



This is a presentation about engaging consumers.

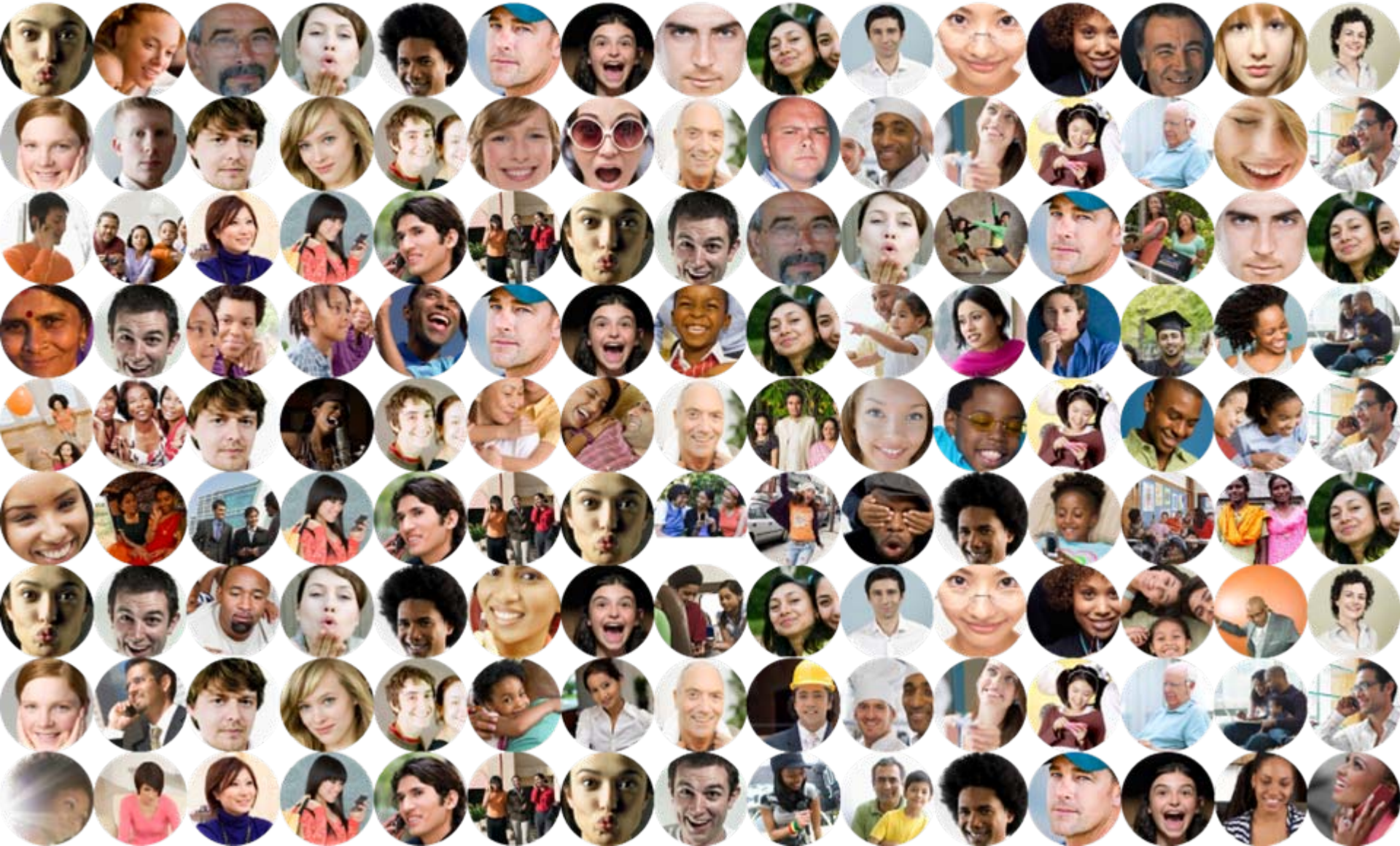


Table of Content

- 01 Context
- 02 Synopsis
- 03 What is TribalCast™
- 04 Website
- 05 Marketing & Communications
- 06 KPI
- 07 Pricing model
- 08 Synthesis

01 Context

- Deep marketing trends have shown that the power has shifted from Brands to consumers. Brands need to establish a dialog on the consumers' terms. User Generated Content (UGC) is key for brands' understanding of today's consumers.
- 55% of online community members said they feel as strongly about their online communities as they feel about their real-world communities¹
- In 2008, 83 million Americans created UGC and 116 million Americans consumed it. ²
- By 2013, nearly 155 million US Internet users will consume UGC content. The number of UGC creators will grow by similar proportions to nearly 115 million in 2013. ²
- Pixman with its interactive solutions is able to create, shape and help the dialog between consumers and a brand.

¹ Center for the Digital Future, "Annual Internet Survey" , 2008

² eMarketer, "User Generated Content ", January 2009

02 Synopsis

The aim is to create a platform where people can have a conversation and share experiences.



03 What is TribalCast

Making the brand part of the community

TribalCast establishes the brand as an *enabler* empowering consumers creating an emotional intimate relationship between brand and consumer



03 What is TribalCast

Field: Interactive applications

Pixman with its global network of value added resellers can capture and record content as well as data information.

UGC: user friendly content management

TribalCast uses internet's content standard technologies to ensure user friendly content management interface.

Online: Intuitive map navigational tool

TribalCast is able to pinpoint on a graphical map the origin of content generation. Facilitating the creation of personalized intimate relationship between brand and consumers.



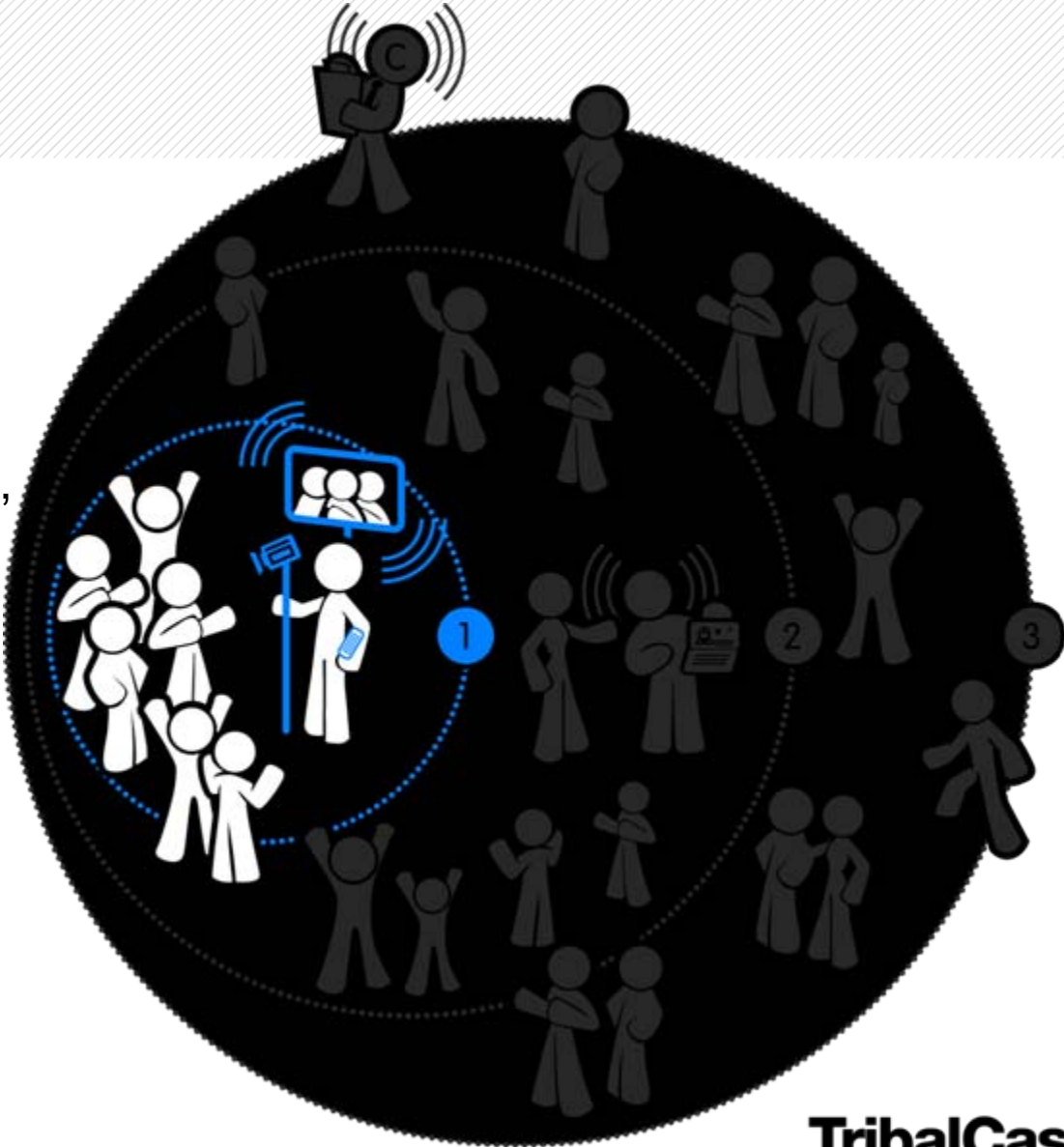
03 What is TribalCast

1st Layer:

Interactions ++

Pixman films and records videos of consumers.

The emphasis is on original, dynamic and emotional content.

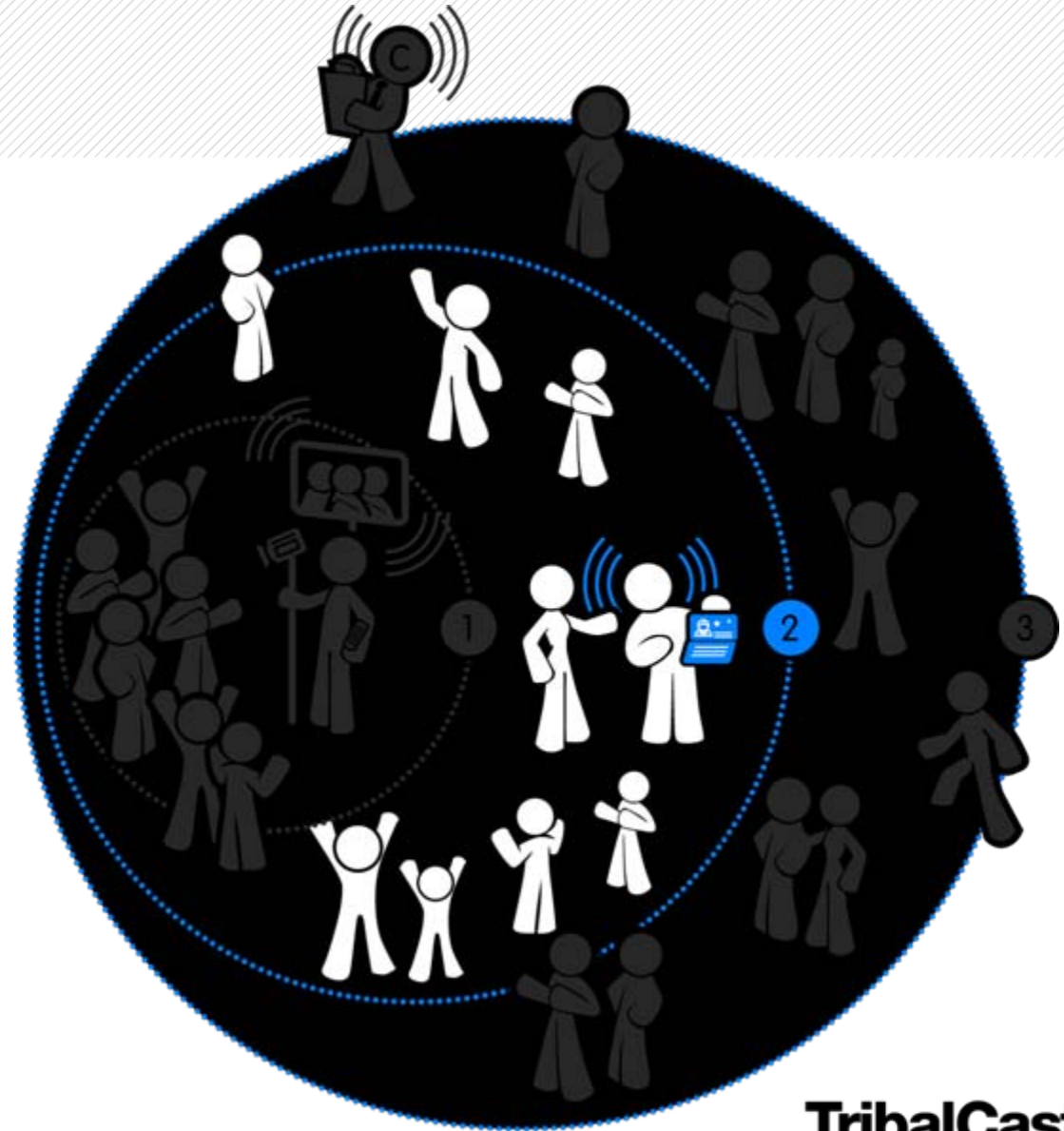
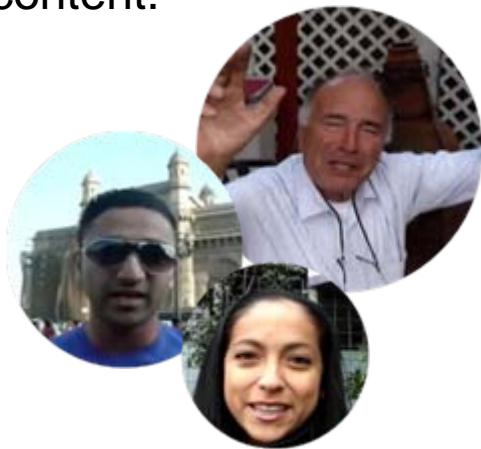


03 What is TribalCast

2nd Layer:

Interactions +

Pixman teams capture data information and aim at driving people to the web to view the video and also upload and share their own content.

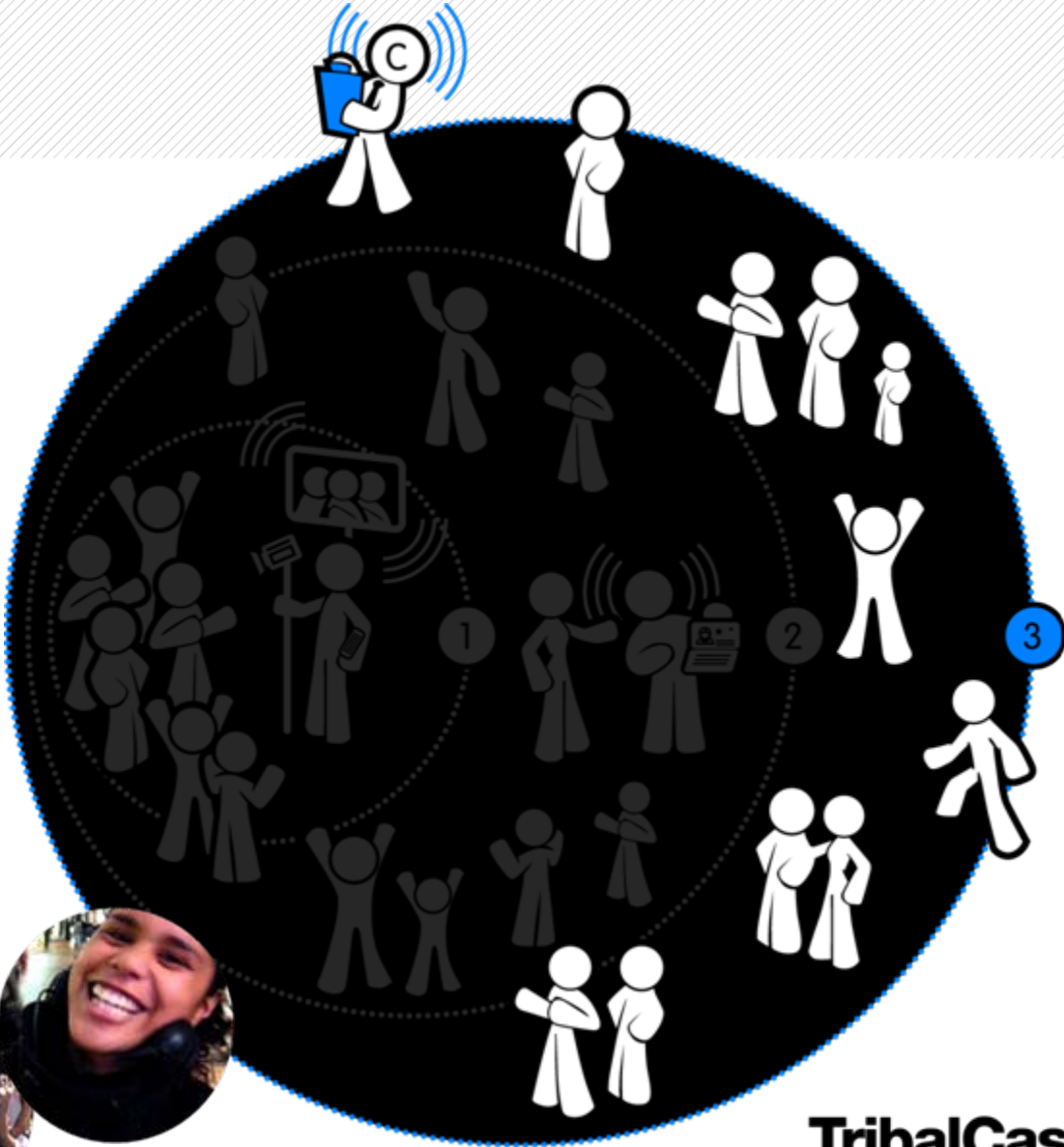


03 What is TribalCast

3rd Layer:

Impressions

Onlookers see the screen and hear sound from afar. The exposition and impact are strong.

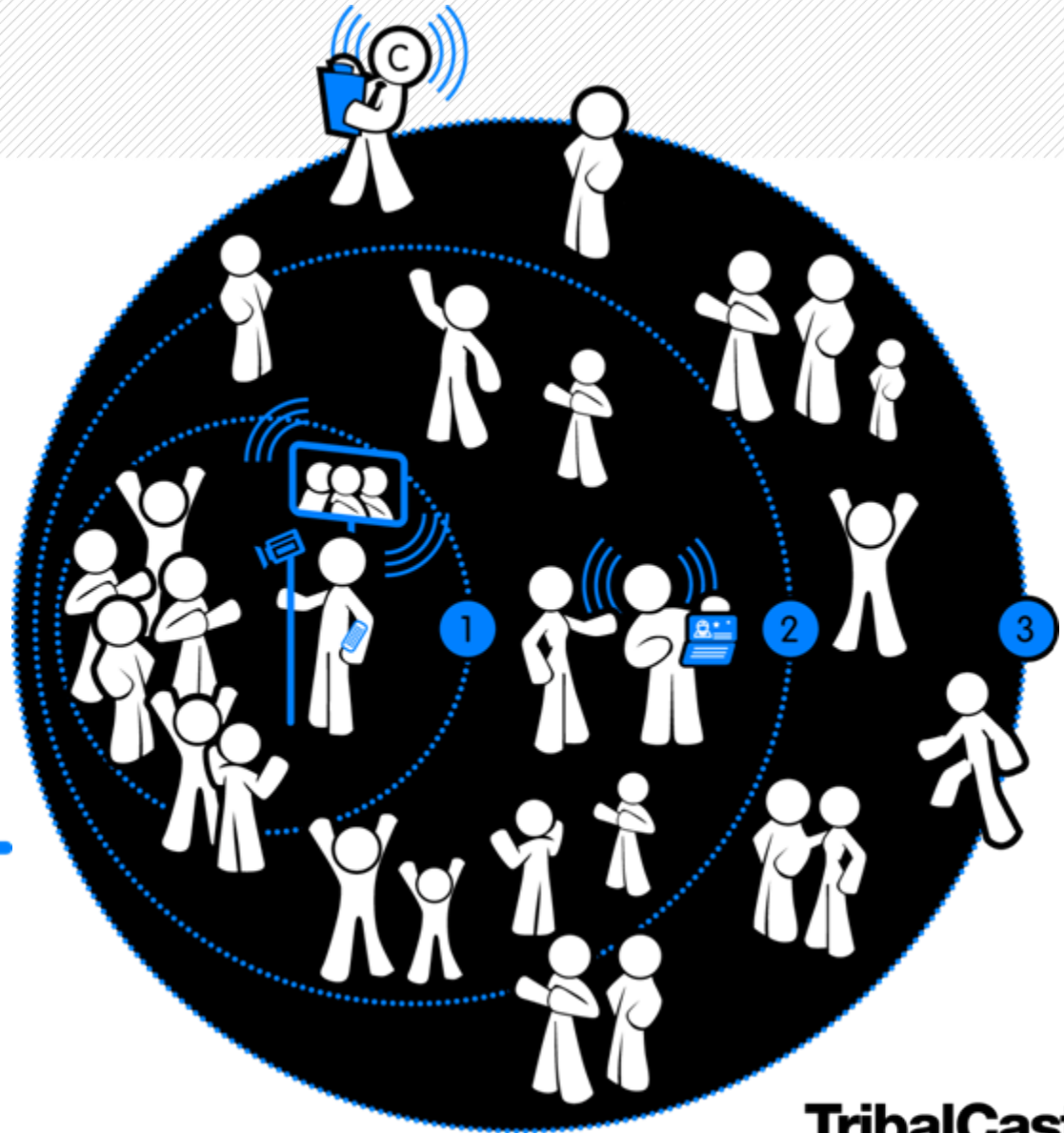


03 What is TribalCast

Results

- > User Generated Content.
- > Data information
- > Maximum exposure

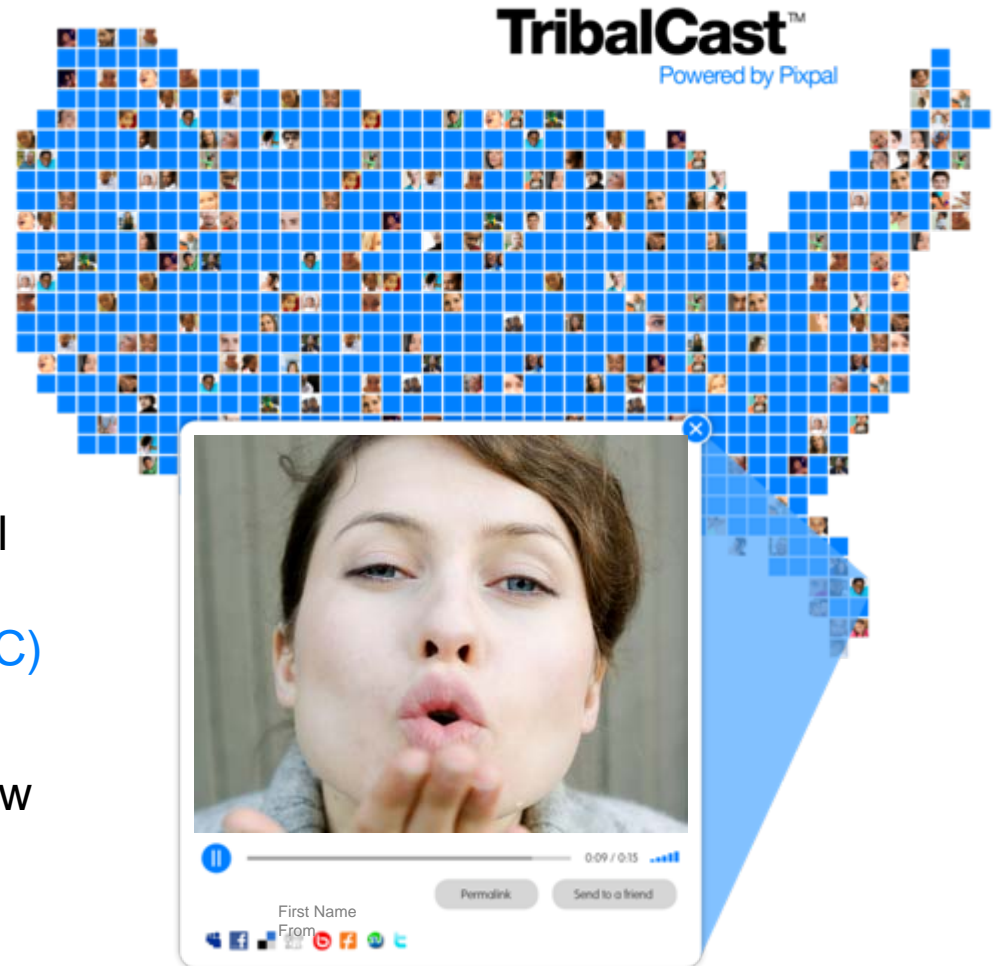
- A community is born -



04 Website

Website with three levels:

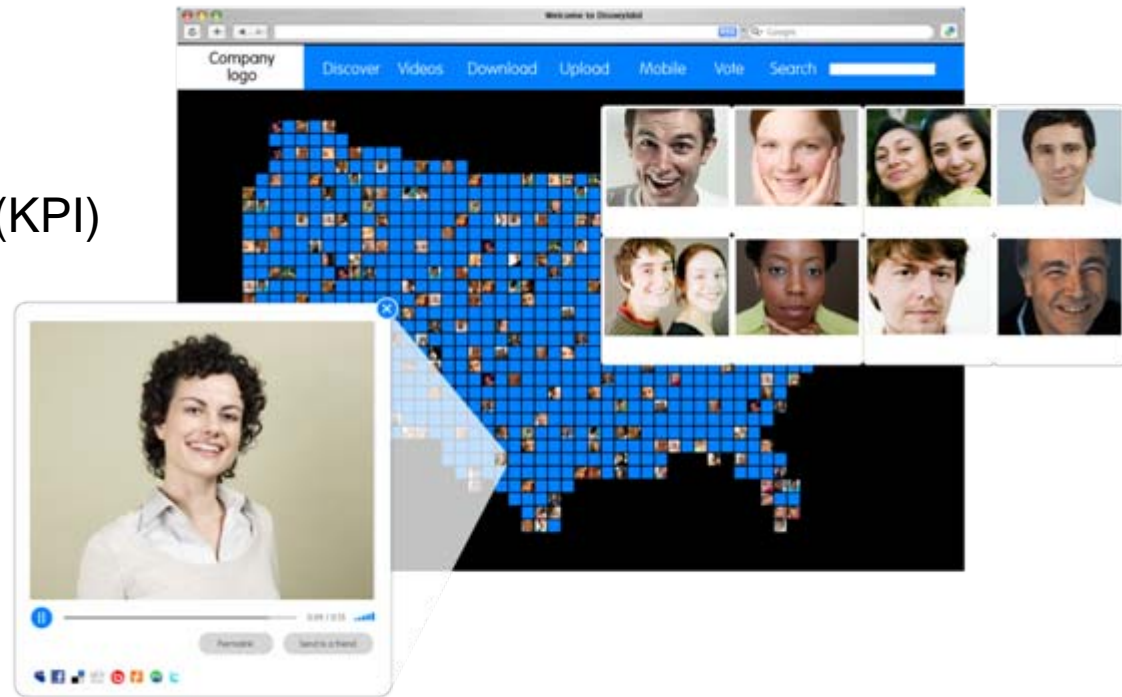
- > Map and landing page
 - An introduction video is produced to present the concept and teach the use of the Tribal Cast™
- > Choice of a Video: which will be featured in a large thumbnail
 - Thumbnail picture for the User Generated Content (UGC) can be automatic
- > Video playing in a bigger window



04 Website

Results

- > UGC: videos, photos, etc.
- > Data
- > Key Performance Indicators (KPI)

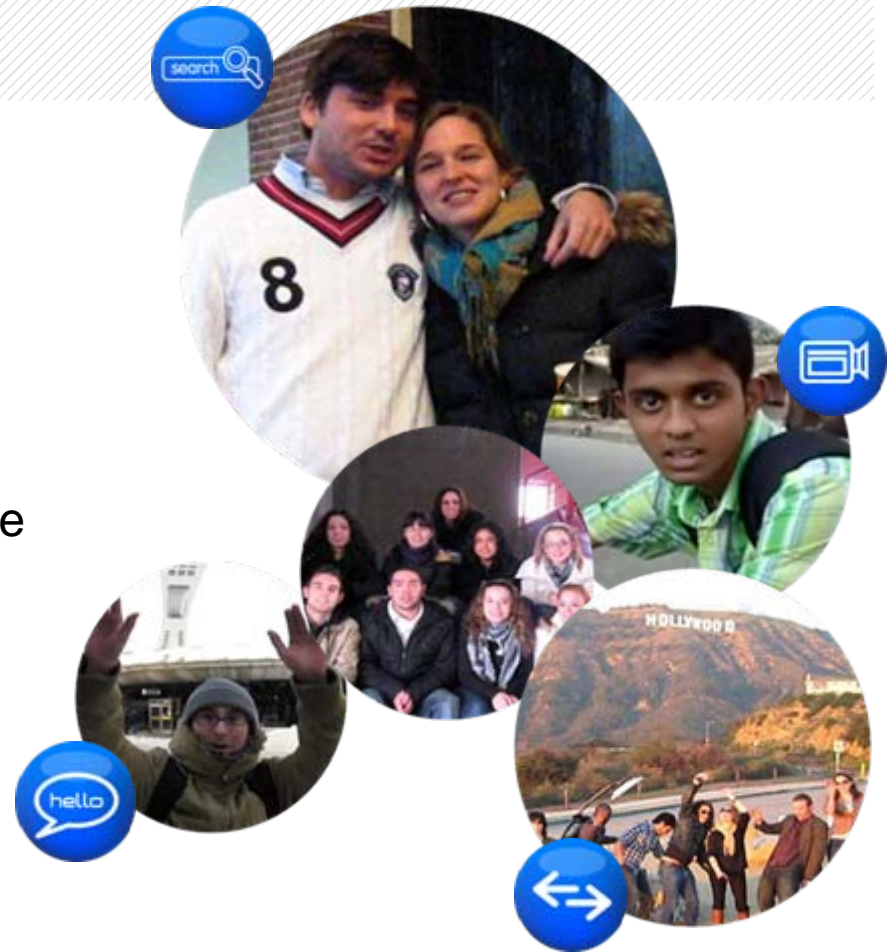


04 Website

Viral component

- > Upload videos
- > Send to a Friend option
- > Subscription to receive a newsletter
- > Widgets to bookmark and share a choice of videos on Social Network sites

- The community grows -



05 Marketing & Communication

Integrated marketing and communication plan to generate traffic both for when Pixman is on the field and for the dedicated web site.

Events & Web

- > Buzz Marketing
- > Targeting key mass media outlets: Radio, TVs, Newspapers
- > E-newsletters and Twitter channel
- > SEO (Search Engine Optimization)
- > SMO (Social Marketing Optimization): targeting key bloggers and influential content-sites



06 KPI

In order to measure the efficiency of a Tribal Cast, Key Performance Indicators are monitored throughout the whole campaign.

Key Postulates for the KPI

- > In average 45% of unique visitors return to the website 5 times.
- > 1 person who is filmed will generate 5 leads for the website *(Andersen consulting 2004)*
- > Each visitor views in average 4.4 pages *(Join the wave 2009)*
- > 15% to 20% of field impressions go to the site *(Join the wave 2009)*
- > 10% of one on one interactions results in video content *(Join the wave 2009)*
- > User Generated Content (UGC) on the website are 1/5 of field content generated *(Join the wave 2009)*
- > 40% of interactions lead to a data entry on the field *(Join the wave 2009)*
- > 10% unique visitors create profile with data information *(Join the wave 2009)*

06 KPI

Total Estimate

# of Interactions Field	> XX,XXX	Number of consumers who interact with Pixman Teams during field operations, the interactions take place with the Pixman and Brand ambassadors.
# of Impressions Field	> XXX,XXX	Number of consumers who see, hear the key message during field operations. They are monitored by the project field coordinator and are within the 3 rd layer. advertisement on the website (Postulate of 1 link on landing page).
# of Impressions Web	> XXX,XXX	Number of times visitors see the client's logo and/or referral link or client's advertisement on the website (Postulate of 1 link on landing page).
# of Visitors Web	> XXX,XXX	Unique Visitors represent the number of unduplicated (counted only once) visitors to the website over the course of a specified time period. A Unique Visitor is determined using cookies.
# of Page views Web	> XXX,XXX	A pageview is an instance of a page being loaded by a browser.
# of Videos field	> XXXX	Number of videos generated by Pixman during field operations. This content is generated within the 1 st layer of interaction +++
# of Videos Web	> XXX	Number of videos uploaded by users directly on the website, it's also called User Generated Content (UGC).
# of Total Contacts	> XXX,XXX	Number of contacts that gave us their information both during field operations and online in order to be allowed to vote, upload video or receive information with a newsletter.

07 Pricing Model

Prices are based on:

- > Field Execution
- > Web Structure and Design
- > Content
- > Project Management



08 Synthesis

Integrated consumer experience

Key metrics to insure successful business model

- > High impact interactions
- > Value added database contact information
- > Lead generation & revenue increase
- > Long-term loyalty customer strategy



Thank you

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