Goodbye Bannon – Moovly provides candidates and campaign managers (and corgis) a way to engage the grassroot voter

Presidential Election increases interest in social media and effective online campaigning

Steve Bannon, former Trump adviser, was hauled in on August 20th to face charges of wire fraud and money laundering relating to a private crowdsourced 'We Build the Wall' campaign. Arrested by the U.S. Postal Inspection Service (USPIS) on a 150-foot luxury yacht called Lady May, owned by an 'exiled Chinese billionaire' off the coast of Connecticut, Bannon allegedly redirected a large portion of the $25 million raised towards questionable 'expenses'.

While the visual of the USPIS team storming a $28 million yacht in open seas will make a great future Netflix film, the real question of relevance for many is clear: **how do we ensure that our vote and our political donations reach the intended target?**

The scandal of the 'We Build the Wall' campaign and the downfall of shadowy political operatives like Bannon – who built his reputation on fake news and questionable fundraising – highlights the need for doing politics different. But how do we get voters motivated and the candidate's message out without blowing a zillion dollars on Google ads, or hire some Russian hackers to (allegedly) manipulate our perception of

reality via Facebook?

Moovly Media Inc. ("Moovly" | TSXV: MVY) thinks it has the answer and already possesses proof of concept through their active role in elections in both Europe and South East Asia where they outperformed expectations.

Brendon Grunewald CEO, President of Moovly, a leading platform for creating engaging, customizable multimedia content, explained that "Moovly's mass customization and templating content platform enables political candidates and parties to communicate and really engage with voters and take action at the grass roots level at a fraction of the cost traditionally required. Honestly, you no longer need a million dollars to become a media powerhouse anymore," he continued. "The key is simple — <u>engage the voter with the candidate by going to the intended audience with messaging that is meaningful</u>. We have the know-how, and the platform already being used by major companies and 3 million users."

Now how do they do it, we ask? Brendon used a metaphor that resonates with the InvestorIntel audience: "You don't enjoy the stock market the same way if you are not really in it. Reading about it is not the same as owning a share and watching your money grow or lose. For an election process to work, we must cut out the middleman and let the voters communicate directly with the candidate and their peers. It makes them part of it. It allows voters to take action."

It sounded to good to be true, so I asked for some examples of how Moovly's innovative cloud based, SaaS digital multimedia content creation and automation platform works when deployed in a campaign.

Here's our take on how this works, depending on whether you are a campaign manager, the candidate, the political party or a pollster, or most importantly — the voter.

The Campaign Manager/Candidate:

Campaigns and candidates have two challenges — getting their message out and making sure that message resonates. Moovly is capable of both. <u>Video content is one of the most powerful influences on voters</u> but can be expensive and time-consuming to produce when campaigns and issues need to respond rapidly to issues and concerns. Moovly allows campaigns to easily create a professional-looking "video wrapper" or template, and then quickly upload and distribute video content on the fly. Those messages can be instantly posted on social media or on a website within minutes, fully branded and wrapped in campaign theme with no need for the delay or expense of a video editor team.

Testimonials and endorsements are one of the strongest ways to build credibility among voters. Moovly's platform can gather voter and supporter endorsements from the field by volunteers and others using a simple mobile app combined with a "video wrapping" template. Video can be shot, uploaded and published from the field via mobile phone by people with minimal technical skill, without delay or sacrificing a professional look, and shared instantly via social media.

Getting your message to resonate requires responding to the needs and interests of voters. Moovly's Automator API can personalise the delivery of video emails based on the recipient's demographic profile or recorded areas of interest, reaching voters with professional content tailored to their specific interests. Through viewer responses and analytics, it can also collect data for a wide spectrum of media marketing. Modern political campaigns move fast and rely heavily on engaging, grass roots communications, and micro-targeting voters is now the key to developing grass roots support and motivating voters. **Moovly is the simple tool to help your campaign deliver your message — and data — to voters**.

The campaign or candidate who is constantly in front of voters with a compelling and credible message has a distinct advantage on election day.

The Campaign Fundraiser:

Campaigns are expensive. Not all candidates have access to yachts, big benefactors or ritzy fundraisers. The power of grassroots donations has exploded with the internet and social media. Moovly's micropayment platform allows candidates to effortlessly raise funds in individually small amounts from grassroot supporters, by charging or asking for a donation when submitting an endorsement.

The Political Party:

Brendon explained that sometimes a political party can field a large number of candidates and Moovly allows campaigns to control and maintain a consistent look and feel to the party's core message. The political party can create a standard party video and allow each candidate to easily personalize and distribute it locally via their own channels.

To be non-partisan, let's say I represent the "Corgi Party." In this example, we may have a lot of Corgi owners in my neighborhood and all agree that this is an amazing dog but can't agree on which one is the best. The Corgi Party distributes a link for anyone running for 'best Corgi in the neighborhood' and the video automatically starts with "This video advertisement was brought to you by the Corgi Party" and the sell line such as "dogs too cute to handle". Candidates for best simply use Moovly to insert their photo, name, and a 15-20 second video from their cell phone of why they are the best Corgi for the job, and *pow* (or is that 'paw'?), the video becomes a magic carpet ride to quickly assess the popularity of the candidate for the Party.

The Pollster:

Moovly's Automator API can also personalise the delivery of video emails based on the recipient's demographic profile, reaching the voters with professional content tailored to their specific interests, and collect data for a wide spectrum

of media marketing. Microtargeting voters is now the key to developing grass roots support and motivating voters. Modern political campaigns move fast and rely heavily on engaging, grass roots communications. **Moovly is a simple tool to help a campaign deliver its message – and data – to voters.**

The Voter:

Video can be a two-way street with Moovly. Using Moovly platform, campaigns can add video templates for voters and volunteers to make engaging support content for the candidate or party in an election. Similar to an on-line greeting card, **political supporters can make compelling and personal videos to download, post and share to show their support**.

At the end of the day, Moovly is a powerful yet simple video creation tool that has already shown its effectiveness in influencing actual political campaigns. It allows candidates and local campaigns to quickly create professional-looking videos with a consistent look and feel to **engage voters on issues important to them**. At the end of the day, it is a tool that markets the candidate, the campaign, the political party, all through colorful and dynamic video content created by us: the voters.

It does not take a billion dollars to get elected if you have the right people and use the right technology to communicate and engage with voters, and allow those voters to easily actively promote and retransmit your message in a controlled and measurable way.