

121214 - Superstar DJ - Experience component - Campaign timeline

V0.1

1. Tease

- JH Twitter + Instagram
- Remix track of a celebrity (i.e. Rihanna)
- Track leaked on BitTorrent

JH Twitter

BitTorrent

2. Launch - S2 release

Campaign Hub

FB Like

Content aggregation and product exposure

YouTube Channel

Follow

TVC

Behind the scenes

Mixes distribution

SoundCloud

Follow

Spotify

Follow

BitTorrent?

Music blogs

Blog (Tumblr etc)

Follow

Twitter Updates

Follow

Instagram

Follow

UGC - Participation

FB Like

- UGC is done via web emulation / app emulation
- User content seeded through user social network (Twitter, Facebook, + Locally relevant)
 - Voting mechanic
 - Blogs > Share build up to the event?
 - Prize > Attend / participate to live event?

Campaign

SoundCloud

Campaign FB

FB Like

Campaign Twitter

User owned

User Facebook page / posts

FB Like

User Blog / Tumblr

User Twitter

FB Like

Reach out to Social Capital (friends)



UGC - Support

Vote / support

Experience

3. Event - S3 Release

Campaign Hub

Content aggregation and product exposure to new product

YouTube Channel

Event coverage

Behind the scenes

Live mix distribution

SoundCloud

Spotify

Music blogs

iTunes

Blog (Tumblr etc)

Follow

Twitter Updates

Follow

Instagram

Follow

UGC - Participation

Define a user engagement mechanic?