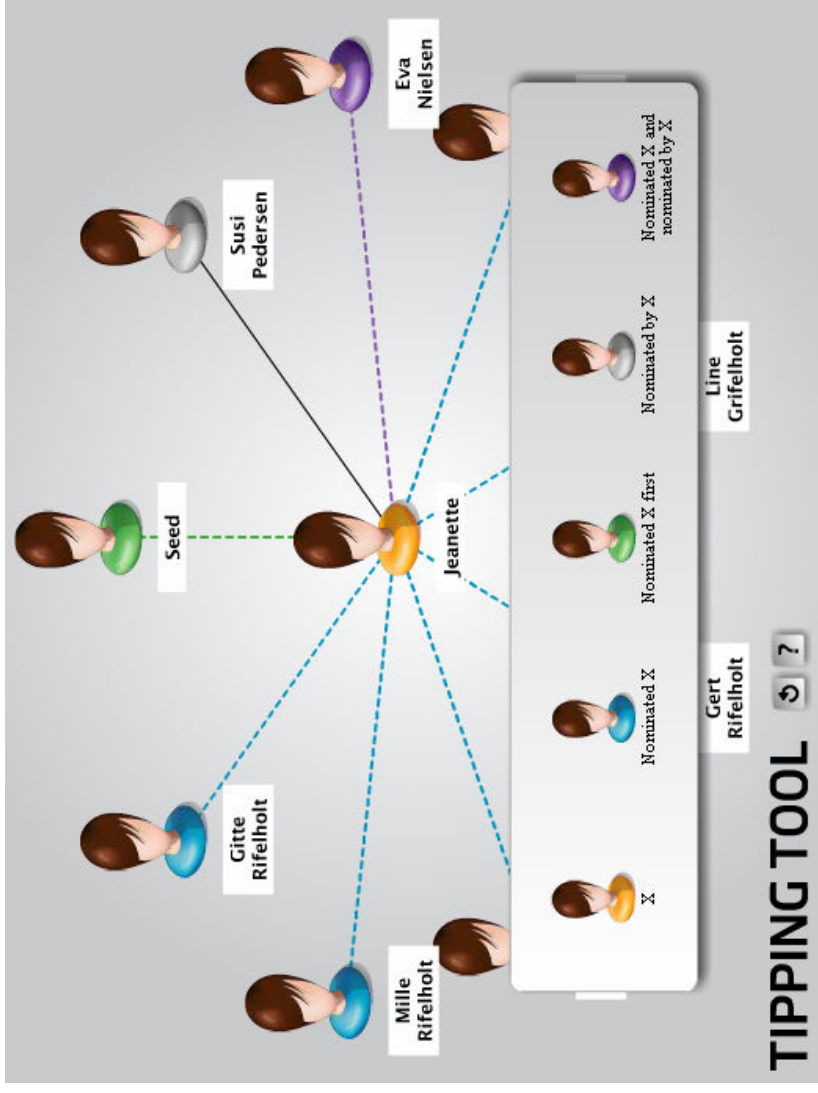


Viral kampagne - "Tipping Tool"

Tlf. 27 89 72 00 · Theklavej 2 · 2400 København NV · www.kombic.dk



kombic /
visionworks
Denmark enter site >>>

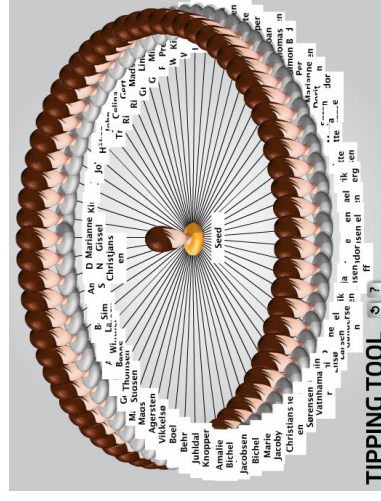
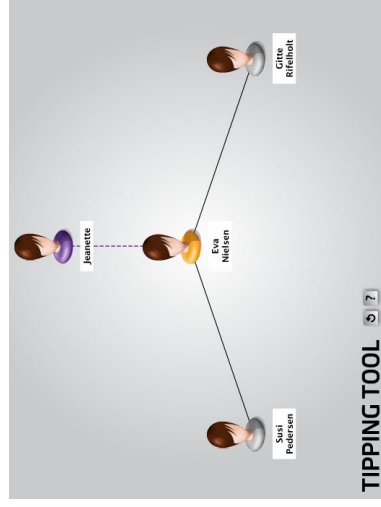


kombic / visionworks

Tipping Tool - Et kampagneværktøj

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- Den grundlæggende idé med Tipping Point Tool er at sprede information pr. e-mail efter et viralt koncept - og samtidigt at indhente permission til at kontakte modtagerne direkte.
- Med informationsspredningen sker der en kortlægning af samtlige informationsstrengene. Man får kort sagt at vide, hvilke deltagere, der afsender mest information - og hvilke deltagere, der modtager mest.
- Denne "mapping" (afdækning af sociale superstrengene) kan efterfølgende bruges til at udpege de mest centrale personer i netværket.

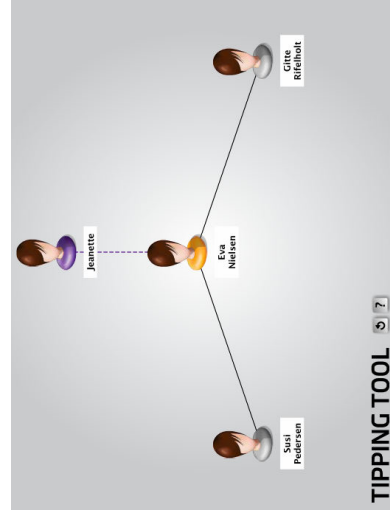
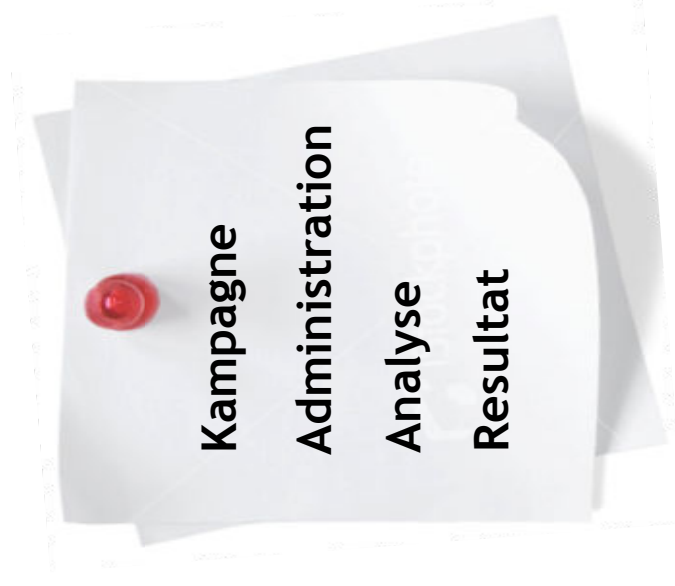


Sociale
superstreng!

Brugervenlighed

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- Uanset hvad kampagnen drejer sig om, så kan alle kampagnens elementer genanvendes i Tipping Point Tool (Grafik, Foto, Multimedia, Tekster, Payoff, Kontaktinfo osv).
- Samtlige elementer i Tipping Point Tool kan anvendes uden særligt kendskab til systemet. Det kræver - med andre ord - ingen specielle forudsætninger for at anvende funktionaliteterne i Tipping Point Tool.
- Tipping Point Tool kan integreres i et eksisterende web-miljø. Dermed får kampagnen sammenhæng mellem eksisterende identitet og aktuel kampagne.



Klar identitet!

Mail-invitation

Tlf. 27 89 72 00 · Theklavej 2 2400 København NV www.kombic.dk

[Spam] Du er blevet nomineret som top DBA
Til: Morten Bichel
Fra: MB [mb@kombic.dk]

MB har nomineret dig som årets bedste DBA

Du er måske årets bedste DBA. Så accepter nomineringen og deltag i konkurrencen om en tur til Oracle World 2008 i september. Inklusive fly, hotel og adgang til konferencen.

[Klik her for at læse mere](#)

Årets bedste DBA er udvalgt af Progrez og Formidabel, og afholdes i et samarbejde med Oracle Danmark. Ved at acceptere nomineringen giver du Progrez (ov til) at kontakte dig på mail, og telefon vedr. DBA materiale.

ORACLE OPEN WORLD

progrez

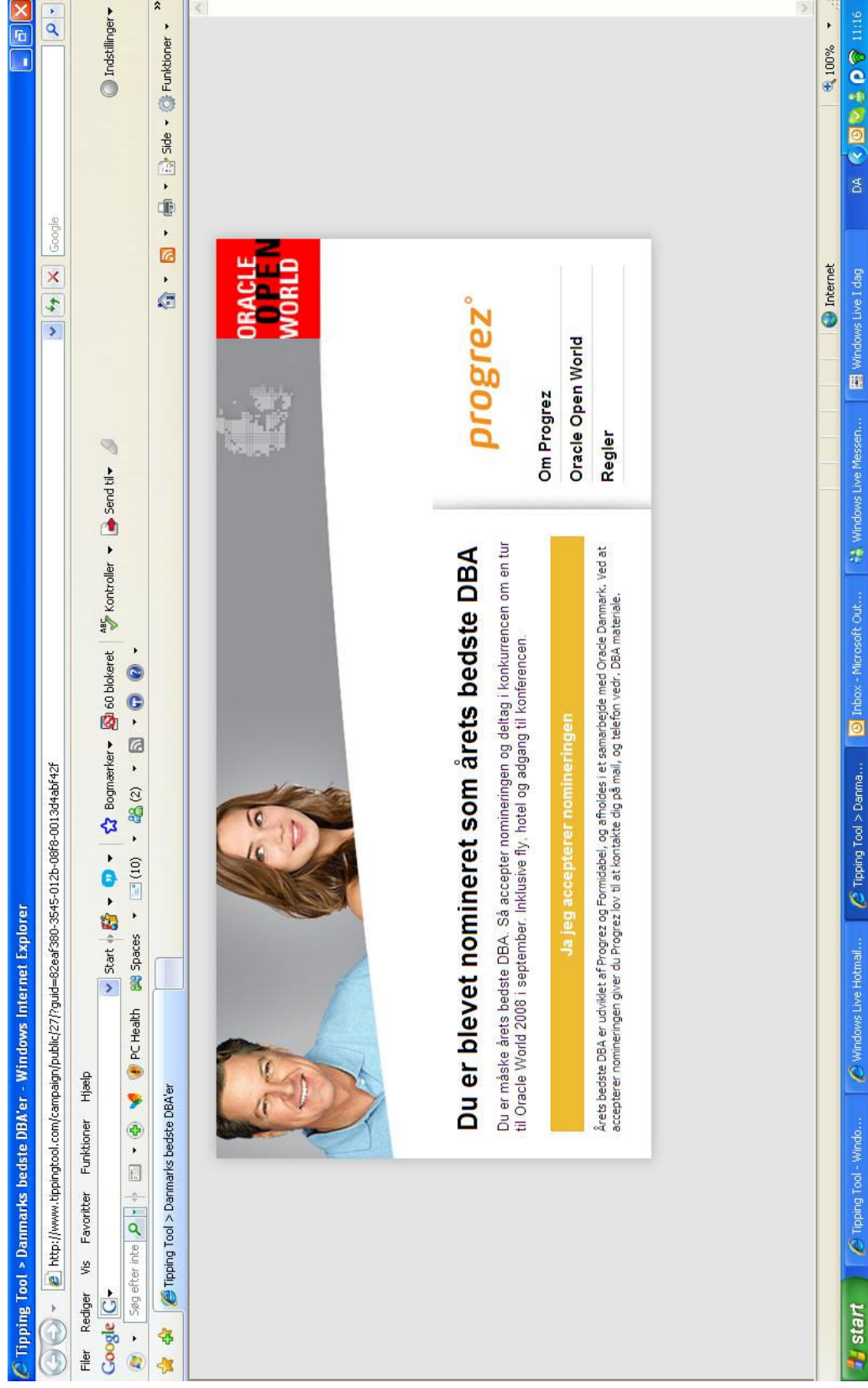
Microsoft Outlook - Inbox

Arrangeret efter:	Dato	Nyeste øverst
I dag		
11:22		
09:46		
01:32		
ti 22:52		
ti 15:54		
ti 15:34		
ti 15:13		
ti 14:27		
ti 12:02		
ti 10:37		
ti 10:13		
ma 23:28		
ma 16:24		

133 emner

Web-invitation

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Nominering

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The screenshot shows a web browser window with the following content:

- Browser Title:** Tipping Tool > Danmarks bedste DBA'er - Windows Internet Explorer
- Address Bar:** http://www.tippingtool.com/campaign/public/27?guid=82eaf380-35f5-012b-06f8-0013d4ab42f
- Page Header:** Oracle Open World logo and a banner image of two people.
- Main Content:**
 - Årets top 10 DBA'er**
 - 5 nominations:** Harald Hammerstøl
 - 4 nominations:** Claus Poulsen
 - 4 nominations:** Preben Pedersen
 - 3 nominations:** Klaus Jørgensen
 - 3 nominations:** Anders Sandal Kortbæk
 - 3 nominations:** Claus Øster Jørgensen
 - 3 nominations:** Henrik Bliesman
 - 3 nominations:** Arne Møller
 - 3 nominations:** Martin Berg
 - 2 nominations:** Martin Berg
 - [Show all](#)
- Right Column:**
 - Om Progrez**
 - Oracle Open World**
 - Regler**
 - Præl** (with input fields for 'Your name' and 'Their e-mail', and a 'Send your brag' button)
- Footer:** start logo, system tray with time 11:19 and language DA.

Nominering 2

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The screenshot shows a web browser window with the following content:

- Browser Title:** Tipping Tool > Danmarks bedste DBA'er - Windows Internet Explorer
- Address Bar:** http://www.tippingtool.com/campaign/public/:27?guid=e2eaf380-3545-012b-08f8-0013d4abf42f
- Page Header:** Progrez søger de bedste DBA'er
- Main Title:** Hvem kender du af andre DBA'er der fortjener en nominering?
- Text:** For hver DBA du nominerer fordobler du din chance for at vinde turen til Oracle World. Så hvis du nominerer én har du to lodder, hvis du nominerer to har du fire lodder og hvis du nominerer tre har du 8 lodder. Se også konkurrence reglerne.
- Form Fields:** Three sets of input fields for Name and E-mail, each with a "Virksomhed" label below.
- Link:** A button labeled "Link" with the URL http://www.tippingtool.com/c
- Taskbar:** Shows the Start button, several open applications (Tipping Tool, Windows Live, etc.), and the system tray with the time 11:20.

Output & backend

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The screenshot shows a web browser window with the URL <http://www.spprognet.com/nomination?id=2&campaignid=27>. The page title is "Danmarks bedste DBA'er | Manage nominations".

The main content area contains a yellow warning box with the following text:

These are all of the nominations for your campaign. You can sort them by time, number of votes, if they have accepted and if they are yet to accept, nominees that have not yet accepted their nomination will not feature anywhere on the public campaign site. You should get your campaign underway by seeding some nominations. You can perform individual seeds using the link on this page, or mass seeding via the 'Import & export' page.

NOTE: If you delete a nomination then all associated data and links will be deleted too.

You can directly seed nominations from outside of the administration area too. The direct link to this public form is: <http://www.spprognet.com/campaign/nomination?campaignid=27>

Below the warning box, there are navigation links: "Show: By time | By votes | Accepted | Unaccepted".

The "All campaigns" section shows a table of nominations:

TIME	NAME	E-MAIL	ACCEPTED?	VOTES
15 Jul 11:22	Kim Anthonisen	kim.anthonisen@dbaas...	No	1
15 Jul 11:18	John Juul Jensen	john.juul.jensen@dba...	No	1
15 Jul 10:51	Lars Bjørn	lbf@judata.dk	Yes	1
15 Jul 10:51	Klaus Jørgensen	kj@progret.com	No	1
15 Jul 09:26	Lars Sae Hikkelsen	ls@judata.dk	Yes	1
15 Jul 09:26	Jens-Kristian Smith	jks@judata.dk	Yes	2
14 Jul 12:07	Svend Jensen	Svend.jensen@secret...	Yes	1
11 Jul 19:54	Georg Frejl	gjf@dk.columbusinf.co...	No	1
11 Jul 19:54	Hennik Ørsted	hho@dk.columbusinf.co...	No	1
11 Jul 19:54	Jan Jensen	jj@dk.columbusinf.co...	No	1

The right sidebar contains a "Seed a new nomination" form with fields for "Name", "E-mail", and "Message". Below the form are buttons for "Preview pages", "Accept", "Nominate", "Public", "Test e-mail", and "Send".

The bottom of the page features a navigation menu with links for "Campaigns", "List all", "Campaigns", "Details", "Text", "Content", "All campaigns", "Who is moving to Zürich on Monday?", "Nominations", "Campaign seed", "Campaign options", "Import & export", "Danmarks bedste DBA'er", and "Nominations".

ET SUNDT ARBEJDSLIV

Morten Bichel fra kombic aps....
har sendt dig en invitation til Danmark største stresskonference

I samarbejde med de offentlige arbejdsgivere afholder BAR og NFA Danmarks hidtil største konference om arbejdsbetinget stress i Falkoner Center i København i dagene 26-30 maj. I forbindelse med tilmelding har du mulighed for at vinde et kursusophold i New York og et eks. af den nye håndbog om arbejdsrelateret stress.

Ja, jeg vil gerne vide mere om konferencen

Når du trykker på knappen for at få mere information om konferencen, deltager du automatisk i konkurrencen. Samtidig giver du arrangørerne lov til at sende dig et nyhedsbrev – samt at tage kontakt til dig pr. mail eller SMS.

Færdig

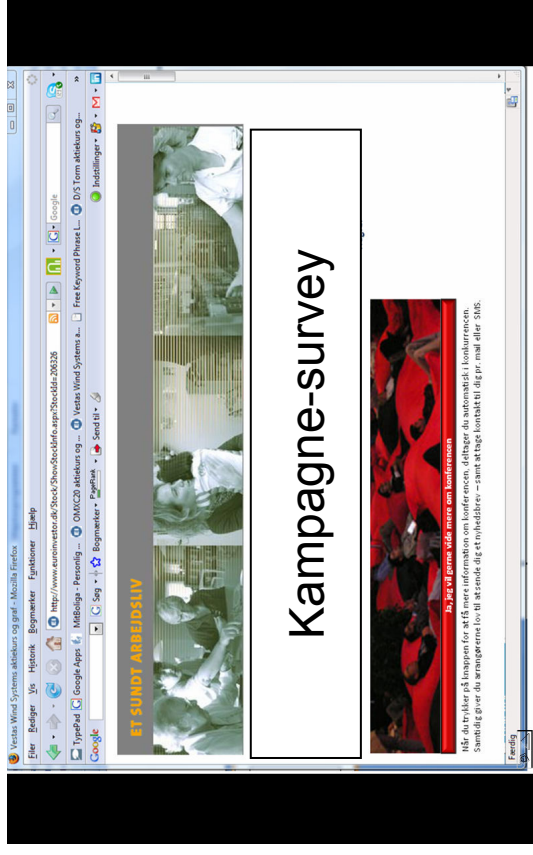
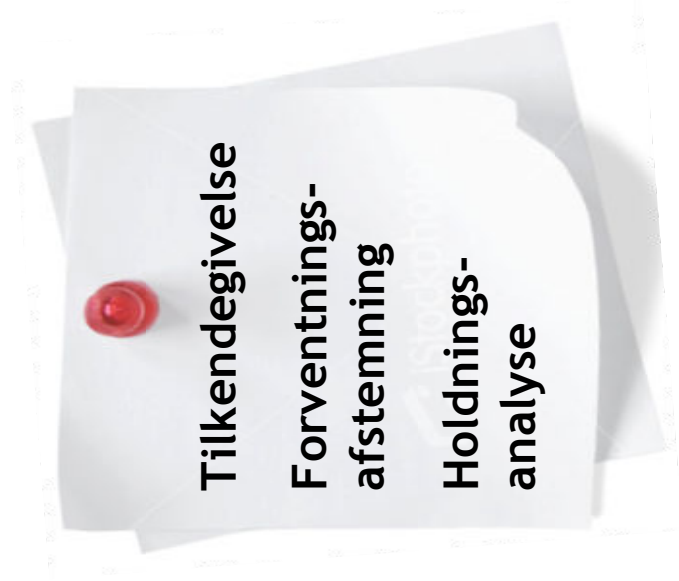
Programmet

Deltagere

Regler

Undersøgelse / Survey

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The screenshot shows a Mozilla Firefox browser window displaying a mind map from BRAINEKIP. The central node is "My Beliefs". It branches into several categories, each with sub-nodes:

- Beliefs**
 - Beautiful
 - Behavior
 - Belief Propagation
 - Belief Representation
- World View**
 - Big Issues
 - Clinging to Beliefs
 - Culture
 - Desiderata
 - Eva-Marie
 - Fun
- Social Position Statements**
 - People Want
 - Problem Markets
 - Progress Is Cyclical
 - Quaker Thought
 - Recursive Mutually Reinforcing Rings of Dysfunction
 - Skeptical of...
 - We Have Natural Behaviors Socialized Out of Us
 - What If the Other Side Had Won?
- Personal**
 - Books I Recommend
 - My Canon
 - My Fundamental Truths
 - Other Cool Beliefs
 - Communities Are Like Mushrooms
 - Familiarity Disperses Fear
 - Global Unity
 - It's Hard for People to Invent New Behaviors
 - Language Shapes Expectations
 - Optimistic About...
 - People Are Born Good
 - People Have Different Preferences

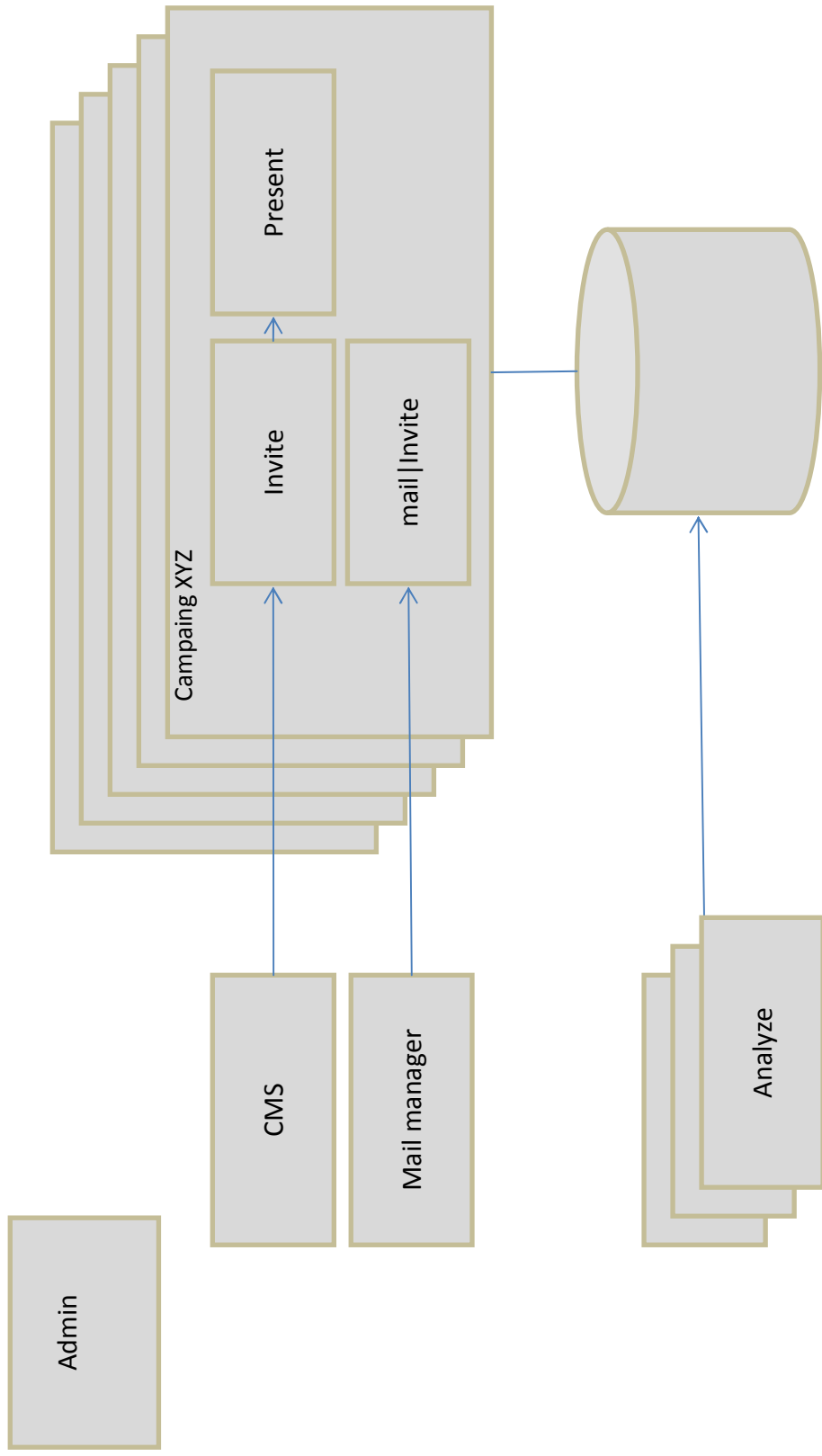
Below the mind map is a list of names and numbers:

- Name xxx- Company YYDDDD
- 3 Name xxx- Company YYDDDD
- 5 Name xxx- Company YYDDDD
- 8 Name xxx- Company YYDDDD
- 4 Name xxx- Company YYDDDD
- 23 Name xxx- Company YYDDDD
- 5 Name xxx- Company YYDDDD
- 2 Name xxx- Company YYDDDD
- 23 Name xxx- Company YYDDDD
- 3 Name xxx- Company YYDDDD
- 23 Name xxx- Company YYDDDD
- 6 Name xxx- Company YYDDDD
- 6 Name xxx- Company YYDDDD
- 7 Name xxx- Company YYDDDD
- 5 Name xxx- Company YYDDDD
- 8 Name xxx- Company YYDDDD
- 58 Name xxx- Company YYDDDD
- 3 Name xxx- Company YYDDDD
- 1 Name xxx- Company YYDDDD

*Each node in the above picture should be substituted by af "name" se www.thebrain.com

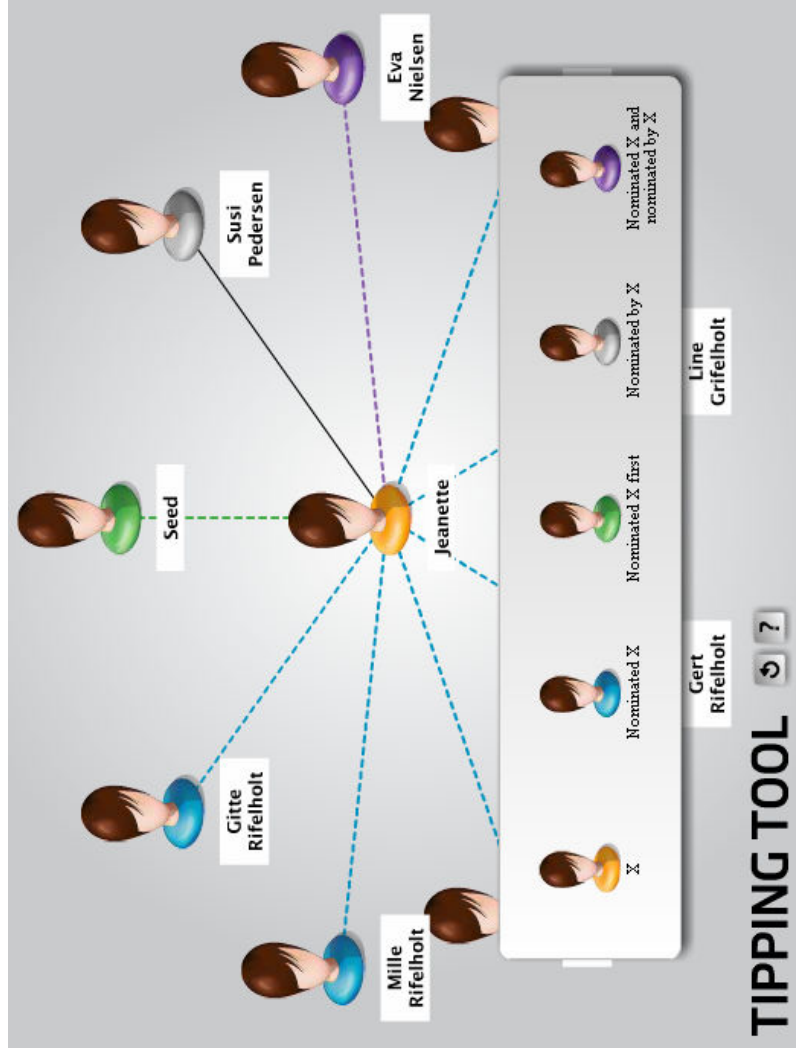
Arkitektur

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Functional lists

- Create campaign
 - Login and user management
 - New campaign
 - Edit campaign
- Campaign admin
 - CMS
 - Import emails
 - Export email
 - Edit email data
 - Database access by crystal rapport
- Profile data
 - E-mail (ID)
 - Name
 - Titel
 - Company
 - Phone
 - Mobile
 - Custom data fields (10)
 - Date created
 - List (links (e-mail))
 - List (Creation time)
 - Permission (boolean)
- Analyze
 - Brain presentation
 - Chart Connections tree
 - Simple list orded by # of nodes (chart style)
 - Top ten list
 - Simple chart accumulated number of mail / time
- Communication center
 - Email. Seeds Link in text mail
 - Direct in html mail
 - URL for website collection
 - Newsletter functionality



Kontakt

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