THE DAILY HUNDRED

OBJECTIVE

The Daily Hundred platform incentivizes consumer behavior by rewarding users who take and share the best photos! Our platform will allow Target to connect with and reward loyal customers via real-time, location specific photo contests, which are optimized for mobile devices. Target can help us change the DNA of modern day marketing by encouraging micro-level brand advocacy and product endorsements from everyday consumers who get awesome rewards in return.

Future platform updates could include smart stickers attached to contest eligible products as well as smart tag enabled contests which help users identify and purchase products being worn by users entering each contest and ensuring users are in store when entering a submission.

SCOPE OF PLATFORM (TARGET SIDE)

1. Platform Development

    a. Collect Target logo, color schema, and brand theme files to implement into platform

    b. Educate Target staff on contest implementation and moderation using The Daily Hundred Client Portal

    c. Establish dates of contest, and frequency.

    d. Consult with your team on developing an awareness/user acquisition plan for the platform in order to inform and reward loyal customers.

2. Contest Day

    a. Ensure staff working that day is aware of challenge. Have them encourage and remind people to participate.

    b. Ensure staff is able to moderate (approve and not approve) entries on the platform

    c. Enjoy the day and have fun!

3. Post-Contest Support

    a. If your challenge involved a 'Target's Favorite' – select a winner within 24 hours who your choice is - users love instant gratification!

    b. You will have access to all entries and full ownership rights to disseminate them as you wish.

    c. Basic analytic reports will be available. More advanced reporting will be available soon.

SCOPE OF PLATFORM (USER SIDE)

1. Platform Download

    a. User downloads Target Photo Contest app for iPhone and Android

2. Contest Day

    a. User is notified of upcoming contest

    b. User goes to Target to complete challenge and take creative photo.

    c. User uploads the photo and shares with their friends. The entry(ies) with the most votes wins the prize(s)!

    d. Users can also browse and vote on entries if unable to directly participate. Entertainment value for everyone!

3. Post-Contest

    a. The winning user gets notified and claims their prize – Target fan for life!

    b. Photos are viewable for as long as Target wants, users can browse entries from past contests for entertainment or future entry ideas!

    c. Other in-app rewards (badges, leaderboards, etc.) available for users to compete and stay engaged.

BENEFITS

1. Save money on advertising costs! No more ineffective and expensive print/media campaigns.

2. Save time and effort trying to come up with your next creative pitch – let your community's brightest stars create your message for you!

3. We do not attract discount seekers; your business is valuable, don't cheapen your brand with unnecessary discounts!

4. It's fun! You will love watching users submit hilarious and innovative pictures all promoting YOUR brand!

5. It's an innovative new approach to reach untapped and hard to reach market segments. After your campaign, we offer full analytic data on not only participating consumers, but those who viewed your campaign as well!

6. Build brand awareness with new exciting viral technology to develop and inform new, genuine, non-deal-seeking customers.

7. Utilize our geo-location technology! Run contests in certain targeted markets or nationwide campaigns for serious prizes!

Thanks,

Nick Haase

Chief Executive Officer

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