

Coop with Blogger- Tramy Proposal



Sep, 2018

Why Tramy?

- She is well-known in blog industry and having positive attitude to public.
- Has done genetic test in 2013 and shared in her blog, from the content, she might have taken BRCA test but didn't show any abnormal findings. In Aug of 2018, she published a post and pre-taped video recording in 2017 sharing her feelings of being diagnosed of breast cancer and how she dealt with it emotionally before formal treatment. In the video, she mentioned she would keep her faith till the end and hoped to get fans' support, which highlights her strength and positive thinking. Through her endorsement, as she is very young but diagnosed with breast cancer, it would be very persuasive.
- We hope to offer Tramy a free test and educate consumer :
 1. To take comprehensive test knowing not only BRCA but also other genes mutation might cause breast cancer
 2. The reason why young women get breast cancer might because gene mutation
 3. Gene mutation might be correlated with several cancers not only one cancer
 4. To protect yourself and your family via genetic risk test esp she's married, might want to have a child.
 5. However, she won't mention her cancer again to do her own propaganda in the article, she would purely experience the product and share relevant knowledge.
 6. In her article, she could mention our company and product name, but they will confirm the legal issue, if not, they will remove.

Background of Tramy

- Age : 28~early 30 (assumption by her look), married for 10 years.
- Award: Ranked Best Youtuber at 1st place, 2nd influence in 2017.
- Started a blogger business and run a apparel online shop “Back to British” since 2009. <http://back2british.com/home.ph>
- Published a book regarding makeup and style.
- Image to public: Fashionable, cosmetics, youngster’s fashion icon. Found cancer in 2017 and shared her experience after her recovery in Aug, 2018.



Influence

Best influence Blogger at 2nd place.



“Onliners talking about Tramy- Tramy’s popularity” at 5th place



Profile of her followers

- Female, aged : 25-35
- Girls are fashionable, pretty, confident and enjoying life.



Stats in social platform

- IG : **70.6k** followers. In her intro, she disclosed her new video sharing her experience of how she found breast cancer and how she dealt with it (Published on Aug 13, 2018)
<https://www.instagram.com/b2btramy/>
- FB : **35.0k** followers <https://www.facebook.com/B2BTramy?fref=ts> , sharing a post of getting cancer and her feeling after her recovery respectively on Aug 13, Aug 28, Aug 30.
- Youtube: **85k** followers, sharing her experience of breast cancer video, the same as FB posts date.
<https://www.youtube.com/channel/UC959igjTLbgrZXCloQwokwg>
- Blog **accumulated readership : 4.4M , daily visit to her blog : 3000+**
<http://tramy888.pixnet.net/blog>
- Tramy has shared a blog with her experience of taking a genetic test in 2013. At the end of the post, having a lucky draw event to attract fans leave messages. **Result : 22 msgs, views : 11647**
<http://tramy888.pixnet.net/blog/post/330975176>

Sharing feelings of getting breast cancer

Platform	Published date	Content	Link	Active Likes	Remark
FB posts	Aug 13, 2018	How she found cancer and how was her feeling?	https://goo.gl/4mJh4u	4200 likes 208 comments 48 shares	FB posts reached the highest hit compared with other posts. Average likes : 500+
	Aug 28, 2018	Interviewed with other famous blogger, talking about her up and down feelings after her recovery (1 st episode)	https://goo.gl/4YVvUZ	690 likes 2 comments 20 shares	
	Aug 30, 2018	2 nd episode	https://goo.gl/n4MhxD	400 likes 1 comment 1 share	
Youtube videos	FB posts and sharing Youtube link	Same as FB : How she found cancer and how was her feeling?	https://goo.gl/8iFjge	220K views 564 comments	This post also reached highest hit recently compared with other posts. Average views : 5000+
	FB posts and sharing Youtube link	Same as FB	https://goo.gl/hGuvEy	49K views 52 comments	2 nd highest views

Coop plan

- Give Tramy a free sample and write an article, include :
 - Sharing her experience of CellMax tour at 2F (photo shooting), showcasing professional staffs and environment
 - Giving her some lab photos to display our technology and professions
 - Sharing why people need to take this test and the benefit of it.
 - Demonstrating how to take saliva test step by step (photo shooting)
 - Sharing the flow of what service we provided, the last step is consultancy from our professions, even more, we can help to introduce her to doctors if needed.
 - But she won't share her report result to public, what she only does is to share what to do if positive/negative results appear and educate consumers.
 - At the end of article, provide discount code or password when he/she calls 0800 or online booking for the test to calculate the ROI.
- This article will also be posted in her FB once. We could only click "share button" on her post to re-post in CellMax FB and Line@, cannot print screen or extract her image/content which infringes her copyright. For all the inquiry or questions addressed by her fans on FB, Tramy will pass to us to reply.
- Video shooting for genetic cancer risk test to showcase our product features, and genetic cancer knowledge etc. We could only click "share button" on her post to re-post in CellMax FB and Line@, cannot print screen or extract her image/content etc. (optional)

Overall Evaluation

Item	Quantity	Budget	Estimated Click count	Cost per click	Extra fee
Article	1	NT 53,000	20,000+ <ul style="list-style-type: none">Based on the similar article of genetic test she's taken in 2013 (11,647 views) and assumed to be higher after her cancer.Recent average views: 30,000+	NT 2.65	Can extract some content of Tramy's article as an AD, charge NT 3000/month.
Video (optional)	1	NT 85,000 + 5,000 (one month public broadcast)	5K+ views online <ul style="list-style-type: none">Based on her youtube, some skin/cosmetic sharing videos (product placement) : 5K+ views.	NT 15	Copyright by Tramy but we could use it in public. (Extra budge NT 5000/month) Maybe we could do it at 2F window one month. (NK Park II- total around 6,000 traffic)

Breakeven : 5 X Genetic Cancer Risk Test

Other Coop and fees

- AD needs to get approved by Tramy as our product is sensitive.
- Flyer or Print Ads with professions (**needs to coop along with blog article or video, cannot be individually executed**) : topic on both Tramy with Dr. Song /other doctor to talk about our test and education concepts, using her image mainly and through design layout to combine these two people. They don't need to face to face. But she is not willing to talk about her cancer again, only discuss genetic cancer risk test as a testimony not an endorser → NT 5000. If we want them showing up face to face, then it might be other price.
- Videos with professions : We could invite Dr. Song or other doctor and Tramy to discuss about genetic test face to face → NT 85000 (same price as her per se video on P.9), however, the copyright is owned by Tramy. (They don't accept the plan of "we hire our own shooting crew to shoot her with doc"). Maybe we could also use the same scene to do photoshooting for a flyer design. But the fee needs to be double confirmed.
- Working flow : They need to sign contract first, pay the deposit, then to discuss the details face to face. Before that, it's better to do email discussion.

Thank you.