



**digital
space**



Video content is not an option anymore.

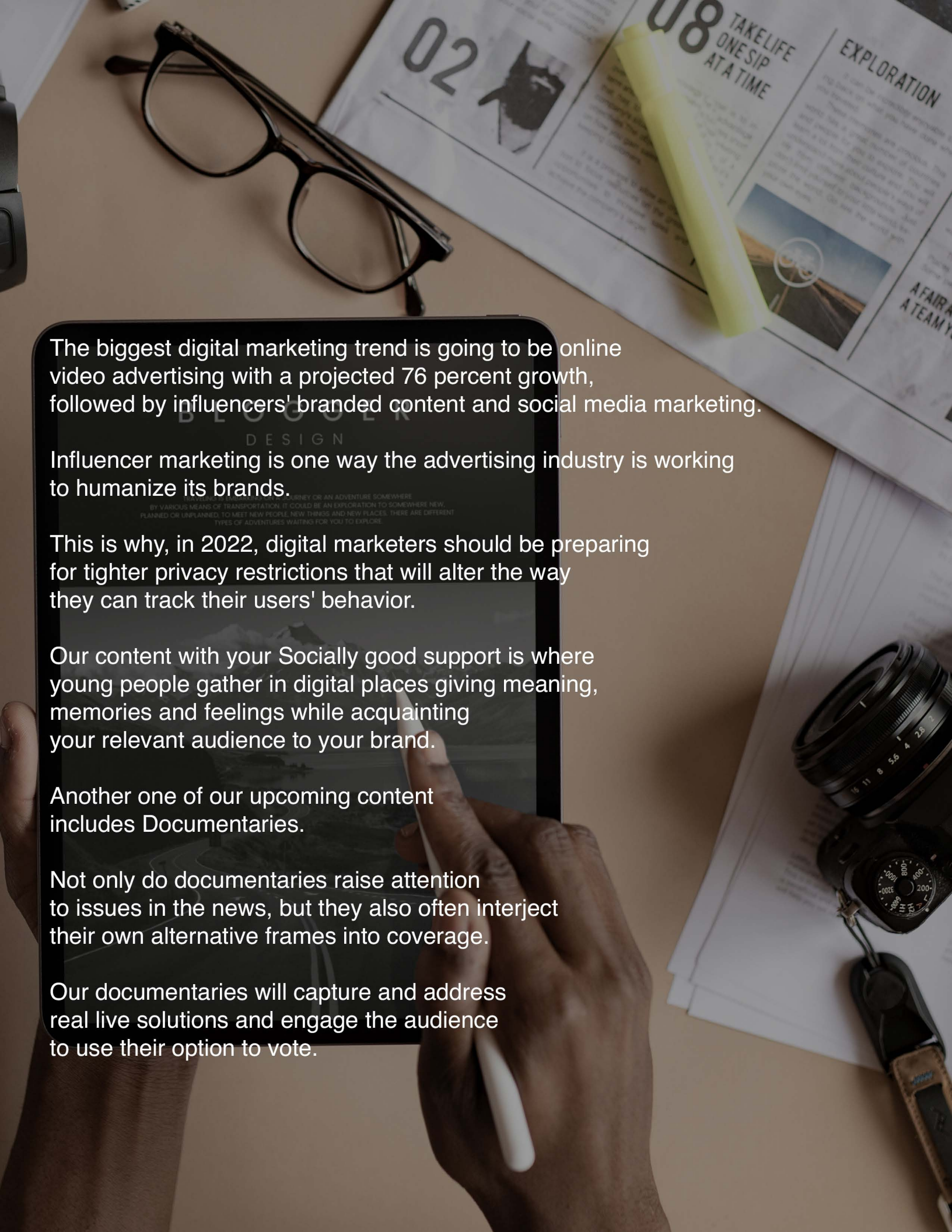
What can be displayed in digital spaces is vast and diverse, and can take countless forms - the most popular being the smartphone.

It is the new ONLINE marketing tool to unleash your brand with LIKES, social engagement and positive interactions for all to see 24/7 conveniently at their fingertips.

Applications are endless.

Science has never been explored quite so artistically or deliver such broad audience across steaming platforms.

Consumers are by parallel more hungry for the diverse platforms of digital space.

A top-down view of a desk with various items. A tablet is held in the center, displaying text. To the left are black-rimmed glasses. Above the tablet is a newspaper with the number '02' and a small image. To the right is a yellow highlighter and a newspaper with the number '08' and the headline 'TAKE LIFE ONE SIP AT A TIME'. Further right is another newspaper with the word 'EXPLORATION' and a photo of a person on a bicycle. Below the tablet, a hand holds a white pen. To the right of the hand is a camera lens and a camera body with a strap.

The biggest digital marketing trend is going to be online video advertising with a projected 76 percent growth, followed by influencers' branded content and social media marketing.

Influencer marketing is one way the advertising industry is working to humanize its brands.

This is why, in 2022, digital marketers should be preparing for tighter privacy restrictions that will alter the way they can track their users' behavior.

Our content with your Socially good support is where young people gather in digital places giving meaning, memories and feelings while acquainting your relevant audience to your brand.

Another one of our upcoming content includes Documentaries.

Not only do documentaries raise attention to issues in the news, but they also often interject their own alternative frames into coverage.

Our documentaries will capture and address real live solutions and engage the audience to use their option to vote.



Trends are showing increase in demands of content creation in digital space.

ICDS offer opportunities for early birds to insure and lock position with various offerings.

The digital media bubble will pop in the forthcoming future with 'GREEN' options and social solutions.

Media will bifurcate into massive networks that roll up many properties for scale and synergy or niche publications charging premium prices based on the strength of their brand.

In this environment, savvy marketers will focus on developing omnichannel experiences, something that will require transforming their organizations for greater internal cooperation.

Changes in the corporate world toward more flexible environments with employees staying in their home offices with more productivity demand new strategies.

Brands need unique, high-quality, and interactive content that viewers can connect with in new environments where contents are available 24h.

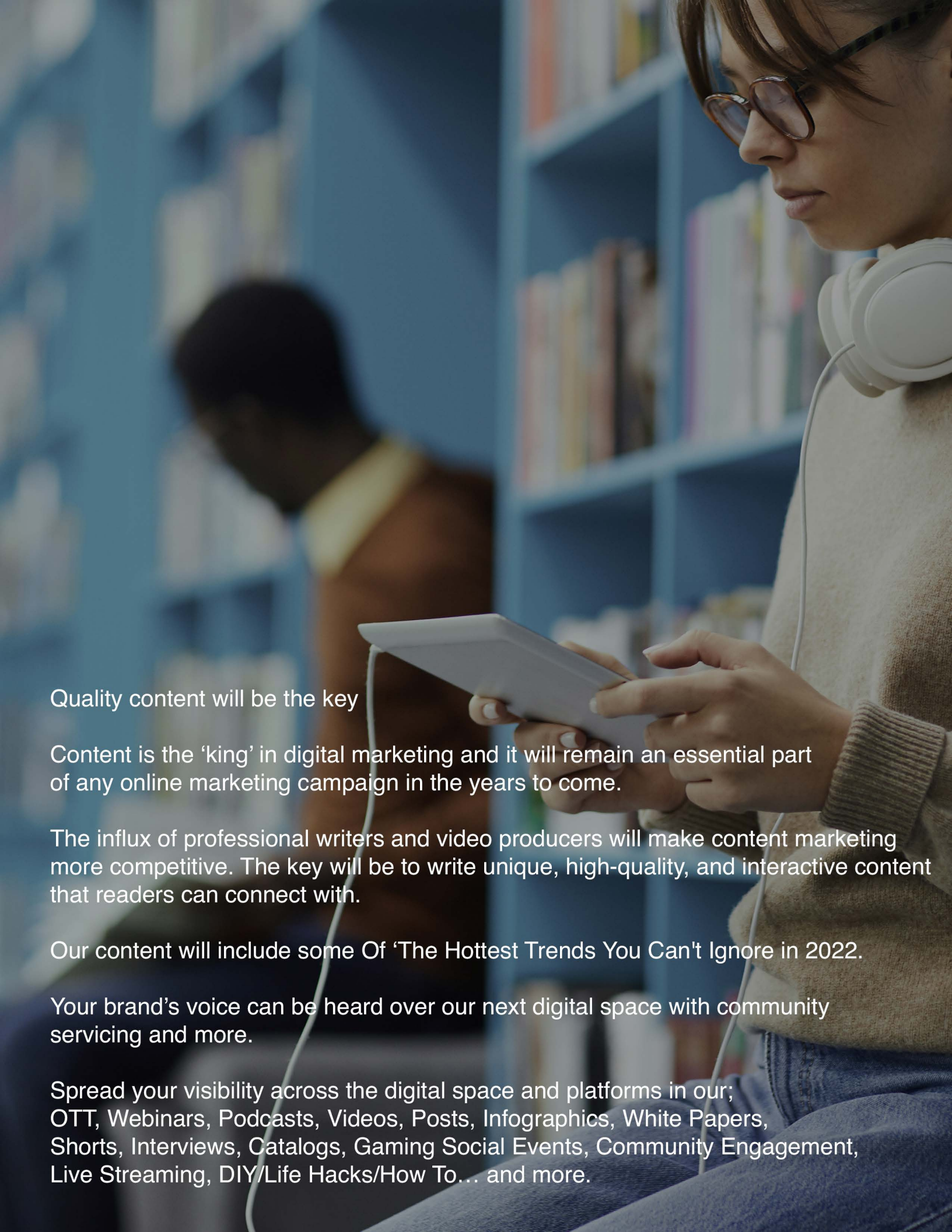
Structured contents are the avenue for more healthy consumption which making significant impact on your audience, society and potentially leading an example of socially good brand with high media content.

ICDS programs such as 'more.STEM' are perfect example.

Education for youth and adults as a base offer wide spectrum of audience.

STEM.camp as integrated part of the program potentially involves large number of variety brands. This is one of the key strategies that ICDS offer.





Quality content will be the key

Content is the 'king' in digital marketing and it will remain an essential part of any online marketing campaign in the years to come.

The influx of professional writers and video producers will make content marketing more competitive. The key will be to write unique, high-quality, and interactive content that readers can connect with.

Our content will include some Of 'The Hottest Trends You Can't Ignore in 2022.

Your brand's voice can be heard over our next digital space with community servicing and more.

Spread your visibility across the digital space and platforms in our; OTT, Webinars, Podcasts, Videos, Posts, Infographics, White Papers, Shorts, Interviews, Catalogs, Gaming Social Events, Community Engagement, Live Streaming, DIY/Life Hacks/How To... and more.

A woman with long, dark, curly hair is smiling warmly as she shows a tablet to a young child. The child, wearing a yellow shirt, is looking intently at the screen. The background is a softly blurred indoor setting.

Our content is where young people gather, with digital places giving meaning, memories and feelings.

Minecraft / coding bring girls to into STEM attracted by different kinds of creativity, artistic creativity, problem-solving.

90% of brands involved share success story!

Our content creation integrate our programs and involve brands in digital space on more flexible, futuristic and long lasting way making all participants multilevel satisfied.

This network of networks is becoming your network to more relevant customers.

Jump on board before the iron gets too hot.

ICDS sets the standard for trusted editorial content and audience engagement.

One of them is streaming on OTT giving user convenience of choice of platforms / content together with choice of time when / where to access.

What is an OTT app?

For example our OTT app is available on

Connected TV platforms:-

- AndroidTV
- FireTV
- Microsoft XBOX
- Roku
- Samsung Tizen
- tvOS (Apple)

And mobile platforms:-

- iOS (Apple Store)
- Android (Google Play)



Cause marketing or Cause-related marketing (CRM) is a mutually beneficial collaboration between a corporation(s) for profit and a nonprofit designed to promote the former's sales and the latter's cause.

American Express first coined the term in 1983 to describe its campaign to raise money for the Statue of Liberty's restoration.



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