## 121214 - Superstar DJ - Experience component - Campaign timeline V0.1

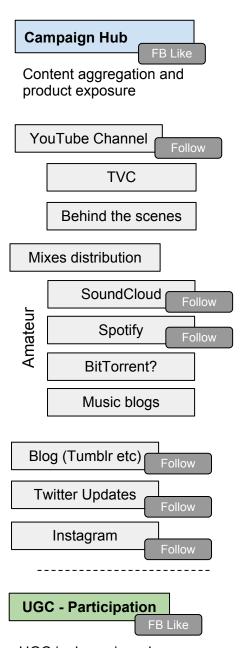
## 1. Tease

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

JH Twitter

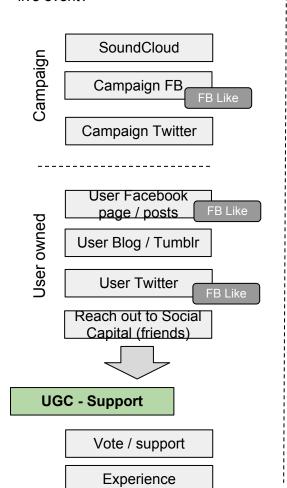
BitTorrent

## 2. Launch - S2 release

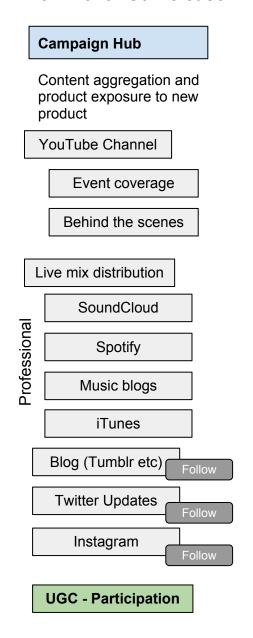


UGC is done via web emulation / app emulation

- 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?



## 3. Event - S3 Release



Define a user engagement mechanic?