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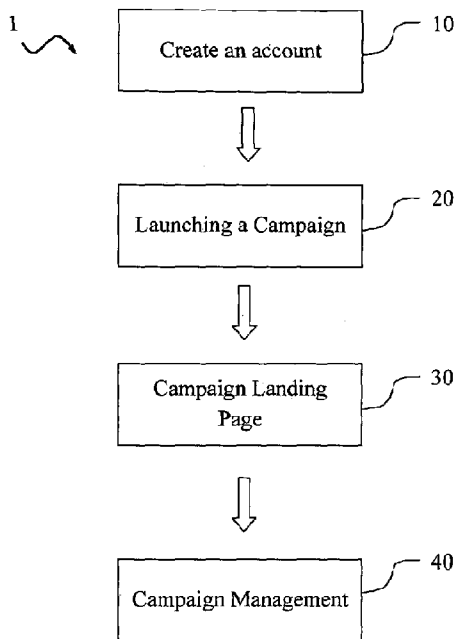


FIG. 1 (a)

(57) Abstract: The embodiments of the invention provide a method and system for performing an online campaign for the promotion of a political, interest or social cause and/or brand promotion and/or product advertisement. The method for performing an online campaign comprises: launching a campaign according to launching information related to a campaign received from a user, receiving and storing an entry to the launched campaign from a participant of the launched campaign, receiving and storing response information related to an entry from a user, nominating a nominee to join a launched campaign by sending a message through a channel selected by a user.

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ONLINE CAMPAIGN SYSTEM AND METHOD

5 TECHNICAL FIELD

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 social causes, interest groups, brand promotion and/or product advertisement.

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BACKGROUND OF THE INVENTION

Governments, organisations and brands (collectively, the "Entities") often use advertising as a development tool to call public attention to their objectives, causes, products and/or services. Marketing via television and radio has traditionally involved purchasing blocks of advertising time during a program, sponsoring a program or arranging for product placement during a program. The cost of each of these options is often determined by the size of the program's audience. However, with the advent and popularity of the Internet, advertising online has become common. The Internet has provided a new distribution channel for online marketing and advertisement campaigns on which consumers are spending increasing amounts of time.

Also, given the advent of the Internet, social networking has evolved in recent years, giving Entities an increasingly broad definition of online advertising to include social media campaigns. Social media are media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media typically use Web-based technologies to transform and broadcast media monologues into social media dialogues. Social media have been modernized to reach consumers through the Internet, and, as a result, have become appealing to Entities of all sizes. For example, Entities are utilizing social media to reach customers and to build and/or maintain their reputations. As social media continue to grow, the ability to reach

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more consumers and users globally has also increased. Accordingly, social media have become one of the newest tools for effective business marketing and sales efforts.

5 However, the ability to quickly and efficiently develop, manage and/or coordinate several different marketing, social and/or political campaigns on social media outlets (generally defined as any type of social networking sites, social media sharing sites, search engines, and/or mobile applications and/or devices, and/or the like) has to date been extremely difficult, laborious and time consuming.

10 Therefore, it would be advantageous to provide a new and improved campaign management system that overcomes at least one of the aforementioned problems. Also, companies or other entities trying to assess online marketing effectiveness rely on many different platforms to attempt to gain insights and understand their marketing performance. For example, a company may use a social media monitoring tool to gain insight for social media marketing, another tool to monitor and evaluate blogs, another tool to evaluate email campaigns, and so on. The collection of this data to design campaigns in many
15 conventional methods is a manual and time consuming process, and thus has inconsistent and unpredictable results.

20 Some conventional systems use tools for extracting and analyzing this data to design social media campaigns. However, these tools are not very efficient and precise either in extracting the data or in performing analytics on the data. Thus they are not able to design directed and successful campaigns. Also, it is difficult to quantify marketing effectiveness simultaneously across all these different tools.

25 There is therefore also a need for a method and system which use efficient techniques for extracting data from social media channels and for analyzing this data, such that, the result of these analytics can be used to design successful marketing campaigns.

SUMMARY OF THE INVENTION

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Embodiments of the invention provide a method and a system for performing an online campaign. According to one embodiment of the invention, the method for performing an online campaign comprises the following steps:

5 launching a campaign according to launching information related to a campaign received from a user, receiving at least one entry to the launched campaign from at least one participant of the launched campaign, receiving response information related to each of the at least one entry from at least one user, nominating a nominee to join a launched campaign by sending a message through a channel selected by a user.

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In this invention, the campaign can be any planned set of exercise/activities to create public awareness to a particular cause or brand. The “launching a campaign” is meant to include any activities to create and provide a campaign for users to participate.

15 Preferably, the channel may be selected by the user from a group of channels including: email, WeChat, WhatsApp, Line, Facebook, Twitter, Google+, and Blackberry Messenger.

20 Preferably, the message sent to the nominee includes a link related to the launched campaign for enabling the nominee to join the launched campaign.

25 In one embodiment of the invention, the response information related to an entry includes a vote entered by a user, wherein the vote is entered by swiping a touching screen of a user device in a predetermined direction or clicking a vote icon displayed on a dedicated website.

30 Preferably, the entry to the launched campaign may be submitted through a channel selected from the group consisting of: an email sent to a specific email address, a message sent to a specific message receiver including a specific WeChat account, a specific WhatsApp account, a specific line account, a specific Facebook account and a specific Twitter account.

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Optionally, the method may further comprise a step for selecting at least one winner of the launched campaign based on at least one predetermined parameter. Wherein the winner may be selected from the at least one participant of the campaign, the at least one predetermined parameter may be selected from a total number of votes, comments, page views, shares associated with an entry of a participant, and whether an entry of a participant is voted by the user who launched the campaign. In addition or alternatively, the winner may be any one related to the launching information of a campaign. For example, a campaign may be a competition to identify a winner (as may be in the case of a beauty pageant). The contestants of the competition may each have an entry in the form of a photo or profile. Such contestants may be defined as participants according to an embodiment of the present invention. Any user of the present system may then provide response information in the form of votes and/or comments targeting to a contestant's entry (photo or profile). The winning contestant may then be determined based on the number of votes received.

According to one embodiment of the invention, a campaign may include a plurality of seasons, the launching information related to a campaign includes a season number of the campaign, wherein the step of selecting winners includes selecting winners of one season of the campaign. Optionally, winners of different seasons of the campaign may be aggregated and displayed on a dedicated website.

Embodiments of the invention also provide a system for performing an online campaign. The system comprises:

- a database for storing information related to a campaign,
- a launching module configured to launch a campaign according to launching information submitted from a user,
- an entry receiving module configured to receive at least one entry to a launched campaign from at least one participant of the launched campaign,
- a response information receiving module configured to receive response information to each of the at least one entry to a launched campaign from a user,
- a nomination module configured to send a message to a nominee through a channel selected by a user to nominate the nominee to join a launched campaign.

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Optionally, the system may further comprise a winner selection module configured to select at least one winner of a launched campaign based on at least one predetermined parameter. Wherein the winner may be selected from the at least one participant of the campaign, the at least one predetermined parameter may be selected from a total number of votes, comments, page views, shares associated with an entry of a participant, and whether an entry of a participant is voted by the user who launched the campaign.

10 In the system, the launching module is meant to include any module to create and provide at least one campaign for users to participate.

With the method and system of the invention, an online campaign for brand promotion and/or product advertisement can be easily launched and managed. A plurality of brand owners/organizers can promote their brands and causes, assess online marketing effectiveness by using a single platform provided by the method and system of the invention. At the same time, the method and system of the invention also provide a platform for customers to get more detailed information about the campaign as well as different products and brands. Additionally, a user is enabled to nominate a nominee, e.g. a friend of the user, to join a launched campaign by sending a message to the nominee through one of a plurality of channels.

Advantageously, the present invention allows different marketing, social and/or political campaigns, including any publicity campaign, to be managed on a single platform.

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BRIEF DESCRIPTION OF THE DRAWINGS

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

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Fig. 1(b) is a schematic diagram showing an online campaign system according to one embodiment of the present invention.

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

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

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

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

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

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

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

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

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

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

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.

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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.

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

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Fig. 4G is a screenshot showing the process of voting by swiping the touch screen of the user device according to one embodiment of the invention.

Fig. 4H(a) shows the nominating interface provided at the dedicated website for nominating a nominee to join a campaign according to one embodiment of the invention.

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Fig. 4H(b) shows a message received by a nominee for being nominated to join a campaign according to one embodiment of the invention.

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.

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

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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.

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

5 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.

10 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.

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

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

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

25 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.

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

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

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

5 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

10 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 process 30 and a campaign management process 40. This method may be implemented on an online campaign system. According to one embodiment of the invention, as shown in Fig. 1(b), the online campaign
15 system includes a campaign server, and a plurality of user devices. All of the devices of the online campaign system are connected to a network and can communicate with each other through the network. Each of the user devices may be a campaign initiator who launches a campaign at a dedicated website of the campaign server, e.g. www.campaign.com; each of the user devices may be a participant of a launched
20 campaign to submit entries to the launched campaign; also each of the user device may provide response information to an entry of a launched campaign, e.g. provide a vote, a comment, or share the entry of a launched campaign on a social network, e.g. Facebook, Twitter. The campaign server and the user devices may be computers, smart mobile devices, e.g. smart phones, tablet devices, etc.

25 In the account creation process 10, an account creation interface 110 is provided at the dedicated website of the online campaign server. To create an account, a user visits the dedicated website using a user device. Then the user clicks on "sign in" or "sign up" button shown on the account creation interface 110 and enters necessary particulars of the
30 user through the account creation interface 110, such as the name, email address, birth year, gender and city, etc. The online campaign server receives the particulars of the user entered through the account creation interface 100, and then verifies the particulars of the

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user. Upon verification, the online campaign server may send an email 112 to the user. In this email 112, the information of the user account may be confirmed and a link for activating the user account may be provided, as shown in Figure 2E. After receiving the email, the user may click the link for activating the user account in the email sent from the
5 online campaign server. Optionally, other details of the user's profile 114 may also be provided through the account creation interface 110, 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 and/or join campaigns at this dedicated website through a user device.

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In a campaign launching process 20, a launching interface is provided at the dedicated website of the online campaign server for receiving launching information related to a campaign submitted by a user of the dedicated website, i.e. the campaign initiator. The launching information may include name of a campaign, and other
15 information related to the campaign, e.g. a description of the campaign, the steps required to perform the campaign, the number of entries accepted per account, start and end date of campaign, terms and conditions of the campaign etc. The description of the campaign may include a photo, a video, a sound or a URL link. The launching interface may include a plurality of sub-interfaces, e.g. pages/screens/dialogue boxes shown in Fig 3B-3F. In order
20 to launch a campaign at the dedicated website, as shown in Fig. 3A, the registered user may firstly signs-in at the dedicated website, e.g. 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
25 (Fig. 3C), the user will enter a desired campaign name e.g. "Sogirl"(step 208). The online campaign server receives the desired campaign name entered by the user through the launching interface and checks the availability of the desired campaign name. If the online campaign server ascertains that the desired campaign name is available, then the campaign name is accepted and recorded. If the online campaign server ascertains that the
30 desired campaign name is not available, e.g. this desired name has already been selected and recorded in the online campaign server, then the online campaign server will notify

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the user through the launching interface that a new campaign name must be selected and entered.

5 Once the campaign name is successfully selected, the online campaign server will provide other sub-interfaces of the launching interface, e.g. dialogue boxes shown in Figs. 3D and 3E, to the user at the dedicated website. In this embodiment, the user will provide other launching information (step 210) related to the campaign through the prompted dialogue boxes (Figs. 3D and 3E). The other launching information related to the campaign may include a cover picture, a description of the campaign and the steps
10 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 contents 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 for the campaign,
15 etc. Optionally, the launching information may include a season number of the campaign if the campaign includes a plurality of seasons.

 In this embodiment, the launching interface provided by the online campaign server may further include a sub-interface for receiving information related to prize(s)
20 offered in this campaign. As shown at step 212, the user 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. In this embodiment, before the campaign is launched (step 220) at the dedicated website, the user may further review and make any necessary changes of the terms and
25 conditions of the campaign (step 214), and review prize quotation (step 216), make payment (step 218).

 Then in the campaign landing process 30A, a landing interface as shown in Fig.4B and 4C is provided at the dedicated website of the online campaign server. As shown in
30 Fig. 4A, at step 302, the user goes to the dedicated website www.campaign.com through a user device 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

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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 "vote" icon provided at the picture entry page (Fig. 4C) to vote. In other embodiments of the invention, the user may also take a vote by swiping the touching screen of the user device in a predetermined direction, e.g. left or right, as shown in Figure 4G. According to the campaign initiator's requirements, the campaign system may be configured to enable a user to vote only once for a launched campaign, or once a vote is given and received by the campaign system, it is not allowed to cancel or modify. Furthermore, the campaign system may also be configured to enable a user to vote for a portfolio of entries of a particular participant instead of a single entry. 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.

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Fig. 4D shows a second part of the campaign landing process 30B (campaign entrant process). At step 312, a user with a user device 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 entries required to participate the campaign, e.g. text messages (for example, a question or caption), pictures, videos, sounds, URL link or other types of digital contents, at interface 316a (Fig. 4E), 316b (Fig. 4F). Optionally, the entries to a launched campaign may also be submitted by a participant through a channel selected from the following means: an email sent to a specific email address, a message sent to a specific message receiver including a specific WeChat account, a specific WhatsApp account, a specific Line account, a specific Facebook account and a specific Twitter account. 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

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required. Terms and conditions are reviewed at step 327 and acceptance is done at step 326.

5 It should be noted that in this campaign landing process, the user may refer to a participant to the launched campaign. The participants submit entries, e.g. pictures, videos, sounds, URL link or other types of digital contents, to the launched campaign. The user may also refer to the users of the dedicated website who provide response information to entries to a campaign, e.g. take votes for entries, or provide comments on entries, or share the entries on other social network, e.g. facebook, Twitter, .etc. In the event where no
10 entries are received from a participant, the campaign initiator may provide entries for users to respond to. In such situations, the initiator may also be known as the participant. In an embodiment of the invention, the entries may form part of the launching information.

15 In this embodiment of the invention, a nominating interface for nominating a nominee to join a launched campaign may be further provided at the dedicated website, as shown in Figure 4H(a). Through this nominating interface, a user of the dedicated website may invite his friends to join a launched campaign by sending a message through a selected way, e.g. email, WeChat, WhatsApp, Line, Facebook, Twitter, Google+, Blackberry Messenger. If the nominee is a registered user of the dedicated website, then a
20 notification including a link of the launched campaign may be displayed on a user device of the nominee, also a reminder such as "You have been nominated" may be displayed on the user device of the nominee as shown in Figure 4H(b); if the nominee is not a registered user of the dedicated website, then a link of the dedicated website for registration process may be sent to the nominee and the nominee may sign up for a user account in the
25 dedicated website through this link before joining the campaign with the link of the launched campaign.

30 In the campaign management process 40A-40E, the online campaign system provides a managing interface for receiving an instruction from a user of the dedicated website. Typically, the user refers to the campaign initiator in this campaign management process. And then the campaign server conducts corresponding management process based on the instruction from the user. The campaign management process may include at least

one of the following: editing the campaign information, renewing the campaign, providing campaign analytics, selecting winners, assigning prizes, generating and displaying campaign report.

5 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
10 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)
15 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 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
20 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 at step 432 the payment is made, and the campaign is launched at step 434.

25 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 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
30 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,

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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. As shown in Fig. 5I, the campaign analytics may be generated based on at least one data field related to the launched campaign, wherein the at least one data field may be selected from data fields of the following: number of page views, entries, comments, votes, and shares; distribution of geographic, demographic and gender of participants or other users.

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 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", thus the online campaign server receives the instruction of selecting winners from the user, then at step 462, the online campaign server may shortlist the participants based on at least one predetermined parameter. As shown in Fig. 5K, the participants/entrants may be shortlisted based on voted by the user (i.e. whether the entry is voted by the campaign initiator), the total number of page views, votes, comments, and shares of each entry, etc. Winner selection may also be done by searching for a particular entry based on entrant name or caption. The user may also clicks on "shortlist" button to move the participants/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) shown on the managing interface to assign prizes to the shortlisted participants/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). Then the online campaign server will generate a customized notification email for each prize (Fig. 5N-1) and display 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

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notification emails are sent out to each winner. This process is repeated till all the prizes are given.

In the winner selection process, typically the user refers to the campaign initiator.
5 However, other users of the dedicated website may also be enabled to review the shortlisted participants/entries based on at least one predetermined parameter determined by the users themselves. If the campaign has a plurality of seasons, then for each season, a winner selection process is conducted to identify winners for each season. The campaign server may be further configured to aggregate winners of different seasons and display the
10 aggregated winners at the dedicated website.

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 www.campaign.com using his email address and password. At step 484, the user goes to
15 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 shown on the managing interface, then the online campaign server will generate and display the campaign report according to the instruction from the user. The campaign report may be
20 generated based on at least one data field related to the launched campaign, wherein the at least one data field may be selected from data fields of the following: number of page views, entries, comments, votes, and shares; distribution of geographic, demographic and gender of participants or other users. The report may also be downloaded if the instruction of downloading the report is entered by the user through the managing interface at step
25 494. The report may be in various forms including data, charts, tables, graphs or a combination thereof, as shown in Figs. 5Q, 5R, 5S. Fig. 5Q illustrates daily figures and range over the campaign duration of page views a campaign receives; Fig. 5R illustrates demographic and geographic distribution information of participants for a campaign; Fig. 5S illustrates daily figures and range over the campaign duration of votes and comments a
30 campaign receives.

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According to one embodiment of the invention, the system for performing an online campaign may comprise the following modules:

- 5 a database for storing information related to a campaign,
- a launching module configured to launch a campaign according to launching information submitted from a user,
- an entry receiving module configured to receive at least one entry to a launched campaign from at least one participant of the launched campaign,
- a response information receiving module configured to receive response information to each of the at least one entry to a launched campaign from a user,
- 10 and
- a nomination module configured to send a message to a nominee through a channel selected by a user to nominate the nominee to join a launched campaign.

15 Wherein the information related to a campaign may include launching information of the campaign, participants of the campaign, each entry associated with the campaign, response information associated with each entry of the campaign, etc. The launching information may include at least one selected from a group consisting of: a photo, a video, a sound or a URL link. The at least one predetermined parameter may be selected from a total number of votes, comments, page views, shares associated with an entry of a participant, and whether an entry of a participant is voted by the user who launched the campaign.

20 The nomination module of the system may be configured to enable the user to select a channel from a group of channels including: email, WeChat, WhatsApp, Line, Facebook, Twitter, Google+, and Blackberry Messenger. And the message sent to the nominee may include a link related to the launched campaign for enabling the nominee to join the launched campaign, e.g. a direct link of the launched campaign, or a link of a dedicated website.

25

The response information related to an entry may include at least one the following: a page view of the entry, a vote to the entry, a comment on the entry, a share of the entry. When the response information is a vote, the vote may be submitted by swiping a touching screen of a user device in a predetermined direction.

- 18 -

The user management module may be configured to enable a user to submit an entry to a launched campaign through a channel selected from the group consisting of: an email sent to a specific email address, a message sent to a specific message receiver including a specific WeChat account, a specific WhatsApp account, a specific Line account, a specific Facebook account and a specific Twitter account.

The system may further comprise a campaign analytics module configured to analyze a launched campaign based on at least one data field related to the launched campaign, wherein the at least one data field related to the launched campaign is selected from data fields of number of page views, participants, entries, comments, votes, shares, data fields of distribution of geographic, demographic and gender of participants or other users. It is to be noted that the information related to a campaign may further include the data fields.

The system may further comprise a report generating module configured to generate a report of a launched campaign based on at least one data field related to the launched campaign, wherein the at least one data field related to the launched campaign is selected from data fields of number of page views, participants, entries, comments, votes, shares, data fields of distribution of geographic, demographic and gender of participants or other users.

Preferably, the system may further comprise a winner selection module configured to select at least one winner of a launched campaign based on at least one predetermined parameter. Wherein the winner may be selected from the at least one participant of the campaign and the at least one predetermined parameter may be selected from a total number of votes, comments, page views, shares associated with an entry of a participant, and whether an entry of a participant is voted by the user who launched the campaign.

Preferably, the system may further comprise a prize assigning module configured to enable a user to assign a prize to a selected winner.

Preferably, the system may further comprise a winner notification module configured to send a winner notification to a selected winner.

- 19 -

Preferably, the system may further comprise an aggregation module configured to aggregate winners of different seasons of a launched campaign and displaying the aggregated winners on a dedicated website.

5 As illustrated above, the present invention provides dedicated platforms for photo-based online campaigns and competitions. Solutions provided by the present invention 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
10 example, compared with other social media platforms (e.g. Facebook – Platform A, and Instagram – Platform B), the present invention provides developed tools to easily launch and to strengthen the effectiveness of online marketing, social and political campaigns, a culture set from the very beginning where the best customized pitches are rewarded, and clear and intuitive layout accessible from a dedicated URL that is easy to find and
15 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 promotion and
20 advertisement across various different industries and 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:

- 25 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)
- 30 6. Notify winner(s)
7. Send Prizes

- 20 -

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.

10

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.

15

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 well as answering a brief questionnaire.

20
25

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 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

30

- 21 -

fulfilled. Additional requirement may be details about the school and the users themselves which will be kept private.

5 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 include personal reasons why the issue is important to them and other personal information such as occupation.

10

CLAIMS

1. A method for performing an online campaign, comprising:
5 launching a campaign according to launching information related to a campaign
 received from a user,
 receiving at least one entry to the launched campaign from at least one participant
 of the launched campaign,
 receiving response information related to each of the at least one entry from at least
 one user,
10 nominating a nominee to join a launched campaign by sending a message through
 a channel selected by a user.
2. The method of claim 1, wherein the channel is selected by the user from a group of
15 channels including: email, WeChat, WhatsApp, Line, Facebook, Twitter, Google+,
 and Blackberry Messenger.
3. The method of claim 1 or 2, wherein the message sent to the nominee includes a
20 link related to the launched campaign for enabling the nominee to join the
 launched campaign.
4. The method of any preceding claim, wherein the response information related to an
25 entry include a vote entered by a user, wherein the vote is entered by swiping a
 touching screen of a user device in a predetermined direction or clicking on a vote
 icon displayed on a dedicated website.
5. The method of any preceding claim, wherein each entry to the launched campaign
30 is submitted through a channel selected from the group consisting of: an email sent
 to a specific email address, a message sent to a specific message receiver including
 a specific WeChat account, a specific WhatsApp account, a specific Line account,
 a specific Facebook account and a specific Twitter account.
6. The method of any preceding claim, wherein the response information related to
 an entry includes at least one of the following:

a page view of the entry, a vote to the entry, a comment on the entry, a share of the entry.

7. The method of any preceding claim, further comprising:
5 selecting at least one winner of the launched campaign based on at least one predetermined parameter.
8. The method of claim 7, wherein the at least one predetermined parameter is
10 selected from a total number of votes, comments, page views, shares associated with an entry of a participant, and whether an entry of a participant is voted by the user who launched the campaign.
9. The method of claim 7 or claim 8, further comprising:
assigning a prize to a selected winner.
- 15 10. The method of any one of claim 7 to claim 9, further comprising:
sending a winner notification to a selected winner.
11. The method of any preceding claim, further comprising:
20 analyzing the launched campaign based on at least one data field related to the launched campaign, wherein the at least one data field related to the launched campaign is selected from data fields of number of page views, participants, entries, comments, votes, shares, data fields of distribution of geographic, demographic and gender of participants or other users.
- 25 12. The method of any preceding claim, further comprising:
generating a report of the launched campaign based on at least one data field related to the launched campaign, wherein the at least one data field related to the
30 launched campaign is selected from data fields of number of page views, participants, entries, comments, votes, shares, data fields of distribution of geographic, demographic and gender of participants or other users.

- 24 -

13. The method of any preceding claim, wherein a campaign includes a plurality of seasons, the launching information related to a campaign includes a season number of the campaign,
5 wherein the step of selecting winners includes selecting winners of one season of the campaign.
14. The method of claim 13, further comprising: aggregating winners of different seasons of the campaign and displaying the aggregated winners on a dedicated website.
- 10 15. The method of any preceding claim, wherein the entry to a launched campaign includes at least one selected from a group consisting of: a photo, a video, a sound, and a URL link.
- 15 16. The method of any preceding claim, wherein the launching information includes at least one selected from a group consisting of: a photo, a video, a sound and a URL link.
17. A system for performing an online campaign, comprising:
a database for storing information related to a campaign,
20 a launching module configured to launch a campaign according to launching information submitted from a user,
an entry receiving module configured to receive at least one entry to a launched campaign from at least one participant of the launched campaign,
a response information receiving module configured to receive response
25 information to each of the at least one entry to a launched campaign from a user,
a nomination module configured to send a message to a nominee through a channel selected by a user to nominate the nominee to join a launched campaign.
18. The system of claim 17, wherein the nomination module is configured to enable
30 the user to select a channel from a group of channels including: email, WeChat, WhatsApp, Line, Facebook, Twitter, Google+, and Blackberry Messenger.

- 25 -

19. The system of claim 17 or 18, wherein the nomination module is configured to send a message including a link related to the launched campaign for enabling the nominee to join the launched campaign.
- 5 20. The system of any preceding claim, wherein the response information related to an entry includes at least one of the following:
a page view of the entry, a vote to the entry, a comment on the entry, a share of the entry.
- 10 21. The system of claim 20, wherein the response information related to an entry include a vote entered by a user, wherein the vote is submitted by swiping a touching screen of a user device in a predetermined direction or clicking on a vote icon displayed on a dedicated website.
- 15 22. The system of any preceding claim, further comprising a winner selection module configured to select at least one winner of the launched campaign based on at least one predetermined parameter.
- 20 23. The system of claim 22, wherein the at least one predetermined parameter is selected from a total number of votes, comments, page views, shares associated with an entry of a participant, and whether an entry of a participant is voted by the user who launched the campaign.
24. The system of claim 22 or claim 23, further comprising:
25 a prize assigning module configured to enable a user to assign a prize to a selected winner.
25. The system of any one of claim 22 to claim 23, further comprising:
30 a winner notification module configured to send a winner notification to a selected winner.

- 26 -

26. The system of any preceding claim, wherein the user management module is configured to enable a user to submit an entry to a launched campaign through a channel selected from the group consisting of: an email sent to a specific email address, a message sent to a specific message receiver including a specific WeChat account, a specific WhatsApp account, a specific Line account, a specific Facebook account and a specific Twitter account.
27. The system of any preceding claim, further comprising:
a campaign analytics module configured to analyze a launched campaign based on at least one data field related to the launched campaign,
wherein the at least one data field related to the launched campaign is selected from data fields of number of page views, participants, entries, comments, votes, shares, data fields of distribution of geographic, demographic and gender of participants or other users.
28. The system of any preceding claim, further comprising:
a report generating module configured to generate a report of a launched campaign based on at least one data field related to the launched campaign,
wherein the at least one data field related to the launched campaign is selected from data fields of number of page views, participants, entries, comments, votes, shares, data fields of distribution of geographic, demographic and gender of participants or other users.
29. The system of any preceding claim, further comprising:
an aggregation module configured to aggregate winners of different seasons of a launched campaign and displaying the aggregated winners on a dedicated website.
30. The system of any preceding claim, wherein the entry to a launched campaign includes at least one selected from a group consisting of: a photo, a video, a sound, and a URL link.

- 27 -

31. The system of any preceding claim, wherein the launching information includes at least one selected from a group consisting of: a photo, a video, a sound and a URL link.
- 5 32. A system for performing an online campaign, comprising:
a readable storage unit for storing executable instructions that, when executed by a processing unit in the system, cause the system to perform a method for performing an online campaign, the method comprising:
10 launching a campaign according to launching information related to a campaign received from a user,
receiving at least one entry to the launched campaign from at least one participant of the launched campaign,
receiving response information related to each of the at least one an entry from a user,
15 nominating a nominee to join a launched campaign by sending a message through a channel selected by a user.
33. A computer-readable media containing instructions for carrying out a method for performing an online campaign according to any one of claim 1 to 15.

20

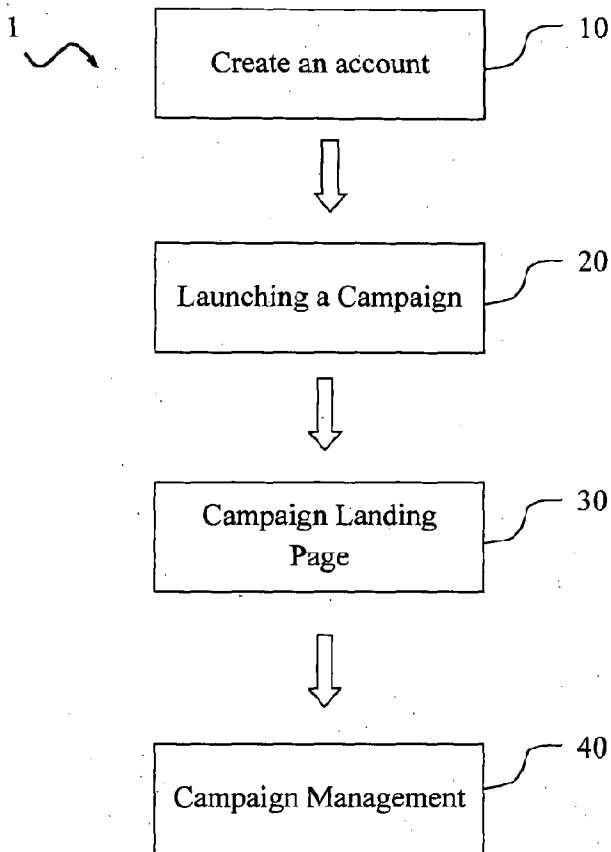


FIG. 1 (a)

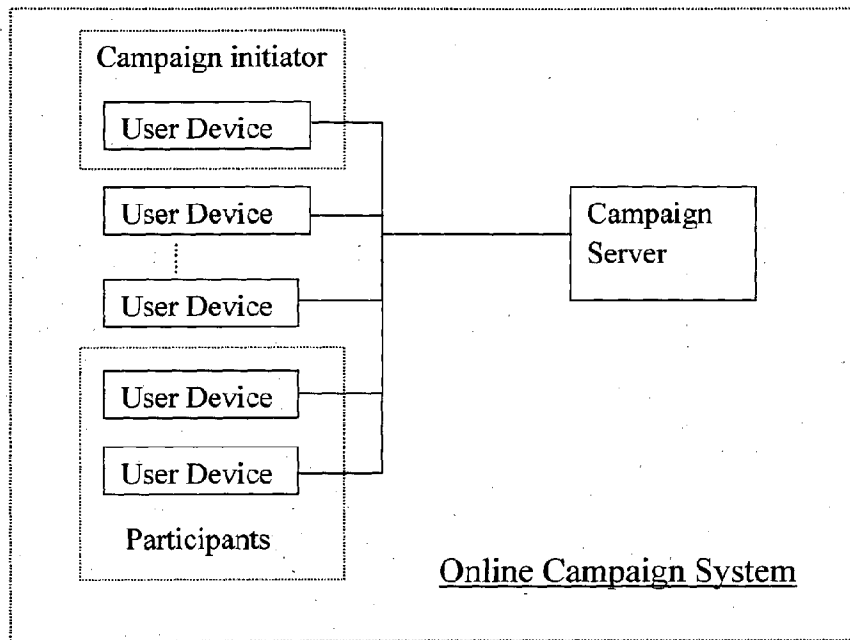


Fig. 1(b)

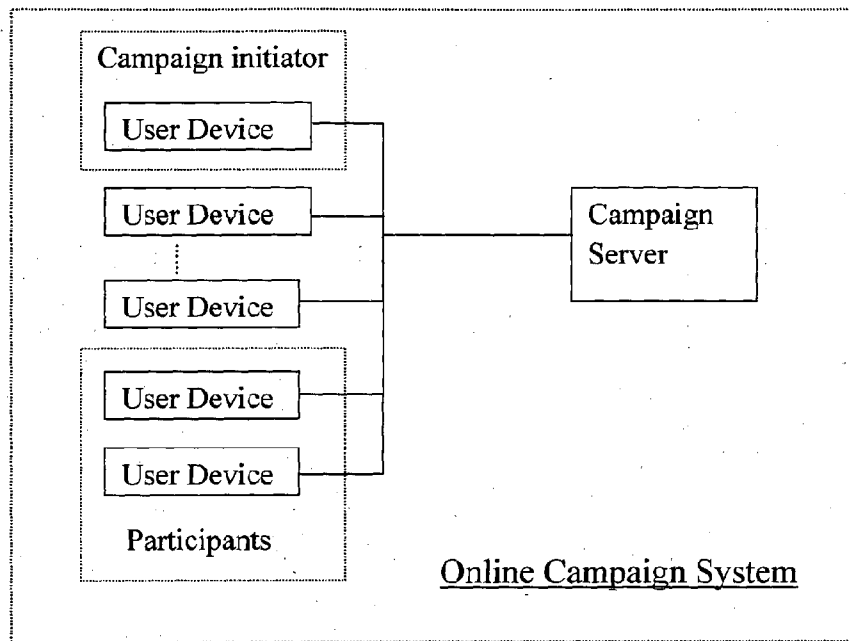


Fig. 1(b)

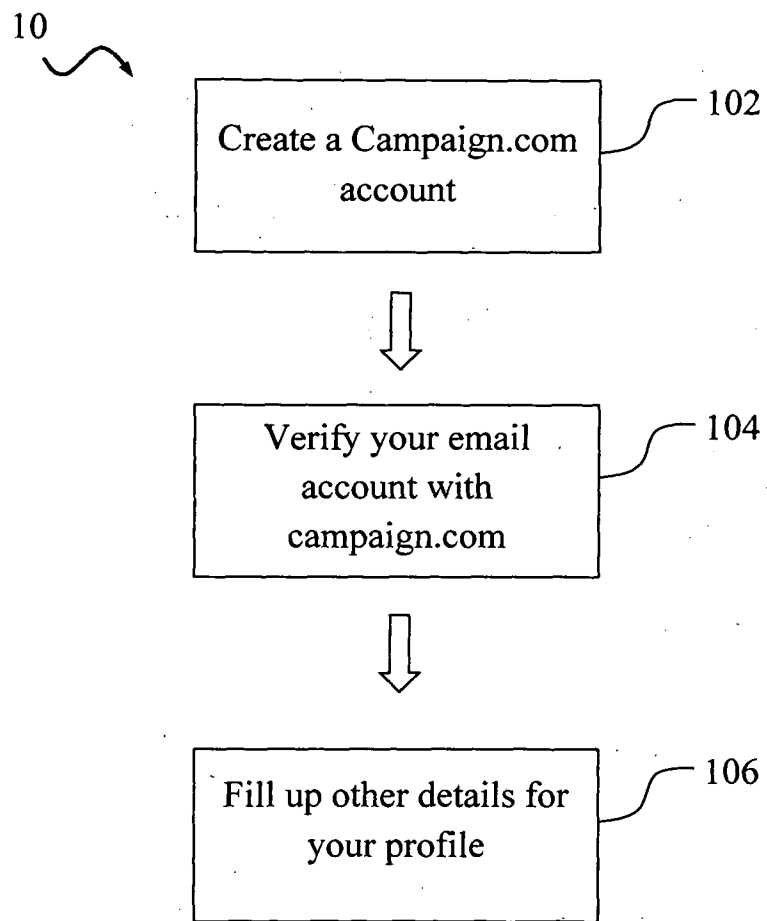
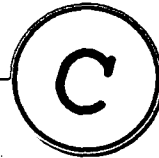
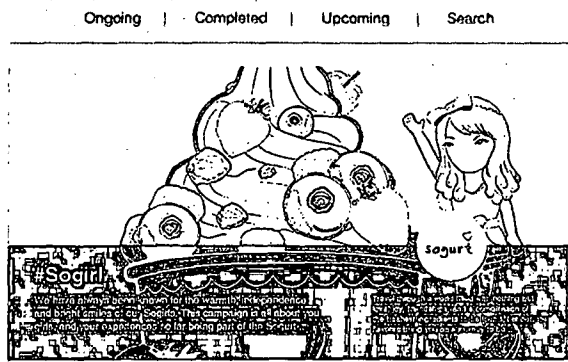


FIG. 2A

Campaign.

For brands, organizations and individuals [Learn more](#)

110



Get everyone involved

Our mission is to provide all the tools you need to launch and manage whatever creative campaign you may have. Set your prize right and witness the diverse perspectives that make up your market.

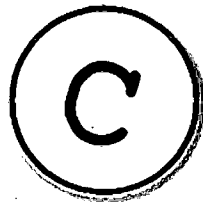


[Sign in](#)



© Copyright Campaign.com 2013

FIG. 2B



110

Sign in to Campaign.com

Email address:

Password:

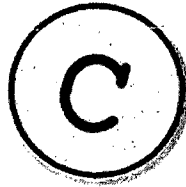
[Sign in](#)

[Sign in with Facebook](#)

[Forgot your password?](#)
[Don't have an account? Sign up now](#)



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

 Campaign.

112


Hi, Kurniawan Nugraha
Thanks for sign in Campaign.
We hope to see you perform activities in Campaign. Here is your account information.

To complete the registration, you need to do the activation by clicking the button below

Activate

If it does not work, copy and paste the link below into your browser:
<http://www.campaign.com/verify/verification/10/82405>

Thank you - Campaign Team

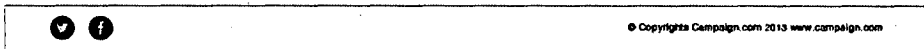
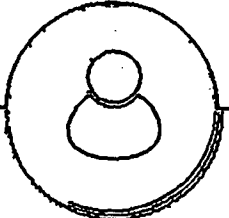


FIG. 2E

114

Add photo **Remove**


Add photo

General

Name

Description (Optional)
0 character

Year of birth

Gender

Country

Change profile

Change username
Change username

Change password

Current password

New password

Confirm new password

Change password

Fig. 2F

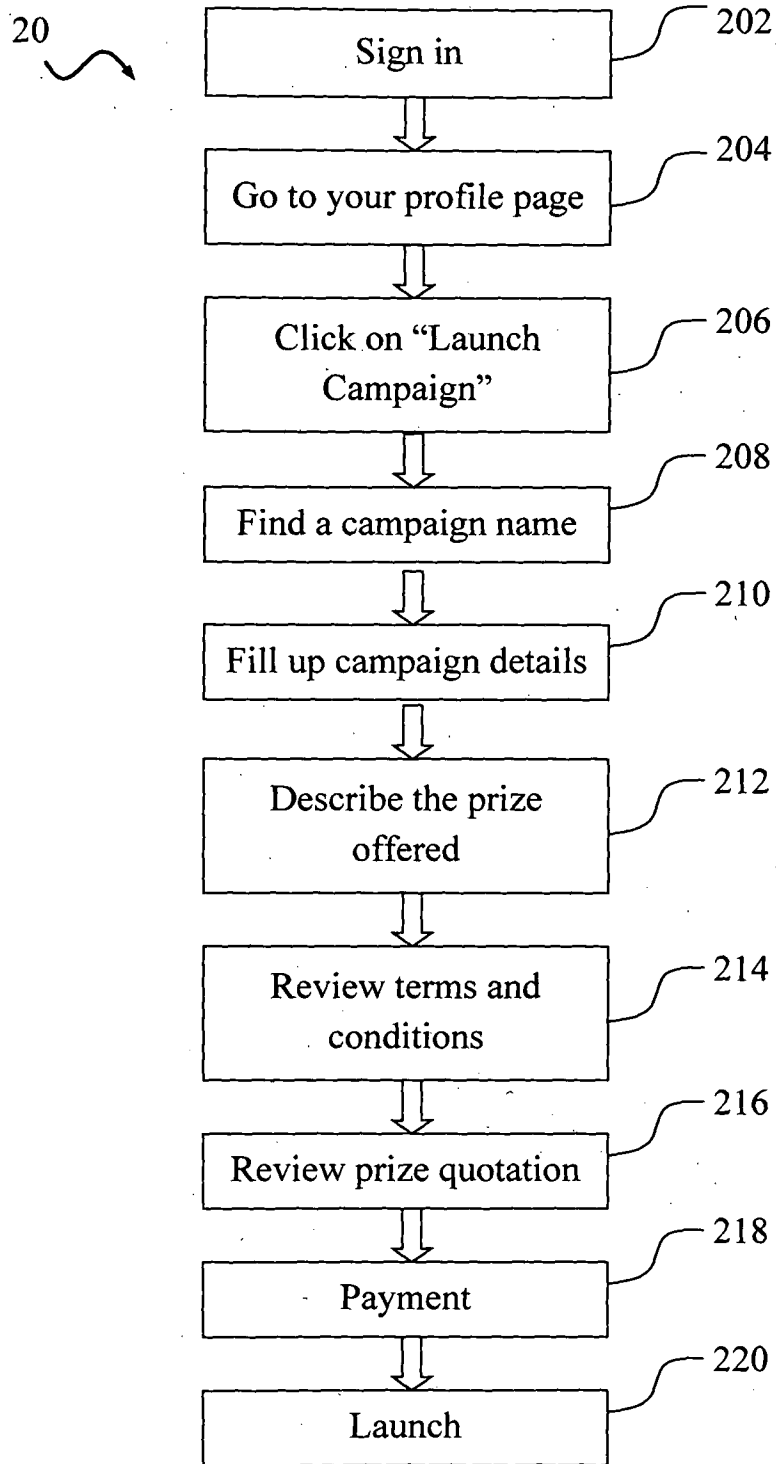
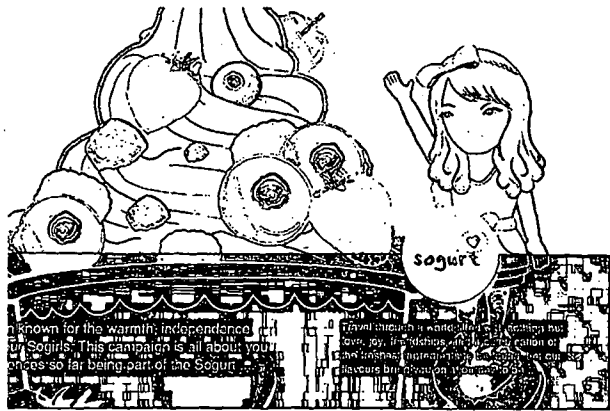


FIG. 3A



Sogurt.

Travel through a world filled with nothing but love, joy, friendships, and a combination of the freshest ingredients to be found. Let our flavours 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.



Launch campaign

[About Us](#) [Apps](#) [Terms](#) [Privacy](#) [Contact Us](#)

FIG. 3B

Start with a name

www.campaign.com/your campaign

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

Photo entry

▼

Fig. 3D

Start 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						

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						

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

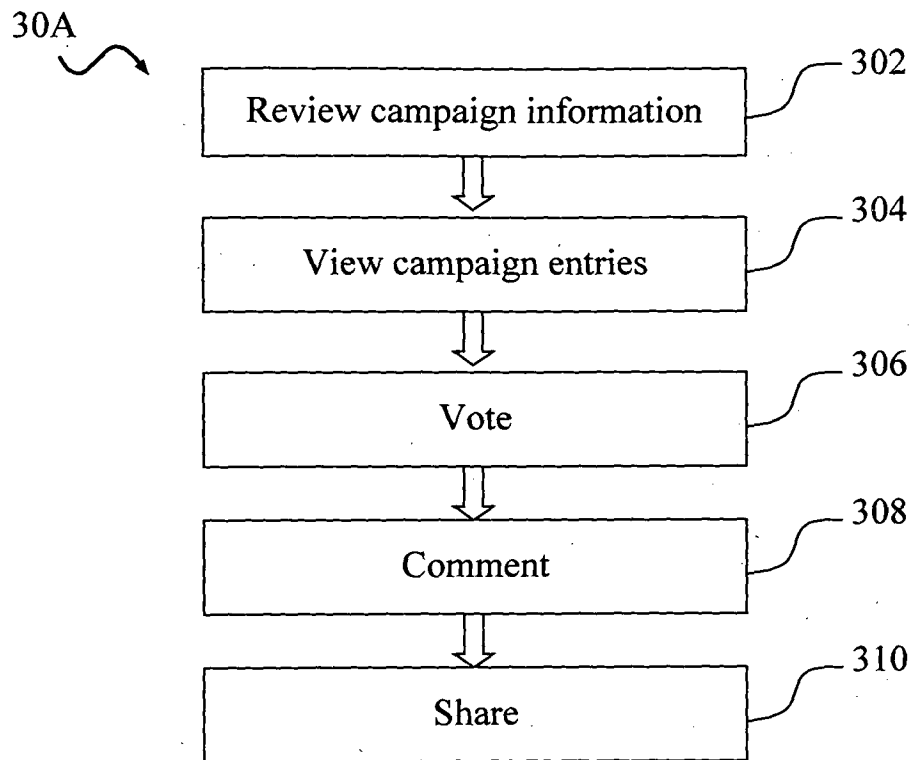
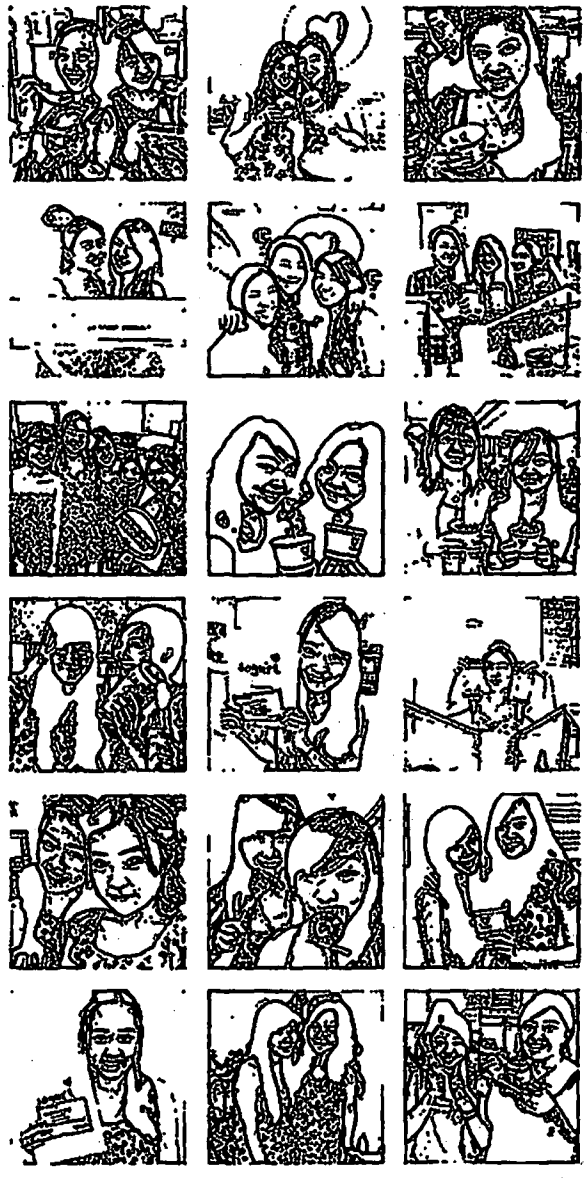


FIG.4A

#Sogirl Campaign



Campaign by Sogurt

Travel through a world filled with nothing but love, joy, freshness and a cornucopia of the freshest ingredients in the food. Let our Sogurt help you on a journey to be powered by healthy yogurt and topped as good as it looks. We have more than 20 different flavours of low-fat, high calcium yogurt as well as the extensive and colourful spectrum of toppings for you to play with.

Learn more about us

#Sogirl Campaign

The team always believes in the system, relationships and bright ideas of the Sogirls. The campaign is all about you girls and your experiences so be 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 (together with your Sogurt or your favorite customer)
- Step 2: Register at Campaign team 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 #sogirlscampaign hashtag

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

Campaign opens on October 15th, 2013 and ends November 25th, 2013. Winners would be notified by email within a week of closing.

View previous entries

Campaign Prizes

- iPhone 6S 16GB (White or Gray)**
1 available to the Sogirl who best embodies the Sogirl spirit
 - S\$50 Zero Voucher**
3 available to the entries with the most number of votes
- View the terms & conditions here

FIG. 4B

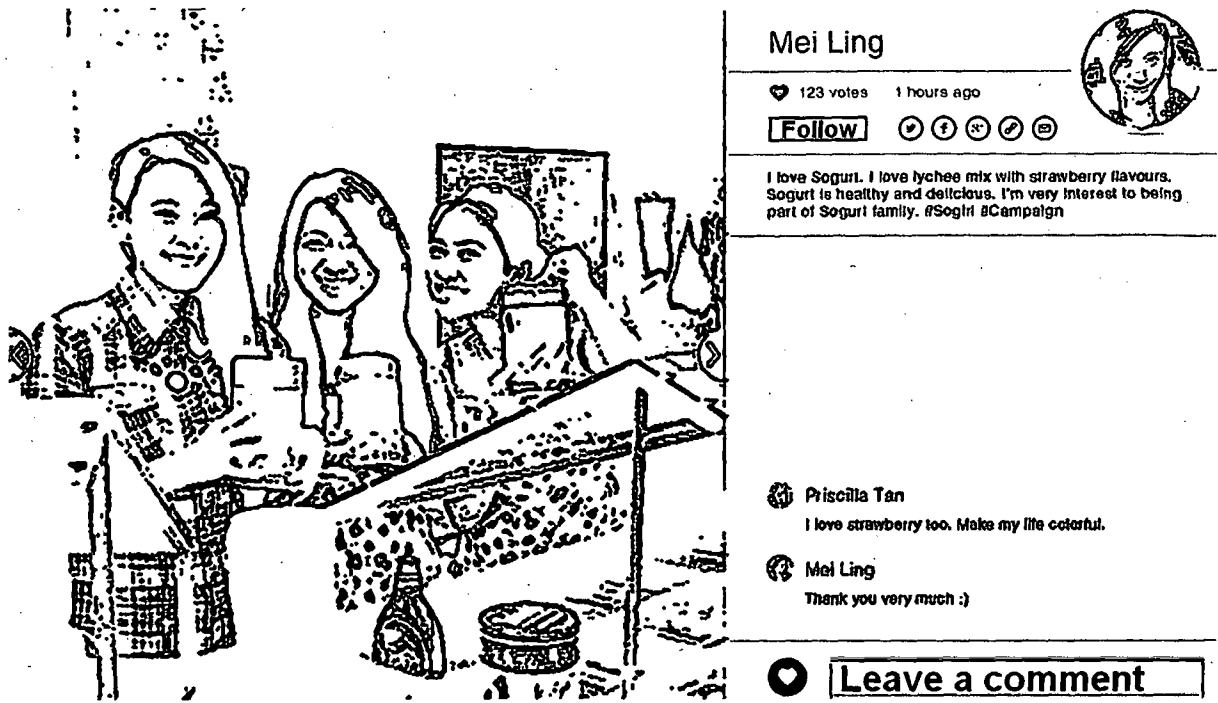


FIG. 4C

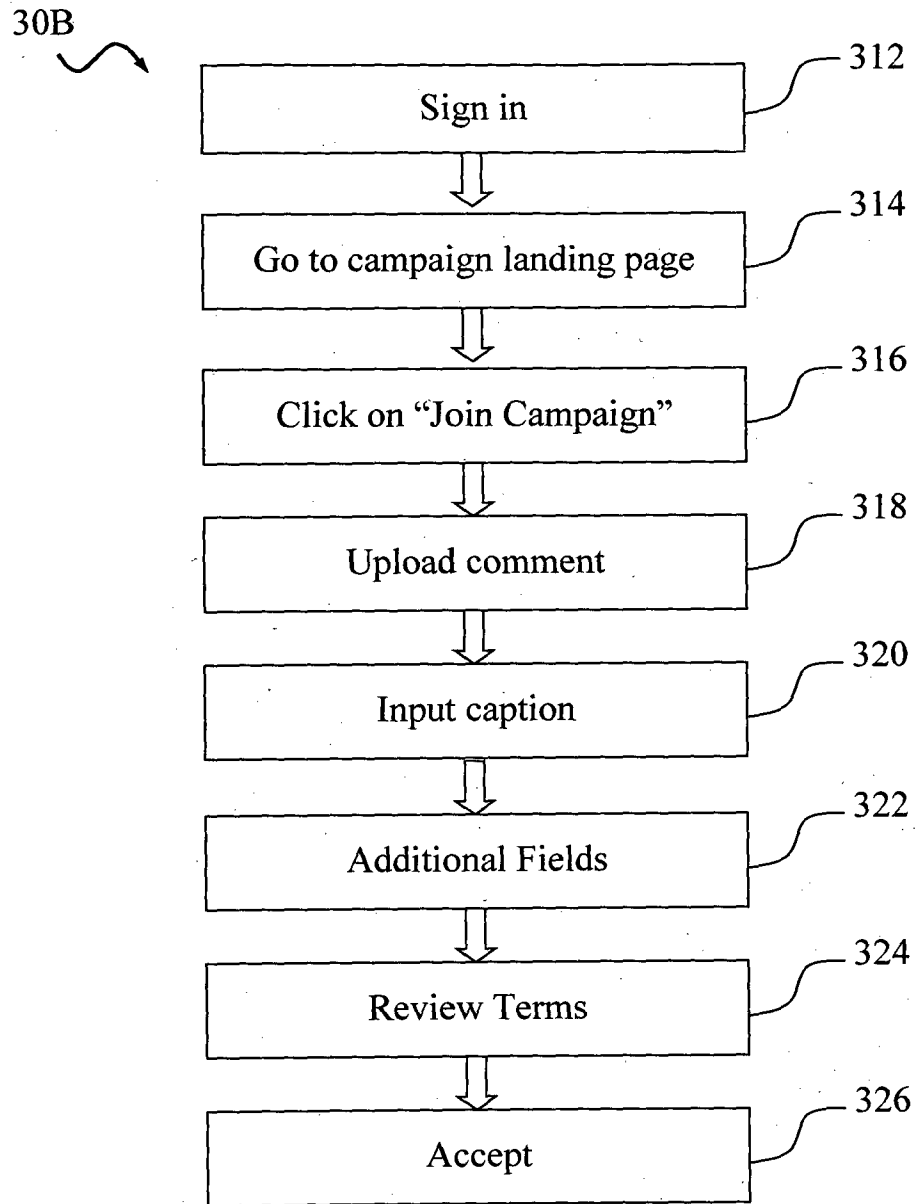



FIG. 4D

316a



Mei Ling 

Caption... #Sogirl #Campaign

17 Characters

I agree to the campaign's Terms & Conditions

FIG. 4E

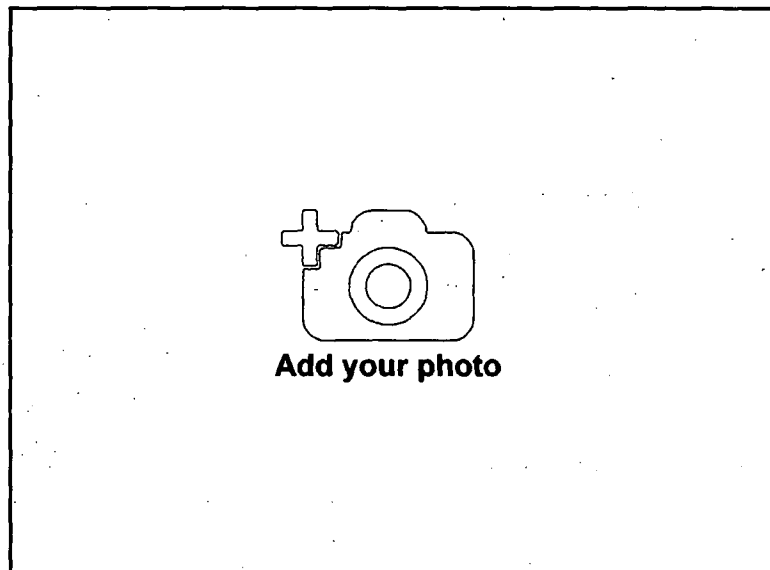
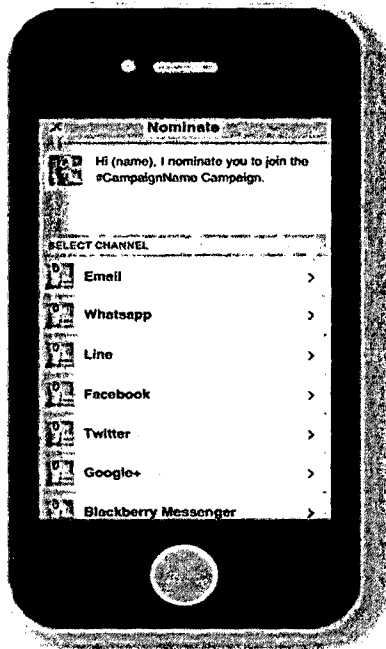


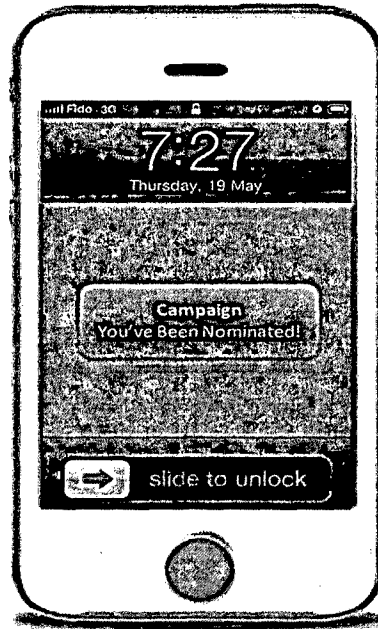
FIG. 4F



FIG. 4G



(a)



(b)

FIG. 4H

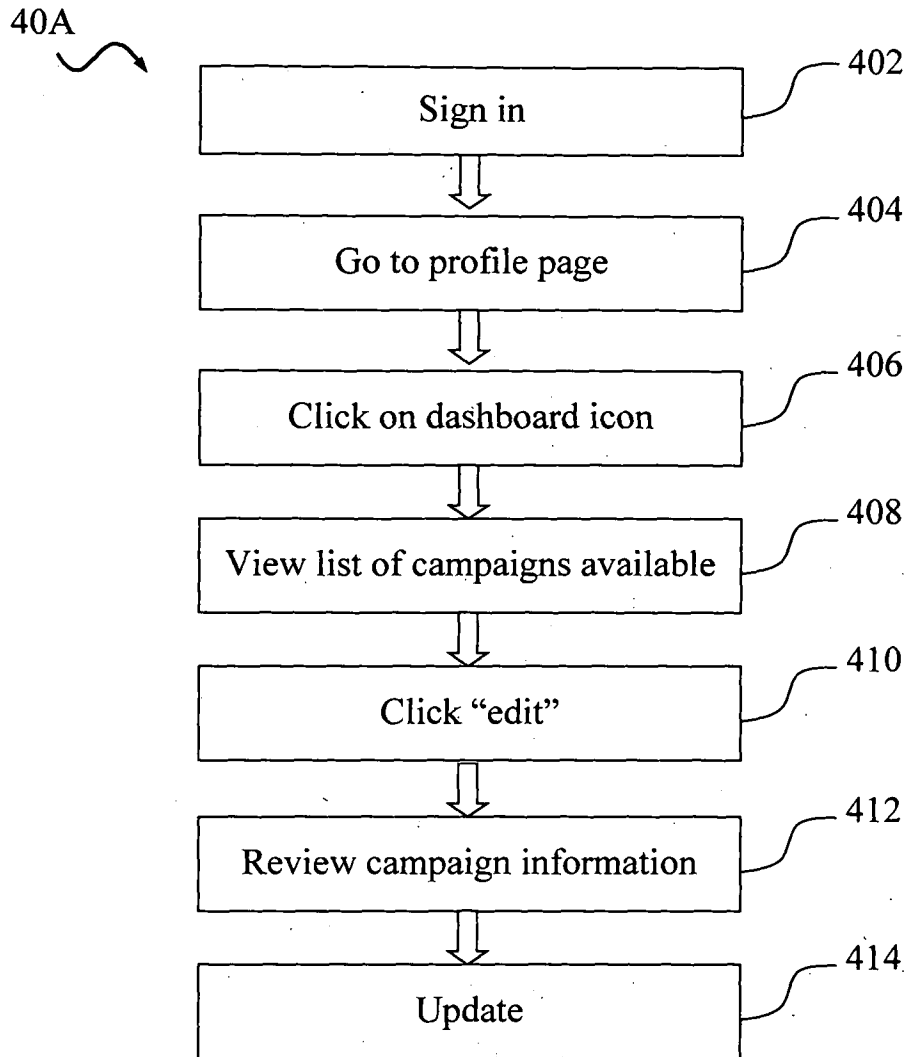


FIG. 5A

Campaign Dashboard

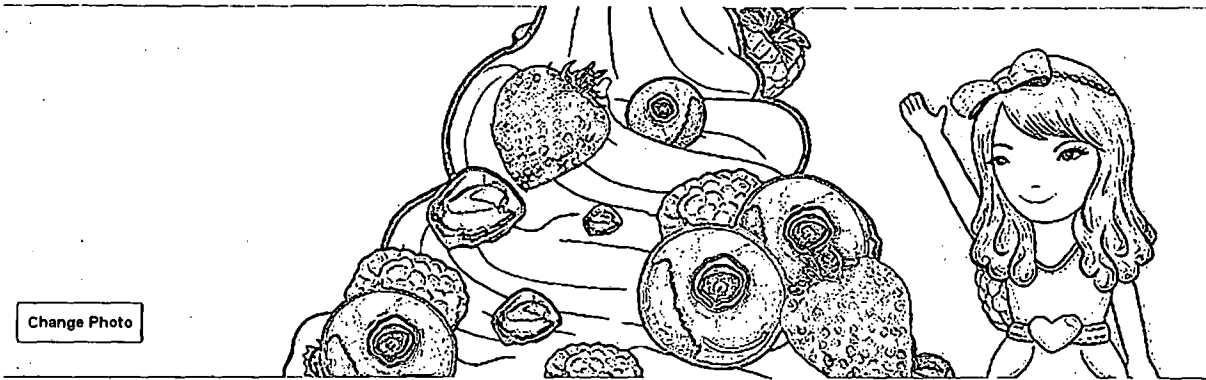
Sign in  |     

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](#)



[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



[daily](#)

[∞](#)

Photo Entry

[1](#) ▼

FIG. 5C-1

Prize information

Name

Available to **Select criteria**

Description

* Note that any limitations such as categories 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	
Details Prize	

FIG. 5C-4

Sponsor

+
Name
URL
Add

FIG. 5C-5

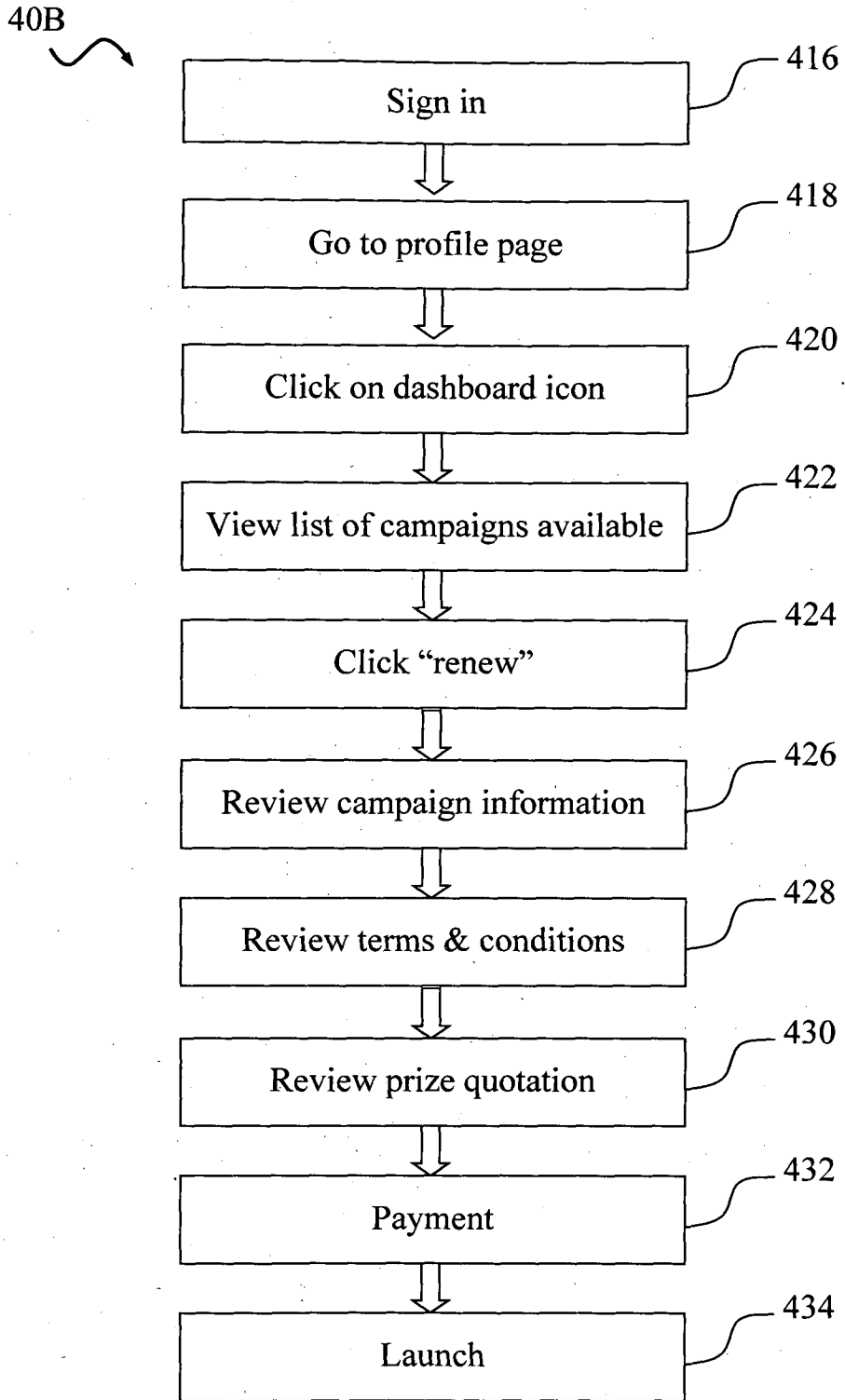


FIG. 5D

Campaign Information	<p>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.</p> <p>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</p>
	<p>Start date</p> <p>Oct 15th, 2013 Nov 15th, 2013</p> <p>No. of entries accepted per account</p> <p>↑ daily ∞</p> <p>Photo Entry</p> <p>1 ▼</p>

FIG. 5E

Prize information	Name
	### Available to Select criteria
	Description
	<small>* Make sure any conditions such as age restrictions or age to potential prize recipients should be stated here.</small>
	Add another prize

FIG. 5F

Sponsor

A mobile application interface for adding a sponsor. It features a large square button with a plus sign at the top. Below it are three smaller rectangular input fields labeled 'Name', 'URL', and 'Add'.

FIG. 5G

40C

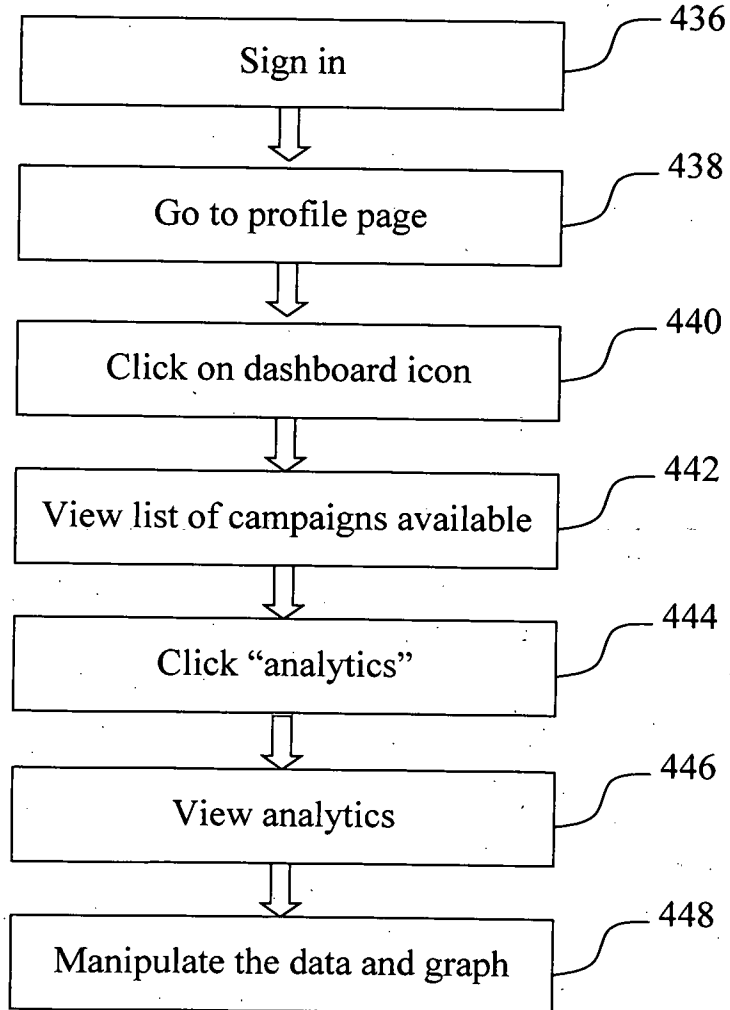


FIG. 5H

#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

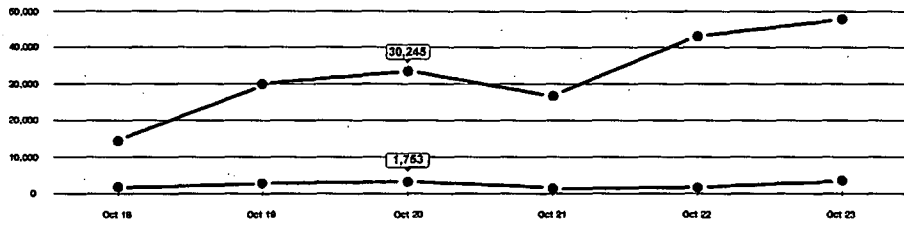


FIG. 5I

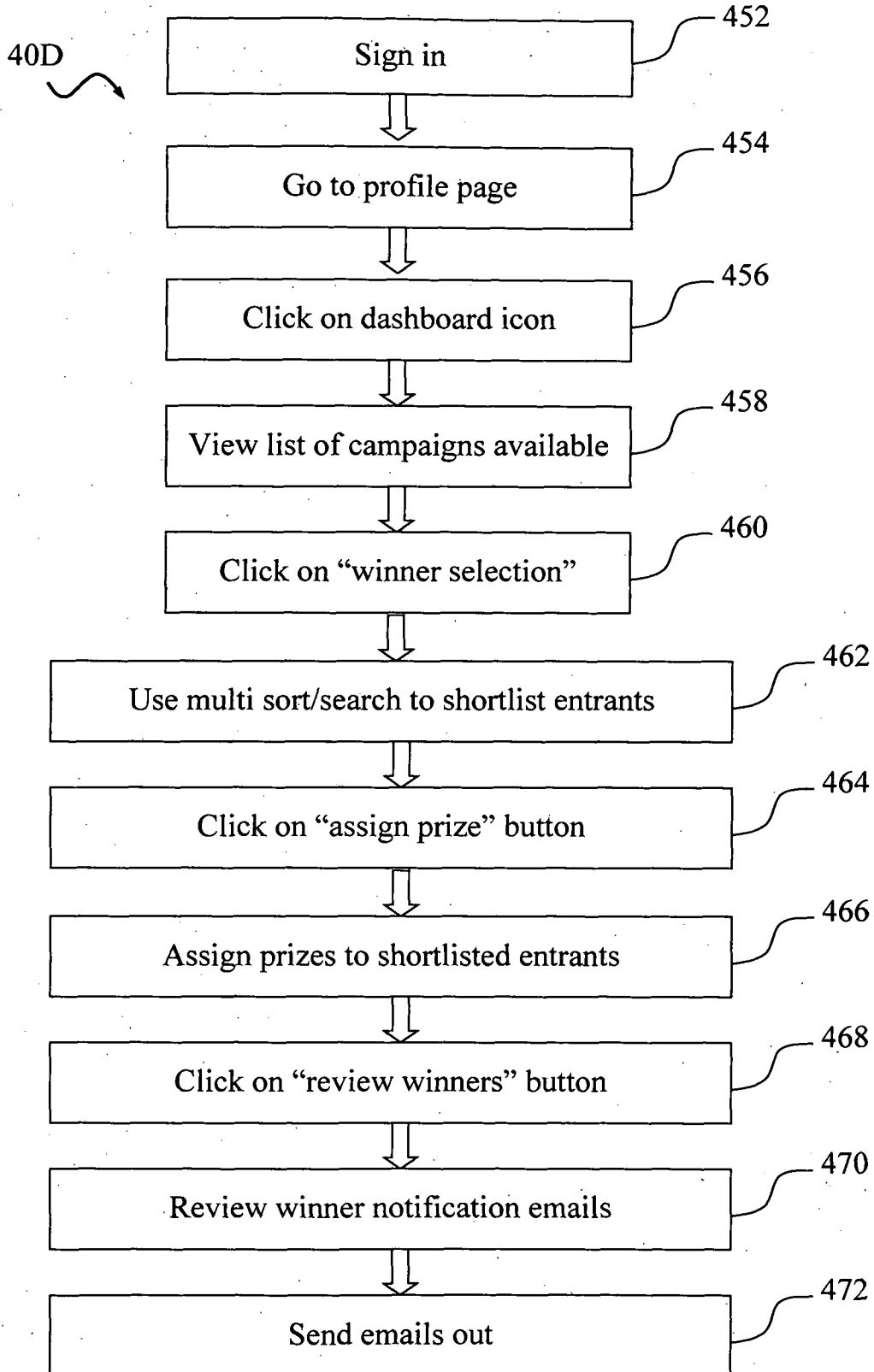


FIG. 5J

#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






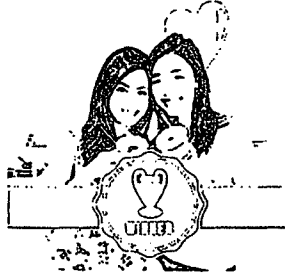
No	Photo	Entrant	Voted by you	Views	Date/Time	Add to Shortlist	Assign Prizes
1		Tricia Young Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe		2635	10/18/2013 14:54	<input type="button" value="Remove"/>	<input type="button" value="Assign"/> <div style="border: 1px solid black; padding: 5px; display: inline-block;">iPhone 5S \$50 Zara Voucher</div>
2		Mei Ling Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe		2012	10/25/2013 09:25	<input type="button" value="Add"/>	<input type="button" value="Assign"/>
3		Eudora Tan Treating themselves to mini pancakes, Nuella Toasties, Belgian waffles + froyo at Sogurt cafe		1265	10/16/2013 12:31	<input type="button" value="Add"/>	<input type="button" value="Assign"/>

FIG. 5L

Winner: iPhone 5S 16GB



Entrants: \$50 Zara Voucher

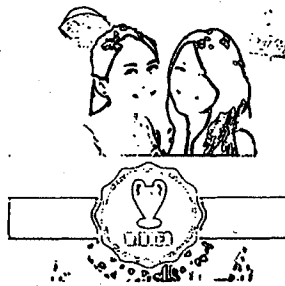
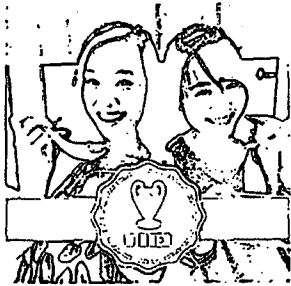


FIG. 5M

#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

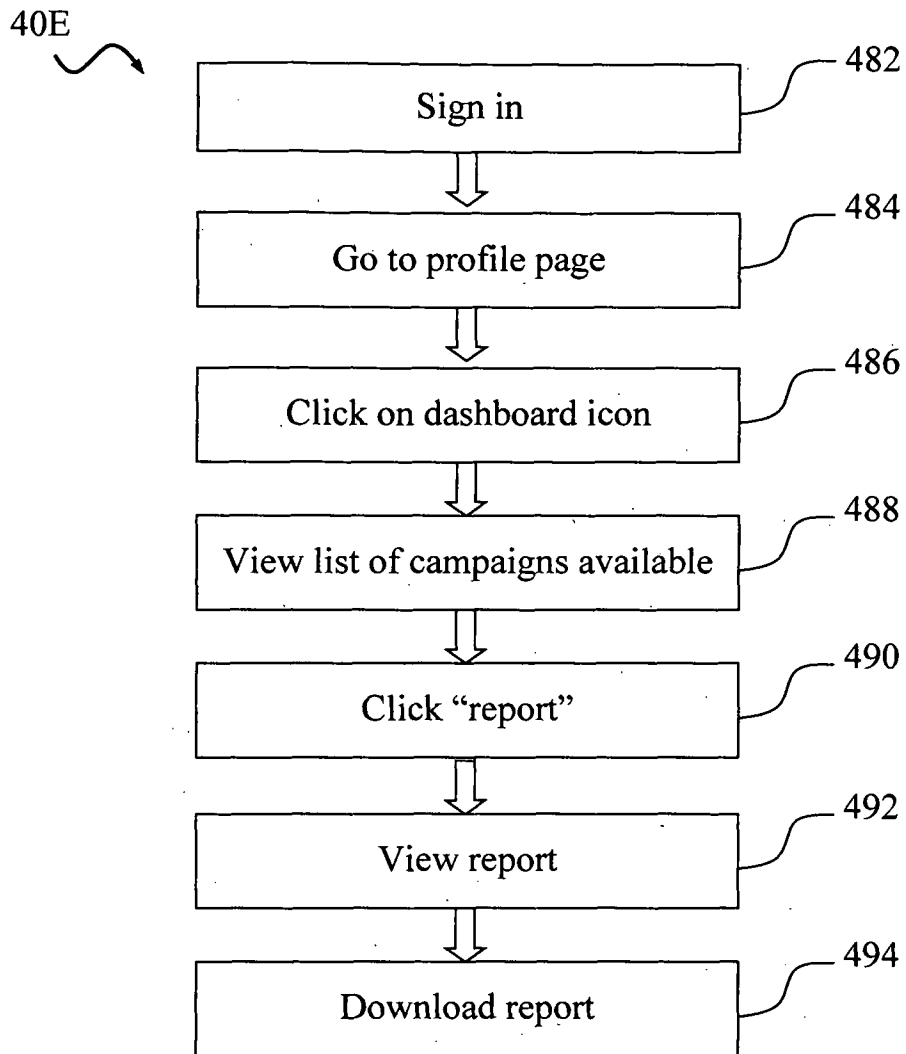


FIG. 5P

#Sogirl Report

[Return to dashboard](#)

Pageviews	49,234	Highest	Lowest	Average
Campaign		12,948	364	5,192

Graph of Pageviews

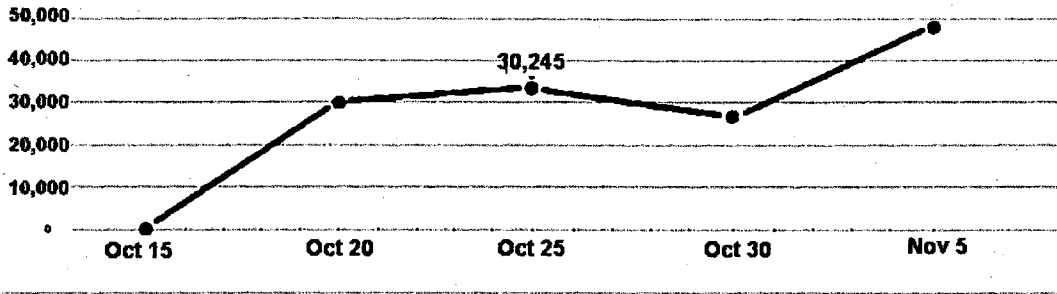
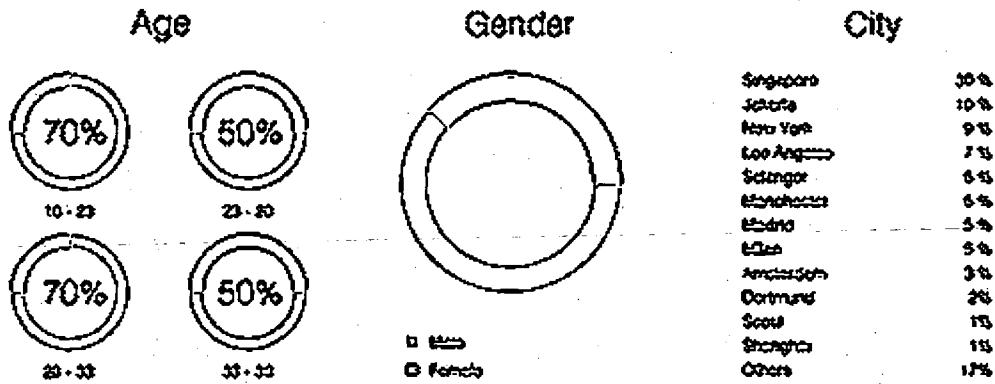


FIG. 5Q

Demographic



Entrants	9,234	Highest	Lowest	Average
Campaign		12,948	364	5,192

FIG. 5R

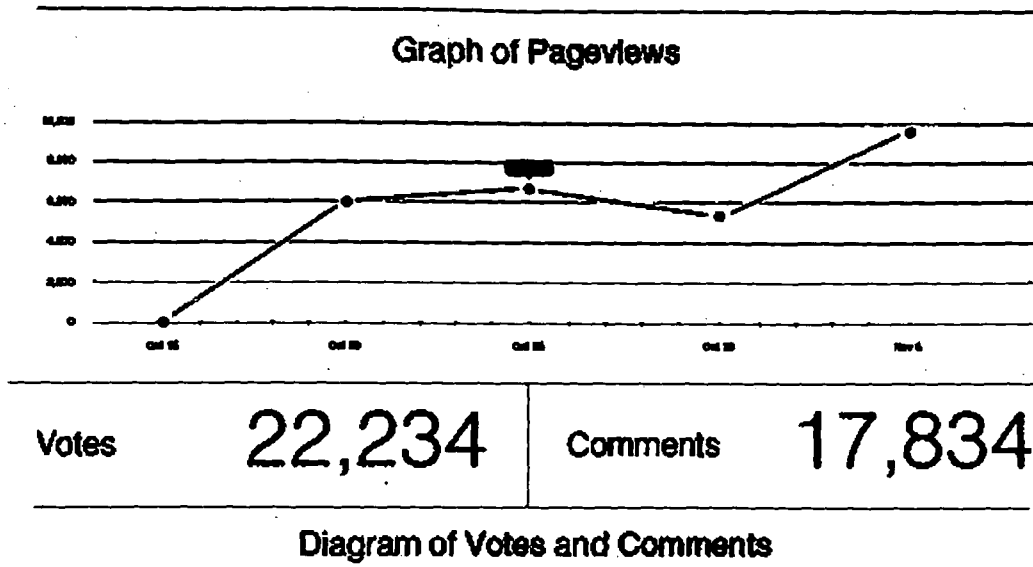


FIG.5S

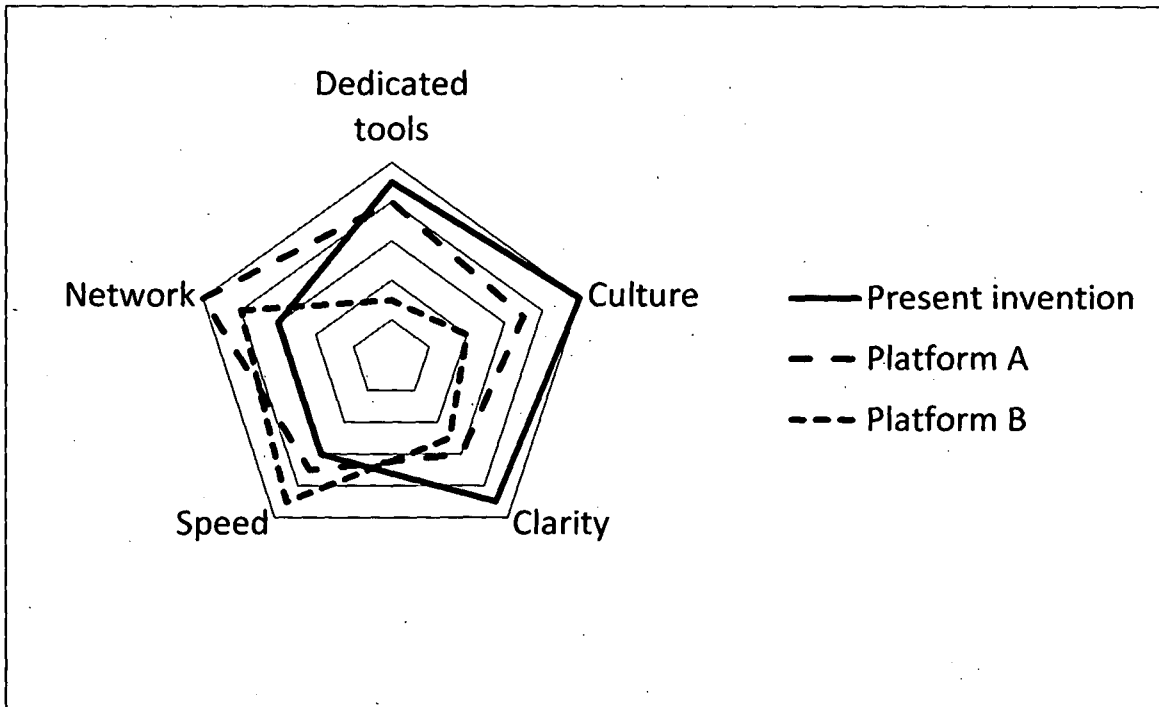


FIG. 6

INTERNATIONAL SEARCH REPORT

International application No.
PCT/SG2014/000497

A. CLASSIFICATION OF SUBJECT MATTER		
Int.Cl. G06Q30/02 (2012.01) i		
According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED		
Minimum documentation searched (classification system followed by classification symbols)		
Int.Cl. G06Q30/02		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Published examined utility model applications of Japan 1922-1996 Published unexamined utility model applications of Japan 1971-2014 Registered utility model specifications of Japan 1996-2014 Published registered utility model applications of Japan 1994-2014		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 2011/063212 A1 (AD GIANTS LLC) 2011.05.26, [0014]-[0029], Fig. 1-2 & JP 2013-511778 A & US 2011/0126121 A1 & EP 2502194 A1 & CA 2781294 A1 & AU 2010321854 A1 & CN 102763131 A	1-33
Y	US 2013/0073398 A1 (LEVY, David et al.) 2013.03.21, [0021], [0039], [0046], [0047], [0084]-[0093], Fig. 11-17 & JP 2013-80459 A	1-33
Y	WO 2009/007410 A2 (VELTI PLC) 2009.01.15, [00155]-[00177] & JP 2010-533326 A & JP 2013-175230 A & US 2009/0089131 A1 & EP 2181427 A2 & CN 101802860 A	7-16, 22-25, 27-31, 33
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family		
Date of the actual completion of the international search		Date of mailing of the international search report
18.11.2014		25.11.2014
Name and mailing address of the ISA/JP		Authorized officer
Japan Patent Office		KODACHI, Yoshiaki
3-4-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-8915, Japan		5L 2942
		Telephone No. +81-3-3581-1101 Ext. 3562

INTERNATIONAL SEARCH REPORT

International application No.
PCT/SG2014/000497

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2011/152420 A1 (RAKUTEN INC) 2011.12.08, the whole document, Fig. 1-14 & JP 5087721 B2 & JP 5400962 B2 & US 2013/0080549 A1 & US 2013/0132491 A1 & WO 2011/152417 A1	1-33
A	WO 2013/025294 A2 (REVENUE SYSTEMS LLC) 2013.02.21, the whole document, Fig. 1-3 & JP 2014-522069 A & US 2013/0046640 A1 & US 2014/0122237 A1 & EP 2745247 A2 & AU 2012295513 A1 & CA 2843261 A1	1-33
A	WO 2013/012429 A1 (GOOGLE INC) 2013.01.24, the whole document, Fig. 1-10 & JP 2014-521182 A & US 2013/021345 A1 & US 8655907 B2 & EP 2734929 A1 & CN 103797474 A	1-33