



HELLO SISTER

A dynamic new entertainment and e-commerce platform for college women.
Be a featured brand.

MISSION

Become the most desirable online entertainment and e-commerce platform for college women, and for the brands that want to reach them.



HELLO SISTER

CREATIVE VISION

Showcase and celebrate the collective experiences, aspirations, challenges, joys, bonds, friendships, and achievements of their “sisterhood.”



HELLO SISTER

VALUE OF VIDEO

Hello Sister will feature short video stories about academics, athletics, and lifestyle.

Brands will be integrated and central to those stories.

Video has lasting value.

Video improves search results, social media engagement, and sales conversion.

Video engages mobile audiences.

60% of consumers are more likely to buy from brands that do video.



HELLO SISTER

MAGIC OF MUSIC

Videos will also be accompanied by **songs by women musical artists**.

These songs will turn stories into memorable music videos.

Music videos are the **most viewed genre of videos** in the world.

College students are also in the top audiences to download and use music apps.
(Millennials 66%, Gen Z 49%.)



HELLO SISTER

A PLATFORM FOR EVERY PRODUCT

Hello Sister will showcase brands **FOR** and **FROM** women in these major categories:

Food and Beverage

Fashion and Lifestyle

Beauty and Personal Care

Financial Planning and Banking

Healthcare and Insurance

Music and Entertainment

Tech and Electronics

Supplies and Essentials



HELLO SISTER

THE BUYING POWER OF COLLEGE WOMEN

Annual discretionary spending for college students is over **\$200 billion**.

Over **56%** of US college students – 11.2 million – are women.

They average **over 130 hours** a week on digital devices.

89% use online payments services.

1 in 3 use online food delivery services at least once a week.

35% use ridesharing services at least once a week.

They make **major purchase decisions** and **shop year-round**.

They start to form brand preferences during these years.



HELLO SISTER

A woman with long brown hair, smiling, stands with her arms crossed in front of a blue wooden wall. The wall features large white stars. Above her, a wooden railing is visible. The text 'AUDIENCE-CENTRIC ENTERTAINMENT' is overlaid in white capital letters.

AUDIENCE-CENTRIC ENTERTAINMENT

+

NATIVE ADVERTISING

+

INTEGRATED E-COMMERCE

Hello Sister combines outstanding video production, award-winning marketing experience, and a dynamic online store, to provide brands with a complete media and sales solution.



HELLO SISTER

GET AWARD-WINNING ADVERTISING EXPERTISE

Client experience: Anheuser-Busch, Au Bon Pain, Converse, Culinary Collective, Eastpak, Frito-Lay, General Mills, Kent School, McDonald's, Midas, MINI, Ocean Spray, OfficeMax, Pizzeria Uno, Sacred Heart, SC Johnson, Sleep Number, TJ Maxx, World Equestrian Center.

Awards: CLIOS, Andys, Effies, One Show, London International Awards, Kinsale Shark Awards, Grand Prix at the Cannes Lions International Festival of Creativity.

Other recognitions: Three Emmy nominations, multiple Top Ten Super Bowl commercials ranked by USA Today, and Top Ad Campaigns of the 21st Century by Ad Age.



HELLO SISTER


AWARD-WINNING ADVERTISING EXPERTISE

We create media solutions across all B2B and B2C categories.

Original Content
Strategic Marketing
Branding
4K Video
Graphic Design
Mobile Marketing
Social Media
Web Development



HELLO SISTER

A woman with long brown hair is looking through a shelf of dark glass bottles in a store. The bottles are arranged in a row, and she is looking directly at the camera. The background is slightly blurred, showing more shelves and products.

Brands can participate at various levels, and get dynamic product placement central to stories, scripted brand videos, and even TV-ready 4K commercials, for a fraction of the traditional cost.

Brands can also sell directly via the Hello Sister store, a curated marketplace of products and services FOR and FROM women.



HELLO SISTER



HELLO SISTER



Be a featured brand in this exciting new online entertainment and e-commerce platform.

Contact us for pricing and details at info@hellosister.com

Or call 312-373-9349

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