

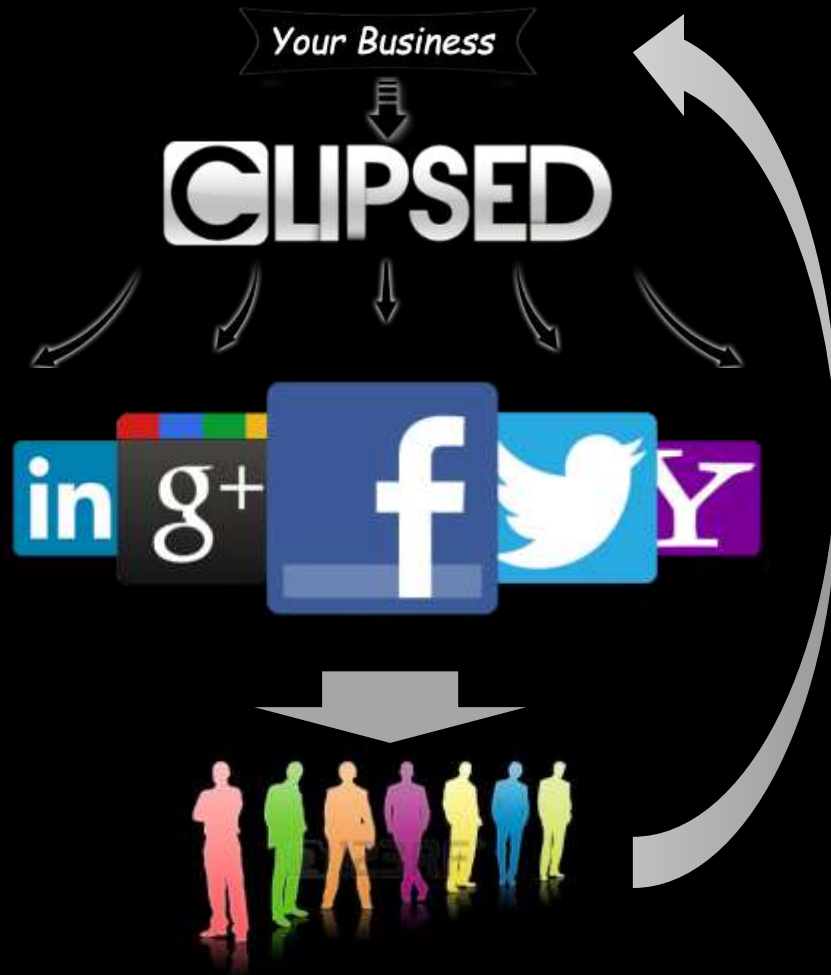
# CLIPSED

## Information Pack



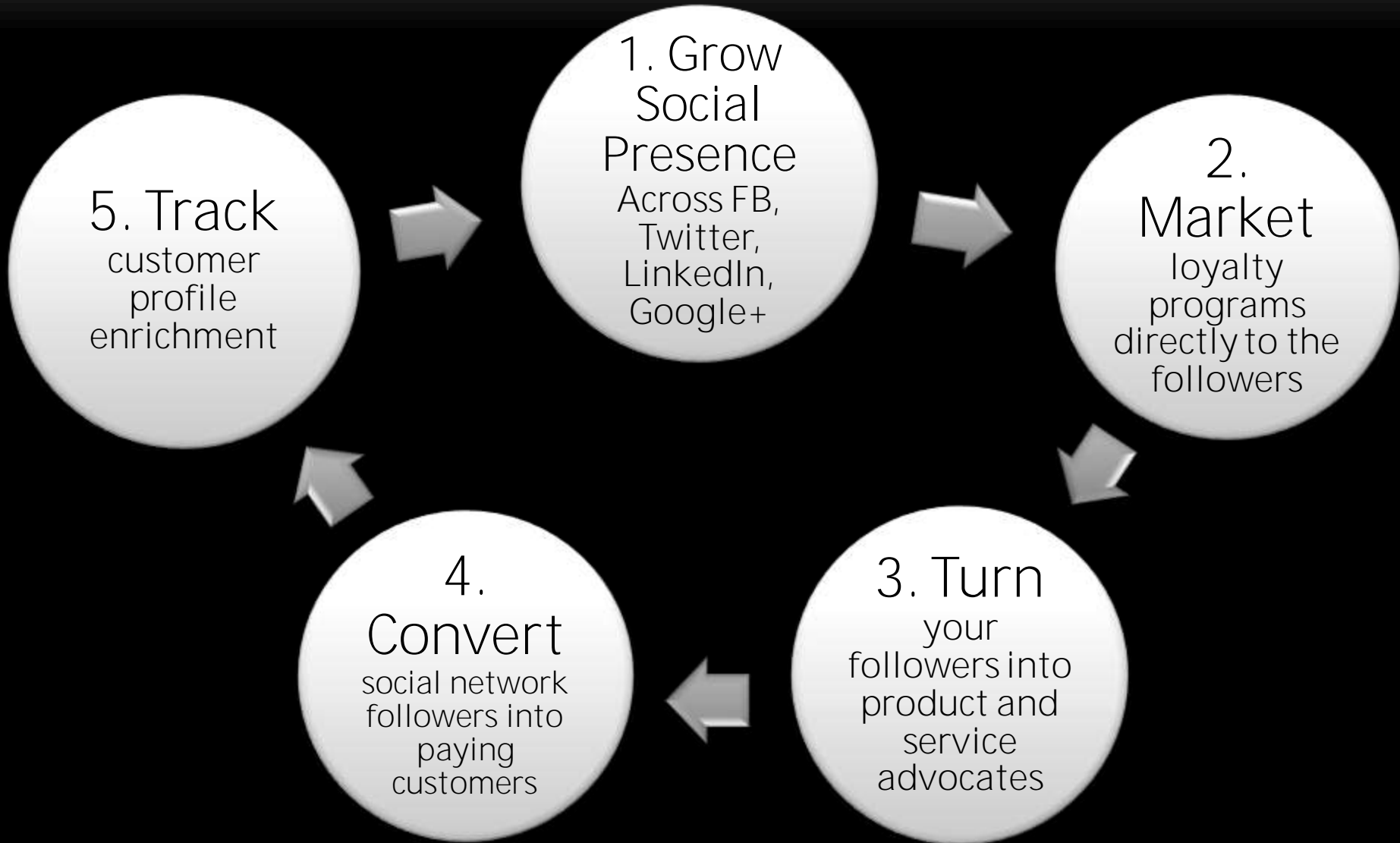
Grow, Engage and Monetise Social Media

# What is CLIPSED?



- CLIPSED is an innovative social media referral platform that taps into existing customer base and leverages friends and family networks across social media channels such as Facebook, Twitter, Google+ and through standard email clients such as Gmail, Hotmail and Yahoo.
- The system is highly viral and boost referrals through clever incentives that drive existing customers to share promotions of products and services.
- Series of interlinked CLIPSED campaigns is designed to be used as a loyalty system that rewards brand's best advocates and thus promotes ongoing stream of sales for the business.

# How does CLIPSED work? - explained via value creation model.



# CLIPSED has perfected distribution of campaigns

Existing Facebook Fans

Email Database

Localised Google & Facebook Ads

Website

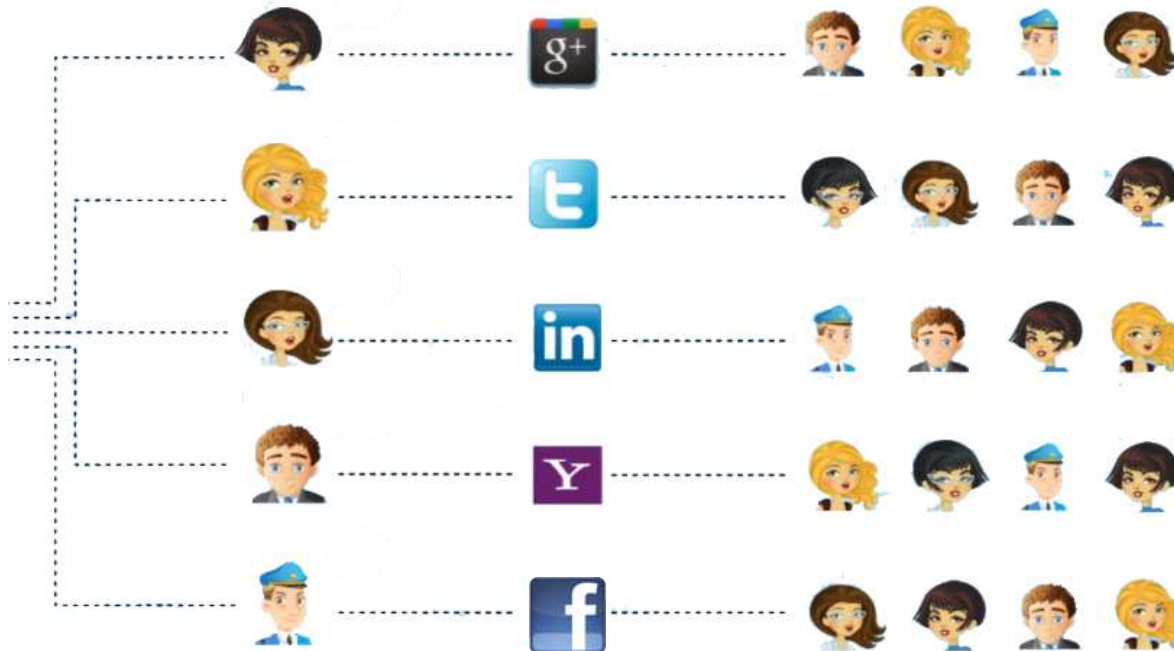
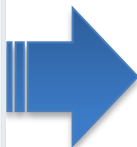
SMS Data Base



## CLIPSED



### Campaign Landing Page



# Use of iOS passes presents several significant benefits for movie lovers and translates into an improved bottom line



- CLIPSED proposes to leverage its integrated digital offering of QR coded billboards, iOS passes and online social media campaigns to drive revenue.
- A single customer view will be maintained at all times along the user journey. It will be enriched from the first step of taking up a digital promotion to becoming a loyal member.



# Customer Data tracked and enhanced via CLIPSED Customer Loyalty and Analytics Platform

CRM Systems



Name  
Email

Email Database



Name  
Email

Website



IP address

Localised Google  
& Facebook Ads



IP address

Facebook Fans



YouTube channel  
subscribers



Current Twitter  
followers



## Integrated Customer Profiling and Translation Engine



Enhanced Customer Profile



**Name:** John Smith  
**Gender:** Male  
**Email:** john.smith@cubemail.com  
**Facebook Photo:**  
[http://facebook\\_photo\\_URL\\_path](http://facebook_photo_URL_path)  
**Interest Preferences:** Likes computer games  
**Platform:** iPhone, Desktop  
**Locality:** Melbourne  
**Age Group:** 35-44



Profile further enriched...

**Product Preferences:** Likes action movies and video games  
**Participated in:** New Nike and Apple campaigns  
**Referred:** John, Jack, Mary, Alex, James using Facebook

# CLIPSED successes to Date

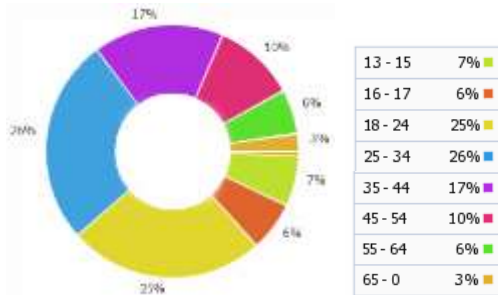


...and expanding globally

## Gender



## Average Age



## CLIPSED Reach

1,223,765 visitors over last 12 months

865,875 LIKES gathered via the platform use

792,003 contact details collected for clients

146,050 total users registered

3min 24" average time on the platform

42% mobile phones accesses

# What differentiates **CLIPSED** from the rest?

## 1. Distribution

Greatest Network Reach  
Social Consumer to Consumer  
marketing (C2C)

## 2. Over 100+

Successful Social Media Campaigns

## 3. Comprehensive Platform

Takes care of campaign launch,  
distribution, conversion, purchase

## 4. Rich Customer Analytics

Tracking and Reporting on the ROI  
Building a customer profile across the  
customer journey online





# Campaign Types and Features

# Facebook Like Campaigns

The image shows a Facebook advertisement for Melbourne Central. The ad is framed in blue and features the following elements:

- Header:** MELBOURNE CENTRAL
- Main Text:** Give a Like!
- Image:** A blue arrow pointing upwards and to the right.
- Text:** AND MELBOURNE CENTRAL WILL DONATE 5c TO YGAP ON YOUR BEHALF
- Video:** A video player showing four people standing outdoors. The video player includes a play button, a progress bar, and the text "00:30 HD :: vimeo".
- Text:** LET'S HELP YGAP MAKE SMALL CHANGE INTO BIG CHANGE AND RAISE FUNDS FOR DISADVANTAGED COMMUNITIES IN AUSTRALIA, AFRICA AND ASIA.
- Text:** WWW.FIVECENT.COM.AU
- Logos:** 5cent and ygap
- Image:** A black and white photo of a smiling young boy holding a coin.
- Text:** TERMS AND CONDITIONS APPLY. SEE TERMS OF USE BELOW.
- Footer:** Privacy statement | Terms of Use | Report a bug | © Melbourne Central 2013

- Promote your products and services to your existing Facebook followers and engage them to share the campaign with their Facebook networks.
- Deploy your campaigns directly to Facebook at a click of a button.
- Turn your existing customers into advocates of your products and services.
- Drive traffic to your website and Facebook page.

# Grow Subscribers, collect details



Click 'Like' button now to enter comp! 

**ENTER  
BELOW TO  
WIN  
YOUR SIGNED  
AFL JUMPER**

Your name

Your email address

We will only use this email to contact you about the competition

SELECT THE AFL JUMPER YOU WOULD LIKE TO WIN

 Geelong

 Hawthorn

**ENTER COMPETITION!**

The landing page features a background image of two AFL players competing for a blue ball. A large, dark blue diagonal banner contains the main text. Below the banner, there is a photo of a silver AFL jumper trophy. The form includes two input fields for name and email, a small disclaimer, two radio button options for team selection, and a prominent blue 'ENTER COMPETITION!' button.

Use CLIPSED social sharing platform to collect details from your customers – perfect for Retail Competitions, NightClubs Recreational Centres, Dancing Studios and other membership based businesses



facebook

beyondblue Competition 

Click 'Like' button now to enter comp! 

**ENTER  
BELOW TO  
WIN  
YOUR SIGNED  
AFL JUMPER**

The image shows a Facebook social sharing interface. The top bar is blue with the Facebook logo and the text 'facebook'. Below this is a navigation bar with 'beyondblue Competition' and a 'Like' button. The main content area displays the same landing page as the previous image, but it is framed within a social media sharing context. The background image of the AFL players is visible behind the dark blue banner.

# Photo Sharing and Voting Competitors

**SUN SMART** VOTE AND HAVE YOUR SAY TO WIN AN IPAD MINI!

**#1** BE SUNSMART

**#2** WE LOVE SUNSCREEN & BY THE LOOKS OF IT, SO DO YOU!  
Vote on your favourite pic & tell us below what extra magical power sunscreen should have (other than preventing sunburn, wrinkles and skin cancer) to be in with a chance to WIN an iPad mini!

#1 Elizabeth B - Be SunSmart	411
#2 Jake A - SunSmart Lunch Break	185
#3 Shae S - Packing Heat, Cancer Police Special	159
#4 Peg S - Fun in the Sun!	696
#5 Alex A - My Sun Smart Friends	564

**VOTE NOW!**

**#3**

**#4**

**#5** PROTECT UR SKIN

facebook

CLIPSED - Sun Smart

**SUN SMART**

THANKS FOR YOUR VOTE!  
**WANT TO INCREASE YOUR CHANCES OF WINNING?**

**"LIKE" US AND YOU'LL GET TO INCREASE YOUR CHANCES OF WINNING THE IPAD MINI!**

Post... the "Like" button is on the top right corner of the page - just in case you missed it!

- Use voting campaigns and online surveys to drive user engagement and to boost sales
- Easily integrate YouTube and Photo gallery submission features
- Integrate voting into your product launches

# Run Online Event Promotions

**T DANCE**  
RICKI-LEE • DIVINE KNIGHTS  
ZOE BADWI • KAM SHAFATI  
DJ NUGGET • DJ L'IL MISS K

**20 DOUBLE PASSES  
UP FOR GRABS**  
**CLICK FOR MORE INFO**

MIDSUMMA  
CELEBRATING  
QUEER CULTURE

CITY OF MELBOURNE IBM ARTS VICTORIA CLIPSED

- Get your subscribers to come to your events with their friends. It's like having an army of promoters.
- Quickly generate campaigns with details of the event.
- Email event details to your subscribers
- Offer ticket discounts or deals depending on the amount of friends your subscribers bring along.
- Issue event discounts and other promotions to subscribers who hit sharing targets

# New Product Launches

BLUCAVE campaign demo available at <http://apps.clipsed.com/blucavedemo>

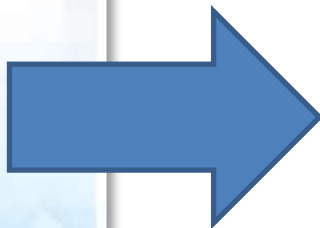


**Like us to reveal the details!**

# WIN A COMPLETE BLUCAVE

EVERYTHING CLICKS INTO PLACE

A man is shown interacting with a Blucave storage unit. The graphic features a blue and white color scheme with a geometric pattern at the bottom.



**Mountable & Portable Storage System**

Power & Audio Modules

Versatile Carry Cabinets

8 x ToolBods  
2 x Controllers

Work Lights & Power Strips

Please fill the form below to continue:

Your name

Your email address

**Register**

I Agree to the Terms & Conditions.

A woman is shown holding a Blucave storage unit. The graphic features a blue and white color scheme with a geometric pattern at the bottom.

# Run Group Discount Deals and Coupons

Medium-sized Pizza  
Range for just \$2



\$2

Select number of Pizza Vouchers Below:

Amount  +  
-

To receive a one free Pizza share this deal with 5 of your friends!

Share

Forward this deal to 5 of your mates and receive another Pizza Free!

[Terms of use](#) | [Privacy policy](#) | [Unsubscribe](#)

- Easily create group discounts and deals with set participation and sharing targets
- Run fully fledged group discount deals on your websites through simple campaign plug and play
- Market group discounts and coupons to your existing subscribers by email
- Collect payments through PayPal and other payment providers
- Integrate discount deals and coupon offers into your Facebook page

# Run Fund Raising Campaigns with Crowd Sourcing Hooks

The screenshot shows a crowdfunding campaign for Midsumma's 25th Anniversary. At the top, it says "CROWD SOURCING" in large red letters. Below that, the text reads "LOVE MIDSUMMA? HELP KEEP CARNIVAL FREE" and "MIDSUMMA CELEBRATING QUEER CULTURE". The main heading is "In 2013 Midsumma turns 25! That's 25 years of queer community, arts, entertainment and culture in Melbourne." The page includes a "Our Goal:" section with a progress bar showing "\$310.00 / \$25,000". There is a "Donate and make your mark on Midsumma 25!" button, an "Invite your Friends to Donate" button, and a donation form with fields for "Amount" (set to \$10), "Name", and "Email", and a "Donate" button. Below the form, it asks "Where does the money go? See for yourself!" and lists options like "Carnival Dog Show", "SunDiggers Carnival", and "Program Guide". A photo of a large crowd is visible in the background. At the bottom, it says "NEEDED: \$24,690" and "24 Dec 2012 | @\_MIDSUMMA | ©\_MIDSUMMA 2012".

- Easily incorporate crowd sourcing features into fund raising campaigns – perfect for Charities and Non for Profits.
- Set group funding targets and tiered rewards to boost donations
- Collect donations through common payment platforms such as PayPal
- Integrate funding campaigns into Facebook and Twitter social channels



# Run Prize Draws, Sweepstakes and Giveaways

USE YOUR SOCIAL MEDIA  
TO INVITE YOUR FRIENDS TO



'LIKE US'  
TO  
ENTER



'LIKE US' ABOVE  
TO ENTER!

H-K  
**ANDERSON.**

**Free Pretzels Give-away?**

You'll Love Them. Just Click Like to get your free bag.



- Use prize draws, sweepstakes and giveaways to drive user engagement and increase site visits
- Tap into users social networks on Facebook and Twitter
- Set minimum share targets to drive Facebook likes
- Integrate prize draws and giveaways into your product launches
- Instantly reward winners with vouchers and coupons to drive further purchases

# CLIPSED Clients



beyondblue  
the national depression clinic  
www.beyondblue.org.au

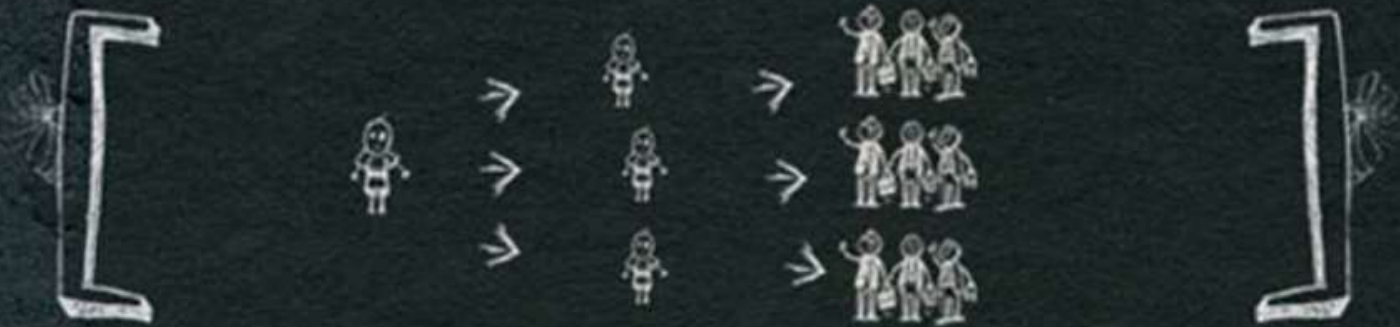
RENOVATORSTORE  
.COM.AU



**GPT**  
The GPT Group



A message BEFORE using CLIPSED



A message AFTER using CLIPSED



Which One Would You Prefer?