

Mark your calendar

**World Publishing
Expo 2013,**
7-9 October, Berlin



www.wan-ifra.org/expo2013

Media Port

IFRA Expo & Conference
29-31 Oct, Messe Frankfurt, Germany

**World
Publishing
Expo 2012**

Session:
Innovative Advertising

Title:
Scoopshot Promo
New Solution – New Technology

Speaker:
Nico Ruokosuo
and **Eric Siereveld**

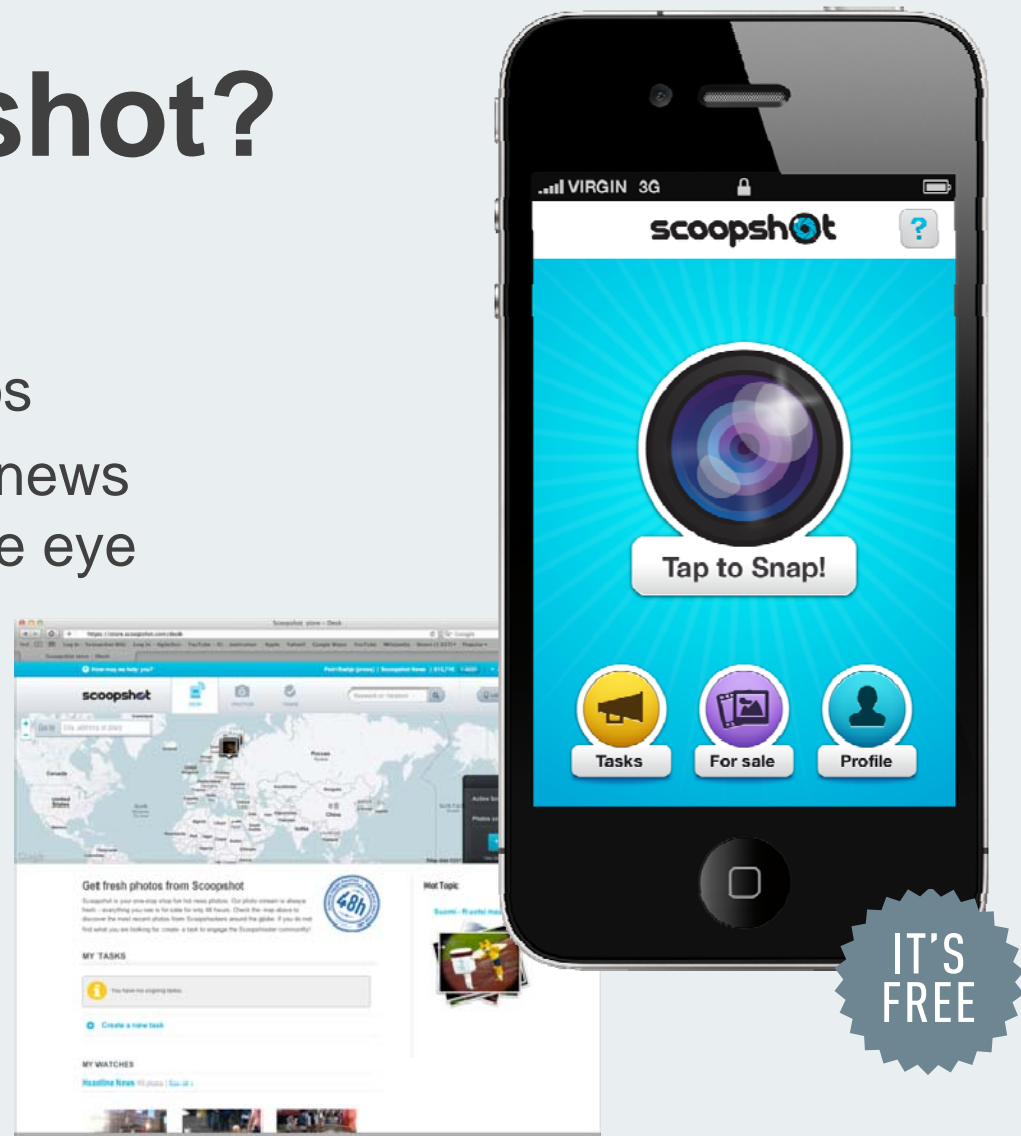
Scoopshot Promo

New Solution – new technology

New way of engaging consumers and
crowdsourcing customer insights

What is Scoopshot?

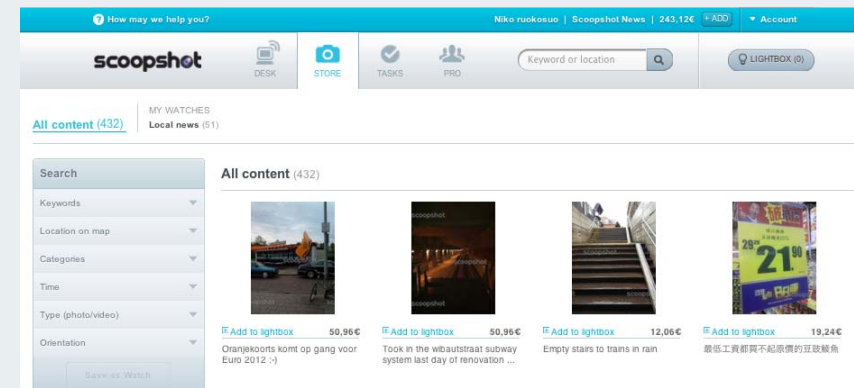
- A free application to capture newsworthy photos and videos
- An on line store designed for news media professionals to acquire eye witness content
- And more....



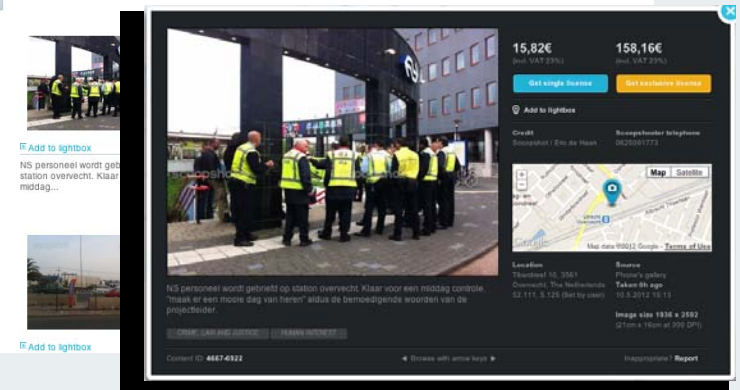
Crowdsourcing process - media



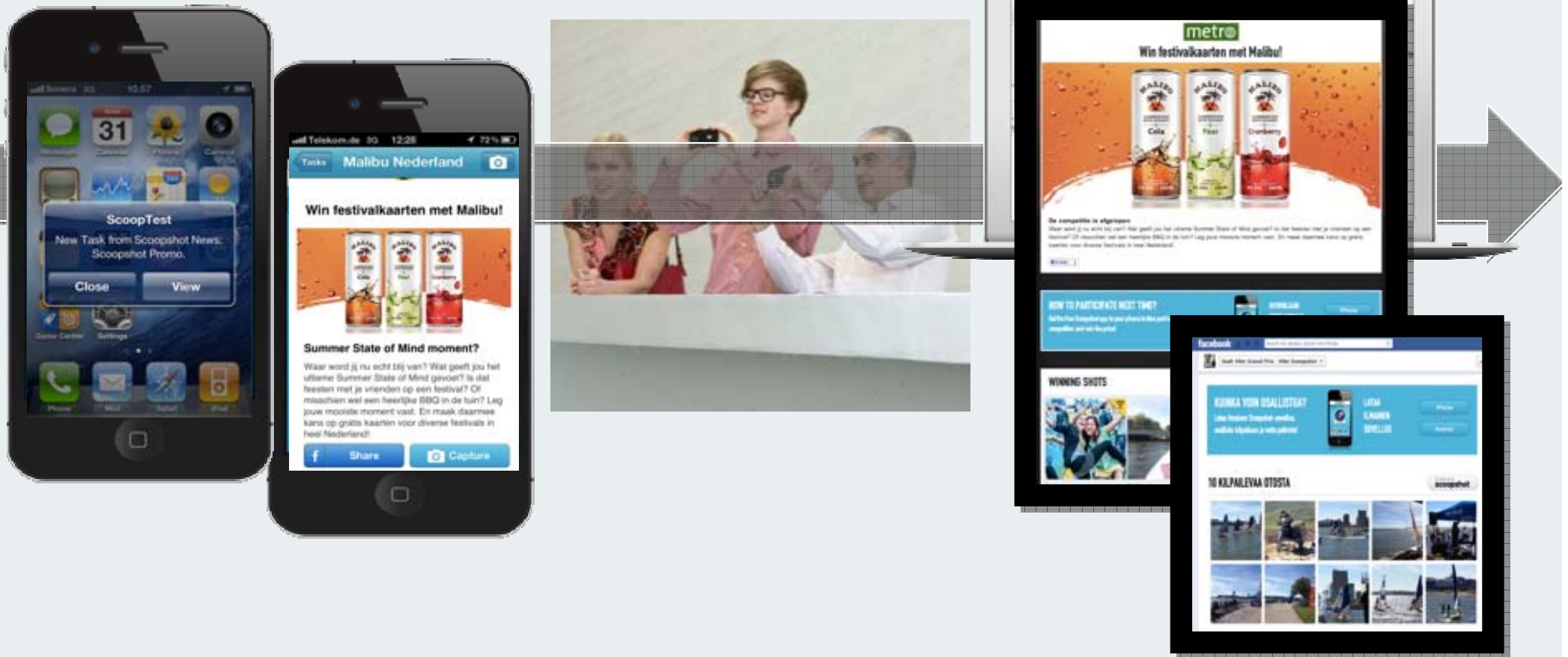
Mobile photographer shoots a photo or video, sets a price and sends it via Scoopshot



Journalist buys fresh eyewitness content from the on-line store.



“Promo” : A unique way to communicate with consumers



Push notification > Branded highly visual task > Audience Engagement > Campaign website and Facebook widget

Marketing display in every pocket

You might not pay attention to ads –
but you do look at your phone



**Engage and invite them
to spend time with your brand!**

Case – Fiat 500

Update and build your brand image

- Active treasure hunt for Fiat 500s
- 57% of the respondents found that either their product knowledge and brand image improved

•<http://www.fiat.fi/fotoralli>



Case – Vogel's

Crowdsource ideas:

“How do you use iPad in your car?”



<https://store.scoopshot.com/race/82>



Case – Malibu

Support launch of a new product from Malibu

- Summer feelings photo contest.
- Engagement with new product
- Prizes linked to launch campaign (festival tickets)

<https://store.scoopshot.com/race/70>



Testimonials

“It was a positive surprise to receive a new kind of task straight to my mobile.”

– **A. R.**

“Fun competition – there needs to be more like this!” – **P. E.**

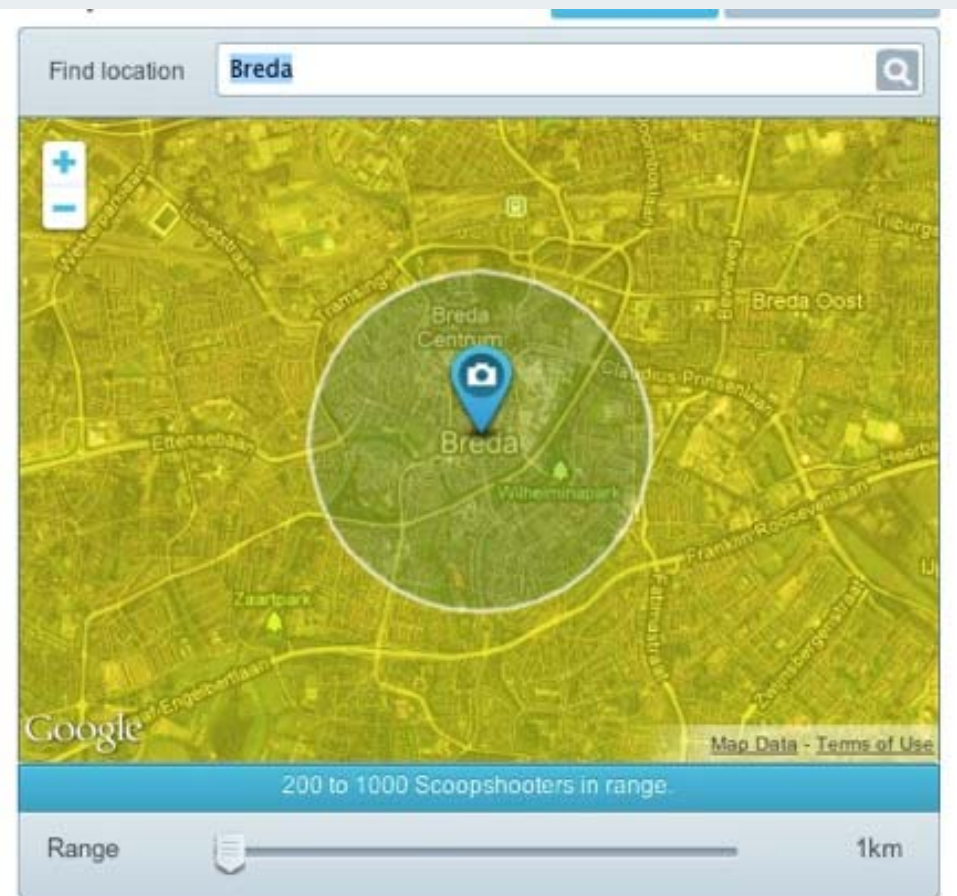
“Because of the competition I started to look out for Fiat 500`s and see them in a new light!” – **Risto**

“Great action and very contemporary!” – **Ming**

“Nice and original action! On to the next!” – **Gerbert**

“Super cool that my photo was selected!” - **Janne**

Global, Regional and Hyperlocal



Why Promo?

- Engaging
- Activating
- Social
- Mobile
- Digital
- Unique

Visual customer insights and engagement!

Thank you!

Niko Ruokosuo
Eric Sierveld