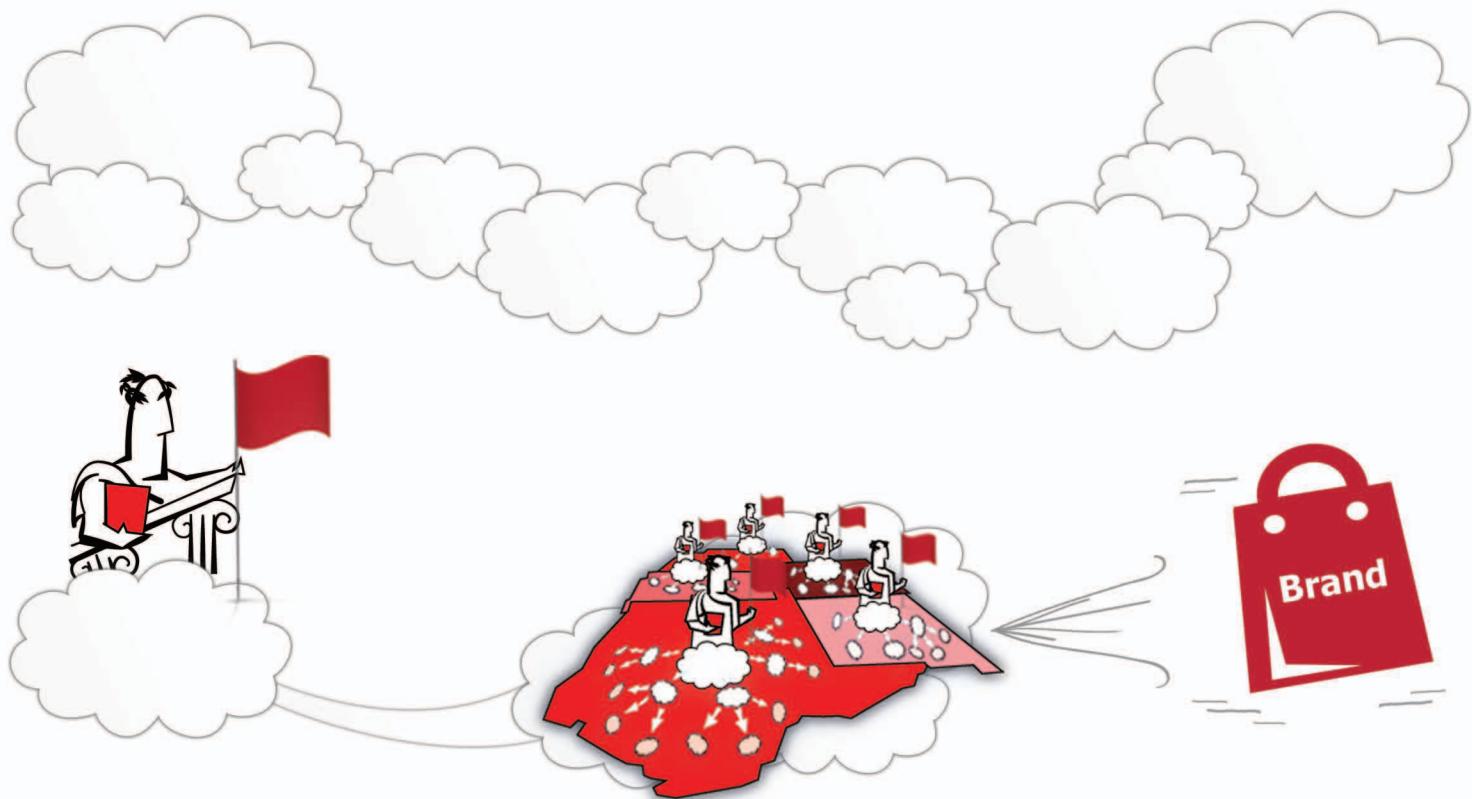


MOVEMENTS SET THE TRENDS AND INTRODUCE PRODUCTS

1 Movement organizes
Brand campaigns led by your Network.



Movement Leader (Brands)

launches the brand Movement
to promote
his products and services.

Brand Advocates (Your Network Member)

want to share their positive
experience and be part of the
brand community.

ADVOCATES ARE TRUSTED AND INFLUENTIAL CUSTOMERS

#1

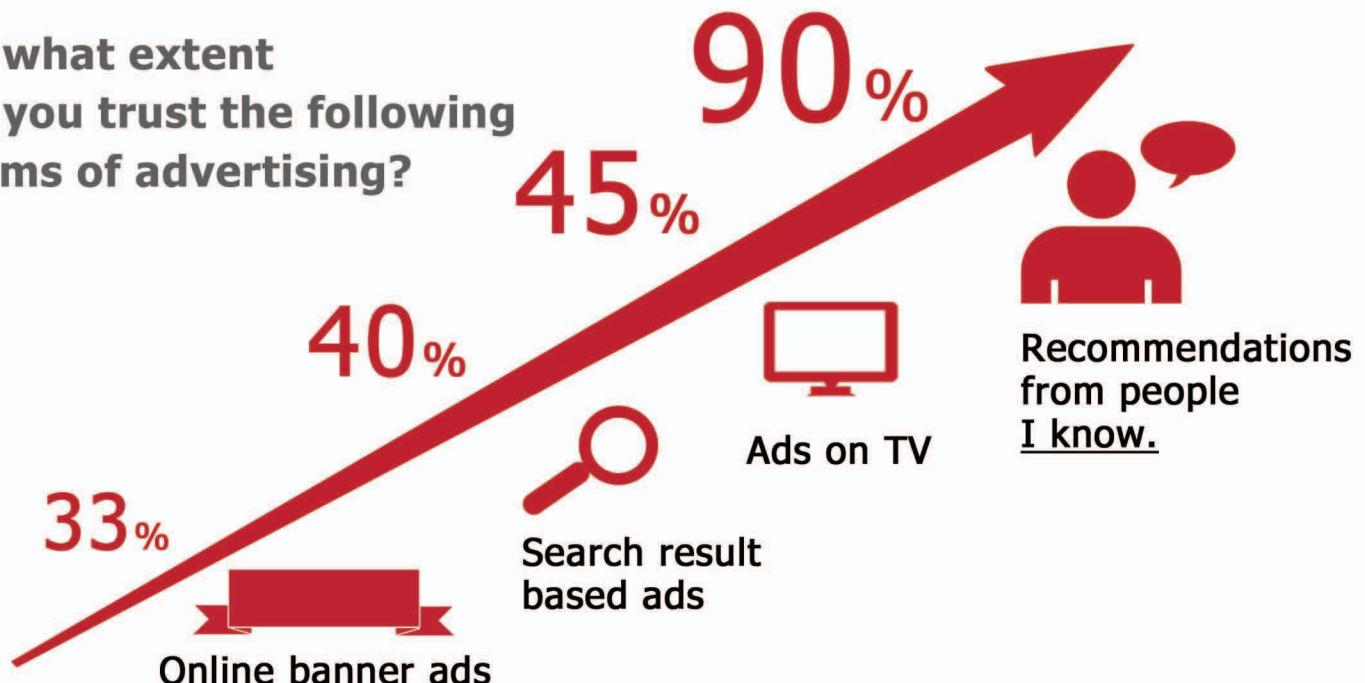
Influencer of purchase decisions

2x More active content creators

3x More trusted than ads

70% More likely to share great product experiences

To what extent
do you trust the following
forms of advertising?



ACTIVATING YOUR NETWORK...



Increases your
brand awareness **x8**



1 advocate
brings **3** new customers

Track new
customers referred
by the Advocates

Reduces customer acquisition
costs by

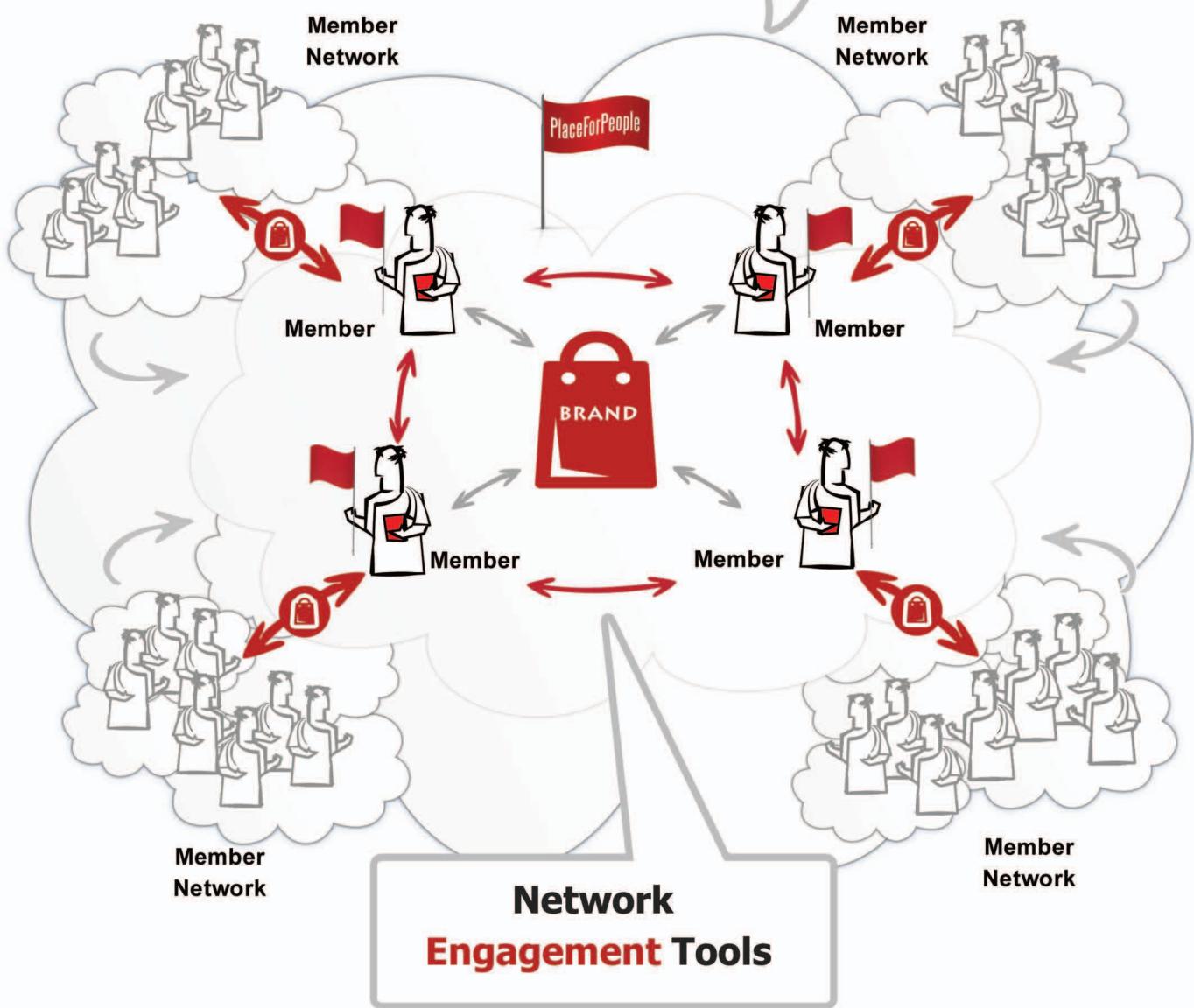
50%



Notes: 1) Total number of potential advocates: 20% of all your customers; Total Number of Advocates: 25% of your potential advocates become actual advocates; Sources: Word of Mouth Marketing Association 2012, Nielsen, Keller-Fay Group, Forrester

**BUILD, ORGANIZE AND ENGAGE YOUR
ADVOCATE COMMUNITY!**

A Dedicated Brand Community Platform



WHO ARE YOUR ADVOCATES?



**Best
Customers**



**Customers with
Positive Experience**



**Passionate
Employees**



**Franchise
Network**



**Distributor and Retailer
Network**



**Sister Companies'
and Brands' Customers**



**In-store
Representatives**



Celebrities

THERE ARE MULTIPLE WAYS TO RECRUIT ADVOCATES

1. EMAIL INVITATION



Customer E-mail Database



In-store E-mail Collection



Email the candidates
the digital
Movement Invite Flyer

The interested Advocates
will click on your Email
and land on your
Movement website

If they like your Movement
(and your Advocacy Program!),
they will click on
'Become an Advocate'
on your Movement Page

2. ONLINE PROMOTION



On Brand-Website Promotion



Social Media Promotion

3. FIELD PROMOTION

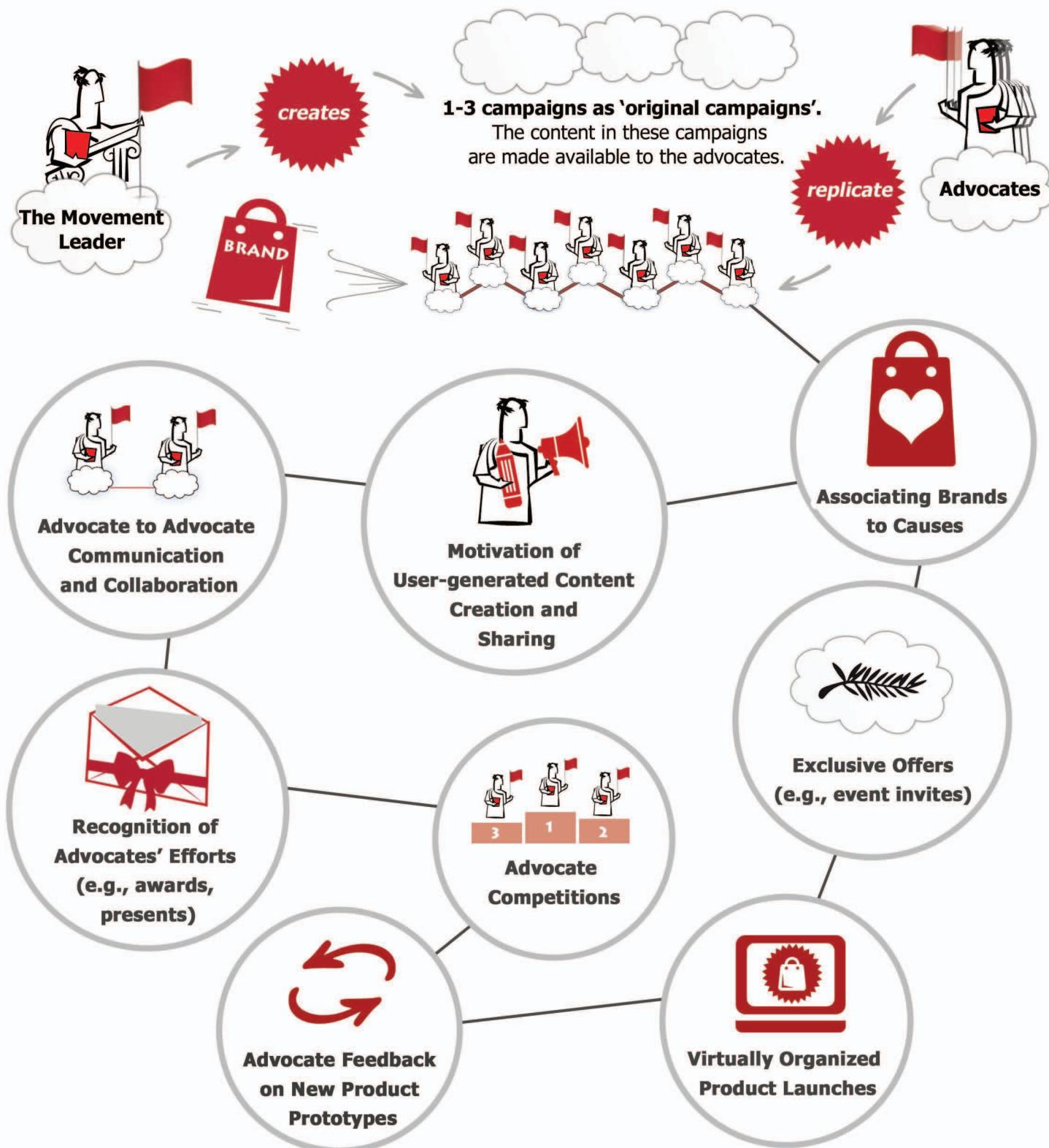


In-store Promotion



Package Inserts

ENGAGE ADVOCATES ON BRAND MOVEMENTS



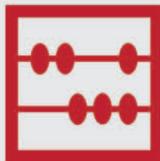
RECOGNIZE YOUR ADVOCATES TO GROW YOUR COMMUNITY

The impact of your Movements depends on the involvement of your advocates. Hence your Advocates deserve a special treatment. Let's look at some example rewards that can convey to your advocates that they belong to an '**Exclusive Club**'.


1. LIMITED EDITION PROMOTIONAL MATERIALS

2. EXCLUSIVE ACCESS PARTY AND EVENT INVITATIONS

3. LATEST PRODUCT SAMPLES

4. SPECIAL ITEMS IN YOUR STOCK

5. BUSINESS PARTNERS' GIFTS

6. SPECIAL TREATMENT
**HOW DO MY ADVOCATES RECEIVE THEIR REWARDS?**

Once advocates reach the points to get the rewards, they get an automated email with the gift certificate.

Advocates print the gift certificate and present it at the location to which their gift is redeemable. E.g., at your local retail shops, etc.

EXAMPLE APPLICATIONS OF PLACEFORPEOPLE



Luxury Brand Movement Ambassador Program



DESSANGE
SALON & SPA

Ambassador Program | How it works | Examples | [✉](#)

"Le concept de beauté globale"

Let's be the *Face of Dessange* and share our positive experience with our community!

[Join our Ambassadors](#)

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Join | Ambassador Program | How it works | Examples | [✉](#)

Special Status + **Rewards**

Special Samples

Presents

Promotions

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Audience: Passionate Customers of the Brand

Objective: Create an Exclusive Ambassador Club. Provide the Ambassadors the tools to promote their positive experience in their communities.



City Promotion Movement - Destination Marketing



Nice
La Prom'

How it works | Tips | Start | Partners | [✉](#)

The unique combination of natural magnificence and cultural elegance!

Let's share our love of this Nicoise jewel by becoming **Prom'auteur**.

[Choose your Movement](#)

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How it works | Tips | Start | Partners | [✉](#)

Movement to Become a Prom'auteur

Shopping

Entertainment

Art & Culture

History

Check out the Attractive Rewards on the Movements!

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Audience: A Coalition of Brand Movements, located in the same city.

Objective: Enable the city stakeholders to **promote their city** together with their Prom'auteurs (Ambassadors).

EXAMPLE APPLICATIONS OF PLACEFORPEOPLE



Corporate Social Responsibility - Public Education Movement

How it works | Tips | Schedule | Start | [Email](#)

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How it works | Tips | Schedule | Start | [Email](#)

Learn how to earn points!

CHOOSE Community | CHOOSE your Campaign | CREATE & UPLOAD 'Why I advocate?' Video | ADD More Content | EARN Rewards

SHARE content and Certificate with your networks

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Audience: 5,000 students in India, with an **exposure of 500,000 people**.

Objective: Equip the students to **educate their communities** about the link between healthy livers and sports.



Internal Collaboration Toolkit Platform

Welcome to the Toolkit Platform!
Choose your Committee to **Participate** in relevant Projects

Steering Committee
 Communications Committee
 Business Development Committee

Policy Committee
 Executive Committee

This site is intended for the the CCCC members only.

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Start a Movement | Bill! | Search by any key word | Search | EN ▾

Communications Committee | Committee Tools

Project CCCP Toolkit

Petaluma, California, United States

Led By Bill Remak

Project Website Ads

Petaluma, California, United States

Led By Bill Remak

Action List | Resources | Advocacy Program

Audience: Coalition of **35+ leading Health Associations** representing **16 million patients** in California.

Objective: Enable the members to **collaborate on projects effectively as a team**.

TRACK METRICS ALONG CUSTOMER ACQUISITION JOURNEY

Network Activation Steps	Measures	Metric
ENGAGEMENT 	Level of engagement and motivation by the Advocates in the Movement	# Of Advocate Invitations sent # Of Advocates Recruited # Of User-Generated Content created by the Advocates (videos, photos, blog posts, documents and web-links)
ACTIVE EXPOSURE 	Degree of attention on Advocate Campaigns	# Of Times the Advocates share their campaigns with their networks # Of Advocate Campaign Unique Page Visits by their networks
CONVERSION 	Level and source of new customer acquisition	# Of Offers (invitations, gifts) distributed by the Advocates to their networks Potential Customer: The specific person within the Advocate's Network that requests the offer (Contactable by the brands) Offer (ID) redeemed by the Advocates' Networks

PLACEFORPEOPLE PROVIDES READY MADE OFFER

TECHNOLOGY



Access to Desktop
Brand Movements
Community Platform



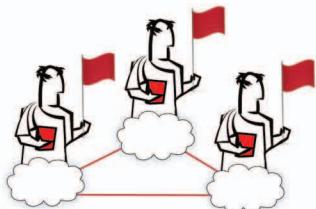
Brand Community
Mobile App
(IOS and Android)



Integration of
Brand Movements to
Your Websites



Franchise Network
Brand Community
Architecture



Multiple Brands,
Multi-Company
"Cause Based Coalitions"



Multi-Language
Package

IMPLEMENTATION



Training for your
Teams and Customers



Identification of
Networks



Implementation
Support