffic was very low from 5:00 pm to 8:00 pm
- In Miami attendees were less receptive to fill out the leads

MIAMI
AMERICAN AIRLINES ARENA

APRIL 22, 2018



JUANES MON LAFERTE AMARTE TOUR

Attendance: 1,500

Total Leads: 352

Activation Scale:

- Nissan car display
- 6 Brand ambassadors
- Nissan step and repeat
- 8 Retractable banners
- LED foam batons

Key Highlights:

- Low concert attendance with only 1,500.
- Brand ambassadors began engaging with consumers outside prior to doors being opened.
- Consumers in this market were extremely receptive to the opportunity to win the meet and greet experience.

PHILADELPHIA

THE FILLMORE

APRIL 24, 2018



JUANES
MON LAFERTE
AMARTE TOUR

Attendance: 5,479

Total Leads: 413

Activation Scale:

- 5 Brand ambassadors
- Nissan step and repeat
- 8 Retractable banners
- LED foam batons

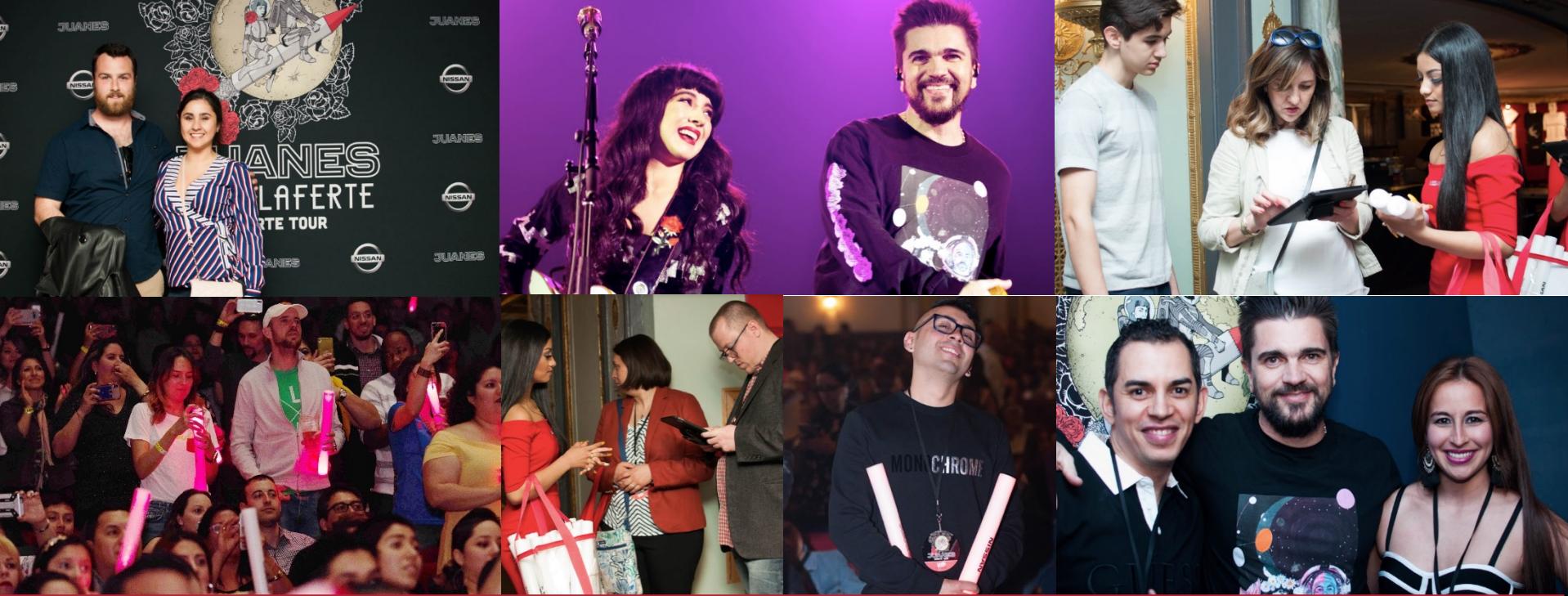
Key Highlights:

- The activation was in a very high traffic area - the theater lobby – where majority of consumers had to go through in order to get into concert hall.
- The LED batons and step and repeat wall continue to prove as a highly engaging tool to attract consumers and gain leads

NEW YORK

THE THEATER @ MADISON SQUARE GARDEN

APRIL 27, 2018



JUANES MON LAFERTE AMARTE TOUR

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- Attendance: 2,951
- Total Leads: 371
- Activation Scale:
 - 5 Brand ambassadors
 - Nissan step and repeat
 - 4 Retractable banners
 - LED foam batons

Key Highlights:

- Smaller sized venue helped activation elements be more visible generating great brand awareness and exposure.
- Additional ticket upgrades (4) were used to increase excitement and consumer engagement.

BOSTON
ORPHEUM THEATER

APRIL 28, 2018



JUANES
MON LAFERTE
AMARTE TOUR

Attendance: 4,044

Total Leads: 460

Activation Scale:

- Nissan car display
- 6 Brand ambassadors
- Nissan step and repeat
- 8 Retractable banners
- LED foam batons

Key Highlights:

- Consumers in this market were very open to engaging with the brand ambassadors and to participate in the Nissan promotion.
- Car display area was positioned in a highly visible and trafficked area thus visited by many concert goers.

CHICAGO
THE FILLMORE

MAY 1, 2018



JUANES MON LAFERTE AMARTE TOUR

Attendance: 3,385

Total Leads: 438

Activation Scale:

- 6 Brand ambassadors
- Nissan step and repeat
- 8 Retractable banners
- LED foam batons

Key Highlights:

- One additional brand ambassador was added to the photo engagement area to assist consumers with their selfies and photos this helped increase consumer excitement and participation.

DALLAS

THE PAVILLION AT IRVINE MUSIC FACTORY

MAY 3, 2018



JUANES
MON LAFERTE
AMARTE TOUR

Attendance: 4,452

Total Leads: n/a

Activation Scale:

- Current venue automotive sponsor restricted any Nissan activation onsite

Key Highlights:

- Nissan guests enjoyed the VIP hosted meet and greet experience with Juanes!

HOUSTON
SMART FINANCIAL CENTER

MAY 4, 2018



JUANES MON LAFERTE AMARTE TOUR

Attendance: 5,171

Total Leads: 403

Activation Scale:

- 5 Brand ambassadors
- Nissan step and repeat
- 8 Retractable banners
- LED foam batons

Key Highlights:

- Great show attendance. Consumers were eager to participate and fill out the leads in order to receive the LED batons!
- The venue was a nice size which created a very intimate show.
- The Nissan /Juanes back drop was a great attraction.

SAN ANTONIO

FREEMAN COLISEUM

MAY 6, 2018



JUANES MON LAFERTE AMARTE TOUR

Attendance: 3,927

Total Leads: 403

Activation Scale:

- Nissan car display
- 6 Brand ambassadors
- Nissan step and repeat
- 8 Retractable banners
- LED foam batons

Key Highlights:

- Vehicle display was prominently located outside the main coliseum entrance.
- Consumers had the opportunity to engage with the brand ambassadors prior to opening doors and register for the opportunity to win the VIP experience.
- We were able to gain additional brand exposure and engagements by relocating the BA's to inside the coliseum during "Mona Laferte's" performance.

EL PASO COUNTRY COLISEUM

MAY 9, 2018



JUANES
MON LAFERTE
AMARTE TOUR

Attendance: 3,378

Total Leads: 404

Activation Scale:

- 5 Brand ambassadors
- Nissan step and repeat
- 8 Retractable banners
- LED foam batons

Key Highlights:

- Consumers were drawn to the photo engagement throughout the course of the pre-show and Mona Laferte's performance.
- Consumers enjoyed the experience of filling in information on the iPads as it was seamless and turnkey.
- RM was able to bring the brand ambassadors to meet Juanes generating additional brand exposure.

PHOENIX
COMERICA THEATER

MAY 11, 2018



**JUANES
MON LAFERTE
AMARTE TOUR**

Attendance: 7,217

Total Leads: 298

Activation Scale:

- 5 Brand ambassadors
- Nissan step and repeat
- 2 Retractable banners

Key Highlights:

- On site activation was located outside of concourse where there were high winds, access to sandbags helped ensure that the activation was safe and secure.
- The VIP suite was located on the same level as floor seats, which helped make the experience more elevated.

INGLEWOOD, CA
THE FORUM

MAY 12, 2018



JUANES
MON LAFERTE
AMARTE TOUR

Attendance: 6,847

Total Leads: 432

Activation Scale:

- 2 Nissan car displays
- 6 Brand ambassadors
- Nissan step and repeat
- Retractable banners
- LED batons

Key Highlights:

- Brand ambassadors interacted with consumers near the Nissan car displays providing great brand awareness and exposure.
- BA's engaged with the consumers and provided the hashtag #NissanLatino on every picture/video they took with them and the
- Consumers enjoyed being able to check out the (2) Nissan vehicles onsite at the concert

SAN DIEGO
VIEJAS AREA

MAY 16, 2018



JUANES MON LAFERTE AMARTE TOUR

Attendance: 2,718

Total Leads: 321

Activation Scale:

- Nissan car displays
- 6 Brand ambassadors
- Nissan step and repeat
- Retractable banners
- LED batons

Key Highlights:

- The orange Nissan Murano was parked directly in front of the venue main entrance.
- Due to the Nissan SNR's location, it created visibility and additional consumer interaction.
- Consumers enjoyed the M&G opportunity and the LED batons. These were a big hit in San Jose and they were spread out throughout the venue.

SAN JOSE
CITY NATIONAL CIVIC

MAY 18, 2018



JUANES MON LAFERTE AMARTE TOUR

Attendance: 2,164

Total Leads: 149

Activation Scale:

- 2 Brand ambassadors
- Nissan step and repeat
- Retractable banners
- LED batons

Key Highlights:

- Consumers stood in line to take pictures in front of the SNR and wager to share their moment on their social media networks
- The BA's were able to go inside the concert area front row and hand out LED batons to the front row.
- RM was able to convince the venue to not restrict the BA's behind a table and allow for a more inviting atmosphere for the consumers to interact with the BA's.

LAS VEGAS
PEARL CONCERT THEATER

MAY 19, 2018



JUANES MON LAFERTE AMARTE TOUR

Attendance: 2,978

Total Leads: 436

Activation Scale:

- 5 Brand ambassadors
- Nissan step and repeat
- Retractable banners
- LED batons

Key Highlights:

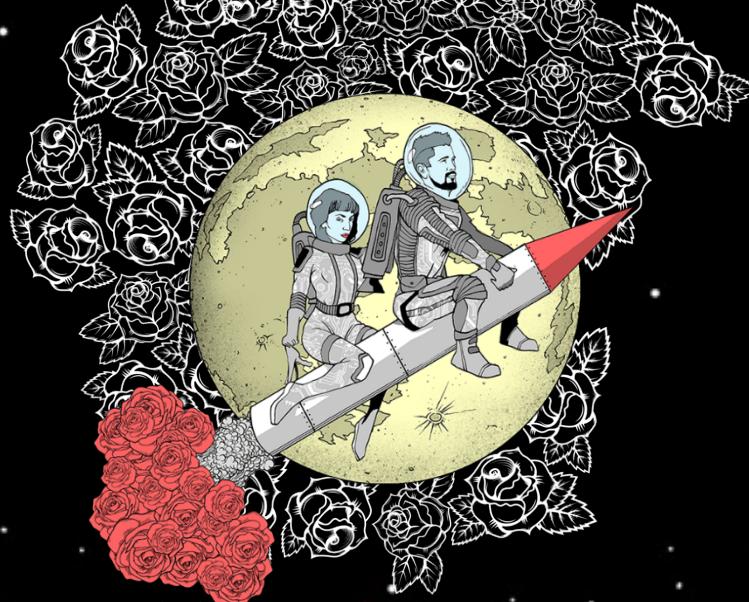
- Nissan consumers that won the meet and greet experience were ecstatic, and at one point the entire M&G line started cheering "Nissan, Nissan, Nissan!!"
- There was a huge line pre-show as consumers were ecstatic about taking a picture in front of the SNR.

TEMECULA
PECHANGA RESORT

MAY 20, 2018



JUANES
MON LAFERTE
AMARTE TOUR



JUANES MON LAFERTE AMARTE TOUR

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