

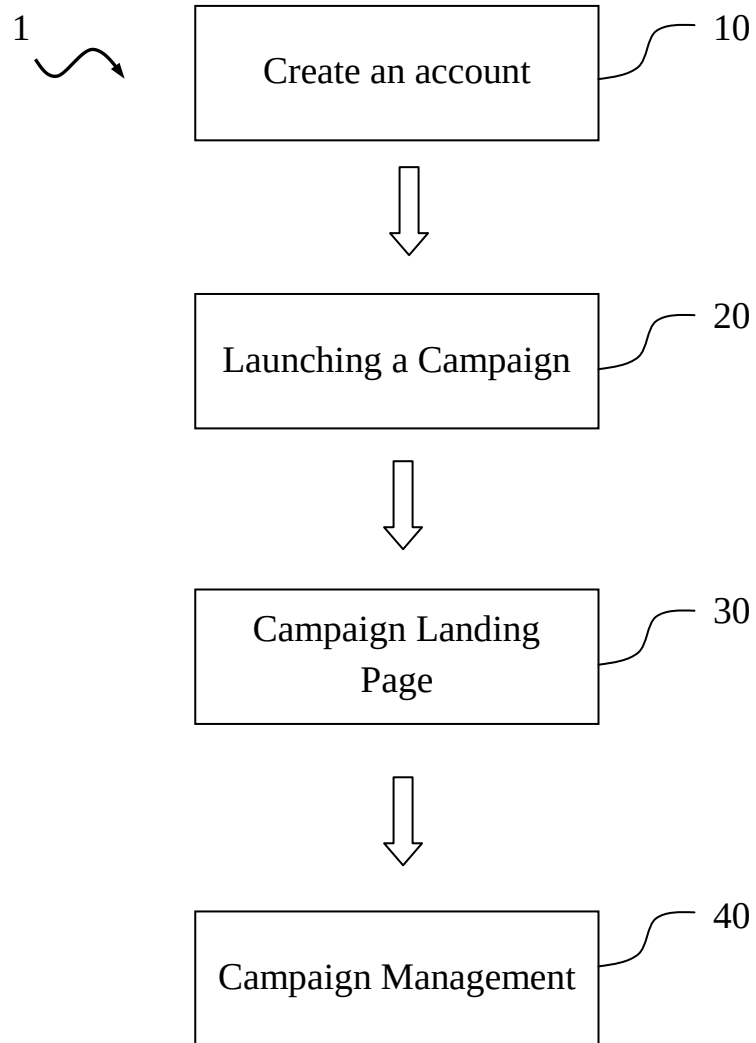


FIG. 1

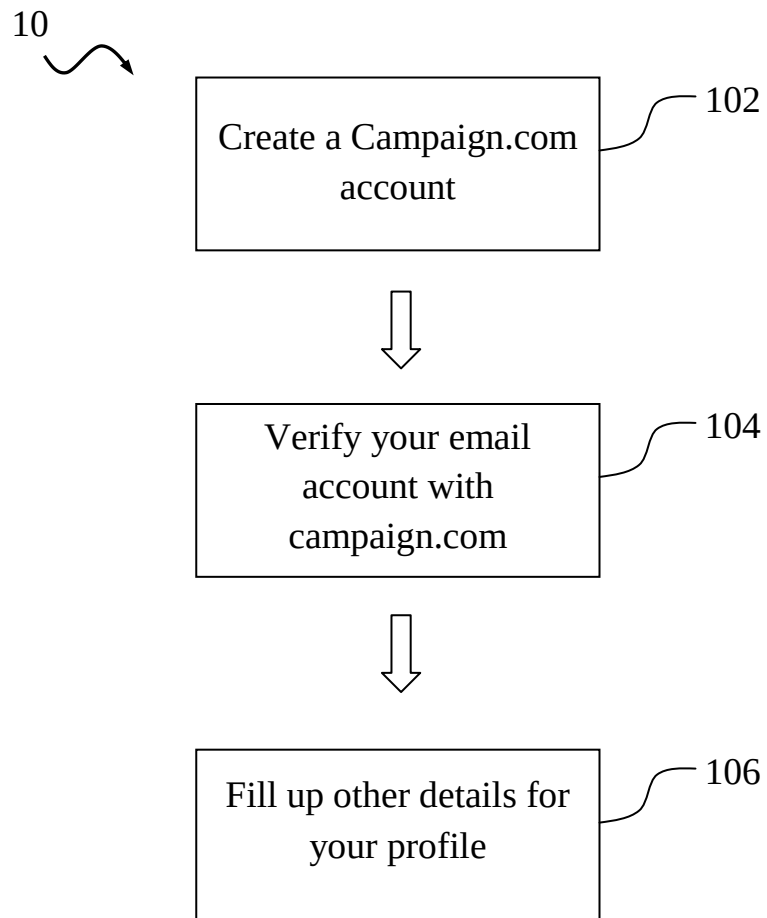


FIG. 2A



FIG. 2B

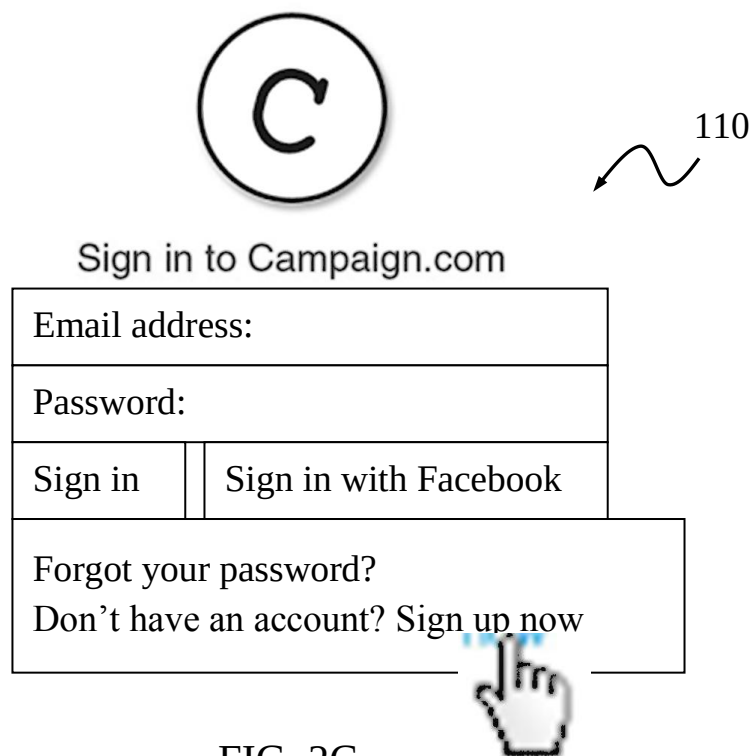


FIG. 2C



110

Join Campaign.com

Name:	Year of birth:
Email address:	Gender:
Password:	Choose city:

☒ Agree to receive our newsletter
By signing up, I agree to the Terms & Conditions of Campaign.com

Sign up



FIG. 2D

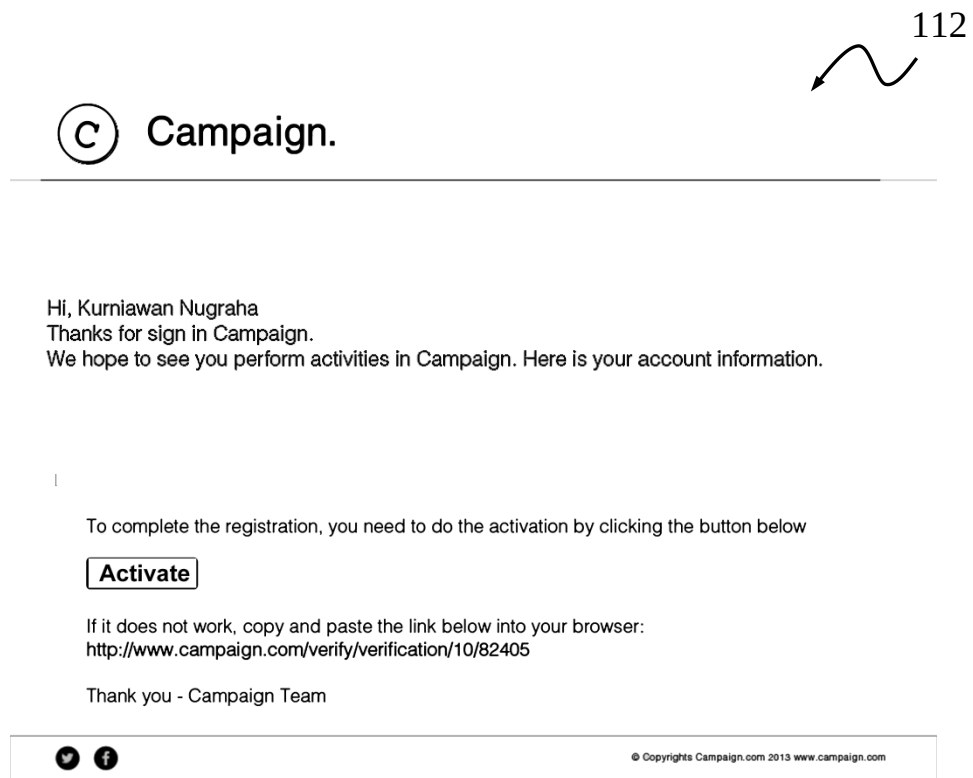


FIG. 2E

114

[Add photo](#) [Remove](#)

General

Name

Description (Optional)

0 character

Year of birth

Gender ▾

Country ▾

Change profile

Change username

campaign.com/u/username

Change username

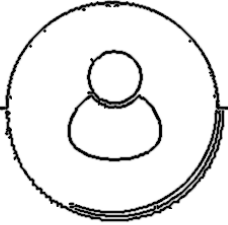
Change password

Current password

New password

Confirm new password

Change password



Add photo

Fig. 2F

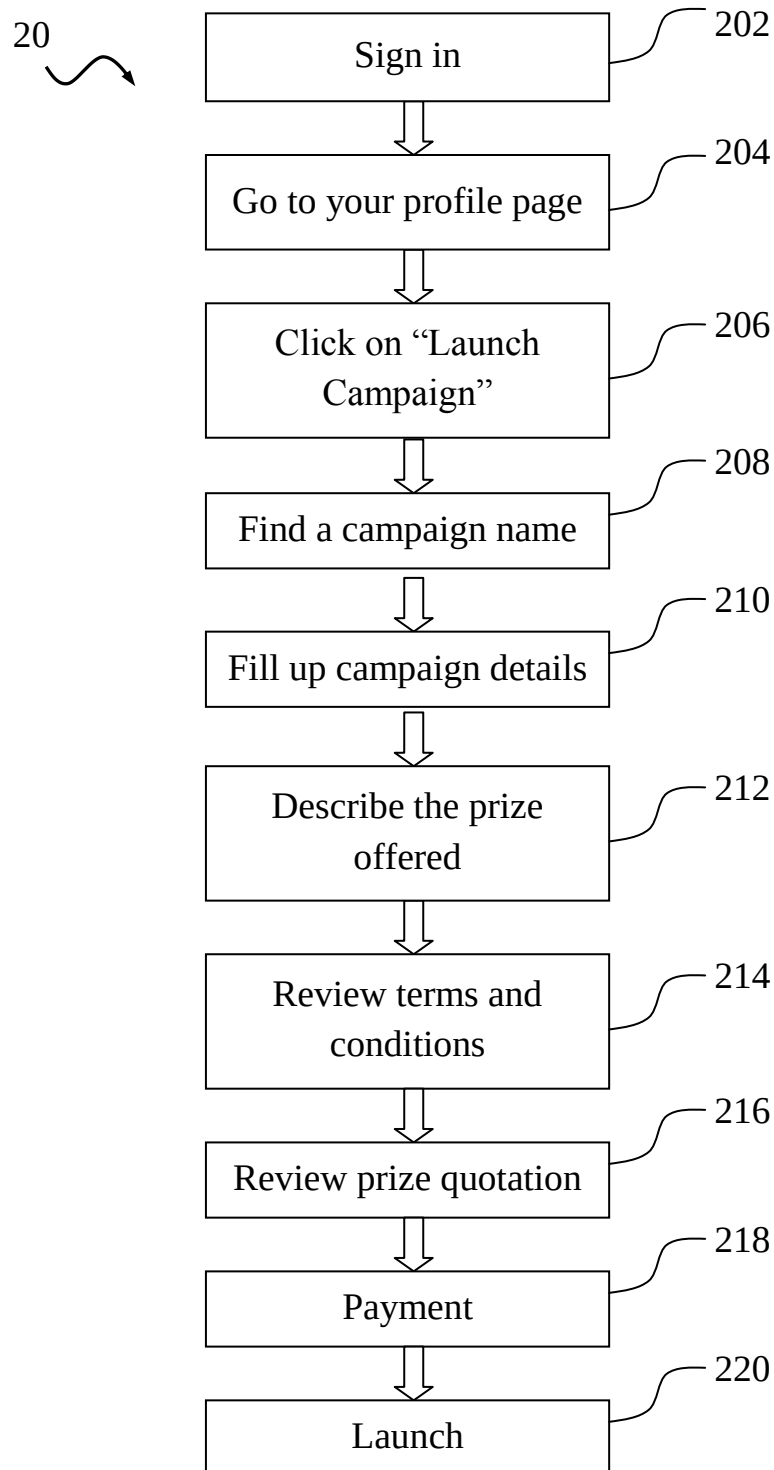


FIG. 3A

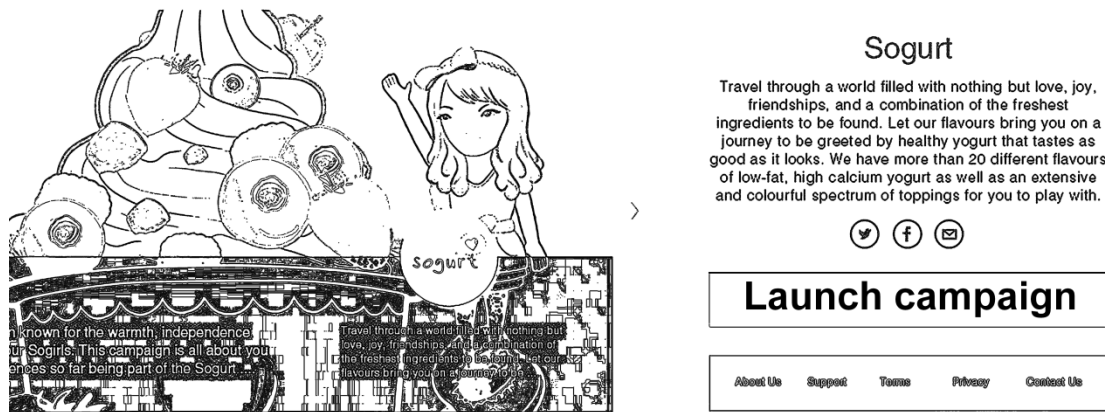


FIG. 3B

Start with a name

You can make your campaign into a continuing series.
Campaign details and prizes can be updated at anytime
after payment. [Learn More](#)

FIG. 3C

Campaign description

Our campaign is looking for photo entries that best captures...

Number of entries accepted per account

1

daily

∞

Photo entry

1

▼

Fig. 3D

Start date

End date

September 2013

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

September 2013

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Sponsor (Optional)

+

Name

URL

Add



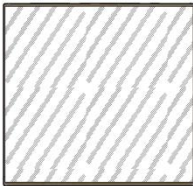


FIG. 3E

212a 

#Sogirl Campaign Prize

Previous: Details

Next: Terms

Campaign Prize

Name

###

available to

selection criteria

Description

* Note that any limitations such as geographical or age to potential prize recipients should be stated here.

Add another prize

FIG. 3F

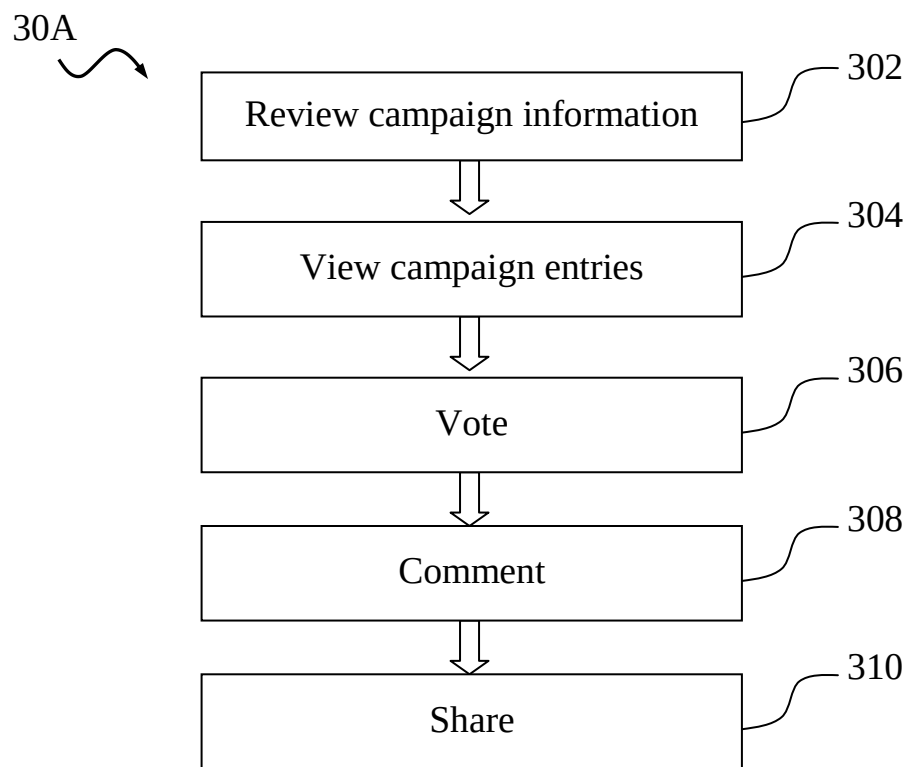


FIG.4A

#Sogirl Campaign

Facebook Twitter Instagram YouTube LinkedIn Join the campaign



Campaign by Sogirl

Travel through a world filled with nothing but love, joy, friendships and a combination of the freshest ingredients in the food. Let our flavour bring you on a journey to be greeted by healthy yogurt that tastes as good as it looks. We have more than 20 different flavours of low-fat high calcium yogurt as well as an extensive and colourful spectrum of toppings for you to play with.

Learn more about us

#Sogirl Campaign

We have always been known for the vibrant independence and bright smiles of our Sogirls. This campaign is all about you girls and your experiences so far being part of the Sogirl family. Simply post a picture best depicting your Sogirl journey and tell us what being a Sogirl means to you.

- Step 1 Take an interesting picture of yourself (either with your Sogirl or your favorite customer)
- Step 2 Register at Campaign soon to upload campaign entry with a caption of at least 50 words
- Step 3 Don't forget to share your entries on Instagram with the #sogirlcampaign hashtag

Our campaign hopes to inspire Singaporeans to lead a healthy and delicious life by making Sogirl a part of it. You can upload a different inspiration each day of the campaign.

Campaign opens on October 15th, 2013 and ends November 5th, 2013. Winners would be notified by email within a week of closing.

View previous winners

Campaign Prizes

iPhone 5S 16GB (White or Grey)
1 available to the Sogirl who best embodies the Sogirl spirit

S\$50 Zero Voucher
3 available to the entrants with the most number of votes

View the terms & conditions here

FIG. 4B

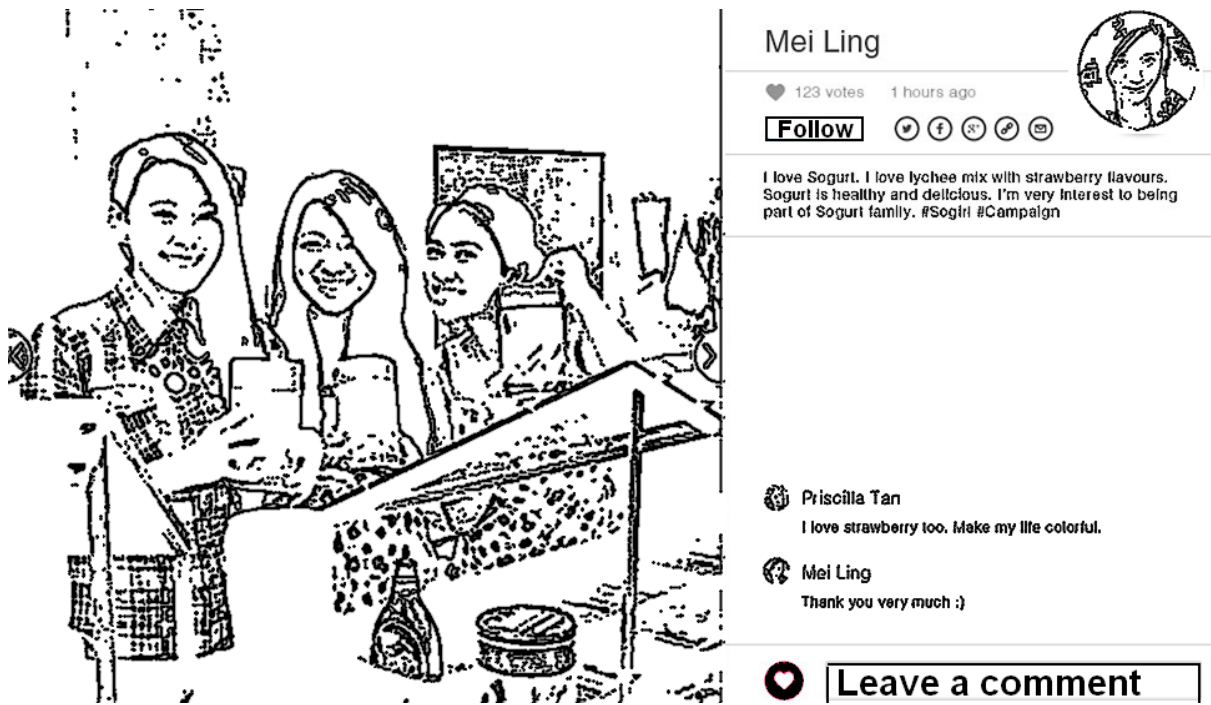


FIG. 4C

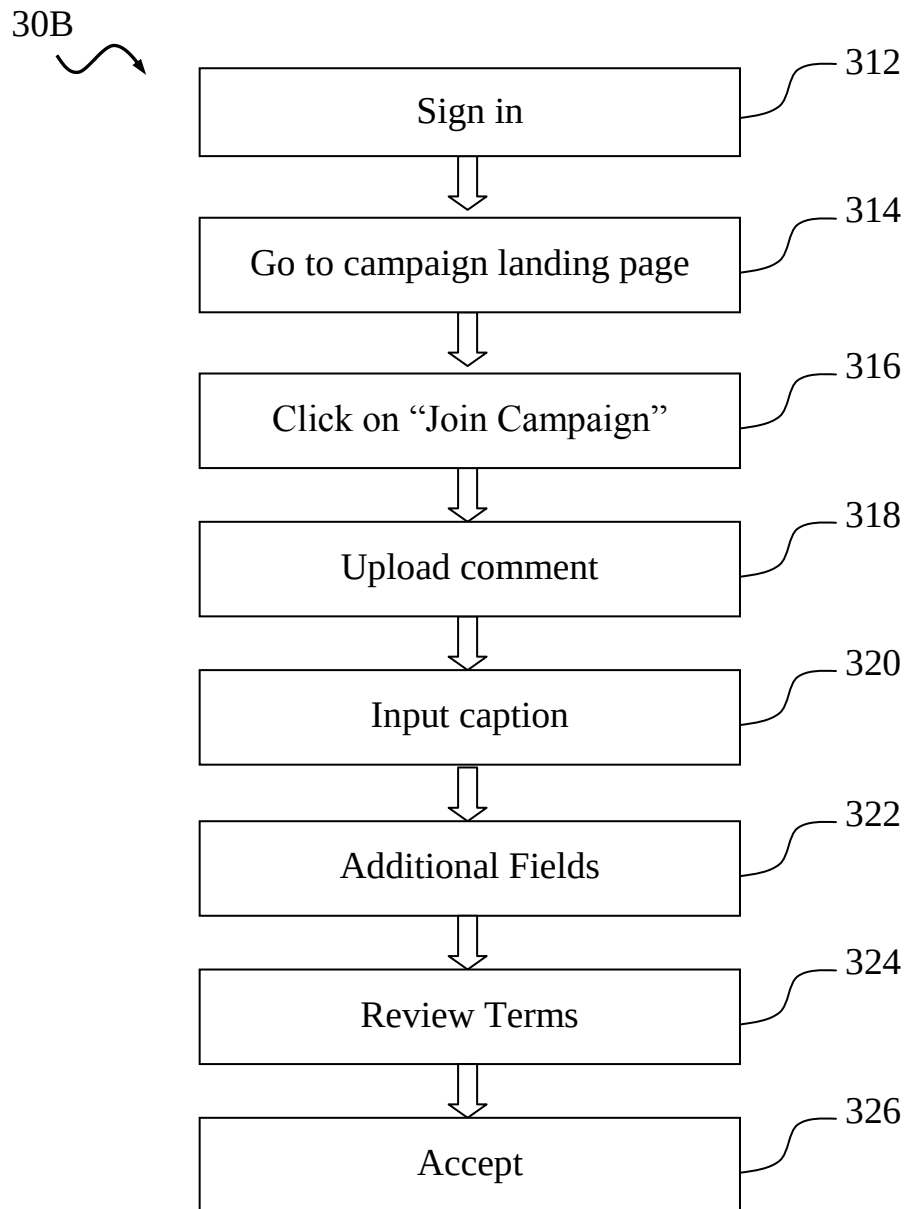


FIG. 4D

316a



Mei Ling



Caption... #Sogirl #Campaign

17 Characters

I agree to the campaign's Terms & Conditions

Submit

FIG. 4E

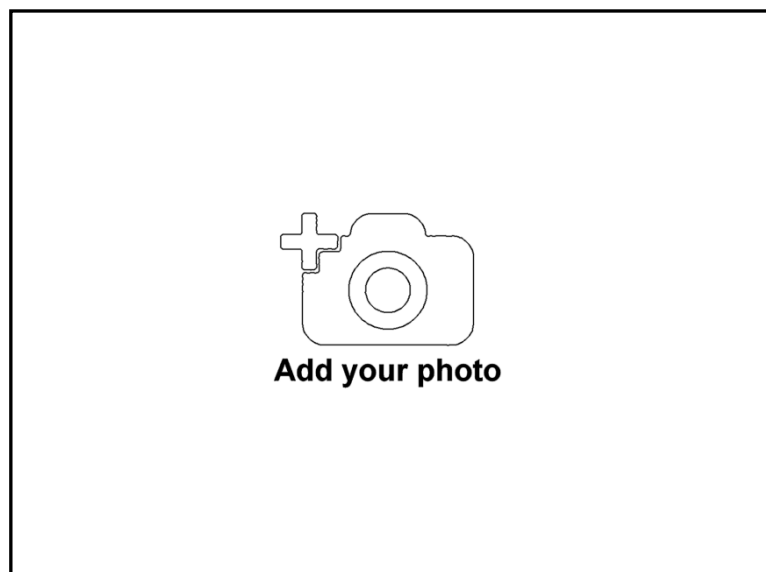


FIG. 4F

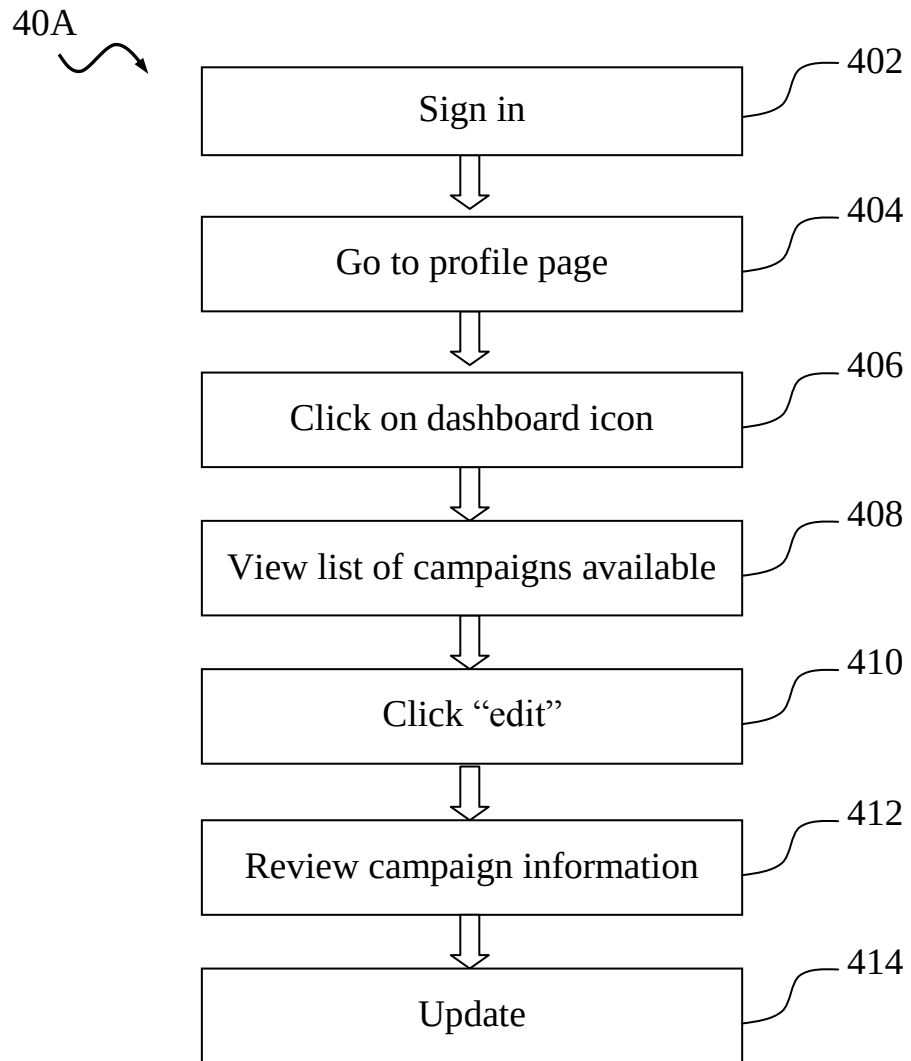


FIG. 5A

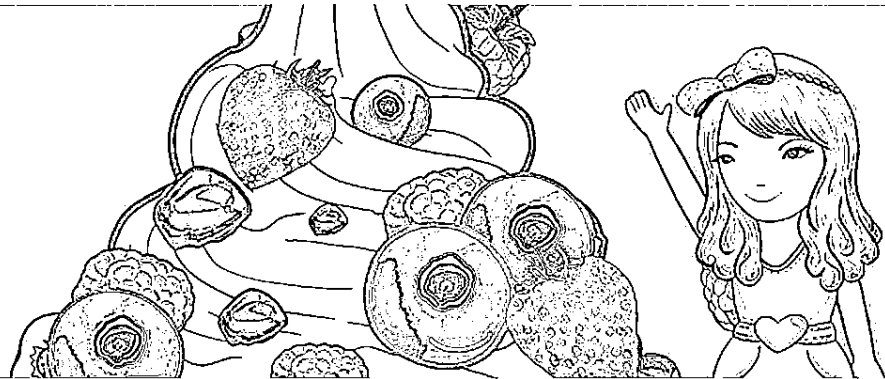
Campaign Dashboard

Sign in

Campaign name	Season	Duration	Valid until	Action
#Sogirl	1	Oct 15 th 2013 ~ Nov 15 th , 2013	Nov 5 th , 2014	View Edit Analytic Winner selection
#Sogirl	2			Learn more
#MySogurt	1	Oct 15 th 2013 ~ Nov 15 th , 2013	Nov 5 th , 2014	
#MySogurt	2			Learn more

FIG. 5B (steps 406, 408)

#Sogirl Campaign Edit

[Return to dashboard](#)[Submit](#)[Change Photo](#)[Campaign Edit](#)[Terms & Conditions](#)

Campaign Information

We have always been known for the warmth, independence and bright smiles of our Sogirls. This campaign is all about you girls, and your experiences so far being part of the Sogurt family. Simply post a picture best depicting your Sogurt journey, and tell us what being a Sogirl means to you.

- Step 1 : Take an interesting picture of yourself (selfie with your sogurt or your favorite customer)
- Step 2 : Register at Campaign.com to upload campaign entry with a caption of at least 50

Start date

[Oct 15th, 2013](#)[Nov 15th, 2013](#)

No. of entries accepted per account

[1](#)[daily](#)[∞](#)

Photo Entry

[1](#)

FIG. 5C-1

Prize information	Name	
	###	Available to
	Select criteria	
	Description	
	* Note that any limitations such as geographical or age to potential prize recipients should be stated here.	
	Add another prize	

FIG. 5C-2

iPhone 5S 16GB (White or Grey)		
1	available to	the Sogirl who best embodies the Sogurt spirit
Description		
Delete prize		

FIG. 5C-3

\$50 Zara Voucher	
3	available to the entrants with the most number of votes
Description	
Delete Prize	

FIG. 5C-4

Sponsor

+

Name

URL

Add

FIG. 5C-5

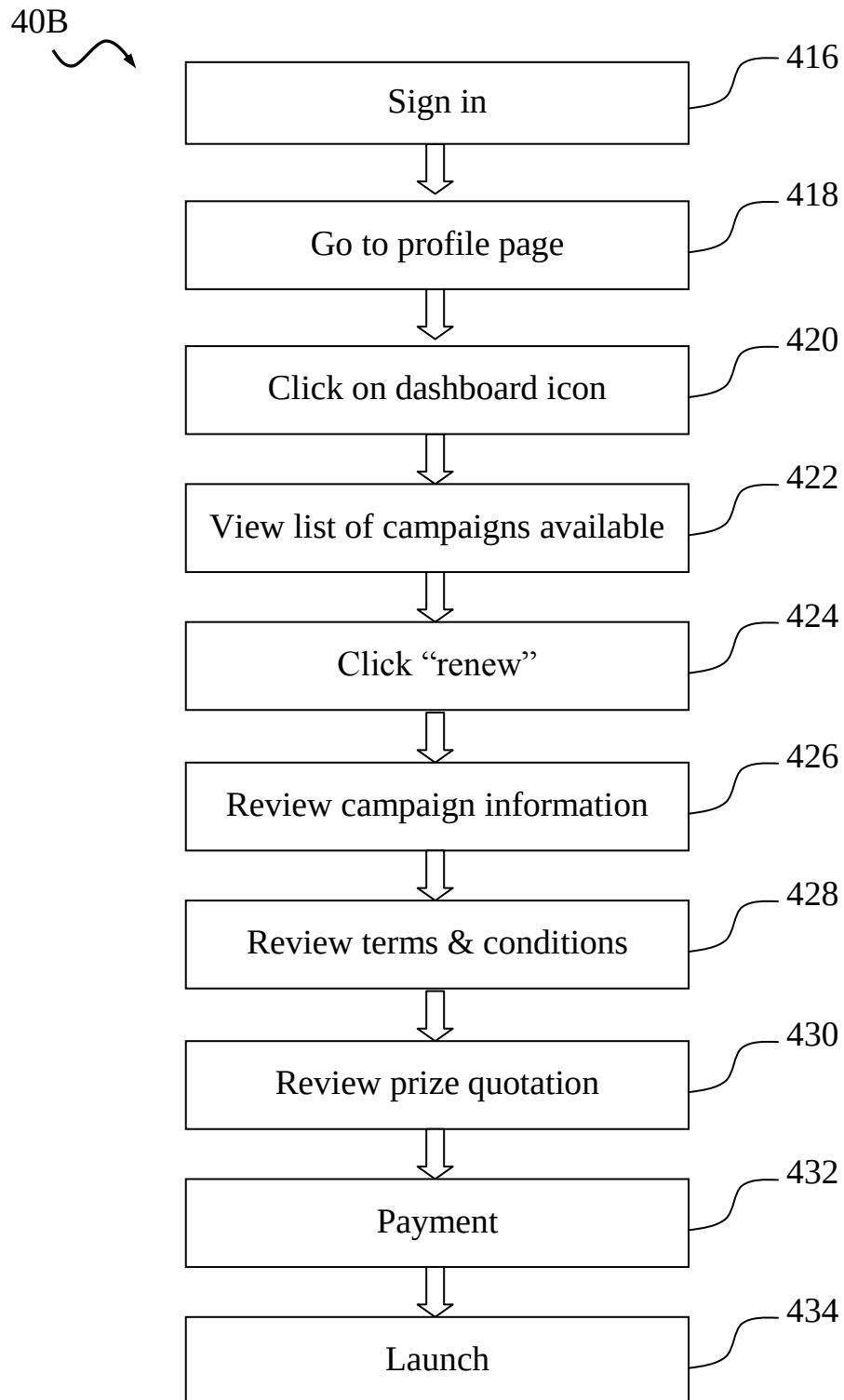


FIG. 5D

Campaign Information	We have always been known for the warmth, independence and bright smiles of our Sogirls. This campaign is all about you girls, and your experiences so far being part of the Sogurt family. Simply post a picture best depicting your Sogurt journey, and tell us what being a Sogirl means to you.
	Step 1 : Take an interesting picture of yourself (selfie with your sogurt or your favorite customer)
	Step 2 : Register at Campaign.com to upload campaign entry with a caption of at least 50
	Start date
	Oct 15th, 2013 Nov 15th, 2013
	No. of entries accepted per account
	1 daily ∞
	Photo Entry
	1 ▼

FIG. 5E

Prize information	Name
	## # Available to Select criteria
	Description
	* Note that any limitations such as geographical or age to potential prize recipients should be stated here.
	Add another prize

FIG. 5F

Sponsor

A mobile application interface for adding a sponsor. It consists of a large square button with a plus sign (+) at the top. Below this are three input fields: the first is labeled 'Name', the second is labeled 'URL', and the third is labeled 'Add'.

FIG. 5G

40C

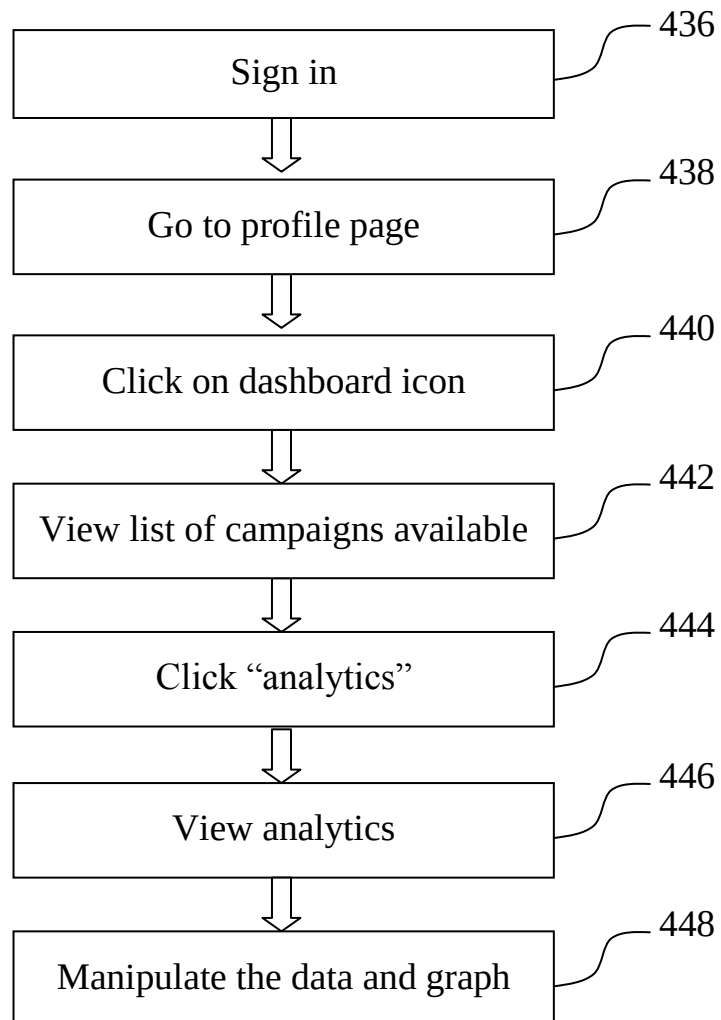


FIG. 5H

#Sogirl Analytics ▾

[Return to dashboard](#)

Pageviews Campaign

49,234

Days Left
43

Shared	Entries	Votes	Comments
832	2,123	2,237	5,938

Pageviews Today

2,947

Yesterday
+5%

Shared	Entries	Votes	Comments
147	253	364	528

Graph of Pageviews ▾ and Entries ▾. Daily from 18 Oct ▾ to 23 Oct ▾

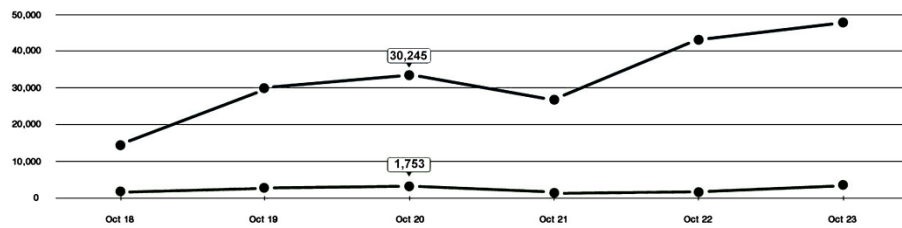


FIG. 5I

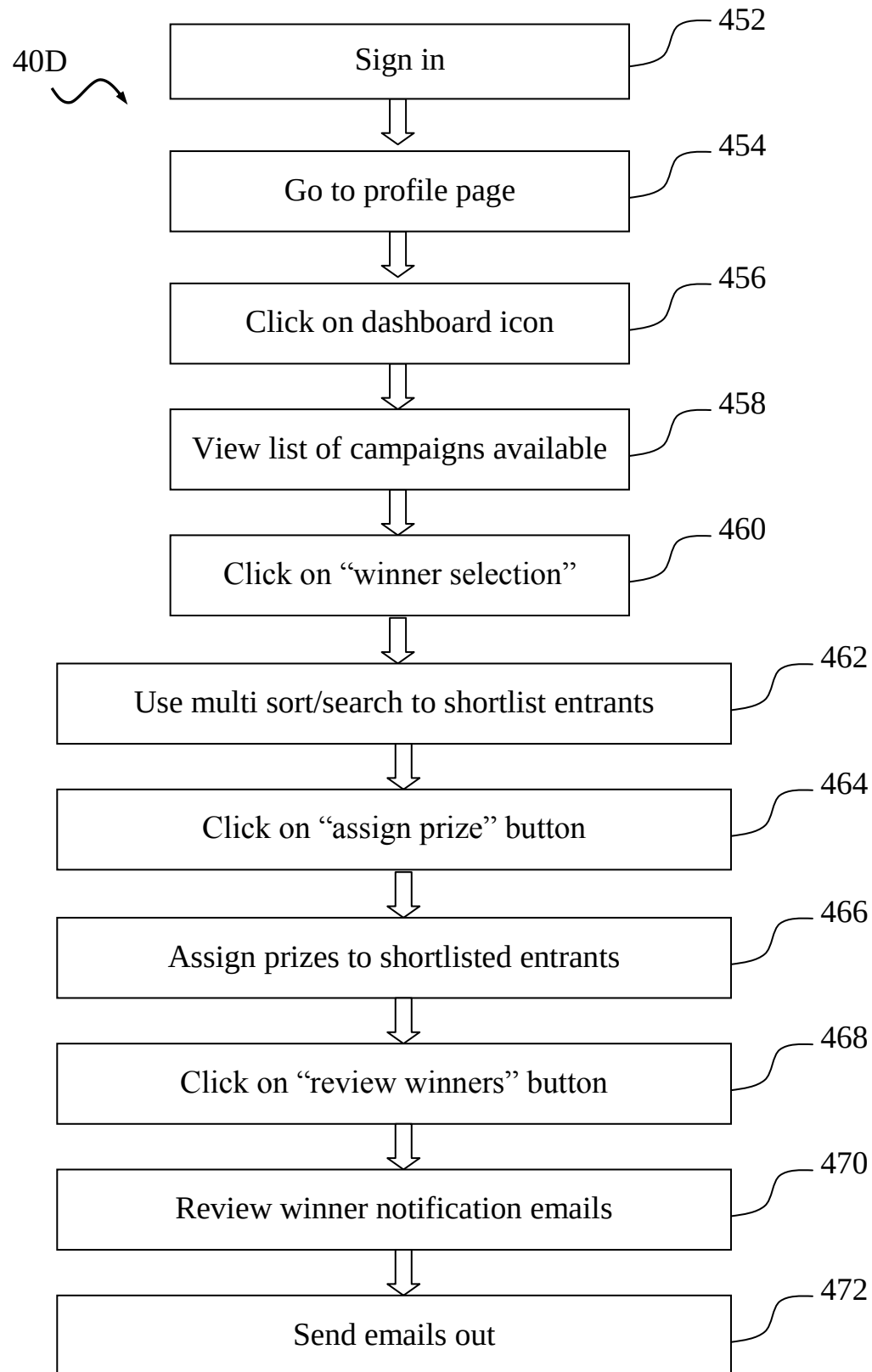


FIG. 5J

#Sogirl Winner Selection

[Return to Dashboard](#)
[Assign Prizes](#)

Shortlist



Sort by **Voted by you** then sort by **Views** finally sort by **Votes**

No	Photo	Entrant	Voted by you	Views	Votes	Comments	Shares	Date/Time	Add to Shortlist
1		Tricia Young Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe	♥	2635	1435	462	311	10/18/2013 14:54	Remove
2		Mei Ling Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe	♥	2012	1186	523	125	10/25/2013 09:25	Add
3		Eudora Tan Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe		1265	958	235	596	10/16/2013 12:31	Add

FIG. 5K

No	Photo	Entrant	Voted by you	Views	...	Date/Time	Add to Shortlist	Assign Prizes
1		Tricia Young Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe	♥	2635	...	10/18/2013 14:54	Remove	Assign iPhone 5S \$50 Zara Voucher
2		Mei Ling Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe	♥	2012	...	10/25/2013 09:25	Add	Assign
3		Eudora Tan Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe		1265	...	10/16/2013 12:31	Add	Assign

FIG. 5L

Winner: iPhone 5S 16GB



Entrants: \$50 Zara Voucher

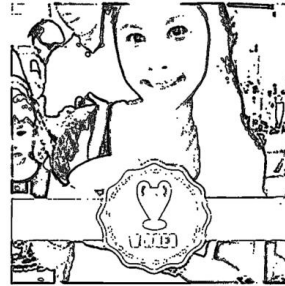
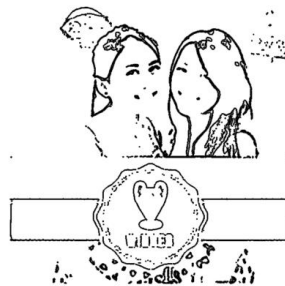
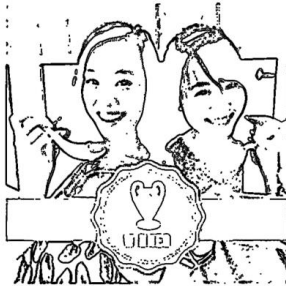


FIG. 5M

#Sogirl Winner Selection

[Return to prize assignment](#)

[Confirm& email](#)



#Sogirl Campaign

1 2 3 4 5

To : Winner
From : Campaign.com Cc : organizer email
Subject : Congratulations!

Dear name ,

Your entry to our #YourCampaignName Campaign has been selected the winner of prize .

Prize Description

Please contact us at email or phone (#) by date so that we can arrange the pick up / delivery of your prize. Please do not reply to this email. Once again congratulation and we look forward to heaving from you.

Best Regards,

name
Your Campaign Name
09/15/2013

FIG. 5N-1

Winner's summary

iPhone 5S

Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)

Zara Voucher

Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)



Tricia Young
Treating themselves to mini
pancakes, Nutella Toasties
Belgian waffles + froyo at Sogurt
café
[See more](#)

FIG. 5N-2

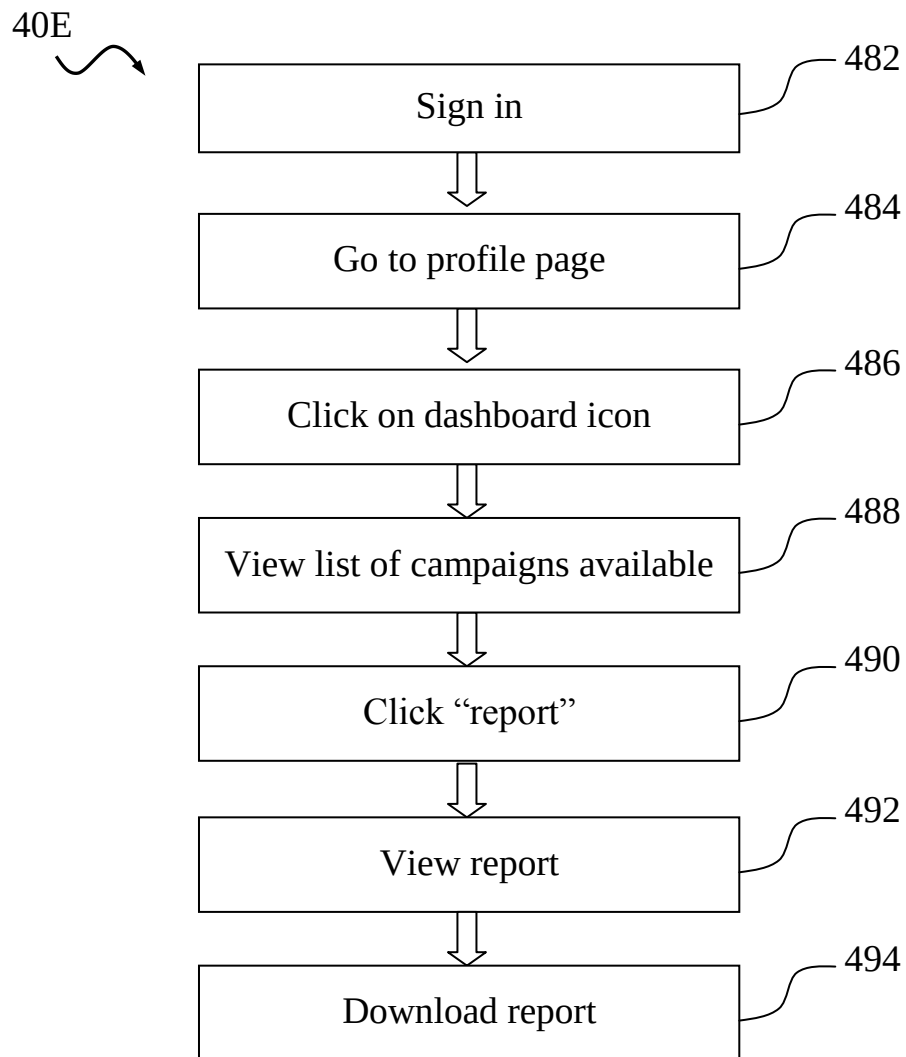


FIG. 5P

#Sogirl Report ▾

[Return to dashboard](#)

Pageviews
Campaign

49,234

Highest
12,948

Lowest
364

Average
5,192

Graph of Pageviews

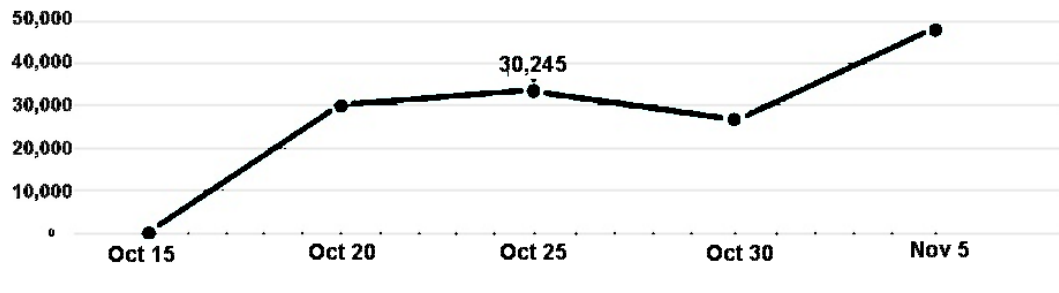
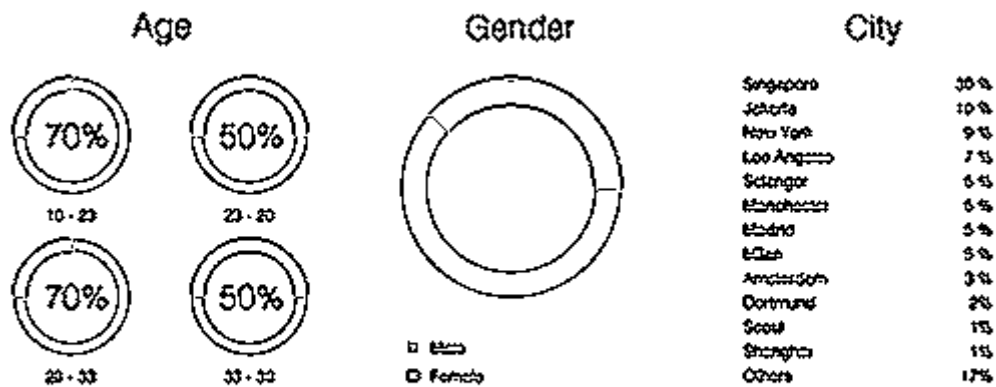


FIG. 5Q

Demographic



Entrants
Campaign

9,234

Highest
12,948

Lowest
364

Average
5.192

FIG. 5R

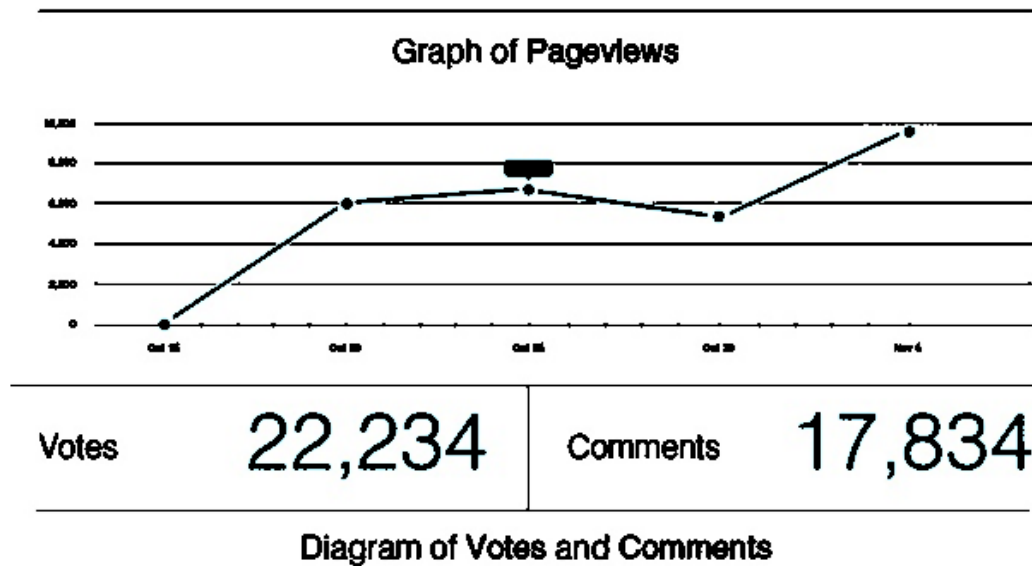


FIG.5S

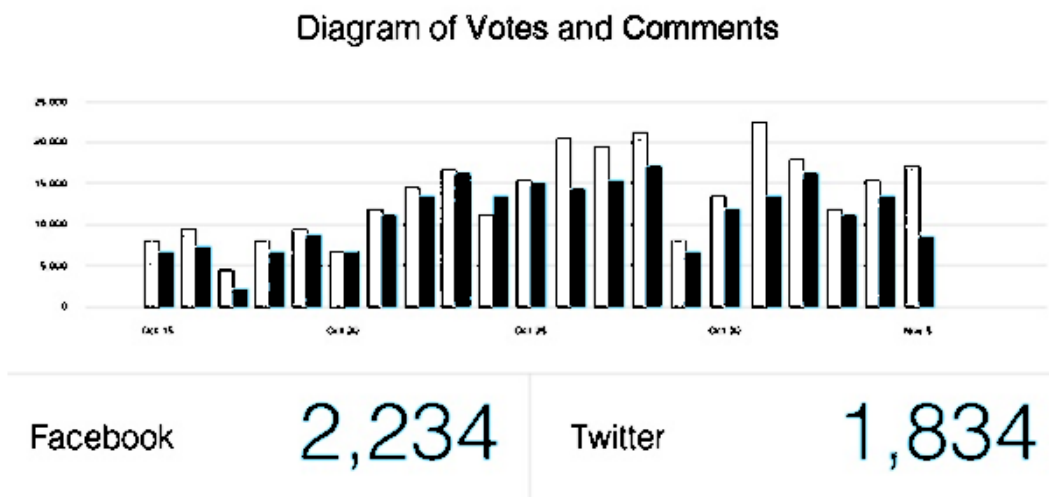


FIG. 5T

Platform A	2,234	Platform B	1,834
------------	-------	------------	-------

Diagram of Platform A and B

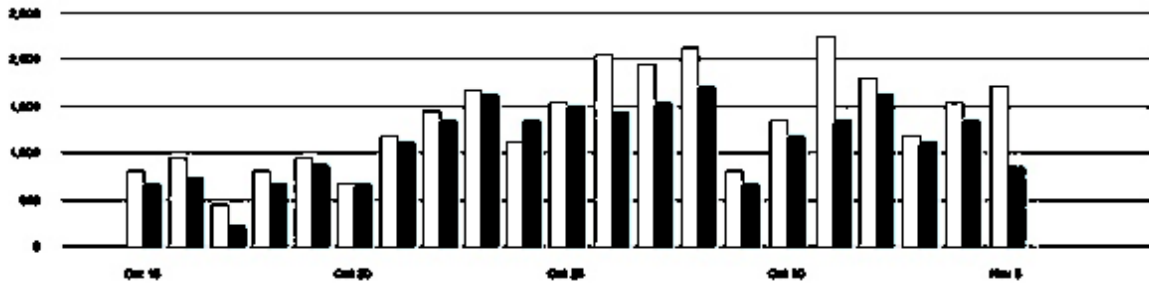


FIG. 5U

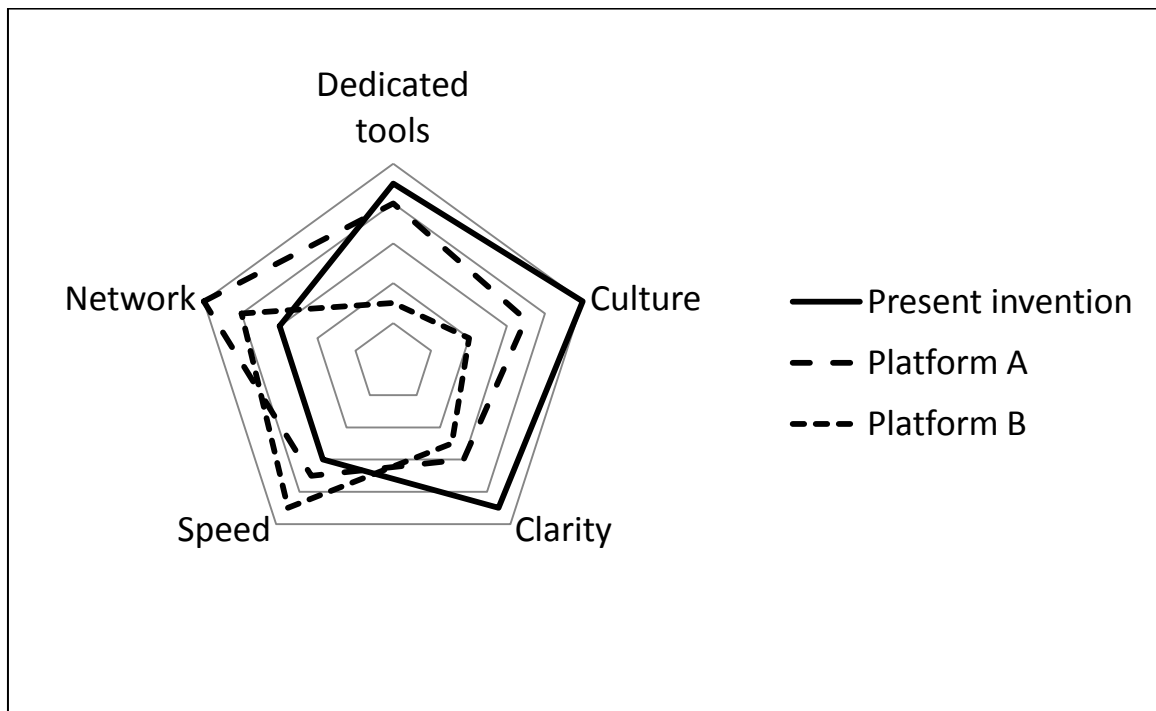


FIG. 6