

ONLINE CAMPAIGN SYSTEM AND METHOD

TECHNICAL FIELD

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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.

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SUMMARY OF THE INVENTION

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 determine the winners and awarding the winners.

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BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a flowchart showing an online campaign method according to one embodiment of the present invention.

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Fig. 2A is a flowchart showing the account creation process of the online campaign method of Fig. 1.

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Fig. 2B is a screenshot of the computer interface when executing the account creation process of Fig. 2A.

Fig. 2C and 2D show the dialogue boxes during the account creation process of Fig. 2A.

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Fig. 2E is a screenshot showing a message from the online campaign system indicating successful completion of account creation.

Fig. 2F is a screenshot showing a dialogue box indicating optional information required during the account creation process of Fig. 2A.

5 Fig. 3A is a flowchart showing the campaign launching process of the online campaign method of Fig. 1.

Fig.3B is a screenshot of the computer interface when launching a campaign.

10 Fig.3C is a screenshot prompting the campaign organizer to select the name of a campaign to launch.

Fig. 3D and 3E are screenshots showing dialogue boxes for the user to fill up campaign details upon launching a campaign.

15 Fig. 3F is a screenshot showing a dialogue box for the campaign organizer to describe the prize offered.

20 Fig. 4A is a flowchart showing a first part of the campaign landing process of the online campaign method of Fig. 1.

Fig.4B is a screenshot showing an example campaign selected to launch.

25 Fig. 4C is a screenshot showing optional campaign entries for the campaign selected to launch.

Fig. 4D is a flowchart showing a second part of the campaign landing process of the online campaign method of Fig. 1.

30 Fig. 4E and 4F are screenshots showing dialogue boxes for a user who joins the campaign to upload content.

Fig. 5A is a flowchart showing a first part of the campaign management process (for campaign editing) of the online campaign method of Fig. 1.

5 Fig. 5B is a schematic diagram illustrating a campaign dashboard shown during the campaign management process shown in Fig. 5A.

Fig. 5C-1 to Fig. 5C-5 are a schematic diagrams illustrating changing/editing dialogue boxes during the campaign management process shown in Fig. 5A.

10 Fig. 5D is a flowchart showing a second part of the campaign management process (for renewal) of the online campaign method of Fig. 1.

15 Figs. 5E, 5F and 5G are screenshots showing fields of campaign that may be changes during the campaign management process shown in Fig. 5D.

Fig. 5H is a flowchart showing a third part of the campaign management process (for analytics) of the online campaign method of Fig. 1.

20 Fig. 5I is a chart showing an example analytics report obtained during the campaign management process shown in Fig. 5H.

Fig. 5J is a flowchart showing a fourth part of the campaign management process (for winner selection) of the online campaign method of Fig. 1.

25 Fig. 5K is schematic diagram showing entrants shortlisted for winner selection during the campaign management process shown in Fig. 5J.

Fig. 5L is a screenshot showing prize assignment to the winners during the campaign management process shown in Fig. 5J.

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Fig. 5M is a screenshot showing winners selected during the campaign management process shown in Fig. 5J.

Fig. 5N-1 is a screenshot showing notification emails to be sent to the winners selected during the campaign management process shown in Fig. 5J.

5 Fig. 5N-2 is a screenshot showing a Winner summary page during the campaign management process shown in Fig. 5J.

Fig. 5P is a flowchart showing a fifth part of the campaign management process (for reporting) of the online campaign method of Fig. 1.

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Figs. 5Q, 5R, 5S and 5T are example charts and data in the reports generated during the campaign management process shown in Fig. 5J.

15 Fig. 6 is a chart showing a comparison of embodiments of the present invention and two other social media platforms.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

20 As shown in the figures, a method 1 for performing online campaign according to one embodiment of the present invention includes an account creation process 10, a campaign launching process 20, a campaign landing page process 30 and a campaign management process 40.

25 In the account creation process 10, a user is provided with an account creation interface 110 at a dedicated website of the online campaign facilitator, e.g. www.campaign.com. To create an account, the user clicks on "sign in" and "sign up" button and enters necessary particulars of the user, such as the name, email address, birth year, gender and city, etc. Upon verification e.g. via email 112, the user clicks the link found in the email sent from the online campaign facilitator, with the subject containing the term
30 "email verification". Optionally, other details of the user's profile 114 may also be provided, e.g. profile picture, cover picture, general information, etc. Upon successful verification,

the user account is created. The user can now launch and/or manage campaigns at this dedicated website.

In a campaign launching process 20, as shown in Fig. 3A, the registered user signs-
5 in at the website www.campaign.com (step 202), by keying-in the user name and password. Upon successful sign-in, the user can get access to 'your profile' page (step 204) by clicking on his first name, and followed by clicking on 'Launch campaign' (step 206 and Fig. 3B). In the subsequent 'Start with a name' screen provided (Fig. 3C), the user will find a campaign name (step 208), by typing in the desired campaign name, e.g. 'Sogirl', and
10 check the availability. If the name is not available, the above 'find a campaign name' process is may be repeated until a campaign name is found.

When a selected campaign is launched, the user will be prompted, by dialogue
boxes (Figs. 3D, 3E) to provide further information (step 210) related to the campaign, e.g.
15 a cover picture, a description of the campaign and the steps required to perform the campaign, the number of entries accepted per account, start and end date of campaign, as well as additional fields such as the Content type, number of content required, frequency allowed, caption length, open-ended questions, multiple-choice questions, geographic location, additional personal information, proof-of-purchase, sponsors, share to external
20 networks and any other information required for the campaign, etc.

Subsequently at step 212, the users describes the prize(s) offered, through interface 212a (Fig. 3F), by providing information such as the title and description of the prize, winning criteria, the number of prizes available and repeat for each type of prize. At step
25 214, the user reviews the terms and conditions of the campaign. He may also make any necessary changes of the standard terms and conditions. The user then reviews the prize quotation at step 216, make payment at step 218 and launch the campaign at step 220.

The in the campaign landing page process 30A shown in Fig. 4A, at step 302, the
30 user goes to www.campaign.com and search for the campaign name, or goes directly to the selected campaign site through the link [www.campaign.com/\[campaignname\]](http://www.campaign.com/[campaignname]), to review the campaign information, bearing title or name of the campaign, as well as

description, steps, etc. An example of general campaign information page will be shown e.g. as Fig. 4B. At step 304, the user views the campaign entries by e.g. clicking on the picture entry (Fig. 4C). Optionally at step 306, the user may click the heart-shaped icon provided at the picture entry page (Fig. 4C) to vote. In another optional step 308, the user may post his comments to the campaign. In a further optional step 310, the user may share the information by signing in to other social network or via email exchange or other external sites.

Fig. 4D shows a second part of the campaign landing page process 30B (campaign entrant process). At step 312, a user signs in at www.campaign.com using his email address and password. At step 314, the user goes to the campaign landing page via www.campaign.com or go directly through the link [www.campaign.com/\[campaignname\]](http://www.campaign.com/[campaignname]) and searches for the name of the campaign, and click 'join' at step 316. The user then uploads the contents required to participate the campaign, e.g. pictures, videos, sounds, URL link or other types of digital contents, at interface 316a (Fig. 4E), 316b (Fig. 4F). Depending on the campaign requirements, the user inputs caption at step 320. At step 322, the users enters additional fields such as content type, number of content required, frequency allowed, caption length, open-ended questions, multiple-choice questions, geographic location, additional personal information, proof-of-purchase, sponsors, share to external networks and any other information required. Terms and conditions are reviewed at step 327 and acceptance is done at step 326.

Fig. 5A shows a first part of campaign management process (edit campaign) 40A according to one embodiment of the present invention. At step 402, a user signs in at www.campaign.com using his email address and password. At step 404, the user goes to the profile page by clicking on the first name of the user. At steps 406 and 408, the user clicks on the dashboard icon to turn up and view a dashboard of a list of available campaigns (Fig. 5B). The user can then click "edit" button (step 410) to edit any fields that require changing (Figs. 5C1-5C5). When the edit step is completed and reviewed (step 410), the user clicks the "update" button to update the changes (step 412).

Fig. 5D shows a second part of campaign management process (campaign renewal) 40B according to one embodiment of the present invention. At step 416, a user signs in at www.campaign.com using his email address and password. At step 418, the user goes to the profile page by clicking on the first name of the user. At steps 420 and 422, the user
5 clicks on the dashboard icon to turn up and view a dashboard of a list of available campaigns (Fig. 5B). The user can then click the 'renew' button (step 424) to renew any fields that require changing (Fig. 5C), and reviews the renewed campaign information (Figs. 5E, 5F, 5G) at step 426. The campaign terms and conditions are viewed and any necessary changes are made at step 428. At step 430, the prize quotation is reviewed and
10 at step 432 the payment is made, and the campaign is launched at step 434.

Fig. 5H shows a third part of a campaign management process (campaign analytics) 40C according to one embodiment of the present invention. At step 436, a user signs in at www.campaign.com using his email address and password. At step 438, the user goes to
15 the profile page by clicking on the first name of the user. At steps 440 and 442, the user clicks on the dashboard icon to turn up and view a dashboard of a list of available campaigns (Fig. 5B). The user can then click the 'analytics' button (step 444) to view the campaign analytics and to manipulate the date and graph as shown at e.g. Fig. 5I, for example by changing the date fields to page views, entrants, comments, votes, shares,
20 geographic, demographic, etc. The user may also change the time period between daily, weekly, monthly, etc. and change the start and end date of the campaign.

Fig. 5J shows a fourth part of a campaign management process (winner selection) 40D according to one embodiment of the present invention. At step 452, a user signs in at
25 www.campaign.com using his email address and password. At step 454, the user goes to the profile page by clicking on the first name of the user. At steps 456 and 458, the user clicks on the dashboard icon to turn up and view a dashboard of a list of available campaigns (Fig. 5B). At step 460, the user clicks on 'winner selection' and at step 462, to shortlist the entrants by e.g. using multi sort / search features (Fig. 5K). The entrants
30 filtration may be based on multiple data fields such as voted by the user, overall votes, comments, views, shares, etc. Winner selection may also be done by searching for a particular entry based on entrant name or caption. The user may also click on 'shortlist'

button to move the entrants onto the shortlist. This clicking action may also be repeated on as many entrants as desired.

When the winners are selected, the user clicks "assign prize" button (Fig. 5L) to
5 assign prizes to the shortlisted entrants (steps 464, 466) or a particular entry. This process
may be repeated till all the prizes available are allocated. The winners may be reviewed as
shown in Fig. 5M (step 468 of Fig. 5J). Each prize will generate a customized notification
email (Fig. 5N-1) and displays a winner summary (Fig. 5N-2) and at step 470, winner
notification emails are reviewed to any changes to be made and at step 472, these
10 notification emails are sent out to each winner. This process is repeated till all the prizes
are given.

Fig. 5P shows a fifth part of a campaign management process (reporting) 40E
according to one embodiment of the present invention. At step 482, a user signs in at
15 www.campaign.com using his email address and password. At step 484, the user goes to
the profile page by clicking on the first name of the user. At steps 486 and 488, the user
clicks on the dashboard icon to turn up and view a dashboard of a list of available
campaigns (Fig. 5B). At steps 490 and 492, the user clicks the "report" button and views the
campaign report. The report may also be downloaded at step 494. The report may be in
20 various forms including data, charts, tables, graphs or a combination thereof, as shown in
Figs. 5Q, 5R, 5S, 5T and 5U.

As illustrated above, the present invention provides dedicated platforms for photo-
based online campaigns and competitions. Solutions provided by the present invention
25 encourage the creation of personalized marketing pitches by involving customers.
Embodiments of the present invention present many advantages over known social media
platforms that may conduct campaign, as summarized below and shown in Fig. 6. For
example, the present invention provides developed tools to easily launch and to strengthen
the effectiveness of online marketing campaigns, a culture set from the very beginning
30 where the best personalized marketing pitches are rewarded, and clear and intuitive layout
accessible from a dedicated URL that is easy to find and understand. The present
invention utilizes share buttons to leverage on the different social networks available and

build momentum and keep a positive message by encouraging high-quality initial entries so that subsequent viewers can emulate.

The present invention may be used in online campaigns for brand promotion and product advertisement across in various different types of industries and market sectors. For example, a frozen yogurt store with multiple chains may use embodiments of the present invention to promote their brand and also increase sales. A campaign under this example may be carried out in the following steps:

1. Set up Campaign.com account
2. Launch campaign
3. Market the campaign through various marketing channels
4. Review entrants and overall analytics
5. Select winner(s)
6. Notify winner(s)
7. Send Prizes

In the campaign process, picture of the product with a caption describing the picture may be posted to the campaign platform by end customers for public viewing and voting. Additional requirements could include answering a question on what new flavor they would like or preferred new store location. Selection of winners may be through a judging panel with consideration based on creativity, votes, comments and overall effectiveness of the entry. Prizes may be in the form of store vouchers, consumer electronics, trips, etc. as a token of appreciation from the campaign organizer, and to encourage further participation to the campaign.

In another example, a large multinational selling a range of electronic goods such as mobile phones, televisions, computers, etc may use solutions provided by the present invention to promote their brand and also increase sales. In the campaign process, the consumers will have an opportunity to upload pictures using their products in a fun and interesting environment or manner. Additional requirements could include proof-of-

purchase or answering questions about the features most important to them for a particular product.

5 In yet another example, a college offering undergraduate and postgraduate degrees in a centralized campus may use solutions provided by the present invention to aiming to increase student participation and overall school spirit. The campaign may be carried out by asking students to take pictures of some of their favorite activities to do on campus to showcase college life. Contents uploaded may also include a description of what the activity entails. Additional requirements may include sharing to other social networks as
10 well as answering a brief questionnaire.

In still another example, a non-profit charitable organization providing supplies and teacher volunteers to schools in need, may use solutions provided by the present invention to seeking increased awareness of both the charity and the cause they are
15 championing. The campaign may be carried out by uploading a need that a school the users know or are attending at. Contents uploaded may include a description about that particular need, how much the users think it costs and why the users think it should be fulfilled. Additional requirement may be details about the school and the users themselves which will be kept private.

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In a further example, a political party with grassroots offices and multiple elected officials may use solutions provided by the present invention to seeking to increase their profile and public support. Contents uploaded may include pictures and description outlining issues for their platform based on party ideals. Additional requirements could
25 include personal reasons why the issue is important to them and other personal information such as occupation.

CLAIMS

1. An online campaign method comprising:
launching a campaign,
5 receiving data entries from participants to the campaign,
managing the campaign to determine the winners, and
awarding the winners.