

# Logi G / Astro Strategic Recommendations

Yes Marketing | 03/08/2019



# Content

- Logi G + Astro Communications Architecture
- Template Design Inspiration
- Playbook Ideas
- Competitive Landscape
- Next Steps





Astro & Logi G  
Communications  
Architecture



## Brand Differentiators:

- Logitech G
  - Focuses more on the PC gamer
  - Innovation
- Astro
  - Focuses more on the console gamer
  - Lifestyle brand

## Email Audience:

- Astro & Logitech G emails will be deployed to users who opt-in via:
  - Product purchase and/or registration
  - Astro & G websites
  - Astro & G account creation

## LIFECYCLE

POST PURCHASE ONBOARDING

TIERED WELCOME SERIES

BIRTHDAY

ANNIVERSARY

EMAIL REENGAGEMENT SERIES

## PURCHASE CYCLE

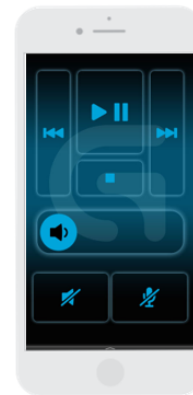
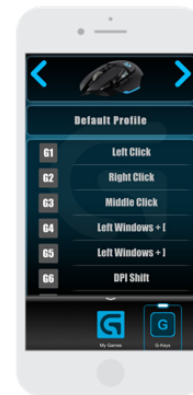
PRODUCT REVIEW

UP/CROSS SELL

REPEAT PURCHASE

CUSTOMER SURVEY

## LOGITECH G APP



## BASE

## BEHAVIORAL + EVENT

## REGIONS + LANGUAGE



PROMOTIONAL

NEWSLETTER

NEW FEATURE

SEASONAL

CONNECTION TRIGGERS Y/N

SOCIAL / INFLUENCER

BRAND / STORIES

CONTEST / EVENTS

AMR and EMEA

English, German, French

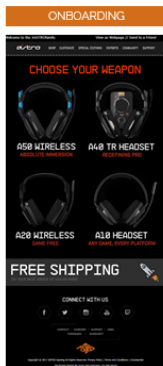
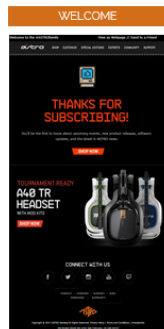
Logitech.com deployment: Not unique to G audience



CURRENT

OPPORTUNITIES

## LIFECYCLE



TIERED WELCOME SERIES

BIRTHDAY

ANNIVERSARY

EMAIL REENGAGEMENT SERIES

## PURCHASE CYCLE

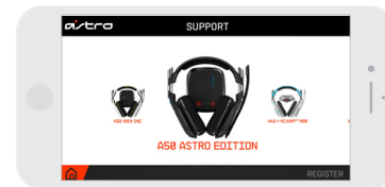
PRODUCT REVIEW

UP/CROSS SELL

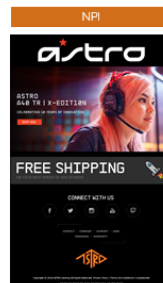
REPEAT PURCHASE

CUSTOMER SURVEY

## ASTRO APP



## BASE



NEW FEATURE

SEASONAL

SOCIAL / INFLUENCER

BRAND / STORIES

ENERGY MOMENTS

CONTEST / EVENTS

## BEHAVIORAL + EVENT

CONNECTION TRIGGERS Y/N

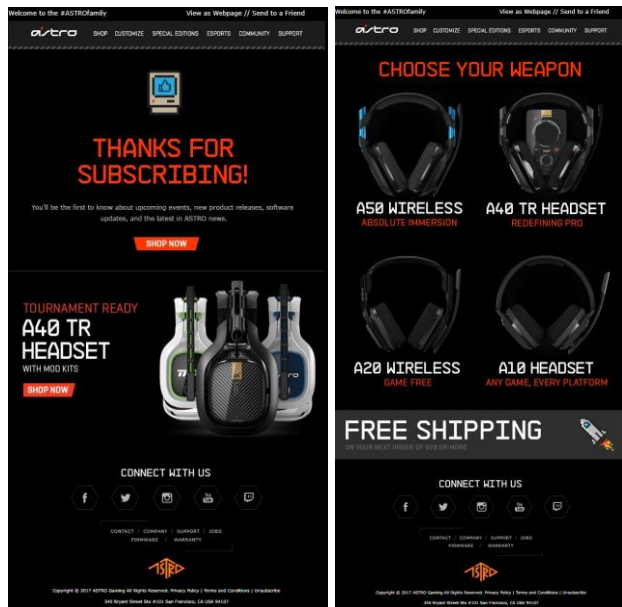
## REGIONS + LANGUAGE

AMR and EMEA  
English, German, French

# Lifecycle |

Triggered messages based on what stage a customer is at in their journey with a brand

- Welcome / Onboarding series



Lifecycle Program Opportunities



Tiered Welcome Series - Create an Account – Wish List - Birthday - Anniversary - Reengagement Series



# Purchase Cycle | Provide education on product purchased and promote cross-sell

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Purchase Cycle Program Opportunities

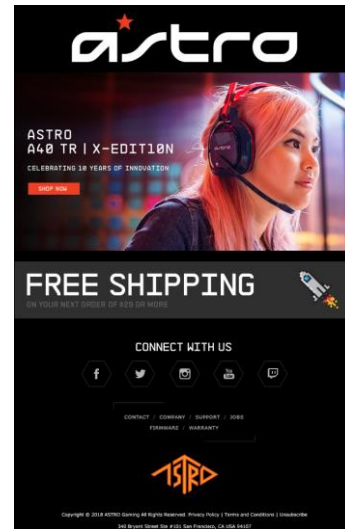
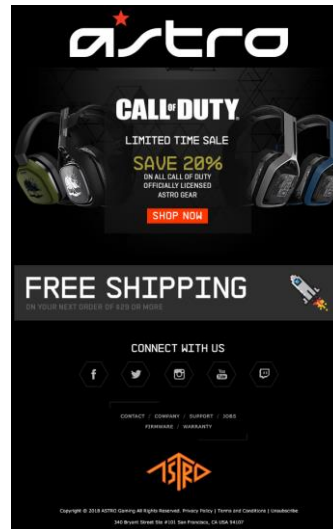
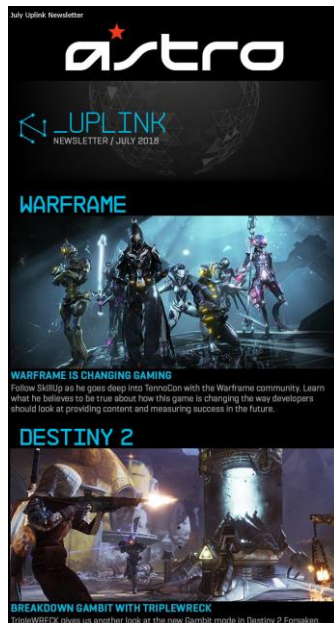


Repeat Purchase - Customer Survey - Upsell - Cross-sell - Upgrade  
Your Device



# Base | Portfolio of communications designed to drive sales by informing & engaging recipients

- Newsletter
- Promotional
- NPI (New Product Launch)



## Base Program Opportunities

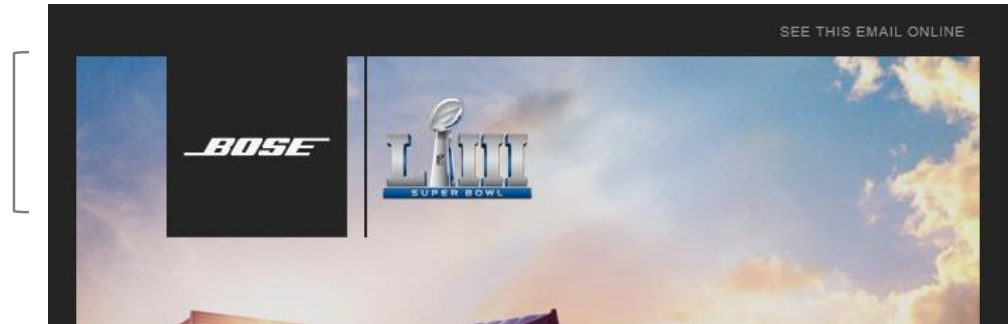
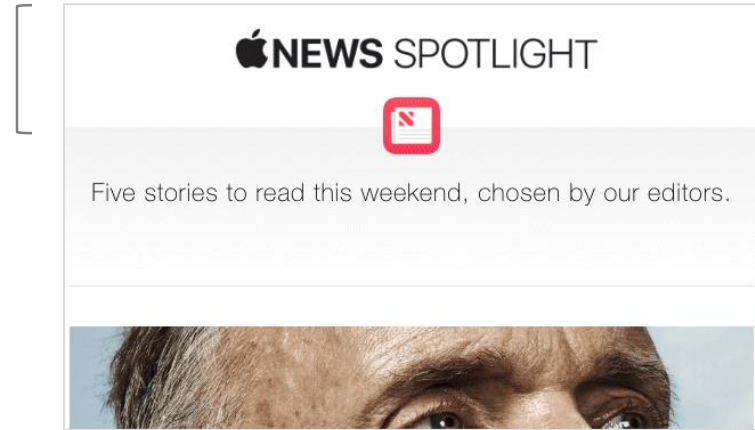


New Features - Seasonal - Social / Influencer - Brand / Stories - Events

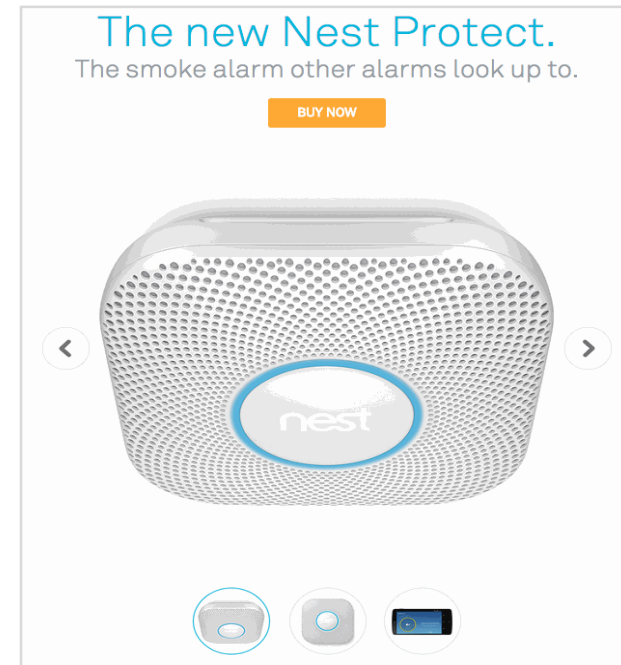
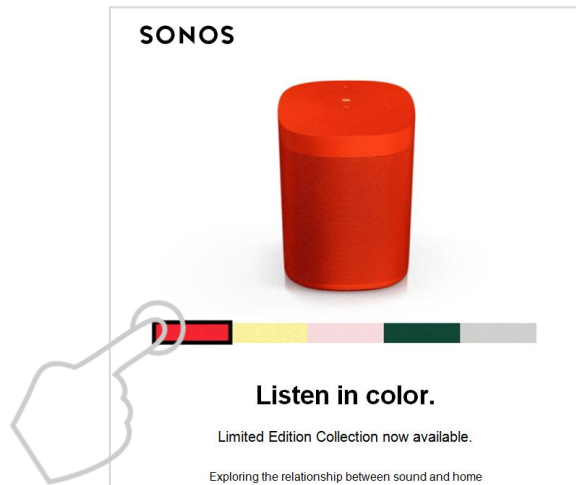
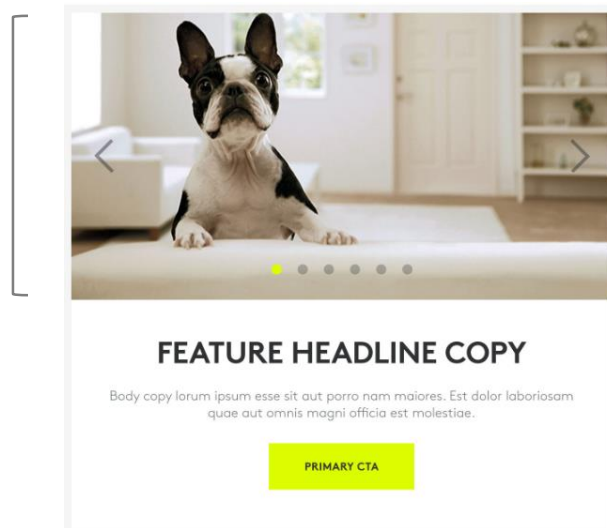


## Template Module & Design Inspiration

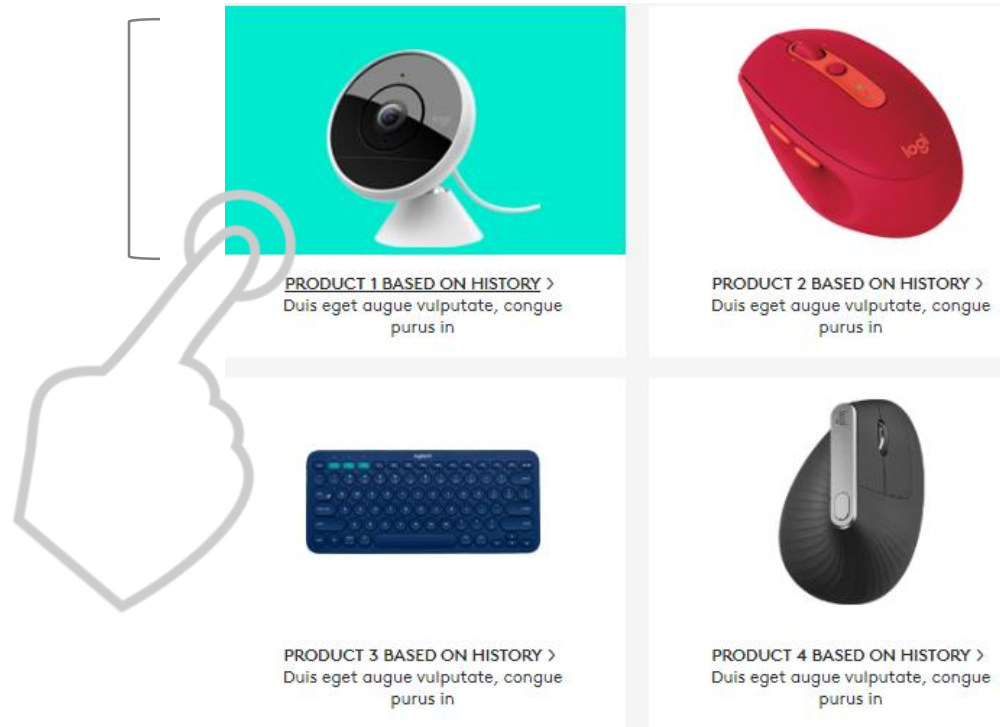
Branded + Co-branding  
message header



## Carousel



## Interactive color change selection



## Pinboard layout



### ALWAYS READY TO ROCK

POWER UP makes charging your speakers super easy. You can even keep playing while docked. Plus the sleek design looks awesome with any MEGABOOM.

### CONTROL VIA THE APP

Use the BLAST & MEGABLAST app to quickly setup and control your speaker. Enable and disable Alexa, customize EQ settings, and check battery levels.

[LEARN MORE](#)

### HANDS-FREE VOICE CONTROL

Amazon Alexa built-in for hands-free voice on Wi-Fi, both at home or on-the-go.



### WATER + DROP PROOF

From the shower to the pool party, your music will always be on point no matter how wild things get.


[LEARN MORE](#)






Pinboard layout:

Social - User generated content




**SHARE YOUR  
#ULTIMATEMOMENT  
WITH US — WE'RE  
ALL EARS.**

**LEARN MORE**




**#ULTIMATEMOMENT**

Living it up in maui with my fave  
MEGABOOM 3! @alexiistherese



**#POOLPARTY**

Trip to the tropics with a poppin'  
playlist! @torilevett



**#MEGABOOM3**

The perfect travel buddy 🌴🏖️  
@allaboutadventures

**ULTIMATE MOMENT: THE  
MOMENT WHEN YOUR  
ULTIMATE EARS SPEAKER  
MADE THE ORDINARY,  
EXTRAORDINARY**

## Most read articles of January



The edge. Amplified

READ MORE

MCL34: The work starts here

READ MORE

### TOP SEARCHES

TEAMSTREAM

HERITAGE

MCL34

TEAM

ESPORTS

ARTICLES

PARTNERS

STORE



SHOP

NEW  
ARRIVALS

BACK IN  
STOCK

MOST  
LIKED

SALE

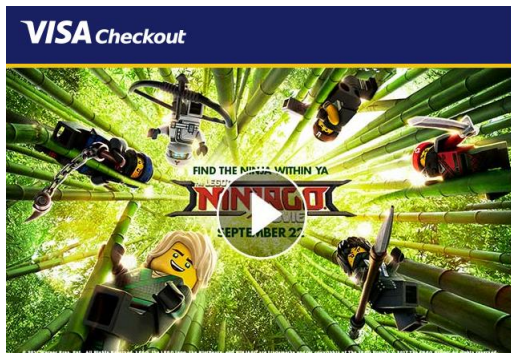




## Playbook Ideas

Enhancing the interactive in-box experience with the template foundation

## Video



You want to see THE LEGO® NINJAGO® MOVIE. We make getting tickets from Fandango easy.

In this big-screen NINJAGO® adventure, the battle for NINJAGO City calls to action young Master Builder Lloyd, aka the Green Ninja, along with his friends, who are all secret ninja warriors. Led by Master Wu, as wise-cracking as he is wise, they must defeat evil warlord Garmadon, The Worst Guy Ever, who also happens to be Lloyd's dad. Pitting mech against mech and father against son, the epic showdown will test the fierce but undisciplined team of modern-day ninjas who must learn to check their egos and pull together to unleash their inner power of Spinjitzu.

Rated PG. IN THEATERS SEPTEMBER 22.

©2017 Warner Bros. Ent. All Rights Reserved.

[Buy Tickets \)](#)

**VISA** everywhere you want to be



On Sale!

50% for a limited time as part of the App Store's Amazing Apps & Games promotion!

Download on the App Store

Watch the Trailer

App Store Best of February 2015

"A piece of interactive art"

"Satisfies the soul"

WIRED

TECH CRUNCH

altosadventure.com

Built by Snowman

View in browser | Unsubscribe | Forward to a friend

FREE SHIPPING ON ALL ORDERS + FREE RETURNS

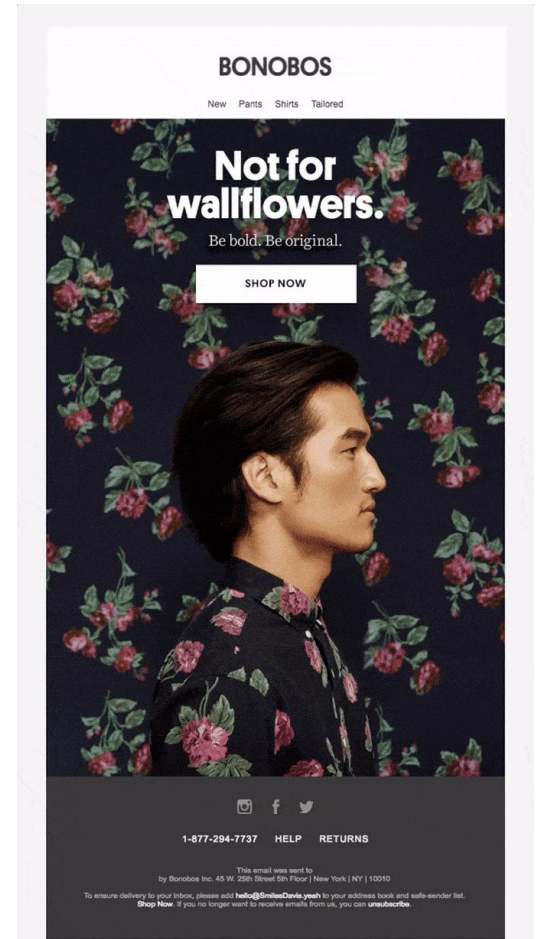
**READY. "VR" SET. GO!**

You're invited! Welcome to the world of Mikala Jones and his 360 virtual Beach Freely reality.

[WATCH NOW](#)

## Animation

Add an element of intrigue and/or surprise & delight that isn't possible with static design.





## Animation


Please [click here](#) if the e-mail below is not displayed correctly

**Ray-Ban**  
GENUINE SINCE 1937

Free Shipping and Free Returns

SHOP ONLINE AVIATOR WAYFARER CUSTOMIZE PRESCRIPTION SUN

# THIS YEAR BE AN ICON



Choose the right shades to give your costume star power. Get complimentary earbuds with any order\*.

[CHOOSE YOURS NOW >](#)

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**RAY-BAN CUSTOMER CARE**

866-4 RAYBAN (866-472-9226) 12 Harbor Park Drive Port Washington, NY 11050

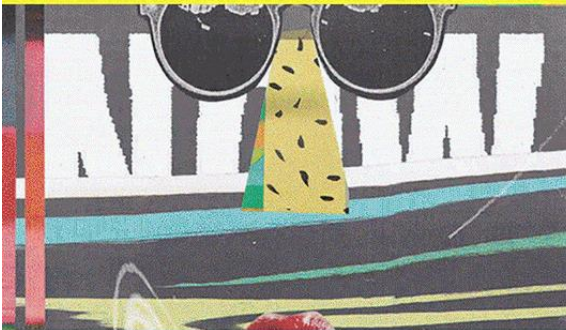
SECURE CHECKOUT FREE SHIPPING FREE RETURNS

\*T&C: Every order will come with the Ray-Ban earbuds. The promotion doesn't apply on customized products. One earbud per order, no other promotion can be combined with this offer. In cases of returns, all items including the gift must be returned. This promotion is valid from 10/24/2016 to 11/30/2016 and while supplies last.

You are receiving this message because you expressed interest in news and offers from Ray-Ban. Ray-Ban respects your privacy. More detail regarding the use of your information can be viewed at: <http://www.ray-ban.com/privacy-policy>. Copyright ©2016 Luxottica Group. All rights reserved.

[Unsubscribe from this list](#)

# BECK




## NEW BECK SONG "WOW"

Hello friend, we're excited to let you know that we released a new track from Beck titled "Wow". The song is from his upcoming album out October 21st.

Thank you and enjoy the music.

- Your friends at SAM -

[WATCH THE LYRIC VIDEO](#)



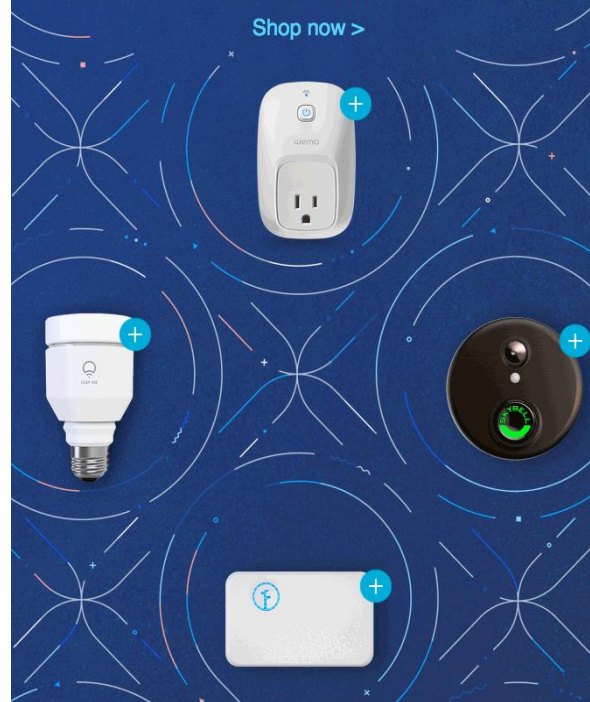
yes

## Build your connected home.

With so many different products out there, it can be confusing to figure out how to create a connected home. Turns out that's something we know a thing or two about. So we've picked out a few of our favorite Works with Nest products and added them to the Nest Store. They're products that can connect to Nest to do thoughtful things and make your life easier.

We're starting with switches, lights, a doorbell and a sprinkler controller – with more on the way. Click on a product below to see how it works with your Nest products.

[Shop now >](#)



Product hotspots

Only available on IOS devices

## HOW TO WATCH THE MCL34 CAR LAUNCH

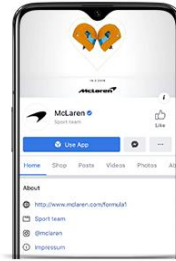
Be the first to see the MCL34 by watching our livestream from 12:00 GMT on Valentine's Day - Thursday 14 February.

YouTube



VISIT

Facebook



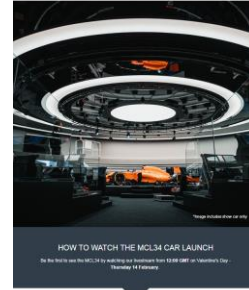
VISIT

TEAMStream



VISIT

MCL34



VISIT



VISIT

TEAMStream



VISIT

ARTICLES

STORE

Download on the App Store

GET IT ON Google Play

McLaren

MCL34



The covers are off!

Introducing our 2019 contender - the MCL34 - adorned with a striking combination of poppy orange and virga blue.

VIEW MORE



yes

Event email +  
Post event

## Event email

Matchday - NYCFC at DC United - April 8, 2017  
Click here for tickets! [\\$100.00](#)

# MATCHDAY



**TODAY 4:00PM EDT**

**KEYS TO THE MATCH**

**WHERE TO WATCH & LISTEN**

**TV** 

**RADIO**  

**PUBS** 

**FOLLOW THE MATCH**

- Watch live warm ups, goals & match highlights
- Follow along on Twitter for live match updates
- View the photos of the match
- Sync the Calendar

Use #NYCFC to join the conversation

**NEXT HOME MATCH**  
SUNDAY, APRIL 23, 1:30PM  
YANKEE STADIUM  
[GET YOUR SEATS](#)




# #05 SPANISH GP

CIRCUIT DE BARCELONA-CATALUNYA  
11 - 13 MAY 2018

## THE CAR

65% FULL THROTTLE

2,904 GEAR CHANGES



## THE TRACK

66 LAPS

4.6km TRACK LENGTH

2 DRS ZONES

DETECTION POINT 1

ACTIVATION ZONE

DETECTION POINT 2

## THE TIMES

Session	Day	Time	BST
PRACTICE 1	FRI	10:00 - 11:30	BST
PRACTICE 2	FRI	14:00 - 15:30	BST
PRACTICE 3	SAT	11:00 - 12:00	BST
QUALIFYING	SAT	14:00 - 15:00	BST
RACE	SUN	14:10	BST


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[READ MORE](#)

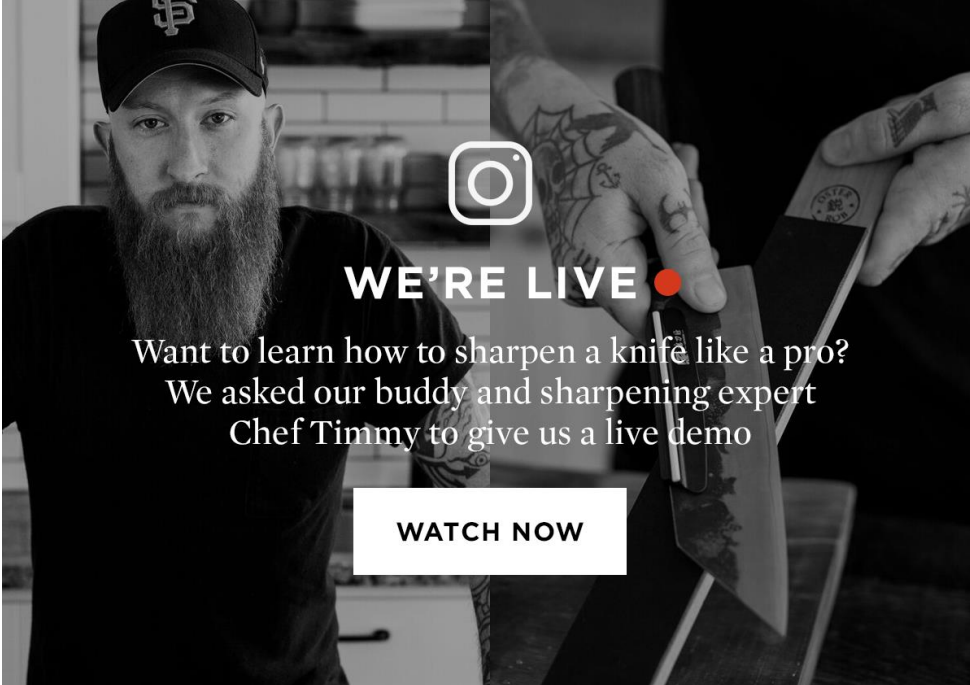
[MAGNETIC](#) | [ARTICLES](#) | [ROOM](#) | [STORE](#)


[Twitter](#) | [Facebook](#) | [Instagram](#) | [Google+](#) | [YouTube](#)




 **WE'RE LIVE** 

Live event





**WE'RE LIVE** 

Want to learn how to sharpen a knife like a pro?  
We asked our buddy and sharpening expert  
Chef Timmy to give us a live demo

**WATCH NOW**

[





TOMS

## GLOW-IN-THE-DARK CLASSICS

Perfect for spooky nights walking in  
the dark. Designed for women and kids.


**Flip the switch,** watch them glow.



Interactive email

## Readers poll

**INKREDIBLE** MEN WOMEN ACCESSORIES HOME



### Who's the Hardest to Shop For?

Click to vote!

Category	Percentage
FAMILY	30%
CO-WORKERS	37%
FRIENDS	33%

CONNECT WITH US

UNSUBSCRIBE | PREFERENCES

[Name], which flavor do you savor?

Click on the lolly you love most to get shopping, then get licking!



Chocolate Butterscotch Vanilla Café Latte

**Kodak Gallery** It's time to smile

My Photos Share Upload Buy Prints

### WHERE IN THE WORLD

#### Travel Photo Drawing



Our Trip Abroad Summer 2008

Guess the correct country on this *Personalized Covers Photo Book* and be entered for a chance to win\*\* your own Photo Book!

Where in the world was this photo taken? Click your answer:

France Argentina Mexico Spain Italy Norway

Hint: This city is in the north eastern part of the country. During the professional cycling season, various non-regional pro cyclists have called this city home. Answer will be sent next month!

**Free Shipping\*** on bold, beautiful Prints, everyday

### Readers poll

**Q:** What do you do with your empty HP print cartridges?

- A:**
- ☐ a. Throw them in the trash
  - ☐ b. I don't know what to do with them
  - ☐ c. Take them to a store to be sent for recycling
  - ☐ d. Order postage-paid materials and mail them to HP Planet Partners

**Last month's results—**  
Q: Where do you print your photos?

- 40% a. On my home printer  
20% b. On-line print service  
10% c. In-store print kiosk  
30% d. Don't print, all on my hard drive

20% OFF

SHOP NOW



### The 72-hour Survival System

Includes water filter, collapsible pickaxe, space blanket, and much much more

20% OFF

SHOP NOW

“This bag will keep you alive  
Outside”

Featured  
awards +  
Testimonials

**CROSSFADE 2 WIRELESS  
CODEX EDITION**



Bluetooth Hi-Res AUDIO WIRELESS MODE ONE OF THE BEST HEADPHONES 2017 & 2018 TECHRIS TOPPICK 2017 FIFTH ANNUAL AWARDS EDITOR'S CHOICE

“Overall these have been the best headphones I have reviewed.” - Droid Horizon

yes

I've had every bluetooth speaker under the sun...This one is hands down the very best by far...No contest!!

ZACK - SOUTH HADLEY, MA



## Testimonials

“

If you're feeling like your kitchen could use a little \$3 improvement here and there, today is your lucky day, because the minimalist set of silicone serving pieces is finally available again.”

- POPSUGAR.



“ Yay!!!! Sooooo EXCITED about my new Acacia Wooden spoons from @brandlesslife. If you haven't checked them out, do it!

- @\_realfoodjunkie



Leveraging  
partner  
content

## McLAREN SHADOW PROJECT

Introducing the McLaren Shadow Project, our pioneering new esports competition where virtual racing shadows our real world.

We're searching for the brightest and best racing talent in esports, but do you have what it takes? Watch our brand new film to find out more about our exciting new project, and sign up below to stay in the loop on all things esports.

**SIGN UP**

**WATCH VIDEO**

logitech G VIVE sparco ALIENWARE

A mobile-optimized version of the McLaren Shadow Project landing page. It features a large image of a McLaren Shadow Project esports car with the text 'MCLRN' and 'SHADOW' overlaid. Below the image is a 'SIGN UP' button and a 'WATCH VIDEO' button. At the bottom, there are links for 'TEAMSTREAM', 'SOCIAL', 'STORE', and 'ARTICLES', along with social media icons for Twitter, Facebook, and YouTube, and app store links for the McLaren Shadow Project app.

MEN WOMEN CUSTOM STORE LOCATOR

FREE 2-DAY SHIPPING ON ORDERS OVER \$200\*

OFFICIAL EYEWEAR OF SUPERCROSS

## BEST IN CLASS, AGAIN

Congratulations to Ryan Dungey on back-to-back Supercross titles

**SHOP AIRBRAKE® MX →** **SHOP MX GOOGLES →**

**FIND IN STORE →**

**YOUR NEAREST OAKLEY STORE:**  
King of Prussia Mall, 160 N Gulph Rd Ste 1901, King Of Prussia, PA 19406, (610) 265-0634

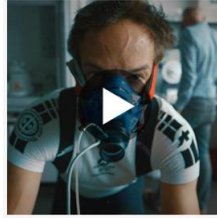
MEN WOMEN CUSTOM STORE LOCATOR



## Content

Keep audiences engaged with helpful and fun content even when not in buying mode.

## What to Watch



NETFLIX

### Icarus

This Oscar winner for best documentary is a modern deep dive into Olympic competition, and cutting corners to win

[WATCH NOW >](#)

## Podcast Rec



99% INVISIBLE

### The Laff Box

Meet the man who created the laugh track, a homemade machine that became a closely-guarded TV studio secret

[LISTEN NOW >](#)

## — NOW PLAYING —

Our current favorite tracks — updated weekly



Now Playing by Huckberry

### Break-Thru

DIRTY PROJECTORS



[LISTEN NOW ON SPOTIFY](#)

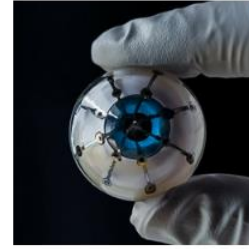
## DIVERSIONS



THE RINGER

### The Genius of The Big Lebowski

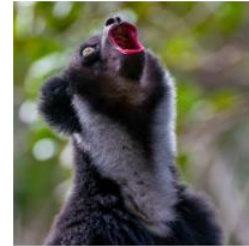
20 years later, the Coen brothers' style is still A+, but that's just our opinion, man



QUARTZ

### 3D-printed Bionic Eyeball

Scientists are building bionic organ prototypes that mimic our vision



THE NEW YORK TIMES

### Listen to the World

An interactive soundscape of Earth — from flowing magma to lemur calls



## Brand stories

# BLOG

- LOGITECH
- LOGITECH G
- ULTIMATE EARS
- VIDEO COLLABORATION

You are here: [Home](#) > [Topic](#) > [News and Announcements](#) > Two-Time F1 World Champion, Fernando Alonso joins forces with Logitech G, G2 Esports to launch sim racing team

## Two-Time F1 World Champion, Fernando Alonso joins forces with Logitech G, G2 Esports to launch sim racing team

posted on NOVEMBER 23, 2017 by LOGITECH in [NEWS AND ANNOUNCEMENTS](#), [PC GAMING](#) with comments off

Abu Dhabi, UAE, Nov. 23, 2017 – Today, F1 World Champion Fernando Alonso, Logitech G, a global leader in gaming gear and simulation wheels, and G2 Esports, the leading esports team worldwide, announced a new, elite racing team – FA Racing G2 Logitech G. The team will participate across a variety of games, console and PC platforms, as well as all current competitions.

Professional teams are critical to sustaining the phenomenal growth of esports and to simulation racing in particular. Through this collaboration, FA Racing, G2 Esports and Logitech G become the first racing team to partner with an F1 champion and aim to create a team that all



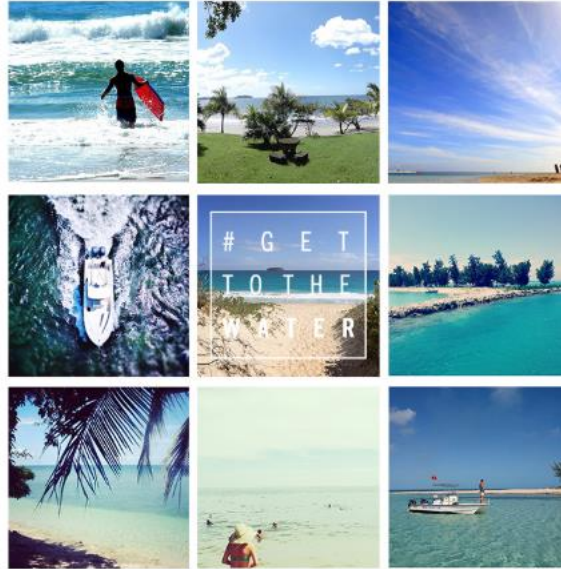


NAUTICA

FREE STANDARD SHIPPING ON ALL ORDERS!

MEN | WOMEN | KIDS | HOME | ACCESSORIES | SALE | INSIDE NAUTICA

MORE OF YOUR POSTS  
THAT MAKE US HAPPY IT'S SPRING



FOLLOW @NAUTICABRAND  
TAG #GETTOWHER  
KEEP SHARING YOUR  
SPRING TRAVEL POSTS

GET AWAY + UNWIND WITH US ON INSTAGRAM

EXPLORE THE ONLINE TRAVEL SCRAPBOOK

The customer

User generated content

Foot Locker  
APPROVED.

NEW ARRIVALS | MEN'S | WOMEN'S | KIDS' | FIND A STORE | VIP

FREE SHIPPING on select styles\* or on orders over \$75.\*\* Use code: EMFL53M7

TAG YOUR PHOTOS ON  
INSTAGRAM AND TWITTER  
WITH **#KICKSTAGRAM**  
@FOOTLOCKER FOR THE  
CHANCE TO BE FEATURED!

**#KICKSTAGRAM**  
HASHTAG YOUR KICKS

GET CONNECTED ►



Exclusive limited  
edition

VIP Pre-order

swatch 

Women \* Men \* New \* Collectibles \* Best Sellers \* Gifts \* Straps & Batteries \* Jewelry



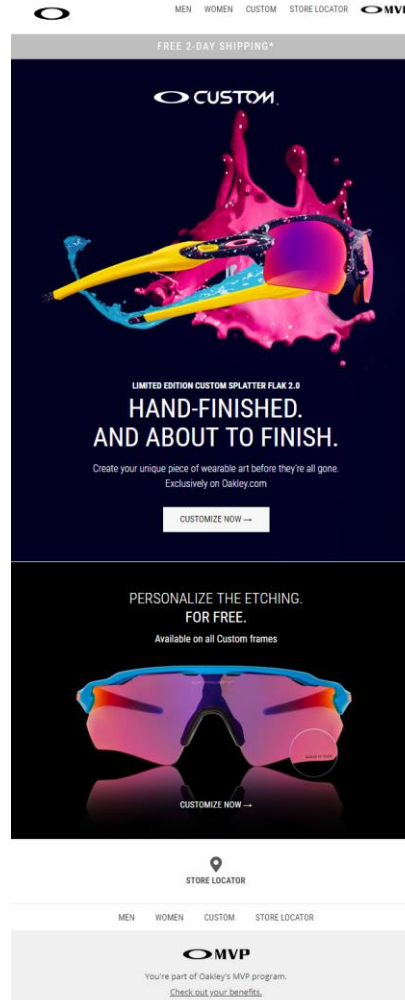
Club'Art  
THE EXCLUSIVE SELECTED

Numbered Limited Editions

Exclusive VIP Pre-Order

\$75 each  
Shipping costs not included

Swatch presents a special collection designed by international artists.  
These watches were selected exclusively for our worldwide Swatch The Club members.  
Limited editions numbered from 0001 to 1111.



OAKLEY

MEN WOMEN CUSTOM STORE LOCATOR MVP

FREE 2-DAY SHIPPING\*

CUSTOM

LIMITED EDITION CUSTOM SPLATTER FLAK 2.0

HAND-FINISHED.  
AND ABOUT TO FINISH.

Create your unique piece of wearable art before they're all gone.  
Exclusively on Oakley.com

CUSTOMIZE NOW →

PERSONALIZE THE ETCHING.  
FOR FREE.

Available on all Custom frames

CUSTOMIZE NOW →

STORE LOCATOR

MEN WOMEN CUSTOM STORE LOCATOR MVP

OAKLEY MVP

You're part of Oakley's MVP program.  
Check out your benefits.

yes

Scroll



# Product



## 8 per Pack

Stock up and keep these handy for a rainy- or snowy- day.



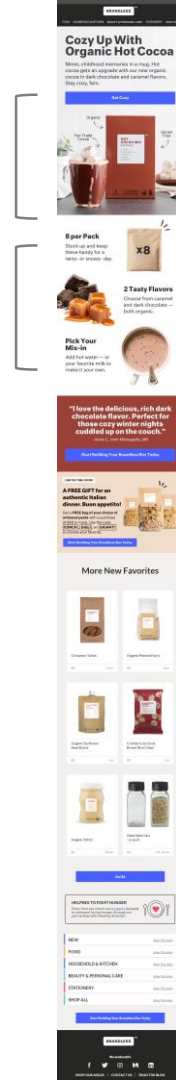
## Pick Your Mix-in

Add hot water — or your favorite milk to make it your own.

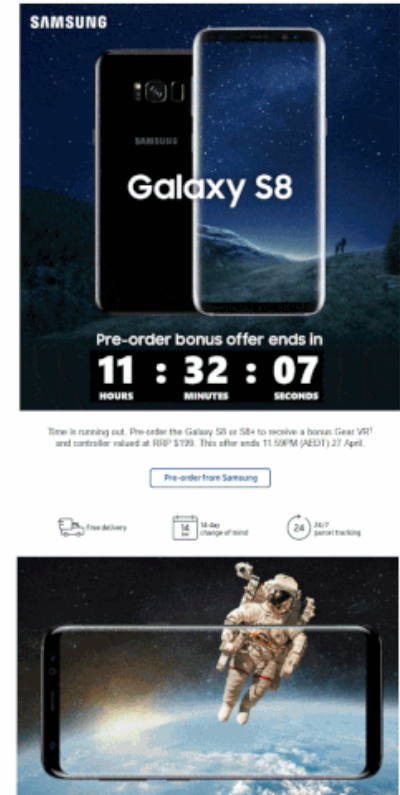


## 2 Tasty Flavors

Choose from caramel and dark chocolate — both organic.



## Countdown timer





## Competitive Landscape



# Turtle Beach



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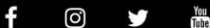
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## WHAT WE DO

In 2005 Turtle Beach created the very first console gaming headset, and since then has led the industry by designing innovative, best-in-class products that elevate your game experiences through superior audio.

Whether you're just starting out, a casual player, a hardcore gamer, or an esports pro, and with headsets for Xbox and PlayStation® consoles as well as for PC and mobile/tablet devices, Turtle Beach has the right headset for you.



## WHAT WE BELIEVE

We believe audio is half the gaming experience, and the better you can hear the better you'll play. Turtle Beach gaming headsets are designed to deliver powerful sound and unmatched comfort, with the features and functionality gamers want.



## PROVEN INNOVATOR

Turtle Beach is the leader in gaming audio with a rich history of being first to market with innovative, groundbreaking designs, features, and functionality. First console gaming headset. First wireless gaming headset. First surround sound headset. The list goes on and on...

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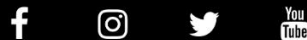
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yes

# Steel Series



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As an additional thanks for stopping by, we wanted to offer you a special discount. Use this code to take **10% off any non-discounted items**: **NEWSLETTER10**

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[newsletter@steelseries.com](mailto:newsletter@steelseries.com)



## Get control over your Victory Royales

All SteelSeries controllers now put Fortnite in the palm of your hand.

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## Put the power in your hands

Check out our family of award-winning controllers:

[STEELSERIES CONTROLLERS](#)



## 6 tips to dominate

Want to keep racking up wins in Fortnite Mobile? Fine tuning your sensitivity or formatting your HUD? Check out our six top tips for snagging that W.

[READ MORE](#)



## Stratus Duo now available at Best Buy

You've got your game on, now get even more control. Stratus Duo brings it into the palm of your hand, whether you are on your phone or your PC. Pick up Stratus Duo at Best Buy, online and in-stores now!

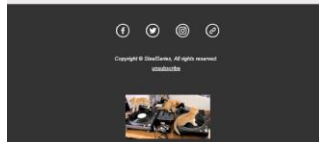
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## Easily game on the go with Stratus Duo

- No software needed
- Play 5000+ controller-enabled Steam games
- 20+ hours battery life, plus charging while gaming

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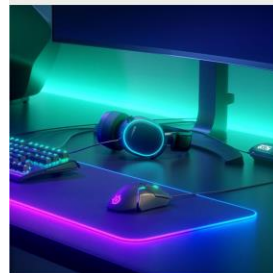


## 20% OFF

And the award goes to... you!

This weekend only, enjoy 20% off Arctis Pro + GameDAC, with code **PRODACFEB**. Check out these Hi-Res gaming audio systems, also winners of "Best High-End Gaming Headset" from Tom's Guide and PC Gamer.

[ARCTIS PRO + GAMEDAC](#)



## So, what exactly is a DAC?

Did you know audio needs to be converted to an analog signal before being played? Did you know there are unwanted by-products in the process? Let our audio expert Brian explain it all.

[LEARN MORE](#)



# V-Moda

## 2018 was a year of...



## Making History

- V-MODA Elite Martin Garrix closing the PyeongChang 2018 Olympic Winter Games in his custom Crossfade 2 Wireless in Rose Gold
- V-MODA Elite Paul Oakenfold becoming the first DJ ever to play a set at Stonehenge

## Hot Collaborations

- Sea of Thieves x Chips Ahoy Treasure Chest VIP Kit Creation
- Exclusive Headphone Listening Station Partner for the Nine Inch Nails Physical Presale Event
- Closing the year in style with On the Record Las Vegas and the Official Lady Gaga After Party



## 2018 A YEAR IN REVIEW

2018 was an incredible year for V-MODA, and we're not yet ready to say 2019 being even better, but before we get off of our new adventures, we're going to recap the year we've just had.



## CROSSFADE 2 WIRELESS CODEX EDITION



"Overall these have been the best headphones I have listened." - Dave Navarro

We pushed wireless even further with Crossfade 2 Wireless CoDEX Edition. Featuring two new high-end custom 40mm drivers with dual voice coils and DAC, the Crossfade 2 Wireless CoDEX Edition is a custom sound signature in wireless mode only with the most comfortable, flexible audio device on the market.

Complete with complementary 3D laser printing or laser engraving customization, the Crossfade 2 Wireless CoDEX Edition is a custom sound signature in wireless mode only with the most comfortable, flexible audio device on the market.

SHOP CROSSFADE 2 WIRELESS CODEX EDITION

SHOP CROSSFADE 2 WIRELESS CODEX EDITION

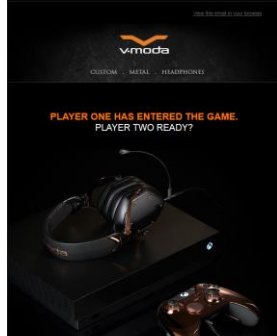


## BASSFIT WIRELESS

"The perfect exercise partner." - Paddy

2018 also featured our first wireless wireless headphones specifically designed for sport with the Bassfit Wireless.

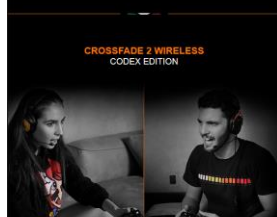
With built-in bass increasing energy levels and making the body up to 1% more efficient, Bassfit Wireless headphones are designed for athletes looking to push their limits. With its comfortable and lightweight design, the Bassfit Wireless is the perfect companion for the most demanding workouts.



## PLAYER ONE HAS ENTERED THE GAME. PLAYER TWO READY?

Whether you're Team Xbox, PC or PlayStation, V-MODA has the tools to compete the experience.

Combine the award-winning V-MODA BoomPro Microphone with a pair of our award-winning Crossfade 2 Wireless CoDEX Edition for the ultimate gaming experience on any device on the market.



## CROSSFADE 2 WIRELESS CODEX EDITION

"Steady, comfy, and with excellent sound isolation." - Josh Mox

Complete with complementary 3D laser printing or laser engraving customization, the Crossfade 2 Wireless CoDEX Edition is a custom sound signature in wireless mode only with the most comfortable, flexible audio device on the market. With built-in dual high-end drivers, an integrated DAC and superior Bluetooth CoDEX, prepare to sweat up.

SHOP CROSSFADE 2 WIRELESS CODEX EDITION



"If you're interested in finding a solution to transform your favorite pair of headphones into a gaming headset, then look no further." - GamePro

Our small but mighty BoomPro Mic is the ultimate addition that turns any pair of headphones into a sleek, comfortable device of the highest caliber.



## CELEBRATING MUSIC'S BIGGEST WEEK OF THE YEAR

From kicking off the week with #AMODAElite and P!nk Wrig Co-Chair Ivan Banks to closing with a stunning performance by Sofi Tukker, this year's biggest week in music was yet another filled with unforgettable experiences.

We'd like to take a moment to celebrate the artists who made this week possible and the accomplishments of the 4 Grammy nominated acts who choose V-MODA.



SOFI TUKKER  
BEST DANCE ALBUM  
(TWOHEARTS)

Sofi Tukker graced the stage twice this week, once alongside fellow #AMODAElite Elnorin and another to set the scene for the Grammy Awards Premiere Ceremony.

Click here to check out what they had to say to Billboard about their career evolution and collaboration bucket list.



## EDX

Best Remixed Recording Nominee

Sofi Tukker graced the stage twice this week, once alongside fellow #AMODAElite Elnorin and another to set the scene for the Grammy Awards Premiere Ceremony.

Click here to check out what they had to say to Billboard about their career evolution and collaboration bucket list.



## EDX


Best Remixed Recording Nominee

We shared a number of special moments with EDX throughout the week, from a special visit to our LA office for a behind the scenes look at our customization process during his Billboard Dance Instagram takeover, to surprising winners of his






# GameStop + KF




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yes

41



Next Steps

yes



# Astro Project Timeline

## Wire Frame Presentation: 18-Mar

- Wire Frame Feedback: 20-Mar
- Wire Frame Approval: 22-Mar
- Wire Frame Design Begins: 25-Mar
- Wire Frame & Astro Email Mock Design Round 1 Presentation: 1-Apr

## Design Round 1 Feedback: 3-Apr

- Design Round 2: 8-Apr
- Design Round 2: Feedback 10-Apr
- Design Final Round: 12-Apr
- Design Final Approval: 16-Apr

## Code Wire Frame 17-Apr

- Code creative review and feedback: 24-Apr
- Final Code Revisions: 1-May

## Hand Off Wire Frame & 1 Astro Mock Email to Logitech 6-May

# Logi G Project Timeline

## Wire Frame Presentation: 18-Mar

- Wire Frame Feedback: 20-Mar
- Wire Frame Approval: 22-Mar
- Wire Frame Design Begins: 25-Mar
- Wire Frame & Logi G Email Mock Design Round 1 Presentation: 9-Apr

## Design Round 1 Feedback: 12-Apr

- Design Round 2: 16-Apr
- Design Round 2: Feedback 18-Apr
- Design Final Round: 22-Apr
- Design Final Approval: 24-Apr

## Code Wire Frame 26-Apr

- Code creative review and feedback: 6-May
- Final Code Revisions: 10-May

## Hand Off Wire Frame & 1 Logi G Email to Logitech 13-May



Thank you

Yes Marketing

yes