

Interactive and Social Mosaics: Solutions Summary

Summary, Stats, and Goals:

As online consumer engagement and participation continue to become diluted with the ever expanding social networking and online marketing, standing out in the crowd has become more and more challenging. **Enter the social and interactive mosaic.** Visitors can submit photos to be included into in a growing social interactive mosaic experience. Interactive mosaic themselves have become mini-social networks by joining people of common interests and causes into one place.



Quick Stats

- The average user spends 6 to 8 minutes on the page interacting and exploring the mosaic.
- Our mosaics have won many "most viral" awards and "most artistic" billboard accolades
- Interactive Mosaic Platform 4.5: Developed from the ground up, our 4.5 platform is the most advanced feature packed interactive and social mosaic viewer/platform ever created.
- Multiple photo submission methods designed and streamline to fit a particular brand's consumer base, and have minimal barriers to entry
- To date, the most successful mosaic we have been part of has achieve over 140,000 unique photo submissions and over 1 million unique page views within a 4 month period

Keys to Success

Although there are many factors (and sometimes a bit of luck) to turn a online campaign into a viral sensation, we have found **at least one of the following items** typically need to be in place to achieve success and in many cases move beyond expectations:

- A donation made by consumer or by a sponsor for each photo submitted toward a charity
- A strong/loyal fan base
- A strong call-to-action and an initial tightly targeted marketing campaign
- A prize, sweepstakes, or photo contest

Key Note

Achieving Critical Mass (ie. the tipping point): To achieve semi-viral status, the mosaic must capture an initial 500 to 1000 submissions within the first week of launch. Once achieved, the mosaic can nearly be self-sustaining through social sharing and word of mouth advertising. Typically an average daily user submission expected without any major additional marketing required. Nevertheless, keeping the mosaic easily accessible and visible is still paramount.

Example Product Option 1: Twitter Hashtag and Facebook post driven mosaic

Example project: Dunkin' Donuts, WAYD (what are you drinking) mosaic

This mosaic features an ultra quick and easy submission utilizing Twitter hashtags and FB posts. A user simply makes a comment on Twitter with a specific hashtag (ie. #WAYCOOL) and their profile photo and tweet get added to the mosaic. Similarly, a user can make a post on a Facebook wall and their profile and comment will be added to the mosaic. Interactively, the mosaic features these key features:

- Quick and easy keyword, name, and email searching
- Dynamic in-mosaic photo tour for search results and external links
- Animated tunneling to a specific photo on searches and external links
- Direct photo sharing with photos within the mosaic on Facebook and Twitter
- Anamorphic expanding mosaic photo grid
- Dual simultaneous Facebook tab/app and client page execution
- Optional profile photo moderation
- Quick time to market: 1 to 1.5 week development cycle.
- Full HTML5 compatibility (ie. iphone and ipad compatible)

Example Option Product 2: "Choose your photo" mosaic

Example projects: Meow Mosaic and Jeep Fan Mosaic

This mosaic takes full advantage of our new 4.0 interactive platform which includes full Facebook integration along with many advanced interactive and social features. Additionally, the photo mosaic included the following features:

- Streamlined photo submission with Facebook album selecting, with easy online cropping tool
- Optional photo upload from your local PC
- Additional submission methods available (MMS, quick profile photo submission, donation based, etc).
- Quick and easy keyword, name, and email searching
- Dynamic in-mosaic photo tour for search and external links
- Animated tunneling to a specific photo on searches and external links
- Direct photo sharing with photos within the mosaic on Facebook and Twitter
- Dual simultaneous Facebook tab/app and client page execution
- Full interactive and user flow customization/development
- Optional profile photo moderation
- Optional anamorphic expanding mosaic photo grid
- Time to market 2.5 to 3 weeks
- Full HTML5 compatibility (ie. iphone and ipad compatible)

Additional Product Options/Concepts:

- Prints and posters
- Large Murals and permanent mounted installations
- Interactive kiosks
- Billboards
- Lobby displays
- Video InMotion mosaics

Appendix:

Meow Mosaic

Full website: <http://www.meowmosaic.com>

Facebook app: <http://app.facebook.com/meowmosaic>

Facebook page: http://www.facebook.com/picturemosaics?sk=app_189626177732615

Jeep Mosaic

Facebook app: <http://app.facebook.com/jeepmosaic>

Facebook page: https://www.facebook.com/picturemosaics?sk=app_204242762924518

Dunkin' Donuts WAYD Mosaic

Facebook app: <http://apps.facebook.com/waydmosaic>

Facebook page: http://www.facebook.com/picturemosaics?sk=app_206301922720492

Additional interactive examples can be found here: <http://www.picturemosaics.com/online>