



THETA
LAUNCHING THE
NEW THETA S



**HOW TO MAKE 360 CAMERAS
WIDELY POPULAR?**



**BUILD THE EUROPEAN THETA
360 COMMUNITY**



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#LIFEIS360

- ▲ **INFLUENCER ENGAGEMENT**
WITH TOP TECH, LIFESTYLE, FASHION
INFLUENCERS IN EUROPE
- ▲ **PR // CELEBRITY ENDORSEMENTS**
& PRODUCT PLACEMENTS,
BUILDING A NETWORK OF ALLIES
- ▲ **BRAND CONTENT & SOCIAL MEDIA**
CONTENT PRODUCTION STRATEGY
THROUGHOUT THE YEAR



1 year



France, Germany, UK

27,542,194

REACHED VIA INFLUENCER RELATIONS

+40%

OVERALL COMMUNITY GROWTH



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