



What Is Handmade?

- An exciting weekly web magazine filmed at KOKO as a series of six episodes between 5-8 minutes per show
- Presented by KOKO customers with the focus on interaction with KOKO attendees such as auditions for presenters and inclusion of user generated content
- A realistic peek into the UK's fervent nightlife/music scene, capturing aspiring fashionistas and music lovers
- Featuring bands such as The Gossip., The Enemy and Amy Winehouse in a totally new way; we'll watch the Bands off duty backstage, at soundcheck and after their show

The Opportunity

- The ability to utilize Handmade as exclusive content for your 18-24 customers
- Access to KOKO database of over 65k active subscribers
- In-venue promotions; access to 8k – 10k customers per week
- Inclusion in KOKO weekly newsletter; 5k-6k subscribers every week
- Profile on KOKO website in the form of teaser snippets directing traffic to the main viewing platform
- Show tagged on KOKO in-venue marketing collateral