



**PEGASEBUZZ** App is born.



# Summary

## **PegaseBuzz Today**

Blog

Social media

## **PegaseBuzz App**

PegaseBuzz, the concept

## **Features**

Shotfeed

Jobs

Profile

## **PegaseBuzz for Business**

Create your business page

Become mobile: our formats

Target a specific audience

Local engagement

Strengthen your team

References

## **Biography**

Ride Together

## **Contact**

p.3

p.4

p.5

p.8

p.9

p.11

p.11

p.14

p.15

p.16

p.17

p.18

p.21

p.22

p.23

p.24

p.25

p.26

p.27



What are our figures to date?

**PEGASEBUZZ** today.



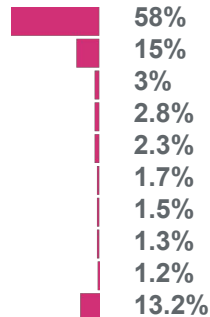
PEGASEBUZZ

# In Numbers

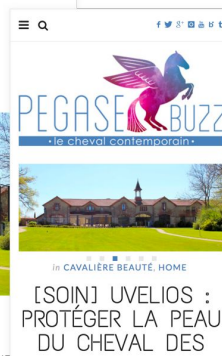
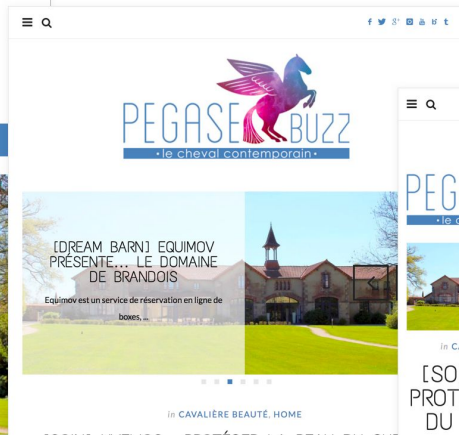
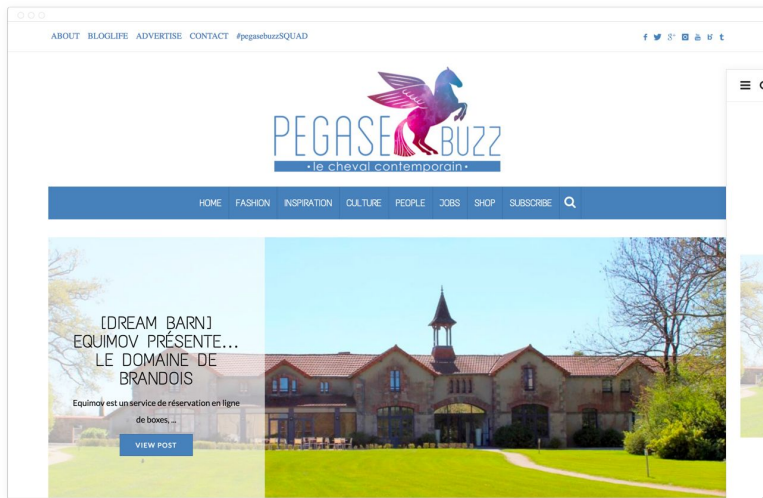
## Blog

**+1,350** articles published.

**+1.7 million** views since its creation in January 2011.



France  
USA  
Germany  
Belgium  
Canada  
UK  
Switzerland  
Netherlands  
Australia  
Others





# In Numbers

## Facebook



+**137000**  
followers

**Between 1 and 7 millions** views per week  
on the PegaseBuzz Facebook page.



**78%** women



**22%** men



**50%** are between 18 and 44 years old

### Impacted audience (in million)

USA	<b>2.1</b>
France	<b>1.0</b>
UK	<b>0.6</b>
Germany	<b>0.5</b>
Netherlands	<b>0.4</b>
Hungary/Australia	<b>0.4</b>
Brazil/Italy	<b>0.3</b>
Canada/Spain	<b>0.2</b>





PEGASEBUZZ

# In Numbers

## Instagram

**+22 000 followers**

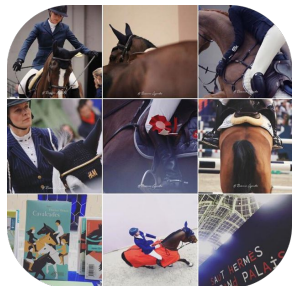
♀ **82% women**

♂ **18% men**

**+130 000 views** per week

**+2 000 views** per stories

**+5 000 views** per post



**+11000**  
followers

[@roxanne.legendre](#)

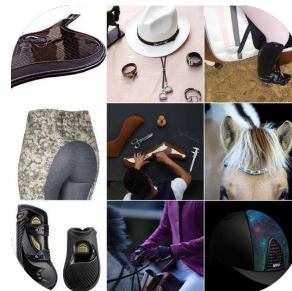


Live product testing, behind the scenes, photography, lifestyle.

[@pegasebuzz](#)



Packshot, equestrian fashion, inspirations.



**+11900**  
followers

Available on the



App Store



Google play



## And also active on...



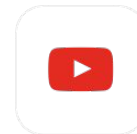
**+2850**

Twitter followers



**+7 520**

Pinterest followers



**+1 760**

Youtube followers



# Ride Together

**PEGASEBUZZ** App.





# PegaseBuzz, the concept Closer to you

Created in January 2011 to share **the contemporary horse spirit** by way of a blog and through social media, **PegaseBuzz** takes a step forward in becoming **closer** to its community!

**Today, Horse Lovers are:**

Mobile

Cosmopolitans

And always busy!



# PegaseBuzz, the concept The information you love

**PegaseBuzz App** is the result of a desire to connect and align with its community's lifestyle by offering:

**Tailor-made content because each user is unique:** each profile is analyzed to offer and display a custom content based on user's preferences.

**Multi service content to meet the user's needs:** looking for your dream job? Want to attend an unforgettable event? Need a coupon for the latest trendy boots? Receive alerts and stay ahead!

**Time saving settings because time is precious:** set precise settings and custom preferences to read quality content and access relevant information.

**Entertainment:** thanks to our multiple formats, we are creating a more enriched mobile experience.

**Available for free both in French and English.**







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# Shotfeed

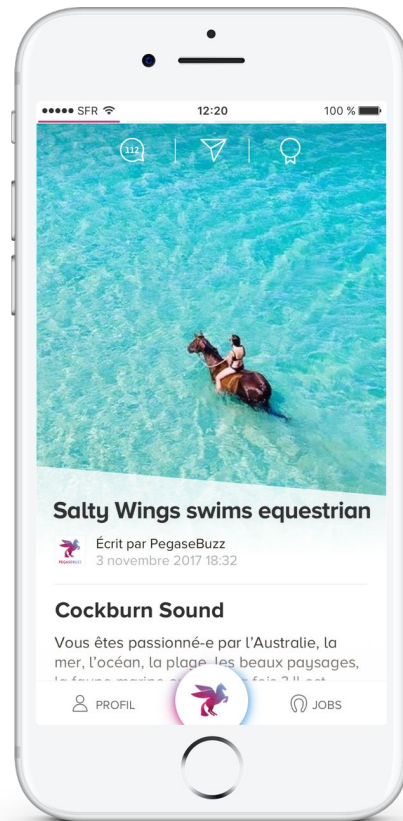
PegaseBuzz but better

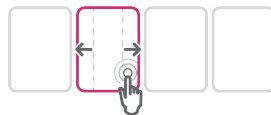
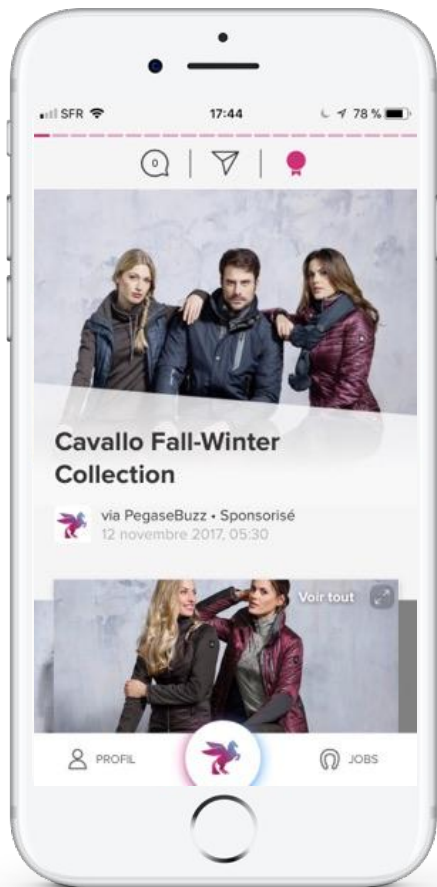
 **Because your tastes and needs matter:** be the first one to receive shots according to your equestrian preferences. Articles, photos, videos. etc.

 Discover **the best equestrian content** and share **your experiences** in comments with the community.

 Alert **your friends** when content is likely to interest them.

 Save **your favorite content** to read or watch later.





Regardless of the format, **one shot = one view**.

**Swipe left or right** to see the previous or the next shot respectively.



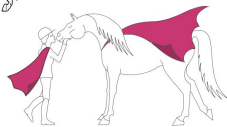
The **navigation bar** indicates the content that has been added since the user's last visit.



Mindfull Dressage.  
by Marie-Julie Dieltjens



Thébaine



EQUINESSSENTIEL

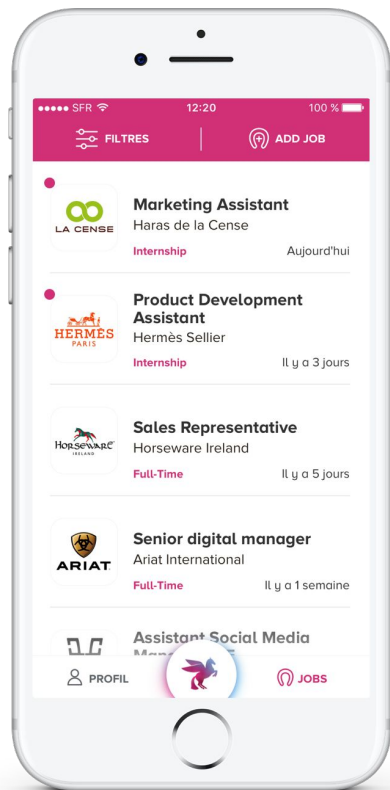


# Partners Love Sources

Professionals, press, bloggers, institutions, companies...

These **content creators** trust us to deliver high quality content to users.

We select each of them for their **renowned experience** in a field or their **expertise** on a specific subject.



# Jobs

The latest equestrian job offers from all over the world in your hands.



**Save** positions of interest, apply immediately or share positions with your friends.



**Filter** job offers according to selected criteria.

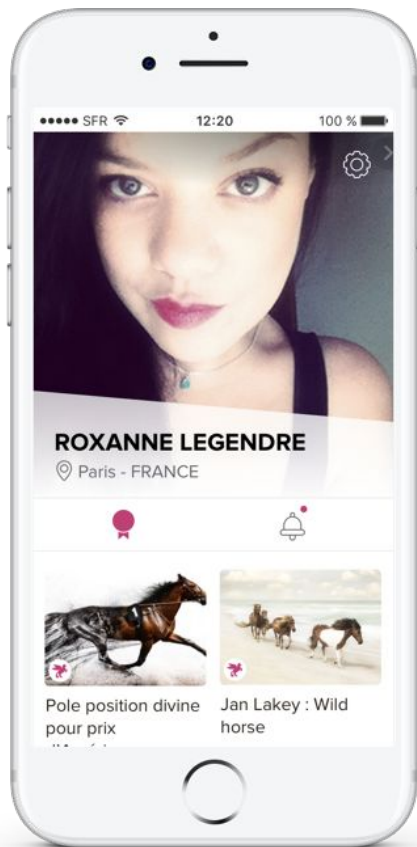


**Receive notifications** when a new job, that falls within your filtered criteria, is posted.



**You're hiring?** Create a job posting in a few seconds!





# Profile

Your very own space



**Review your favorite shots.**



**Missed something?** Your notifications are here to help you catch up with your latest comments, potential contests to enter, events near you or job vacancies.



**Set your profile** to receive shots that match your preferences: select up to 6 themes, set alerts by typing keywords and you will be notified when a new topic of interest is posted. It's that simple!

**The more complete your profile is, the more relevant shots you will receive.**

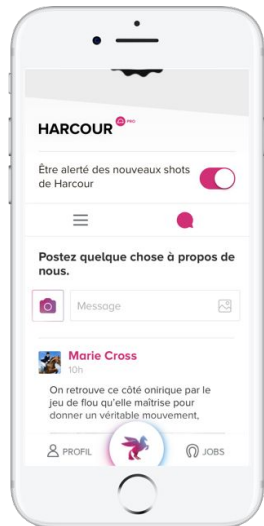




What can we do for you?

**PEGASEBUZZ** for business.





# Business Page

## Create your business page



**Communication:** your subscribers receive a notification when a new shot is posted by you or about you. This shot is also visible in their personal shotfeed.



**Personalization:** users on your business page can access all your shots or the ones about your company on the app at any time.



**Conversation:** the wall allows users to post about their experience using your business. You are free to reply. If you like, this wall can be disabled.





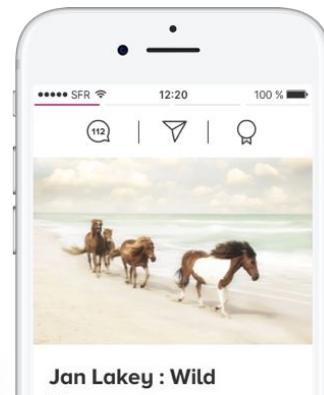
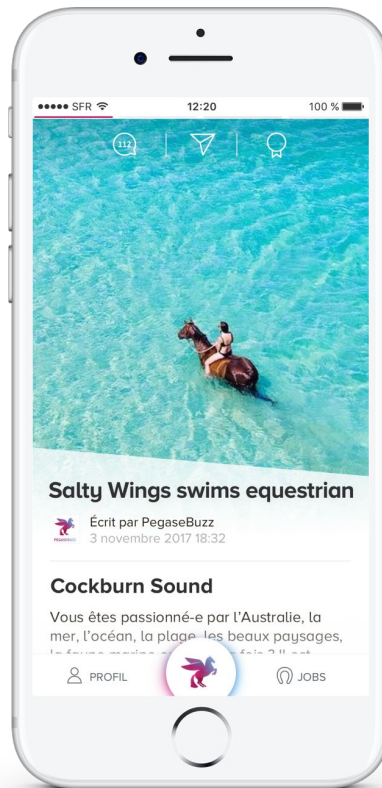
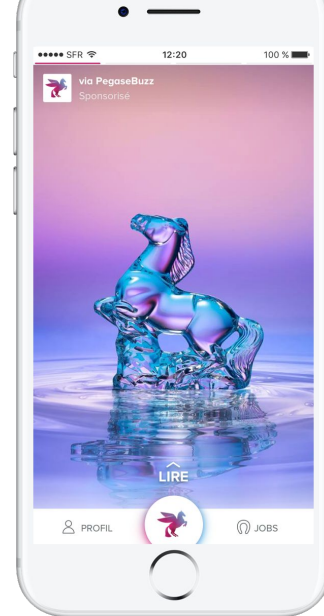
PEGASEBUZZ

# Mobile

## Become mobile

**PegaseBuzz App** is a **full mobile experience app**. Shots can be posted under various formats to **ease reading, highlight content and amaze users**.

**Only one rule: no limits!**



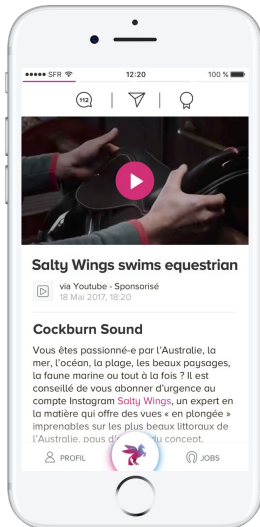


# Experiences

## Our formats



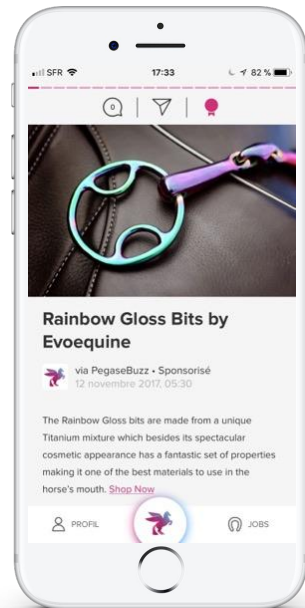
**Article:** source is visible with a direct link to a chosen website.



**Social:** Facebook, Instagram, Vimeo... share an embedded link from your social media directly in a shot!



**Fullscreen:** deliver a fullscreen story as a quote, image or video.



**Shopping:** focus on one or more products. Users can tap the link to access your e-shop!



**Our strategic and creative team** will assist you in choosing your content and, if necessary, **editorial, graphic, photographic and video production** needs.





# Relevance

## Target a specific audience

### According to a profile:

Age
Sex
Location
Profession
Competitor
Owner
Looking for an equestrian job
Looking for a horse for sale

### According to equestrian interests:

Fashion
Health
Breeding
Vaulting
Lifestyle
...

### According to keywords:

Brand
Breed
Event
Product
Rider
...



# Proximity

## Local engagement



**Geolocation:** target an audience according to a city, a region, a country.



**Shotevents:** this specific format is posted in partnership with an event (exhibition, competition). It shares the practical information related to the event such as a link to the ticket office, program, livestream, startlists and results. Users can register their interest in the event and/or their attendance.

You can add promotions, press releases, the location of your stand, etc.

**Adapt your content to potential visitors of an event or to inhabitants of a region you're targeting!**





## Strengthen your team



**Post a job or an internship for free.**



**Potential applicants** can save your job as a favorite, share it or apply for it instantly by email!



**Jobs** are displayed in chronological order, from the most to least recent, regardless of filters.



**You want your job to appear on top?** Contact us!





PEGASEBUZZ

They trust **PegaseBuzz** for Business. **What about you ?**

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# Biography

After successfully graduating with a focus on Marketing and Digital Communication from Rouen University, ISCPA Paris, Sup de Pub and finally CELSA (La Sorbonne), **Roxanne Legendre** started her early career as a freelance Equestrian photographer when she was in her sophomore year in 2010. A keen interest in the **digital world** and an entrepreneurial spirit motivated Roxanne to develop an activity exclusively dedicated to social media. From there Roxanne developed her business to cover Strategy to Management with a particular interest in Social Influence Marketing.

Roxanne has worked with numerous big names in: **Beauty** (Maybelline New-York, Rexaline, Cinq Mondes), **Consumption** (Ben & Jerry's, Almo Nature), **Events** (Gucci Paris Masters, Longines Hong Kong Masters, Free Cone Day), and **Public Administration** (Elysée, Home Office).

Roxanne's passion for the Equestrian world led her to launch the blog **PegaseBuzz** in 2011. It quickly became an experiment and exploration of her equestrian interests which, she discovered, served as a great platform **to discover, share, converse, inform, entertain and engage** with her subscribers and community. These formative years have allowed Roxanne to sharpen her expertise with regard to the concept of « *contemporary horse* » to which she is now devoting her daily content.

In 2017, she is launching PegaseBuzz for Business to meet the demand of brands in **ensuring quality content**, as well as developing **PegaseBuzz App**, her very own **social media application**.

More info:





Thanks

## Ride Together

*PegaseBuzz App is above all the desire to offer to any Horse Lovers a tool in their everyday life to learn, think, be informed, be entertained and engage at home, at the stables, on transports with their loved ones or even better; whilst on horseback!*

*We are proud and excited to offer a smart, social and fully-integrated, easily accessible media platform to serve and nourish horse lovers' passion while they experience the equestrian 'Art de Vivre' from the virtual world to real life.*

*I would like to thank all the people who took part in this project and helped to make it happen.*

*I would especially like to thank the individual who helped co-create this application with me and seeing the creative vision come to life.*

*The contemporary horse is now entering a new era...*

*Let the adventure begin.*

*Roxanne Legendre*



PEGASEBUZZ

# Progressing together

## Contact

Roxanne Legendre, founder

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