12-05-2017

CONODEN & COMPANY

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THE PHOTO SPLASH PUBLIC ENGAGEMENT PRODUCTS

OVERVIEW

In line with all discuss and evaluations the "Me and My rivers at 5O Photo Splash Campaign" products shall be in two categories to run for 4-10 weeks: Considering the time constrains, the campaign shall add emphasis on these pictures coming from presence or participation in the may 30 ceremony with the caption "show us your rivers state from may 30TH !!". This is to encourage public participation on the said day either by being physically present at the venue and taking selfies or group pictures or participating in a picture splash that identifies with rivers state. Participants may take pictures with their traditional outfit, local dishes, iconic spots, street signs, historical locations, state icons, e.t.c ; any act that depicts Rivers state is welcome. Be it abstract or direct expressions.

Twitter shall handle poetry or funny write ups/ poems about the state, people's memorable experiences, city centers, city features, traffic spots, suya spots, bubbling street corners, e.t.c. with cash prizes for the most re-tweeted or liked.

The state has been celebrated; its time to celebrate her everyday people

THE PICTURE SPLASH CAMPAIGN

1. Voters stand a chance to win NGN500,000- NGN1,000,000 from participating and supporting their favourite entries by sms vote. A raffle / lucky dip is done weekly to decide a winner for instant NGN100,000.
2. The two products shall be housed in a uniform ussd code and shall have response sms that creates awareness for each other.
3. Rivers state quizzer to generate instant win of NGN500,000- NGN1,000,000. A raffle / lucky dip is done weekly to decide a winner for instant NGN100,000
4. It shall be a 5 question and answer sequence. And the fastest player to make all correct answer entries wins. The award of the prize shall be televised to generate buzz and sustain awareness through the course of the event.

PRIMARY PRODUCT

Platform receives photo entries via web interface, instagram, facebook, whatsapp, and snapchat.

Entry images are published on the web interface with unique i.d no.

All image entry is to be verified by sms; entry candidate sends image unique no to ussd/ shortcode to verify ownership and get profiled via contact phone no.

Verified entries (by sms) go live on the web interface and gets published on the social media accounts.

Entry verification by sms attracts default v.a.s interface charge of NGN 50

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Votes for each images by virtue of its image unique i.d no shall attract a charge of NGN 50 with response message to the user indicating vote acceptance and auto entry into product 1 below.

ADDED PRODUCT 1:

User dials *775#

User selects 1 - #1million naira vote and win

User enters image unique no

Transaction ends

Telco deducts #50 naira

User gets vote confirmations sms (sms sends vote unique i.d number and introduces product 2)

 Thank you for voting. You have one entry (no 1725) into the #5million naira voters grand finale draw. Vote more for more entries and more chances of winning. Or dial *775# to win in the 5 question #1million naira weekly rivers state quizzer jackpot.

ADDED PRODUCT 2 :

User dials *775#

User selects 2 - #1 million naira state quizzer

Server responds with question 1

User selects answer from option 1-5

Entry is accepted and proceesed.

Server responds with entry status (wrong or right); each catgory to carry a message. **CORRECT**; (correct answer !!! you are 4 questions away from the #7million naira jackpot. Press 1 to continue).

WRONG (incorrect answer. Please try again .you are 5 questions away from the #7millionnaira jackpot pres 1 to continue or dial a*775# to vote your favourite photo splash picture on www.riversat50photo.com and win #5million naira).

For 5 correct answers, user is congratulated and receives response stating his time and phone number. He is asked to press 1 to process his win.

 Should his time be the fastest so far he is congratulated and declared champion for the day and notified timing is to remain top time for the week to claim the weekly prize. Should a faster time be attained he/she shall receive an sms notification of the new time.

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Should his timing not be the top time at the moment, he is sent the time of the top player. He is also updated to receive notifications every time there is a faster time.

We shall charge for the updates on new timing by strategically asking user to subscribe for time/ quizzer updates.

We shall strive to declare consolation prizes for other positions as corporate sponsors finalize their involvements.

The content of this project shall be developed around rivers state and shall be kept simple to encourage participants. However, it is expected to have increased difficulty level as participants get closer to the final question.

WEB GALLERY ARRANGEMENT/ FEATURES:

All image entry shall be in three categories gallery, tending, Leading

All image entry is to be verified by sms; entry candidate sends image unique no to ussd/ shortcode to verify ownership and get profiled via contact phone no.

Gallery is a general bank of all image entries which can be live or not live. Images go live when entry is verified by candidate sms activation.

Top 20 images in both categories (by virtue of sms votes) shall be tagged trending or listed in the trending category

Top 3 images in both categories shall be tagged leaders or listed in the leading category

All verified entries are rated higher in que for public participation i.e it can be, commented on and voted for by sms.

The campaign shall not accept online likes as data to determine winner rather only sms votes would be considered vote to eliminate on-line like spamming and increase credibility of the campaign by ensuring that all votes were initiated by traceable phone numbers and data; humans.

Sms votes shall be displayed alongside the images to enlighten the public of each participants vote volume.

Top three images in the two categories (determined by vote volume) shall be placed untop of all other images in category like format with the tag leading images.

The web interface shall showcase the campaign weekly winners in the added product categories; Pictures and short videos

It shall bare a link to all the campaigns social media accounts.

It shall display pictures and handles of all its social media campaign outlets or profiles.

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