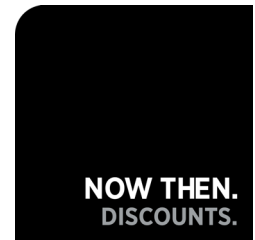


NOW THEN DISCOUNTS APP

BE INDEPENDENT. BUY INDEPENDENT.



WHAT IS IT?

The Now Then Discounts App is a free-to-download tablet and smartphone app developed by Opus Independents to support Sheffield's independent traders. Since its launch in September 2014, the App has had **over 21,000 downloads and currently supports over 40 traders**. The platform increases awareness of local businesses by providing an innovative and accessible marketing tool which supports the local economy.

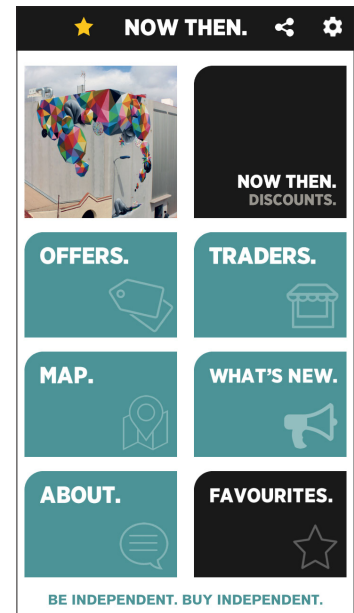
The App encourages consumers to **make shopping locally and independently an everyday, ethical choice** by showcasing discounts, offers and promotions chosen by you, the trader, and making them available at the touch of a button.

WHAT ARE THE BENEFITS?

The Now Then Discounts App has received a universally positive reception from users and is currently rated **4.5 out of 5 stars on the Google Play Store**.

The App encourages people to spend their money with independent traders in Sheffield. It provides an informed incentive to purchase by offering discounts and promotions to the public. Each trader has the option to change offers each month, allowing you total control over your products and services.

The App benefits traders by providing an affordable platform for businesses to market their products and services across a varied and actively engaged online demographic. Traders will also receive monthly updates on offer hits, enabling you to track the success of your profile and discounts. The App aims to make independent traders more competitive with their corporate equivalents and provide a constant marketing presence for all businesses who sign up.



SURVEY:
86% OF PEOPLE WERE
'EXTREMELY INTERESTED' OR
'VERY INTERESTED' IN A NOW
THEN DISCOUNTS APP

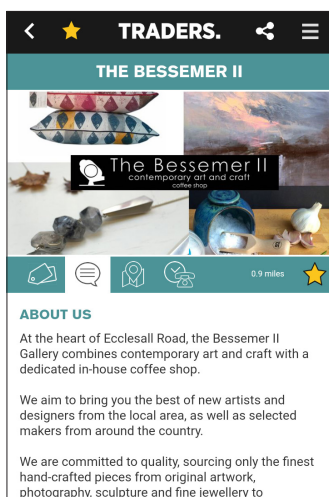
USER REVIEWS



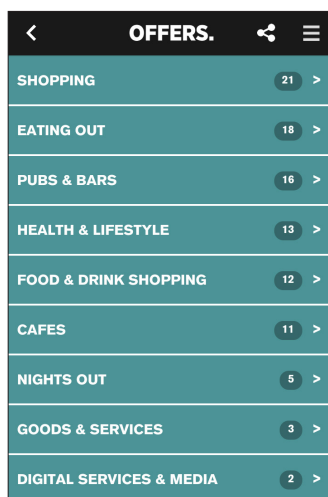
"Top Stuff Great offers, great independent shops. The way forward."



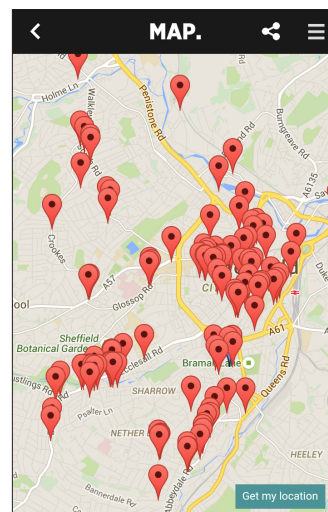
"Great app, great offers!! Nice app, works well on both my devices."



Trader profile page



Offers page



Map

FEATURES

- **Profile page** for each trader, including About Us text, opening hours, contact details and more.
- **Offers & Discounts** presented to user by category or by trader.
- **Push notifications** enable traders to reach users with short pop-up messages on their phone or tablet device.
- **Free analytics**, providing total 'hits' for profile page and each offer listed.
- **Map** featuring markers for each trader relative to user's location, plus ability to list traders according to how close they are to the user.
- **What's New page**, listing all new offers and discounts for easy access by users.
- **Favourites**, enabling users to save their favourite traders and offers for future access.

HOW DO WE MARKET THE APP?

- **Regular advert** promoting the App in Now Then Magazine (30,000 readership), plus editorial features focusing on new offers added to the What's New page and a mini-section in the opening spread.
- **Facebook, Twitter & Instagram support** (over 20,000 followers), including a sign-up tweet for each trader and ongoing promotion of featured offers.
- **In-store posters and window stickers** to promote the App, provided by Opus Independents.
- **Flyers** distributed across the city and into the Peak District.
- **On-screen adverts** before films (15 certificate & above) at the Showroom Cinema.
- Prominent inclusion on **Opus Independents website**, including a monthly round-up of new offers on our blog.
- **Monthly email to app users** with new offers and updates.

HOW MUCH WILL IT COST?

*Offer can be changed monthly. Payment terms are 30 days. **All prices do not include VAT.***

6 Month Option: £120

£20 per month for a minimum term of 6 months. Includes 2 free push notifications.

12 Month Option: £180

£15 per month for a minimum term of 12 months. Includes 6 free push notifications.

6 Month Renewal: £90

Past clients will get the option to sign up for 6 months at the discounted price of £90 (£15 per month).

12 Month Renewal: £120

Past clients will get the option to sign up for 12 months at the discounted price of £120 (£10 per month).

Push Notifications

Short messages which pop up on users' devices and link directly to your page on the App.

1 push notification - £20

6 push notifications - £100

More information available at nowthenmagazine.com/discounts

Contact: discounts@nowthenmagazine.com