To go over the blog and what we need to integrate with. Below is information regarding BlueFrog and Outbrain, which is what we spoke about at our meeting last week.

Once we go over this and vet out what we need to wire and develop, I will put together the timeline for deliverables.

**BlogFrog:**   
BlogFrog is a blogger network of 65K bloggers, primarily female bloggers (mom, food, DIY, style, etc.) with a growing base of male bloggers. Through this partnership, Attention will work with BlogFrog to coordinate sponsored posts about Summer with Sears, specifically related to Grilling is Happiness and Outdoor Style. ae. In the posts related to ODL, the bloggers will close the post with a question for their readers. This will be a universal question across all posts. All of the user comments from each of the blogs will aggregate into a widget that can be embeded on the ODL hub. BlogFrog also offers another widget that aggregates the participating bloggers and contains links to their posts.   
  
Here is an example of a hub featuring the conversation widget and the list of bloggers. Please note that these can be customized to feature as many or as few comments or bloggers as we like:   
<http://theblogfrog.com/p/kenmore-challenge/default.aspx#/1503350>  
  
I've also attached sample code for the conversation and blogger widgets. They can be styled with CSS, so you can manipulate the widgets to move the conversation leaders around etc. The reply widget does work, but if you comment and then refresh the page the comment will disappear as this is not live code. Same thing goes for the 'See more replies' button.  
  
Outbrain:   
Outbrain is the leading content recommendation engine on the web, reaching highly engaged audience through distribution on top publisher sites. Outbrain provides publishers a service for recommended links to increase traffic and generate revenue, and marketers a way to their distribute content alongside publisher’s own editorial recommendations. It does this by integrating its platform below the articles on most premium publisher sites where readers are actively looking to discover new content. This unique placement is viewed by readers as being editorially endorsed, allowing Outbrain to deliver a high quality audience of consumers who self-identify as being interested in the marketer’s content. Marketers are able to drive views of their own editorial content, videos, product reviews, conversations about the brand, and other earned media. Outbrain is an incredibly efficient option as it drives views of key brand messaging with some of the industry’s highest click-through rates. In addition, readers who discover content from Outbrain spend more time engaging with it than if they discovered the content through search. Attention will be employing the technology to drive traffic to the content on both the ODL Style Hub and the Grilling is Happiness Hub by driving traffic to individual posts on the hub. Our team will handle this directly with Outbrain throughout the campaign.