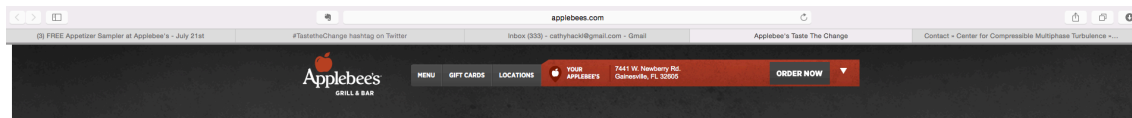
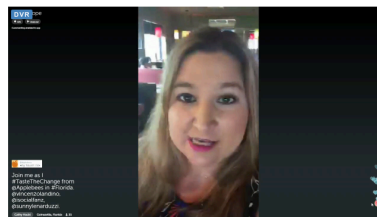


# GETTING STARTED.

- **Download the app. It's free.**
- **Test the app, but never from your corporate handle!**
- **Watch how top scopers or how brands are using it.**
- **What is relevant to your audience?**



WE WANT TO GIVE AWAY MILLIONS. COME #TASTETHECHANGE



I WANT TO #TASTETHECHANGE

JOIN THE  
CONVERSATION

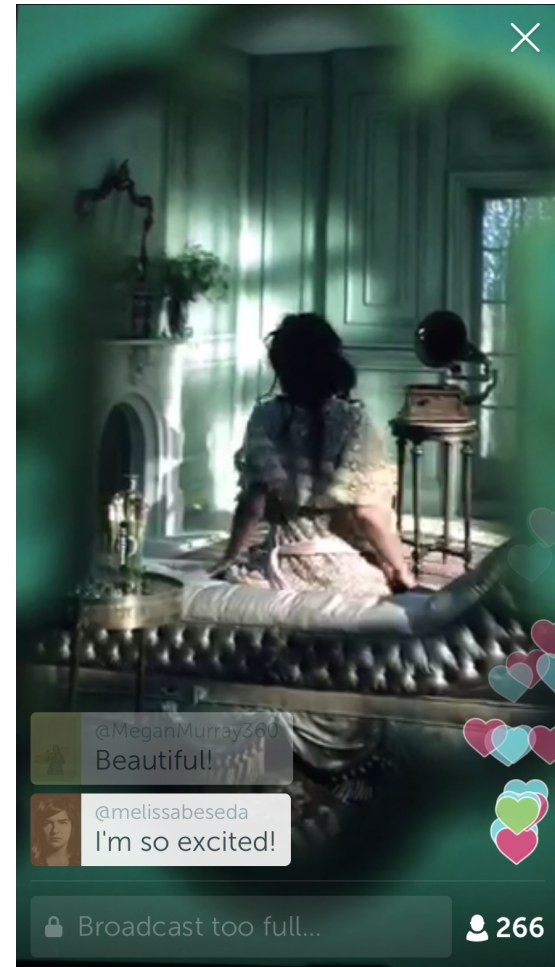


MORE  
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# TIPS FOR BETTER QUALITY

- **Invest in equipment to make your scopes look better and sound better. (Gear: Arkon, Olloclip, Rode, Lumee, etc.)**
- **Landscape mode is key, especially if you keep Apple TV in mind.**
- **Make sure you have GREAT connectivity, it makes a huge difference.**



# KEEP IN MIND...

***What does the live streaming community prefer from brands and organizations?***

- **Educate, entertain & engage.**
- **Engagement is the key.**
- **Influencers on Periscope.**
- **Tribes being formed.**
- **Your brand's goals.**

## Wendy's partners with YouTube stars on Periscope

The quick-service chain tries the new live-streaming video platform.

