

MEDIA KIT

**SavviVille
Streatham's**

FREE
community app

2021



savviville.com

Call: 020 7112 4877

NEW!

FEATURES

Find over 800 local businesses, cafes, salons, gyms, shops, and more

Add local events directly to your calendar

Chat to members without sharing your personal data

Discover schools, clubs, societies, community groups...

Collect loyalty points on your phone and never lose a card again

Streatham offers and discounts

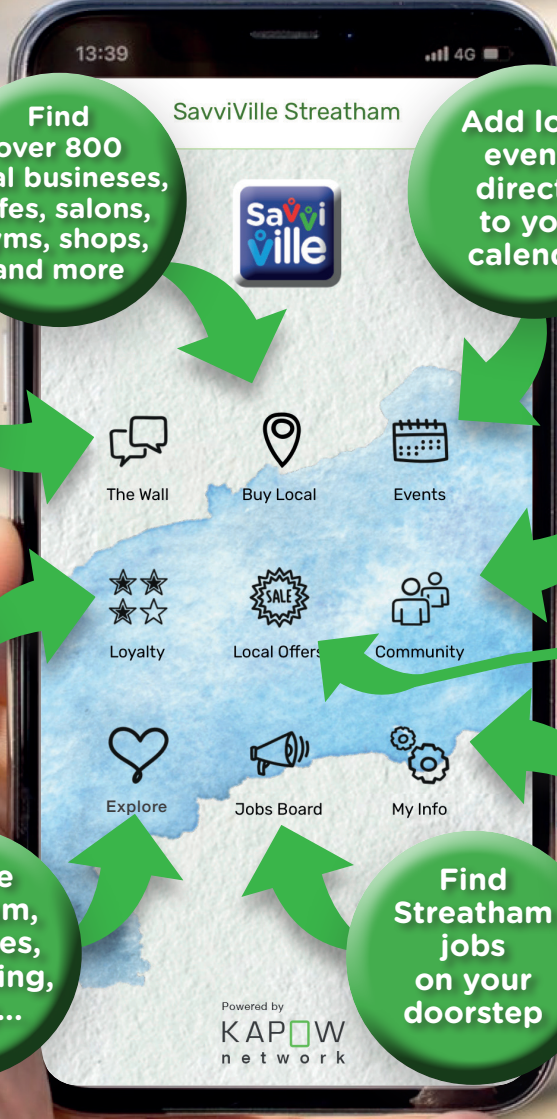
Explore Streatham, train times, bus tracking, cycling...

Find Streatham jobs on your doorstep

Your profile details and messages

FREE download

THE 'go to' resource for the Streatham community



Be part of
something
BIG that has
just launched
in Streatham

**EVERYTHING
STREATHAM**

**SIMPLY
THREE
CLICKS
AWAY!**



Available on the
 App Store

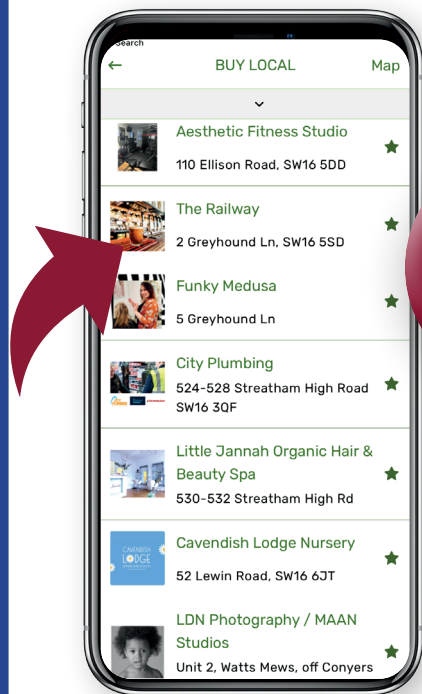


ANDROID APP ON
 Google play

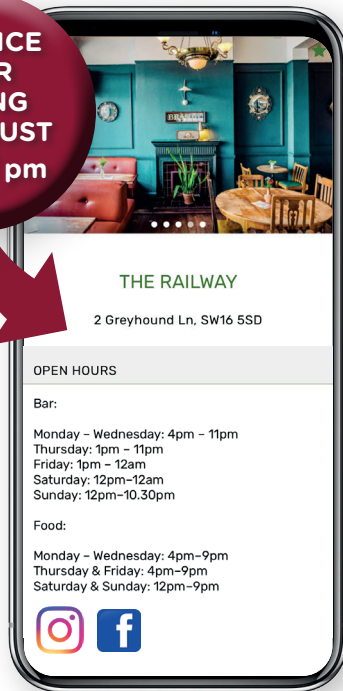
The
Streatham
community
app

BENEFITS FOR LOCAL BUSINESSES

Tons of reasons to revisit the app
Tons of reasons for members to find you on it!



**ENHANCE
YOUR
LISTING
FROM JUST
£26.50 pm**



- **Stand out from other businesses and attract more local customers**
- **Includes images, description, web, social, and your app links, opening hours, email/phone number, map directions etc**
- **Gold enhancements include either a loyalty scheme or offers bundle**
- **Add your events for FREE or enhance for a small charge**
- **Post your offers and events on the wall and talk direct to Streatham's community**

**USER
BENEFIT**

**MORE
STREATHAM
EVENTS
LISTINGS
THAN
GOOGLE OR
FACEBOOK!**

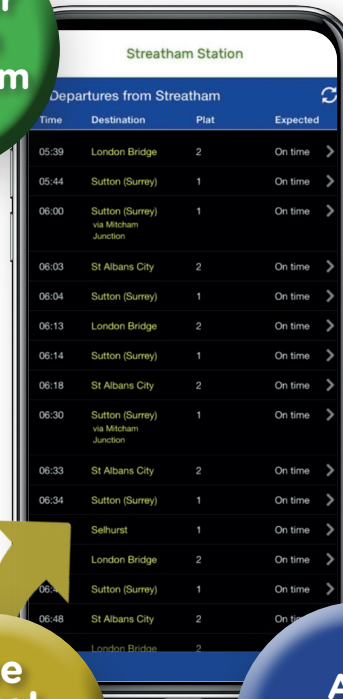
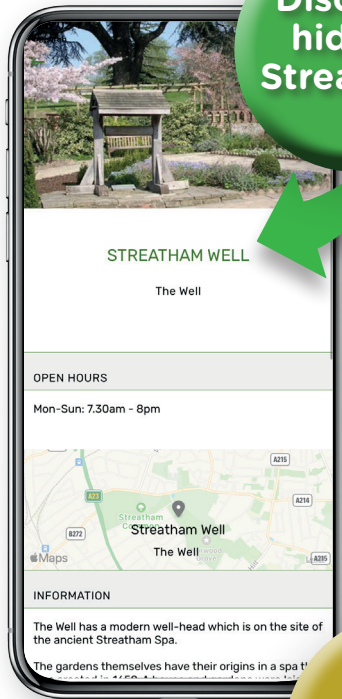


Google and Facebook rely on businesses and groups to actually add their information themselves. So, for example, if a business closes it will remain listed.

Facebook on the other hand can be time-consuming for users to populate, so doesn't always have the best information for the Streatham community - and often events further afield are given more priority than local ones, taking spending power out of the area.

At SavviVille, we do all the hard work keeping business information and events up-to-date and all in one place.

**BUSINESS
BENEFIT**



Over 4,500 downloads in the first 6 months of launch*

**Download figures as of April 2021*

**USER
BENEFIT**

**BUSINESS
BENEFIT**

**“Our loyalty card
continues to
work well and
our customers
are enjoying
their free gifts!”**

*Marj Watts
Healthier Without, SW16*

**NO MORE LOST
LOYALTY CARDS**

**SIMPLY COLLECT
YOUR
STAMPS IN-APP**



**FREE
& simple
to use**

**The
app for
community,
charity &
business**



- **Community access to local businesses in just 2 clicks**
- **FREE to download**
- **Both Apple & Google Play versions**
- **Better local info & event listings than Google & Facebook!**
- **Community generated information, needs & wants**
- **90% of content only 3 clicks away**
- **Supporting charities, businesses and the Streatham community**

**USER
BENEFIT**

**GOODBYE
SNOOPERS!**

**CHAT TO THE
COMMUNITY
WITHOUT
SHARING
PERSONAL
SOCIAL MEDIA
DETAILS**



**BUSINESS
BENEFIT**

**Share your
offers and
events to the
community
without them
fearing you'll
harvest their
personal details.**

**USER
BENEFIT**

**DISCOVER
STREATHAM
PLACES OF
INTEREST
YOU DIDN'T
EVEN KNOW
EXISTED!**



**BUSINESS
BENEFIT**

**Lots of reasons
for users to
re-visit the app
again and again.**

**BUSINESS
BENEFIT**

**ADVERTISE
LOCAL
JOBS
FOR
LOCAL
PEOPLE**



Employing local Streatham people is good for your business and good for the local community. Your employees will be happier because they don't need to travel far or pay much (if anything) to get to work. The job you're offering them has a double benefit and will be more appealing to them.

It's easy to advertise a job position on the Savvville app, and it's free. Just go to the 'Jobs Board' section of the app and you'll find a simple form to complete. You can do it on your phone in minutes.



EARLY BIRD OFFER: FREE AD PANEL ON 100,000 MAPS!

Circa 100,000 SavviVille maps will be distributed throughout Streatham to promote the app, in places of high footfall and given away free in shops, stations, restaurants, estate agents, bars and many highly visible spots.

You won't miss it!

SavviVille App Rates

Stand out in Streatham

An ad panel on
100,000 fold-out
pocket maps.

PLUS an enhanced
listing on the app.

Cira 50 local distribution sites - restaurants, stations, pubs, shops...

Circa 100,000 SavviVille maps will be distributed throughout Streatham to promote the app, in places of high footfall, and given away free in shops, stations, restaurants, estate agents, bars and other highly visible spots.

An ad on the map is reserved for early bird bookers only.

Map ad SPEC

Full panel: 50mm (w) x 78mm (h)
- Add 3mm bleed = 56mm x 84mm
- Allow 2mm type safe area

Half panel: 50mm (w) x 39mm (h)
- Add 3mm bleed = 56mm x 45mm
- Allow 2mm type safe area

2021 rates. Prices subject to standard 20% VAT.
SavviVille is a Kapow Network Limited company.

Monthly	Free	£26.50	£59.50	£500
Annual (2 months free)	Free	£265	£595	£5000
SavviVille MAP (circa 100,000 circulation)	Basic	Silver	Gold	Platinum
Half panel on map		•		
Full panel on map			•	
Premium map panel (x4 available)				•
Dynamic QR code on map (if required)			•	•
SavviVille APP				
Business listing	•	•	•	•
Address details	•	•	•	•
Full business description		•	•	•
Opening hours		•	•	•
Instant call phone number		•	•	•
Email link		•	•	•
Website link		•	•	•
Link to your own app		•	•	•
Pin on interactive map (with directions)			•	•
Category listing	1	3	3	5
90 x 90 pixel listing thumbnail		•	•	•
Up to x5 photos		•	•	•
Twitter link			•	•
Facebook link			•	•
Instagram link			•	•
- Monthly special offer OR			•	•
- 1 year Punch Card loyalty scheme			•	•
- Rental properties 'Gold Bundle'			•	•
1/4trly push notification message				•
Monthly content push on social wall				•
3 months brand sponsor on home page				•
12 months section sponsor				•
Monthly E-newsletter / website				
E-news banner (168x90 pixels) x3 months				•
E-news profile & hyperlink to your website				•
Linked logo & profile on SavviVille website				•

Also available on request

- Page/Section sponsorship
- Events bundles
- Additional deals bundles
- Rental property bundles
- Serving Streatham section
- Advertorials
- Featured Menus
(Cafes / Restaurants / Bars)
- Featured Shops (Shopify in-app)
- Streatham product listing
- Featured People Profile
- And more...

**TRY IT
YOURSELF**



Available on the
 App Store



ANDROID APP ON
 Google play





**Interested in adding
your business to the
SavviVille Streatham
community app?**

**Email
chris.r@kapownetwork.com**

**or call
020 7112 4877**

www.savviville.com