

● LIVE

👁 5,247 WATCHING



# THE IDEA AND WHY IT WORKS

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## AN INDIAN STREAMER. AN ACTIVE VOLCANO. ONE LIVE CLIMB.

A four day IRL journey through Bali, Indonesia, taking viewers through adventure, local experiences, culture and nightlife before culminating in a challenging and high adrenaline pre - sunrise trek up Mount Batur, an active volcano, LIVE & IRL.

The dangerous climb is intentionally saved for the final stream. The first three streams build audience interest and anticipation through new experiences, giving viewers a reason to return each day ultimately driving attention toward the biggest moment of the journey: Maze taking on an active volcano **LIVE**.

Unlike a one off **IRL stream**, this concept creates multiple touchpoints with the audience, with every stream introducing a new experience while building toward the Mount Batur finale. The first three streams create discovery, engagement and anticipation, while the final climb delivers the high impact moment that can bring new viewers to Maze and give existing viewers a reason to return.

# INTRODUCING MAZE

Maze is one of India's fastest growing gaming and IRL creators, known for turning every stream into an interactive experience. From gaming sessions and Omegle streams to unique IRL concepts and community driven challenges his content consistently keeps audiences engaged across YouTube, Kick, Instagram, and Discord.



30M+  
COMBINED REACH

## OVERALL ANALYTICS •



**150K+**

CROSS PLATFORM COMMUNITY



**40M+**

MONTHLY REACH



**5M+**

LIVE VIEWS



**10K+**

ACTIVE DISCORD COMMUNITY

### YOUTUBE

TOTAL SUBSCRIBERS

**47K+**

LIVE VIEWS

**4.39M+**

WATCH HOUR

**800K+**



### KICK

TOTAL FOLLOWERS

**4.2k+**

LIVE VIEWS

**7K+**

UNIQUE VIEWERS

**10K+**



### INSTAGRAM

AVG. REEL VIEWS

**300k+**

STORY ENGAGEMENT

**30K+**

FOLLOWERS

**61.7K+**

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## 3 MONTHS TARGET

**YOUTUBE**

**100K+**

TOTAL SUBSCRIBERS

**KICK**

**10K+**

TOTAL FOLLOWERS

**INSTAGRAM**

**100K+**

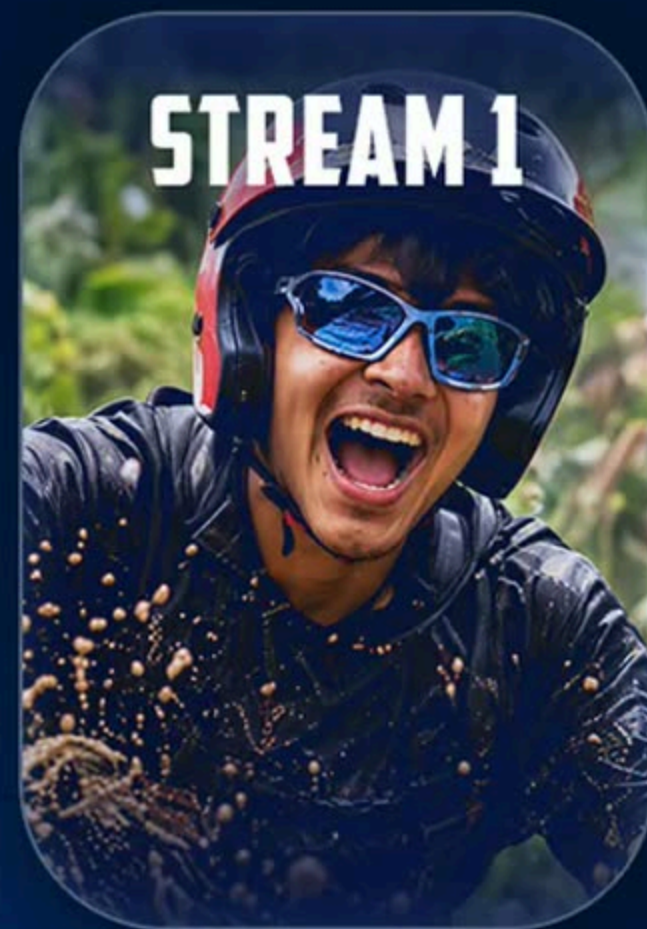
TOTAL FOLLOWERS

# THE FOUR STREAMS

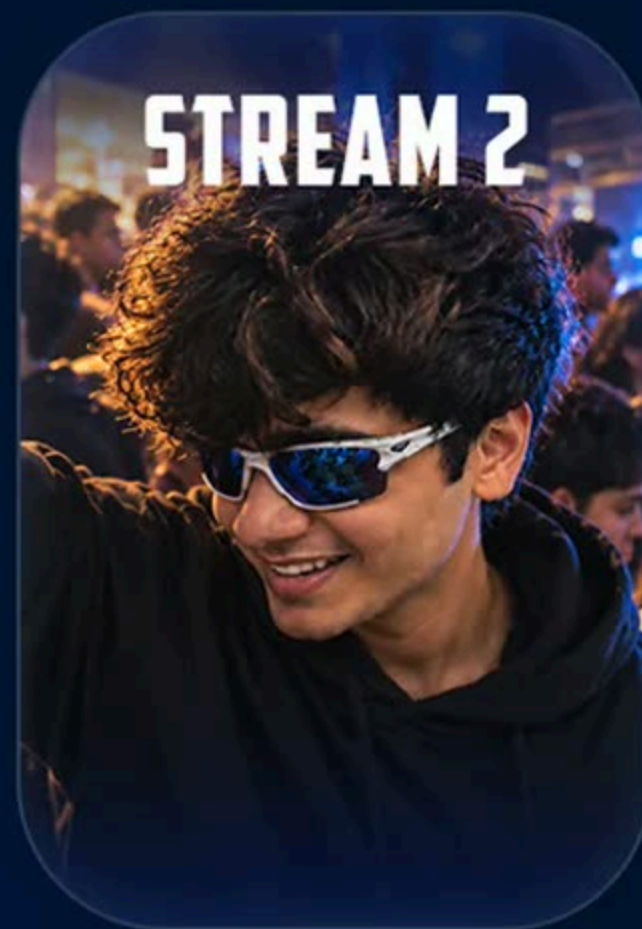
FOUR THEMES. ENDLESS MOMENTS

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THE JOURNEY BEGINS



THE NIGHT WE MET



THE DAY WE EXPLORE



THE CLIMB

# 1

STREAM 01

# THE BALI ADVENTURE

The **Journey** Begins

**Maze** kicks off the Indonesia journey with a high energy day combining adventure, exploration and spontaneous interactions giving viewers an immediate reason to discover the series and experience Bali with him LIVE.

## THE EXPERIENCE

### ATV ADVENTURE

Mud trails • Rice fields • Offroad action

### RIVER RAID

Rafting • Rapids • Live reactions

### WATERFALL EXPLORATION

Jungle • Swim • Unexpected moments

### CHAT LED CHALLENGES

Audience choices • Challenges • Realtime interaction

## WHY IT DRIVES ENGAGEMENT

Every segment creates a new visual and interactive moment, keeping the stream moving and giving the audience opportunities to influence what happens next. This establishes Maze's IRL journey from the first stream and creates a reason to stay, participate and return for the next chapter.



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STREAM 02

# BALI AFTER DARK

One **party**. New **faces**. A night to remember.

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**Maze** takes over a night in Bali by hosting his own high energy party bringing together locals, travellers and people he meets along the way. Instead of simply experiencing Bali nightlife, he creates his own social experience, meeting complete strangers, making new friends and turning the night into an unpredictable live adventure.

**The goal is simple: meet new people, have an unforgettable night and see who becomes part of the journey.**

## THE EXPERIENCE

### THE BALI PARTY

Luxury venue • villa • club • DJ • Lights • Music • Premium setup

### STRANGERS OF BALI

Travellers • Locals • New faces • Unexpected friendships

### RAVE CHALLENGES

Dance offs • Social challenges • Mini-games • Audience interaction

### MAKE NEW FRIENDS

Invite people into the experience • Break the ice • Create unexpected connections

## WHY IT DRIVES ENGAGEMENT

The party becomes a live social experiment. Every new person Maze meets can become a new character in the story. Viewers watch strangers walk into the party, see who Maze connects with and follow the unpredictable interactions throughout the night.

# 3 STREAM 03

## THE LAST DAY BEFORE THE CLIMB

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New **friends**. New **places**. A completely different **side of Bali**.

The strangers Maze met at last night's party become his crew for the day. Together, they explore a side of Bali beyond the usual tourist experience discovering local culture, food, people and unexpected adventures, with every decision creating a new moment for the audience.

### EXPERIENCE

#### DISCOVER LOCAL BALI

Art market • Balinese outfit • Local food • Traditional experiences

#### MEET THE PEOPLE

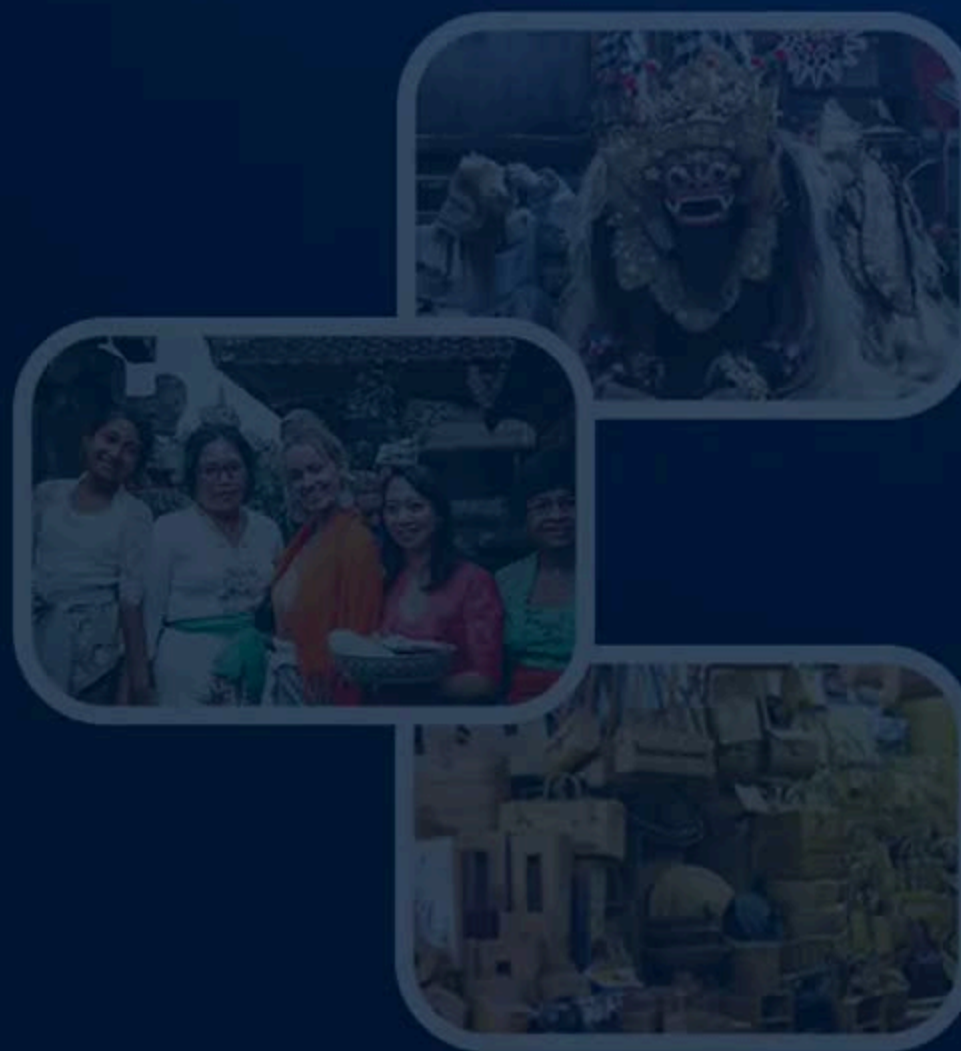
Talk to locals • Learn the culture • Spontaneous interactions

#### THE IPHONE CHALLENGE

Approach strangers • Convince them to join the climb • Complete the challenge → WIN AN IPHONE

#### THE FINAL CALL

Reveal the chosen climbing partner • Prepare for tomorrow • "Tomorrow, we climb."



### WHY IT DRIVES ENGAGEMENT

The audience is no longer just watching Maze explore Bali they are watching a mission unfold. Every new person becomes a potential climbing partner, creating unpredictable interactions and a clear reason to keep watching until Maze finds someone willing to take on the final challenge.

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## STREAM 04

ONE MOUNTAIN. ONE MISSION.

An Indian streamer. An active volcano. One LIVE climb.

**MOUNT BATUR • 1,717M • PRE DAWN**



### THE MISSION

After three streams across Bali, Maze takes the journey to its biggest challenge yet a pre dawn LIVE & IRL ascent of Mount Batur, an active volcano rising to 1,717 metres. But this time, he isn't climbing alone. The people Maze met at his party, explored Bali with and turned into friends are invited to take on the final challenge with him.

**03:00 AM** • The climb begins • In complete darkness • LIVE • Headlamps on • Crew assembled • Cameras LIVE.

Maze and his newly formed Bali crew begin the ascent toward the summit, with viewers experiencing the journey in real time every step, reaction, setback and breakthrough. Typical sunrise trek: **03:00 – 04:00 AM** → 2 – 3 hour ascent → Sunrise summit.

### THE CREW CHALLENGE

YOU CAME THIS FAR. NOW CLIMB WITH US.

The people Maze met throughout the journey are given one final invitation: Complete the planned challenges Reach the summit safely unlock the reward. Rewards can include premium gifts, campaign merchandise or a headline reward such as an iPhone, subject to eligibility and safe participation. The reward becomes the motivation but the real payoff is reaching the summit together.

One journey. Hundreds of content moments. Continuous brand visibility.

## ● LIVE CONTENT

**5 – 7 hours each** • High quality multi camera production • Dedicated IRL production crew • Live audience interaction

4 – 5+ PREMIUM **LIVE STREAMS**



## LONG - FORM CONTENT

15 – 20+ YOUTUBE VIDEOS  
Full experiences • Challenge episodes  
• Bali stories • Mount Batur finale



## HIGHLIGHT CONTENT

50 – 100+ YOUTUBE HIGHLIGHTS  
Best moments • Reactions • Challenges  
• Unexpected interactions • Stream recaps



## SHORT - FORM AMPLIFICATION

100 – 200+ SHORT - FORM VIDEOS  
Reels • Shorts • TikTok • Viral moments • Challenges • Reactions



## ALWAYS - ON SOCIAL

DAILY STORIES + COMMUNITY CONTENT  
Countdowns • BTS • Teasers • Live updates  
• Audience polls • Stream reminders

# BEYOND THE LOGO

Turning **1Win** from a sponsor into part of the experience.

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## BRANDED CHALLENGES

1Win Challenge Cards, Mission Boards, branded props and interactive challenge mechanics.

## 1WIN REWARDS & MERCHANDISE

Branded merchandise and approved rewards distributed through challenges and audience interactions.

## ON GROUND BRANDING

1Win signage, backdrops, flags, tables, venue branding and approved location integrations across key experiences.

## DIGITAL BRANDING

1Win integrated into stream overlays, thumbnails, lower-thirds, intros, outros and promotional creatives.

## ROAD TO MOUNT BATUR

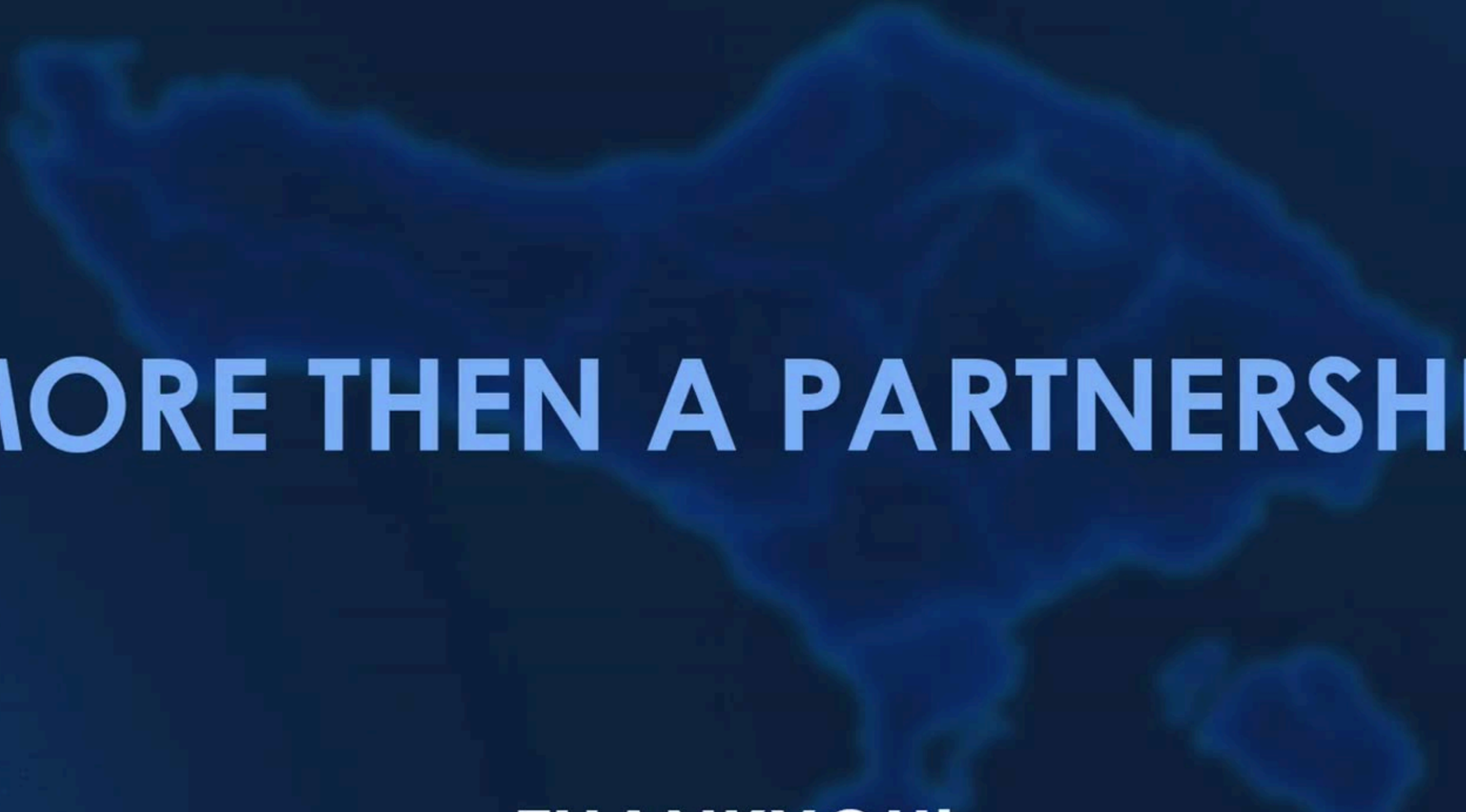
A consistent **1Win x Maze** campaign identity carried across every chapter of the Bali journey.

## THE AMPLIFICATION LAYER

### INDIA'S CLIPPING + MEME ECOSYSTEM

Maze & team partner with top Indian clipping, meme and creator community pages to identify the strongest moments in real time and push them across high reach social communities.

LIVE MOMENT → CLIP → MEME → REPOST → DISCOVERY



# MORE THEN A PARTNERSHIP

## THANKYOU!