01

OPEN

Turkey

OPEN TURKEY

# 02

# Who are we?

The mobile application « Open Turkey » - an information and entertainment portal and service that combines the most important information, latest news and popular services, as well as the opportunity to establish contacts with interesting people, develop business contacts or personal acquaintances. A new atmosphere of like-minded people will be met here for those living in Turkey and traveling in Turkey.

The application will be useful to immigrants, tourists, expats and residents of Turkey.

# What is in the application?

• Directory. Map of Turkey.

• Searching and booking of the hotels.

• Searching and booking of accomodation.

• All restaurants and shops, with the possibility of contact with them.

• News and schedule of events.

• Information on basic relocation issues.

• Answers to the basic questions of tourists.

* How to find interesting places, how to travel on yourself.

• Answers to basic questions of local residents

* how to order water, how to order gas, how to find a doctor, how to pay bills, etc.

• Online consultation

• Dating (personal correspondence between users)

• Opportunity to watch television channels and listen to radio stations for free.

• The ability to order a taxi

• Transport rental

• Turkey bloggers

• Advertising bulletin, as well as private services

• Private account

03

# 04

**Market segment:**
IT-application
mass communication
information environment in Turkey.
**Line of business:**
mobile application
**Competitive environment:**
online forums
similar internet
appications



## Values

• Technological company
• People-oriented
• Friendly
• Credible
• Law abiding

## Power

• The largest mobile application in Turkey for foreigners and local residents

## Mission

• Helping people outside their homeland
• We bring the idea that Turkey is not only all inclusive
• Create a customer-friendly advertising platform

## Expertise

Introducing to users:
• Reliable information about the country and city of residence
• Answers to both frequent and private questions
• Various entertainment and domestic services
We provide to partners:
• Qualitive audience
• Information about interest in a partner's product
• A large advertising platform and the ability to fully customize and control the advertising channel and tool

**Caracter of the brand**

Reliable trust

Solves all problems

Always ready to help to users

Always in trend and aware of latest events

Active substantive and independent

**Brand identity and its main components**

According to branding theory, consumers buy not only the physical characteristics of the brand, but also the emotions associated with it.
In the minds of consumers the brand has a character, speech intonation, a certain manner of behavior, gender and etc.

05

- Men and women
- From 16 to 65 years old
- People of the middle class and higher
- Residents of Turkey and residents of the CIS countries planning to visit Turkey
- Smartphone owners and active app users
- Future immigrants
- Tourists, independently composing a holiday program for themselves
- People interested in entertainment, services in Turkey
- People in need of a map of a specific city in Turkey
- At the moment, few friends and contacts in the target city = application as the main directory
- Preferring one "universal" source
- Independent, preferring to find information directly, without asking friends, or having reasons to keep it confiential
- People who visited Turkey with nostalgia, "take a piece of Turkey with themselves"
- User downloads the application once through mobile store but use from daily up to once a week
- The choice of application is based on need in certain functionality

# About the title and its using

## Our name was not chosen by chance.

- OPEN TURKEY means "Discover Turkey"

- It can be perceived both in the broad sense of "open the customs and culture of the country", and in the narrower perceptions of "open the news, open the map, open new acquaintances, etc., regarding all the services of the application"

- Also, being on the phone screen, the name subconsciously motivates to open and use the application more.

- OPEN is a well-known word and can be found everywhere

- The biggest association to the word Open is not closed

- The name of the application conveys to the user the main values of the company, these are: friendliness and accessibility. We are open to our users.

OPEN

Turkey

# OPEN TURKEY opens up new business opportunities

## 01

One of the main functions of the application is the presence of a personal account. This means you can completely control your advertising campaign.

## 02

Companies placing their ads on the platform have full access to information about their institution, with the possibility of placing advertising banners. You can constantly find out statistics of interest in your company.

## 03

We provide access to a vast audience of our users. The largest infotainment platform in Turkey.

## 08

# Advertiser Requirements about placement of advertising material in the application:
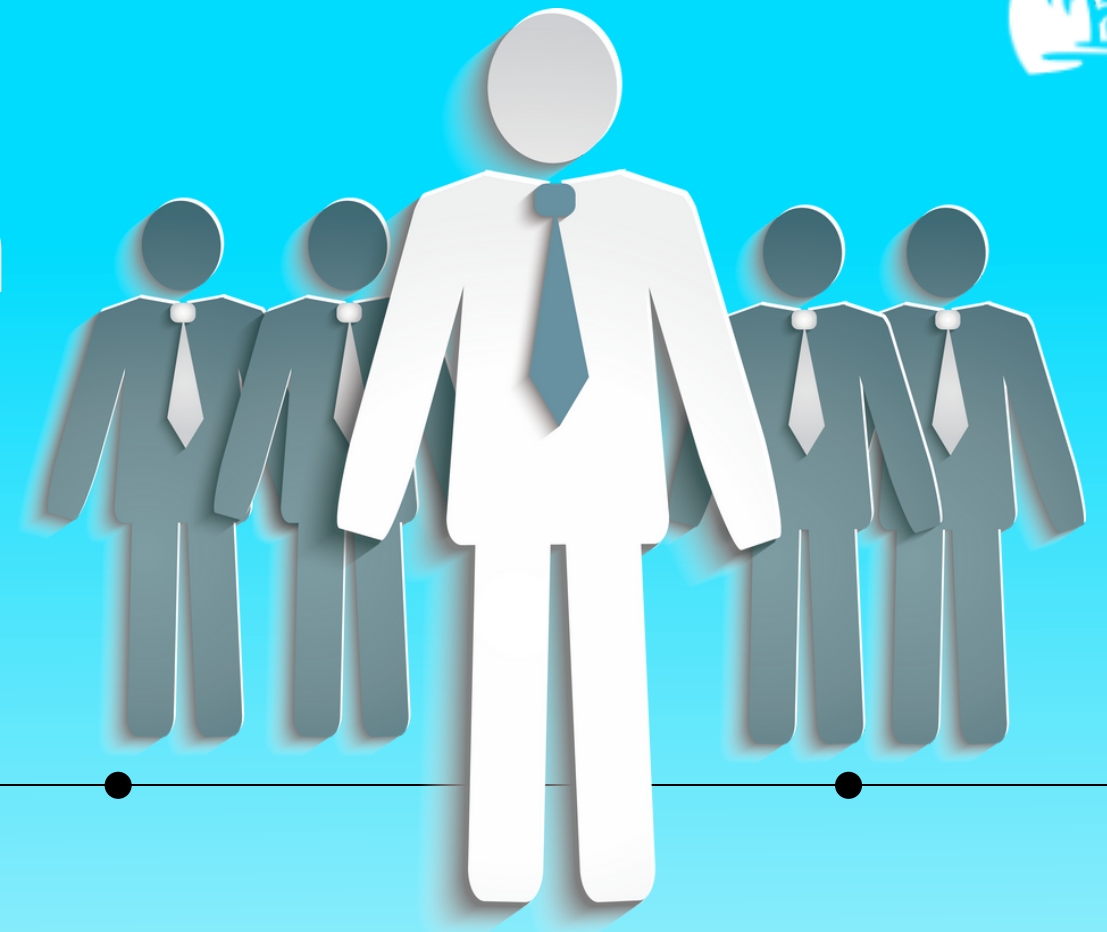
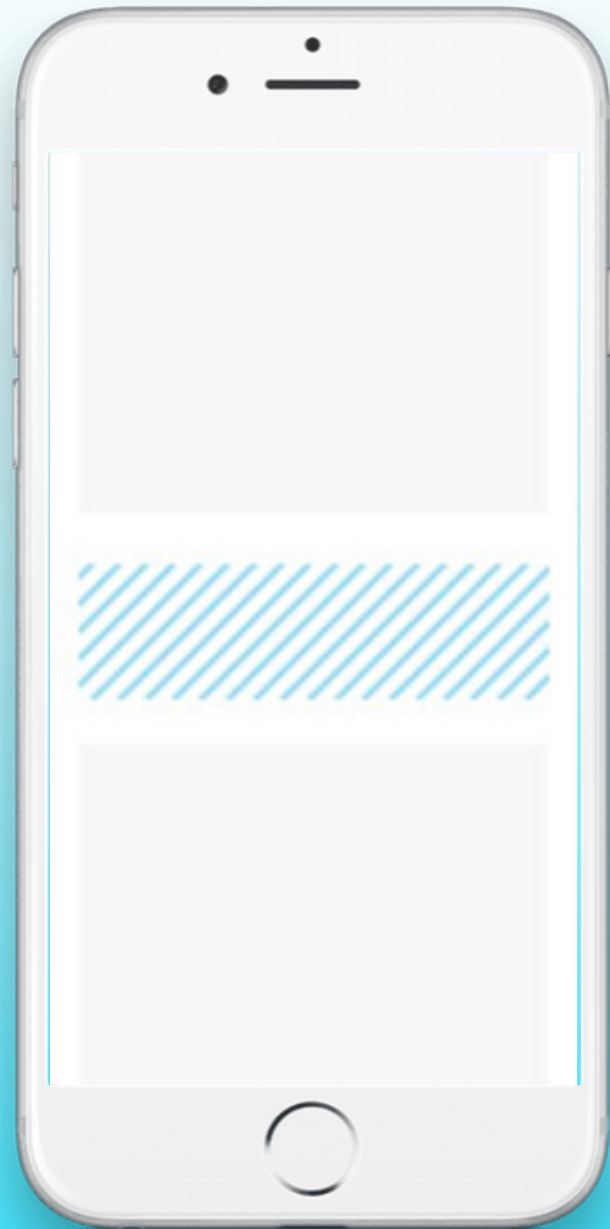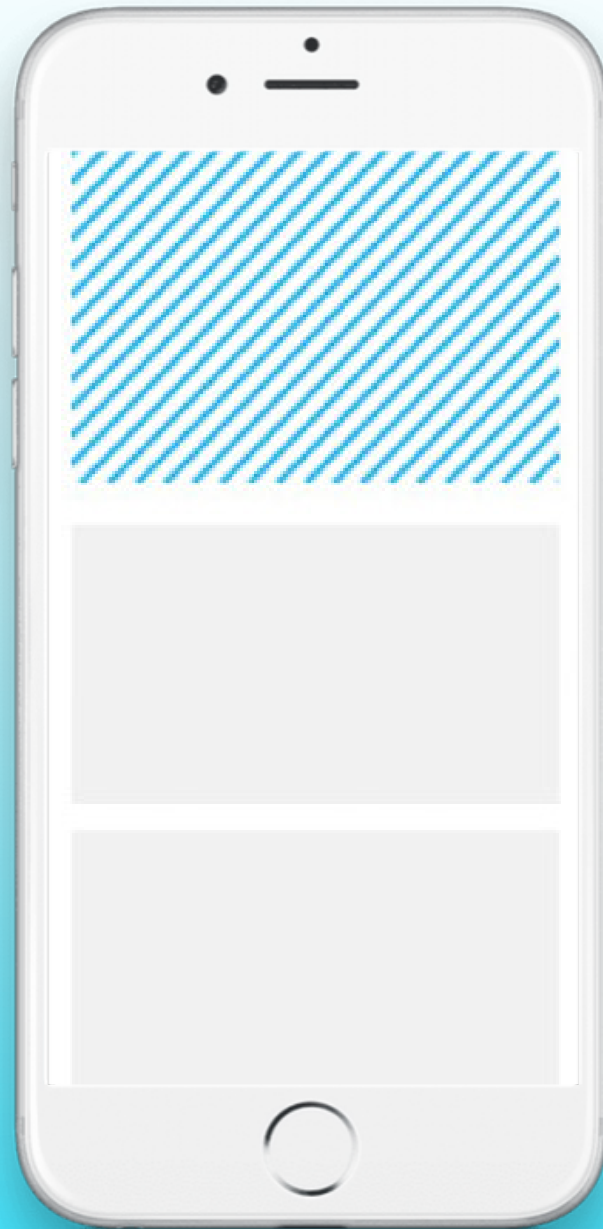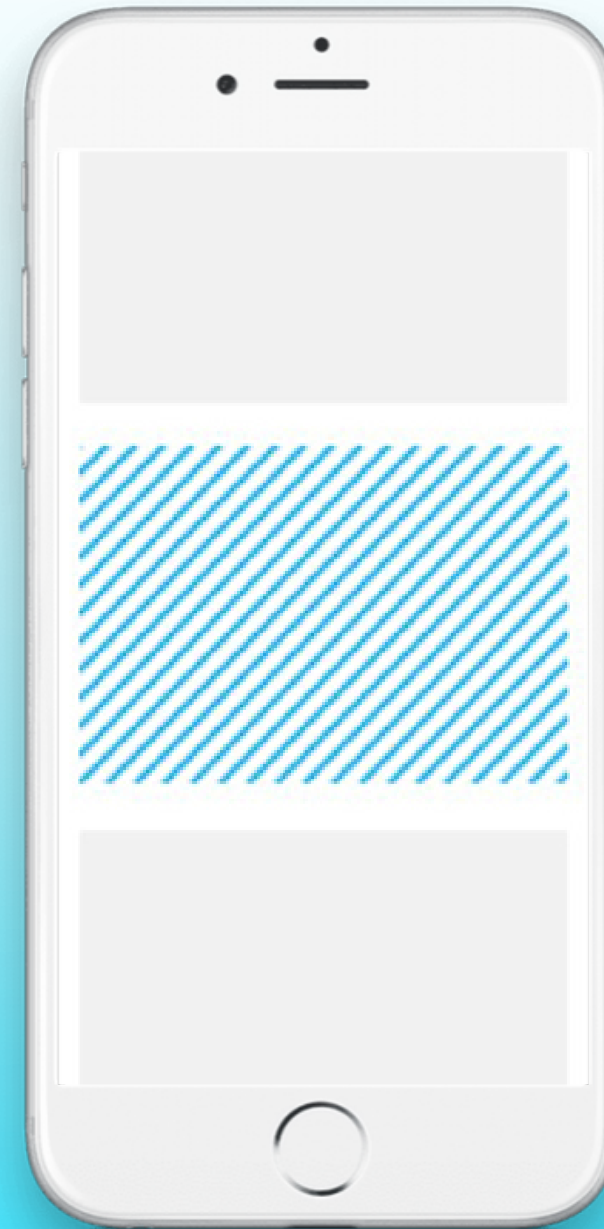| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Actual information | Without false "promises" | Without using forbidden images | Compliance with proposed sizes | No foul language |

09

Maximum size 4 MB | Allowed Image Formats .gif, .jpg and .png.
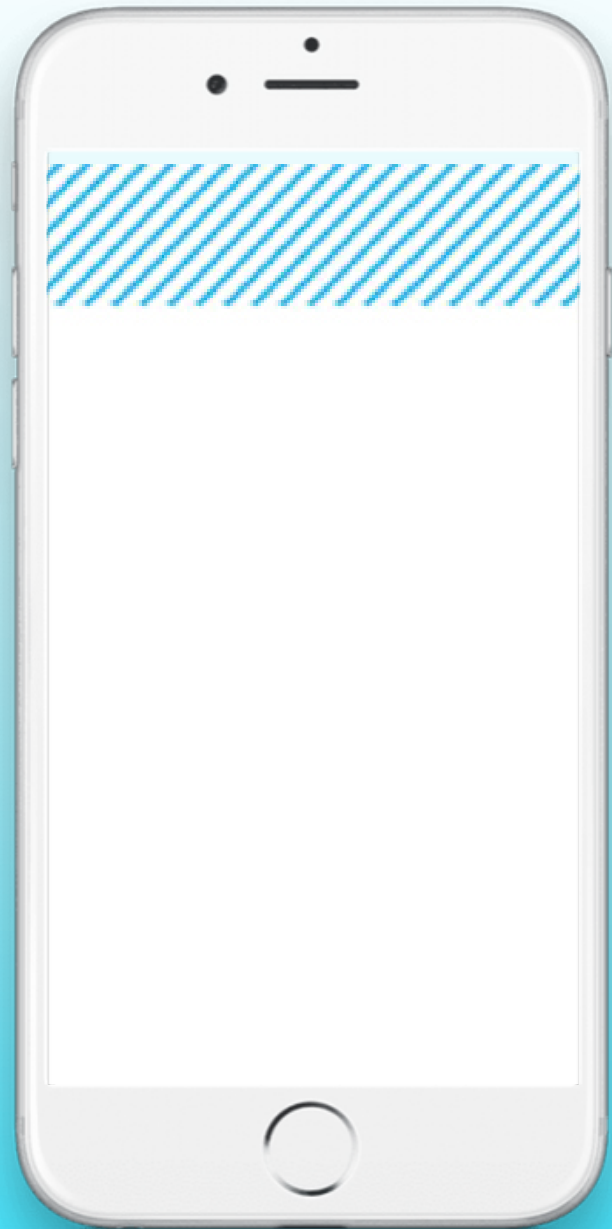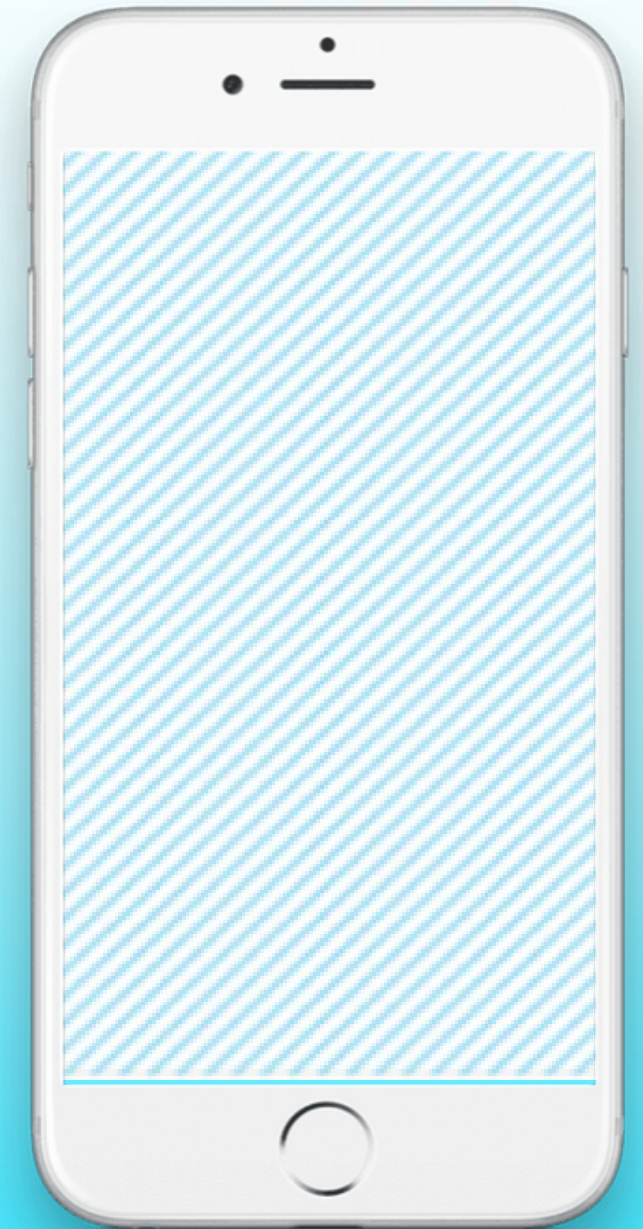
640 x 100 px

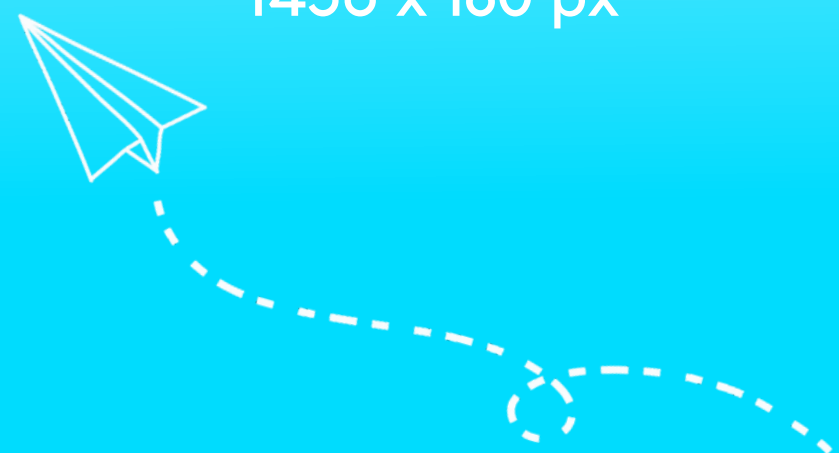1456 x 180 px

3200 x 3200 px

672 x 560 px

1242 x 2208 px

10

What does it look like?

# ABOUT OUR COMPANY

The pride of the company is a team of experienced professionals, which include specialists of different levels and qualifications: software developers, technical managers, analysts and project managers, architects and test managers, testers.

11

OPEN

Turkey

CONTACT US

Thank you