### FANDANG Oclub

### CAMPUS FANDANGO

We decided to offer our team a new perspective, a new dimension to live the environment. Nowadays over 100 people live in a space designed in a spirit of creativity, flexibility, teamwork and enjoyment.

In our Campus you can breathe an atmosphere of innovation, sharing and inspiration.



S П  $\bigcirc$ 



















































































**Ventura**<sup>®</sup>









# THE BRANDS AND ENTERTAINMENT COMPANY







VAI ALLA PAGINA





### FANDANG Club® CREATORS

/ Fandango Club Creators is the leading Extensive Entertainment Company in Italy, specialized in consumer centric Branded Content.

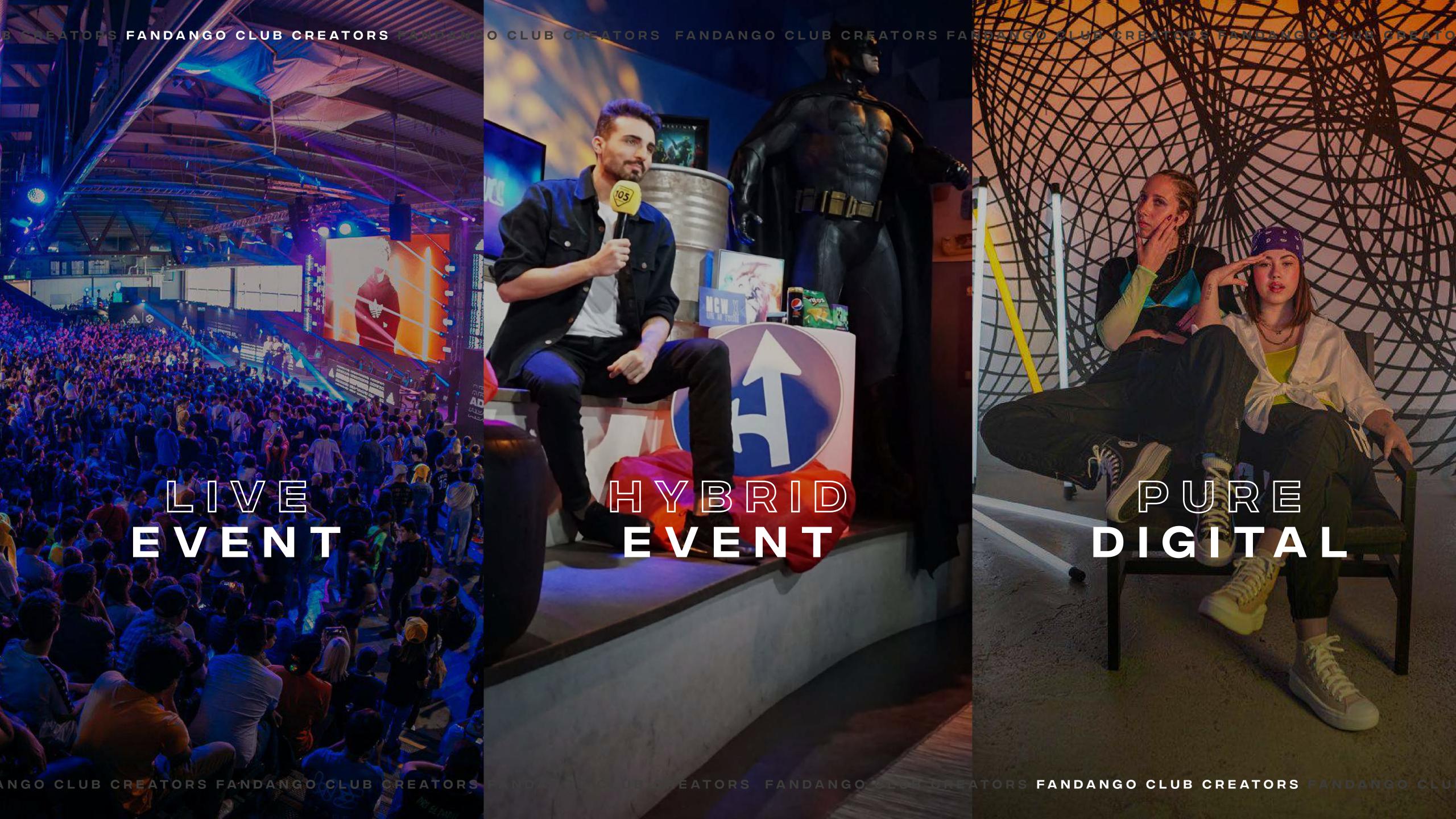
Through the portfolio of owned or licensed formats, Fandango Club Creators is a reference point in the entertainment market and in the engagement of millennials and Gen Z.

#### 

Telling **new worlds and stories**, through communities who feel themselves represented by our brands, thanks to **international entertainment concepts and live events**.

 $\sim$ 

O



### CATEGORIES



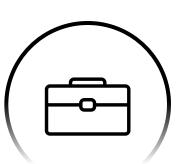




**Urban Culture** 



Gaming & Tech



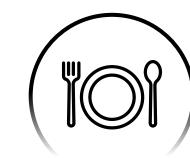
**Business Trends** 



Health & Beauty



Classy Lifestyle



Food & Beverage

OWNED FORMAT



## Health & Wellness week Tude

Healthytude is the first dedicated event to the attitude to well-being. Healthytude is the concept event where people can explore wellness as a solution for their healthy life and for the environment. We use to define that concept as now for tomorrow. Not only physical status but mental wellness, lifestyle and feeding are the key points of Healthytude.















B CREATORS FANDANGO CLUB CREATORS FAND

# HEALTHY PILLS

Healthy Pills is the first digital format in which medicine and wellness come together in the **BODY MIND & SOUL** philosophy.

Every week an influencer from the medical-scientific world will address issues related to health and well-being, promoting solutions linked to columns that talk about food, yoga and fitness.

/ TARGET.





#### THEMES:



**FOOD** 



YOGA, FITNESS & PILATES



MEDITATION & SHAMANISM



COSMETICS



MEDICAL TECHNOLOGIES



SUSTAINABILITY

OWNED FORMAT





# GAMES WEEK

+150 EXHIBITORS

**165.000** VISITORS

330.000
VISITORS ON THE WEBSITE

1,7 million

+ 750
JOURNALISTS,
BLOGGERS &
YOUTUBERS

Milan Games Week is the most important Italian event dedicated to the world of videogames. Three days of previews, tournaments, cosplayer shows, international guests and technology, to reach young, adults and millennials, a motivated and loyal target, extremely coveted by brands.

#### 2020 DIGITAL LIVE ENTERTAINMENT.

MGW-X is the show dedicated to the world of gaming, esports, geek culture and digital entertainment. In the year of its tenth anniversary, the passions that have always animated MGW, enriched with exclusive content, have been celebrated live and broadcasted for free on Twitch in streaming to involve a transversal and broad audience.

**4** DAYS

6 CHANNELS **1.256.573** LIVE VIEWS

6 MLN
MINUTES WATCHED

#### / TARGET.



**43%**18-24 YO



**22%** 25- 34 YO



**21%** <18 YO



### Mix & Match

Fun, irreverent and hilarious, as only your favorite bartender can be.

A show of pure entertainment set in a spectacular arcade bar, where the host, the barman, will interview gamers, pro players and well-known personalities from the world of Twitch and the web.





### INDIEFRIDAY

A direct look at the world of Italian Indie Developers.

Every week, on every Friday, a different developer studio will show off its most beautiful and loved indie video games, all competing to win the title of "Best Indie Game of The Year".





DAYS OF EVENT

6.000 VISITORS

+ 25
WORKSHOPS
& TALKS

+ 15
LIVE SHOWS
& DJ SETS

We live in the era in which art is no longer in museums, but it is photographed on the walls of the suburbs of large cities; music is a mix of collaborations between independent producers and great artists; sport yes lives in the streets, with great athletes who put themselves on in play to compete on "street" terrains.

PLUG-Mi is all this, a consumer oriented format dedicated to urban culture enthusiasts that tells its story through a fil rouge of four souls.



### BEAT IT.

Beat It is the first music talent show on TikTok.

Through the involvement of talent and producers, Beat It will release three challenges on TikTok. The action will start from the talent involved, that will spit on the producers tracks.

Once the challenge starts, all the wannabe rappers will have the opportunity to spit their own lyrics on the producers tracks and share them with the dedicated hashtag.

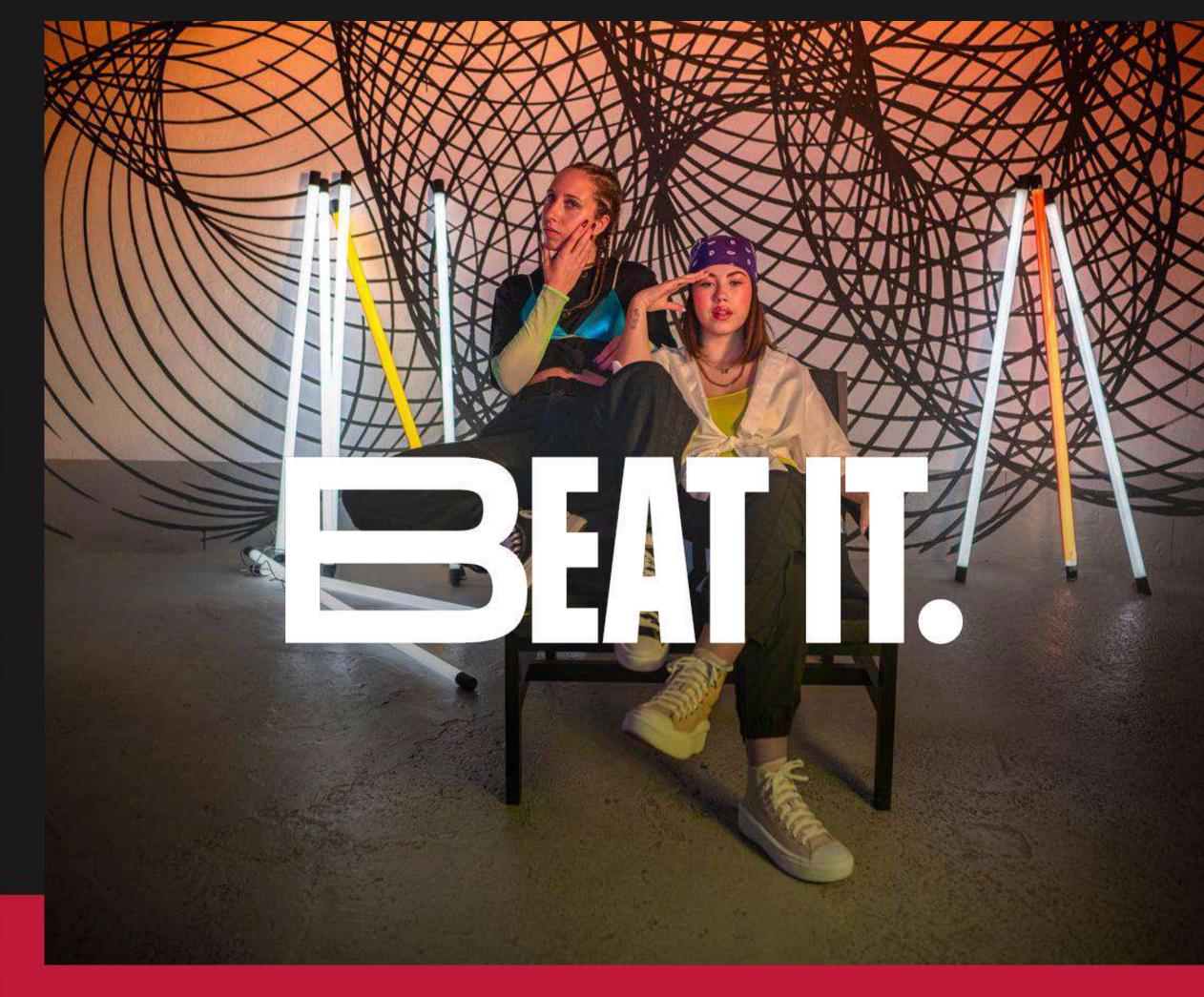
From May to July, we will launch one battle per month.

The talents involved and judges will elect the 12 best who will play the finals during PLUG-Mi 2021.

The finals will be phygital or fully digital and will confer the title of Beat It winners, giving to the winner the chance to sign a contract with a big music label.

#### / COMMUNITY.

Gen Z and STREET STYLE addicted





49% Street style



32%
Young urban addicted



19% Sneakerhead

OWNED FORMAT









Salone Franchising Milano | Retail Innovation Forum is a professional retail trade fair aiming to support the business meeting among franchisors, franchisees and potential franchisees and to develop supply chain innovation in its broadest sense: from e-commerce to franchising, from retail to consumer buying behaviors, from networks, to services, to technologies, to marketing.

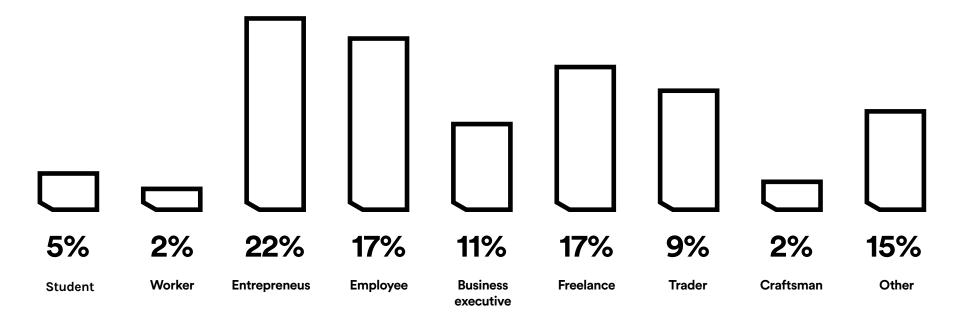


### BUSINESS INSPIRING TALES

Business Inspiring Tales is a collection of entrepreneurial stories that can inspire managers of tomorrow. The most important entrepreneurs in Italy will tell, in an exclusive web series, their business idea, the moments that have lighten up their history and their concept of entrepreneurship.

Fans of the sector and "wannabe entrepreneurs" will be able to enjoy unpublished tales of people who have rewritten the history of Italian business.

#### / TARGET. Professional competence





NEW TECH RETAIL START UP WEEKEND

COACHING /
SELF GROWING

**ENTREPRENEURSHIP** 

TRADING ONLINE: INVESTMENTS

CONSULTING

PURPOSE MARKETING

FEMALE LEADERSHIP

OWNED FORMAT







+100 EXHIBITORS

+15.000

**FAMILIES** 

300 JOURNALISTS, BLOGGERS & YOUTUBERS 18.000
CHRISTMAS LETTERS
SENT TO LAPLAND

G! come giocare is the event dedicated to games, toys and families that widely winks at Christmas.

Every year it hosts more than 100 of the most important national and international companies in the toy sector to animate the "largest playroom there: for this we will give space to all the ways of playing for children. Playing is also Reading, Singing, Coloring, Drawing, Dancing ... and much more!







### G! GANG

#### / G! come giocare's magic every week!

The children of the G! Gang, together with some special hosts, will be able to unbox new games, try them together and discover the most interesting anecdotes about them.

Children from home, will be able to live again and again the incredible experience of diving in the world of G! and savor a new unmissable episode every week.

#### **EDUTAINMENT IS KEY.**

#### / TARGET.





60%

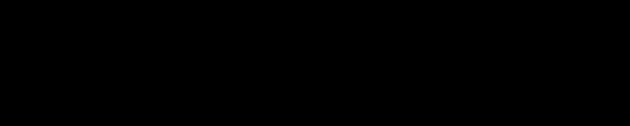
> 13 years old

**8%** 9-12 years old

32%

3-8 years old





 $(\triangleright)$ 

DANGO CLUB CREATORS FANDANGO CLUB CREATORS FANDANGO CLUB CREA







### MAN'S WORLD

Giocattoli da Peter Pan con la barba.
Una mappatura delle passioni maschili
contemporanee.

"Toys for bearded Peter Pan. A contemporary male passions map"

**GQ Italia** 

### MAN'S WORLD

/ Man's World is the place where every man can find exclusive products, services and experiences. A really inspiring environment where brands get in touch with a highly motivated target.

/ TARGET.

Business man with an

HIGH AVERAGE income

A boutique event for

MEN & WOMEN

**25-65**YEARS OF AGE

Music Beverage Food **Apparel Technology Tattoo Motors** 

60 Exhibitors

5 main partners

LICENSED FORMAT



### TASTE FESTIVALS ITALIA

500k 2010

TASTE OF **MILANO** 

**TASTE OF ROMA** 

50k ITALIAN FOODIE DATABASE

Connected to the global network of Taste Festivals, the event brings together top chefs, pizzaioli, pastry chefs, barmen, brands all over the world and producers. It also makes people happy with the best Italian dishes.













#### ON DEMAND EVENTS & BRANDED ENTERTAINMENT

/ Everyday we deal with requests for every kind of project: conventions, product launches, in store promotions, retail events, roadshows, ceremonies. Our team guarantees every phase and aspect of planning and production.





















 $\sim$ 

O

LUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDAN<mark>GO CLUB ENTERTAINMENT FAND</mark>ANGO CLUB ENTERTAI



### ABB Formula E



### Hospitality F1

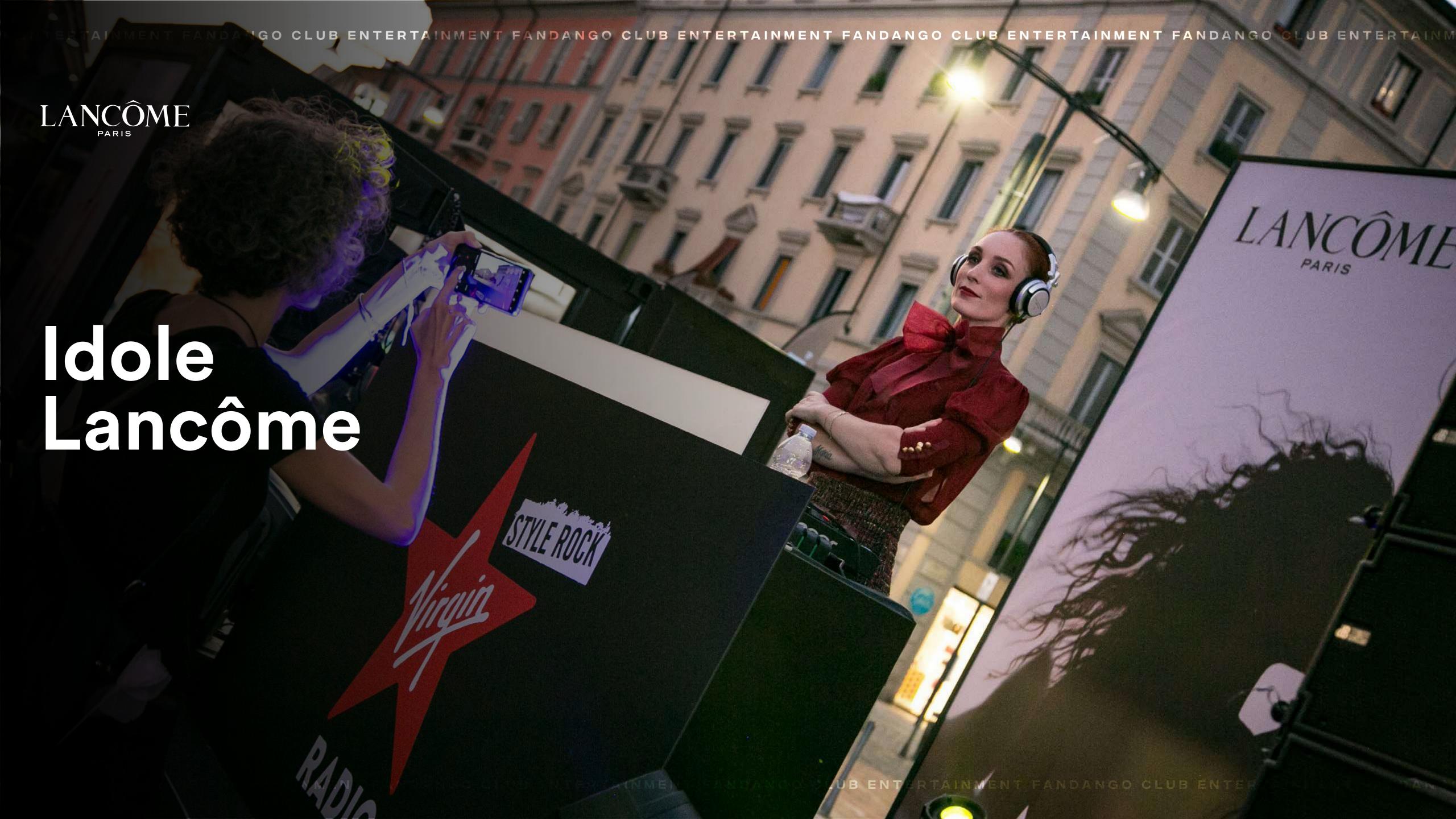
ROM MONZA TO ROAD

Play

CANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANG







narciso rodriguez

narcife

# Narciso AMBREE THE NEW EAU DE PAREUM Sales training





# TEAMWORK EXCELLENCE

Milan Activation

LUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDA







#### Christmas Convention 2020

On-Demand Content 3D TOUR 📗 🛕





Admin Panel





0



The rocks was born from our passion for innovation. The devotion to technology pushes us to create new proposals to offer our customers the highest quality and high value products.



We do not just develop software and compose hardware but we manage and create technologies to make user experiences unique, online and onlife.

 $\sim$ 



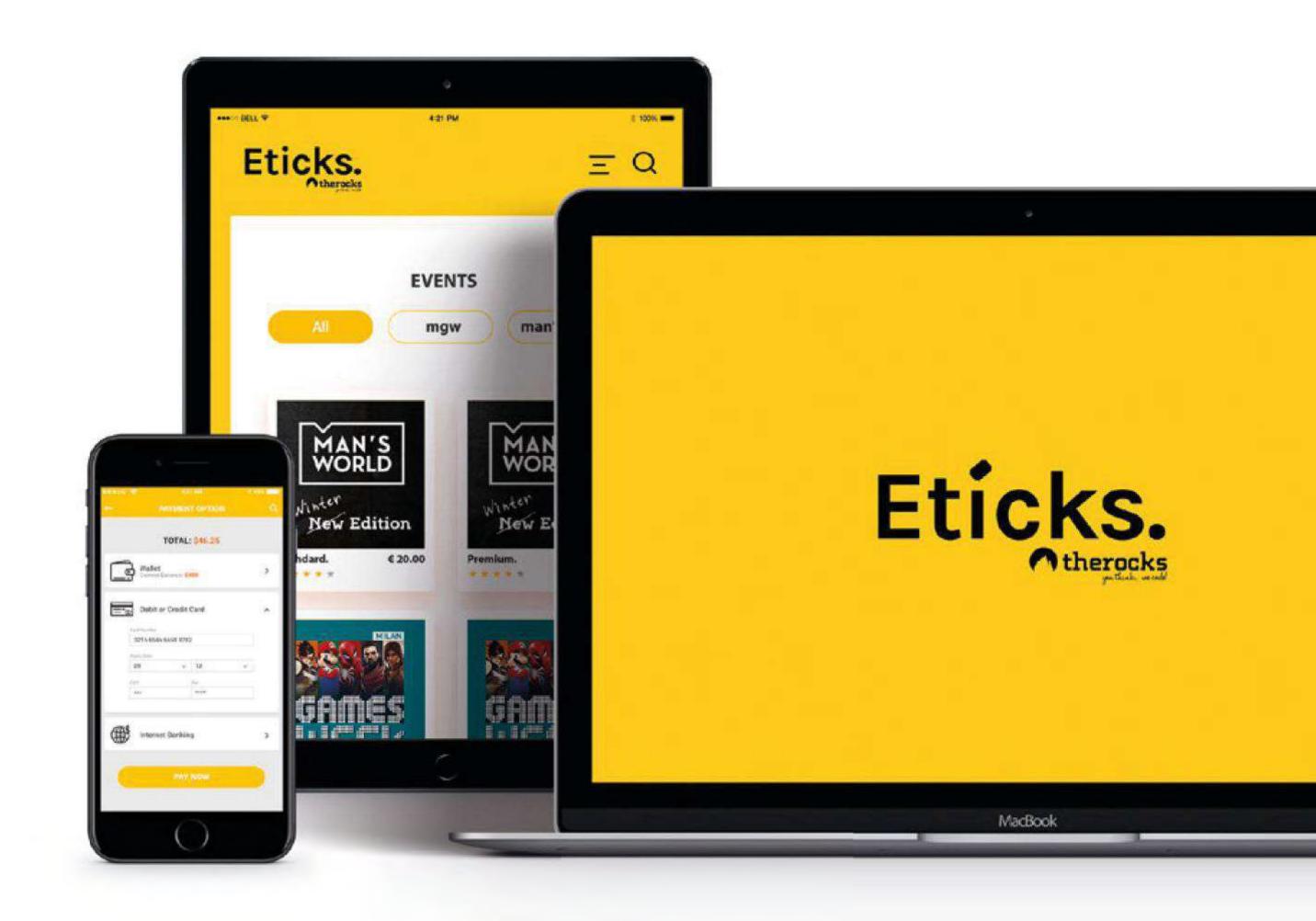
UMANS is an ecosystem of web and mobile Event solutions that allows people to make profound connections and creating higly emotional experiences, either ONLINE or ONLIFE.



S THE ROCKS THE



Eticks is a powerful and customizable certified platform for selling tickets for your event, congress, tradeshow, be it online or hybrid.



#### IMPOSSIBLE

IMPOSSIBILE STUDIOS is a flexible and modular theater to host shooting and ongoing broadcasting.

A sophisticated design and the best of technologies for a perfect place where develop audiovisual format and products.

TALK • INTERVIEW

**VIDEO • SHOOTING** 

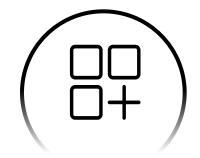
**FORMAT • EVENT** 

CREATIVITY + EQUIPMENT + MANAGEMENT

At IMPOSSIBLE STUDIOS, you can meet a multicultural staff and crew with different professional backgrounds from communication, events, IT and broadcasting, ready to assist you during every step of you event.



#### ONDEMAND PROJECTS:







B2B Platform

• • • •



Engagement & Gamification Tools

• • • •



Interactive Kiosk & Digital Signage

• • • •



AR / VR / HOLOGRAM Experience

• • • •



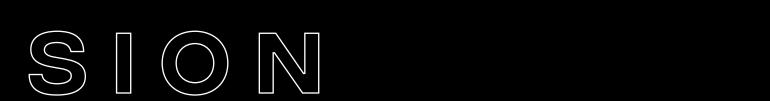














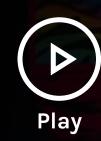


## ANALYST DESK



League of Legends
Nationals

TERENAS

























FEATURING FORTNITE



Gillette
Bomber Cup









## GILLETTE BOMBER CUP















NICOLO' MIRRA





## ANALYSIDESK



Rainbow Six Siege PG Nationals 2020

**JPPO BURRESI** 



**@ETRURIAN** 













STAFF RUMBLE











### FANDANG Oclub

All material published under property, license or control of Fandango Club S.p.A. and related enterprises remains the exclusive copyright of Fandango Club S.p.A., based in Milano (Italy), Via Vincenzo Monti, 4. No contents of the above, including i.e. text, photographs, videos, maps, plans, drawings, etc. maybe reproduced in whole or in part without the written consent of Fandango Club S.p.A. In addition, no material or contents may be reproduced on the Web bytechniques of mirroring, framing, posting, etc. without the written consent of Fandango Club S.p.A.

