

# **Valentine's Day Online Marketing Campaign – Product Requirement Document**

## **1. Background of Requirements**

With Valentine's Day approaching, to support sales agents in maintaining strong customer engagement during the holiday, the Individual Insurance Center plans to launch a themed interactive project. This initiative aims to enhance the festive atmosphere while simultaneously improving customer service, ultimately boosting customers' recognition of the company brand and the sales agents.

## **2. Theme of Requirements**

Valentine's Day Online Marketing Campaign.

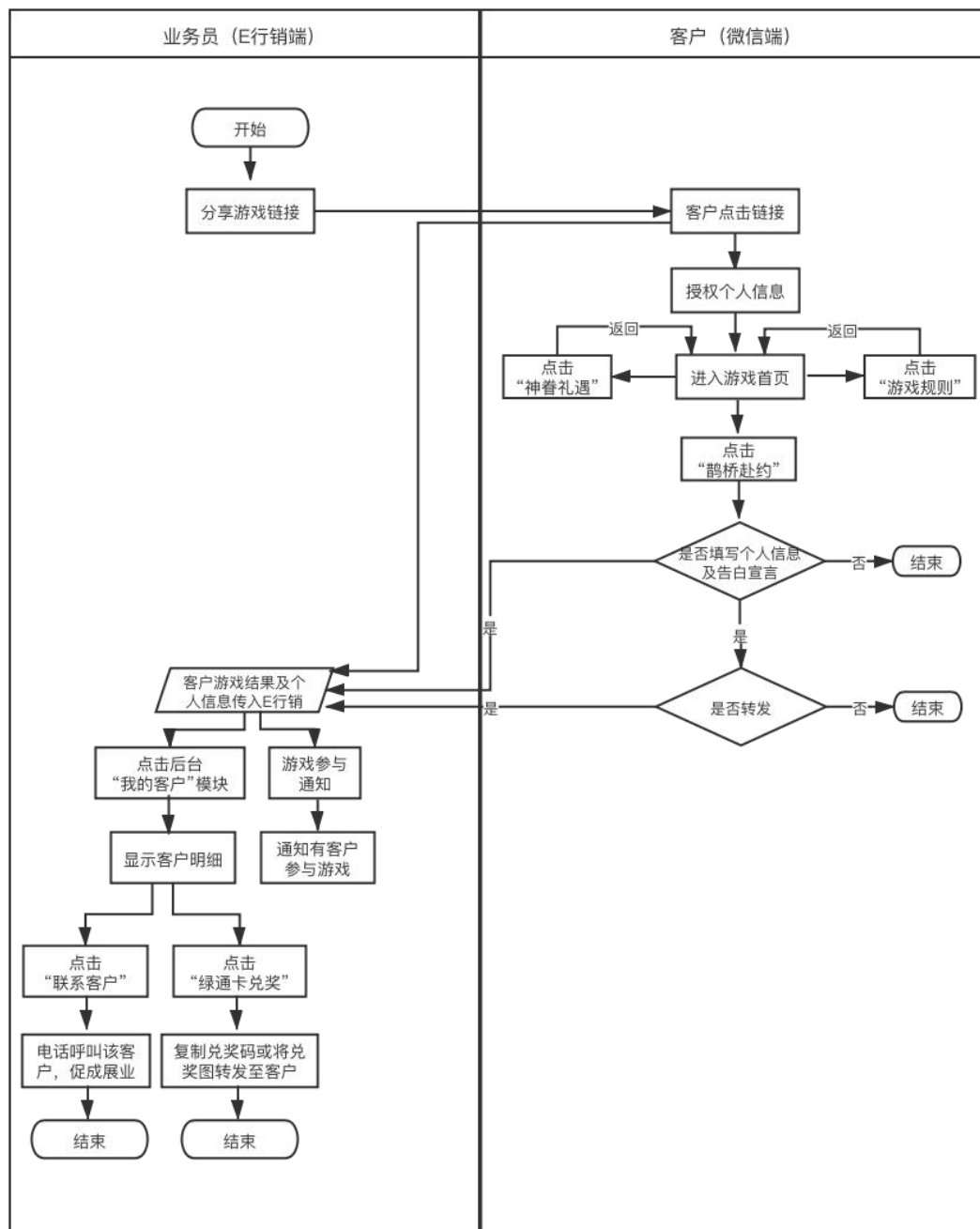
## **3. Event Overview**

Sales agents will share a game link with customers via WeChat through the E-Marketing platform. Customers will use the link to fill out their personal information and a love confession, then share the game to collect origami cranes. At the end of the event, the more cranes a customer collects, the higher their ranking. Rewards will be given based on the rankings. Additionally, sales agents will receive notifications of customer participation through the E-Marketing platform, making it easier to distribute rewards and follow up with customers for further business development.

## **4. Event Duration**

August 10, 2020 - August 25, 2020

## 5. Process Flowchart



## 6. Detailed Event Rules

### 6.1 Game Rules:

- ◆ Launch Period: August 10, 2020 - August 25, 2020
- ◆ Participants: All active sales agents and their customers

**6.1.1** Sales agents can log into the "E-Marketing" app, open the "Confess Your Love on Valentine's Day" event page, and click "Share Now" to share the game link with potential customers via WeChat or personal Moments. Customers can fill out their love confession and share the game to collect origami cranes. The shared link will include the contact information of the sales agent who first shared it, encouraging further sharing and spreading.

**6.1.2** In the backend of the E-Marketing platform, sales agents can access the "Data Overview" and "My Customers" modules. The "Data Overview" module includes the number of participants, the number of confessions generated, and the ranking in the system.

**6.1.3** The "My Customers" module allows agents to view the status of participating customers. A "new" label indicates a new customer who joined the game, and a "thumbs-up" icon indicates a customer marked by the agent.

**6.1.4** Clicking "More" in the "My Customers" module will provide detailed participation information for each customer, including the confessor's nickname, the recipient's nickname, the number of origami cranes collected, system ranking, confession statement, and rewards received.

**6.1.5** Data Overview Indicators:

- **6.1.5.1 Number of Participants:** The number of recipients who opened the shared game link from the agent's E-Marketing platform.

- **6.1.5.2 Number of Confessions Generated:** The number of customers who completed the game and generated a confession through the agent's shared link (or forwarded link). (In development, this was adjusted to count the number of customers who filled in their phone numbers.)

**6.1.6** Each WeChat account can post one confession on the confession wall, and once posted, it cannot be edited.

**6.1.7** Each confession will help the Cowherd and Weaver Girl complete the magpie bridge. Once the bridge is completed, the Cowherd and Weaver Girl will distribute surprise gifts to the top-ranked magpies (for details, please check the divine favor rewards).

**6.1.8** All magpies who successfully post a love confession will receive a Green Health Card for medical access.

**6.1.9** Customers can collect origami cranes by sharing; the more cranes collected, the higher the ranking.

**6.1.10** The top 10 ranked participants will have their confessions showcased on the event page, allowing the world to hear their declaration of love.

**6.1.11** Each account can log in daily to collect three origami cranes to help friends.

**6.1.12** Origami cranes collected by each account will reset to zero every day, and will not accumulate, so be sure to send them to help your friends in a timely manner.

## **6.2 Backend Technical Support**

**6.2.1** Participants can see their own ranking but cannot view others' rankings (except for the top 10).

**6.2.2** After posting a confession on the confession wall, the system will generate a Green Health Card activation code and prompt the participant to activate it.

**6.2.3** Nicknames are limited to a maximum of 6 characters, and names are limited to a maximum of 4 characters. The system will prompt: "Please enter your real name."

**6.2.4** Names cannot consist of letters or English names. The system will prompt: "Please enter your real name."

**6.2.5** Names that include "Mr./Ms./Miss/Handsome/Beautiful" or similar titles will be considered invalid. The system will prompt: "Please enter your real name."

**6.2.6** Each phone number/WeChat account can post on the confession wall only once during the entire event. The system will prompt: "Once your confession is published, it cannot be edited!"

**6.2.7** Sales agents from the Individual Insurance division cannot post on the confession wall. Sales agents from the Bancassurance division and those working in renewal management or development are also excluded, as are their forwarded customers. (This restriction is invisible to internal staff; only external staff from Individual Insurance and sales companies can participate.)

**6.2.8** Only sales agents who are currently employed or in the applicant status can participate in sharing the event. Newly hired agents will be able to share with customers the day after joining.