

ABSTRACT

ONLINE CAMPAIGN SYSTEM AND METHOD

5 The present invention relates to a system and method for online marketing
activities and in particular, the present invention relates to a system and method for online
campaign for brand promotion and/or product advertisement. A method according to one
embodiment of the present invention includes accessing an account, launching a campaign,
receiving data entries from the participants to the campaign, managing the campaign to
10 determine the winners and awarding the winners.

(Fig. 1)