Ella’s Kitchen
UK NPD Roll-Out
Launch Campaign Structure

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Producer, Wicked Web

June 17, 2011

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Table of Contents

3	Campaign Plan Existing Friends
4	Campaign Plan Non Friends
5	
6	
7	
8	
9	
10	

Campaign Plan Existing Friends

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1 Friends Emailer Invitation to Sample product for 6 Month and less

1A Friends Emailer Invitation to Sample product for 6 Month and over

2 Driver to Ella's Kitchen form page

Driver to Ella's Kitchen form page

Ella's Kitchen
Samples form request page. Visitors to sign in with user name and password

If the incorrect details are input then the user will be given the forgotten password prompt.

Once logged the form will pre populated with the visitors' current information

EK to manually download CSV file from CMS and fulfil sample requests from Ella's friends.

3

4 Database

Update db if needed

EK to alert WW

Thank you page

5 Ella's Kitchen samples form request page.
EK to manually download CSV file from CMS and fulfil sample requests from Ella's friends.

Ella's Kitchen to confirm status of sample supplies to generate End of samples alert

Alert from EK to inform WW to upload End of campaign page

6 Once Ella's confirm depleted stocks of samples, WW to upload an 'End of promotion' page to be added to facebook page

7 Thank you for requesting the First Taste Sample

Campaign fulfilment

8 Thank you email programmed to automatically send 14 days after product was requested - email to prompt voting and comments on Ella's facebook page, to inform friends about prize draw to win a 1 months supply of goody giveaways x 10 – 5 per month (EK to supply copy)

After logging in to Facebook, visitors are required to 'like' Ella's in order to view full EK content and to access first taste promotion

9 Confirmation that the person about to vote is a member and has had a sample is required.

Therefore visitors are required to input their email address for verification against the database to ensure they match entry criteria

Only UK resident are eligible to enter which will be verified against their address and country

Verify Login details

10 Database

Login details not verified

11 Error message if email address is not verified.

Link to become a friend on Ella's

12 Ella's Kitchen become a friend sign up page

Login details verified

13 Customised promotion page on Facebook, allowing visitors to vote on their favourite product and leave a comment

Data Feed

14 Feedback Results displayed on homepage with comments pulled into the in ticker tape, all graph statistics are displayed as a % figure.

Thank you page and Draw Entries

15 After voting and submitting the user will be redirected to the 'Thank You' page away from facebook

The 'Thank You' page will inform people they have been entered into the prize draw
An opt-out will be present on the page to allow visitors to the option to not be entered.

Winners are generated through the random winner generator tool.- The tool takes all votes registered between specified dates, randomises the order and displays 5 people at the top of the list.

Winner confirmation email

16 Winners Email – 5 winners per month x 2 months emails sent out to inform winners - Ella's to confirm when these email should be sent.

Key

- Additional Drivers
- Campaign Elements
- Campaign feedback Drivers

No direct access to request a sample from Ella's FB - Ella's Kitchen to confirm

Campaign Plan Non Friends

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1 External Drivers (Digital Ads)
1 External Drivers (Press Coverage)
1 FB Advertising & profile messaging
1 PPC
Push to campaign
Push to campaign
Push to Campaign
Push to Campaign
2
2
3 Try Me Free – Campaign Landing Page
www.ellaskitchen.co.uk/try-me-free
Information about campaign and callout to sign up form
Request a sample and become a friend page
4 If Friend – Request email and password and pre populated the form., or become a friend and request a sample. Before requesting a sample the visitors have to become a friend, this includes opt-in and weaning guide.
Validate
5 Database
Database
Update db
Form Data Collection
If a friend pre-populate fields with data available and manual entry if a non friend. If mandatory fields are empty errors are shown on submit.
* mandatory
*First Name
*Last Name
*Email
* Confirm Email
*Choose a Sample
*Full Address including post code
Opt-in tick box
Weaning Guide Request
6
EK to Alert WW
7A Ella's Kitchen samples form request page.
EK to manually download CSV file from CMS and fulfil sample requests from Ella's friends. Or validate you are already a friend
7A Ella's Kitchen to confirm status of sample supplies to generate End of samples alert
Alert from EK to inform WW to upload End of campaign page
8 Once Ella's confirm depleted stocks of samples, WW to upload an 'End of promotion' page to be added to facebook page
Thank You Page - Friend
Thank You Page Non - Friend
7 Thank you for requesting the First Taste Sample Page
7A Thank you for requesting the First Taste Sample and becoming a friend Page
Campaign Fulfilment
Campaign Fulfilment
9 Thank you email programmed to automatically send 14 days after product was requested - email to prompt voting and comments on Ella's facebook page, to inform friends about prize draw to win a 1 months supply of goody giveaways x 10 – 5 giveaways per month (EK to supply copy)
6A Generate EK welcome email with user name and password
After logging in to Facebook, visitors are required to 'like' Ella's in order to view full EK content and to access first taste promotion
10 Confirmation that the person about to vote is a member and has had a sample is required.
Therefore visitors are required to input their email address for verification against the database to ensure they match entry criteria
Only UK resident are eligible to enter which will be verified against their address and country
Verify Login details
11 Database
Login details not verified
Login details verified
12 Error message if email address is not verified.
Link to become a friend on Ella's
13 Ella's Kitchen become a friend sign up page
14 Customised promotion page on Facebook, allowing visitors to vote on their favourite product and leave a comment
Thank you page and Draw Entries
Data Feed
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16 Feedback Results displayed on homepage with comments pulled into the in ticker tape, all graph statistics are displayed as a % figure.

Key

- Paid Drivers
- Externall Drivers
- Campaign Elements
- Campaign feedback Drivers

No direct access to request a sample from Ella's FB - Ella's Kitchen to confirm

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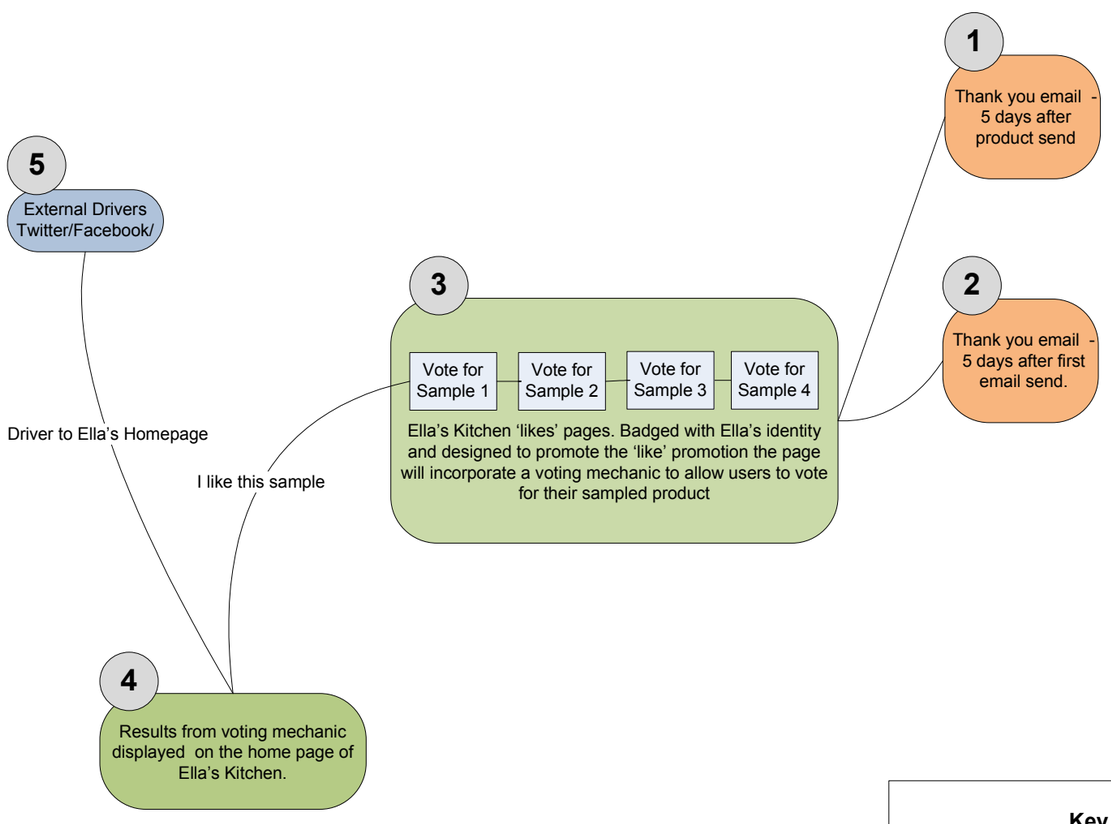
not indicative of final design or nomenclature



Page Notes

1 Main email driver sent to participants to encourage them to login to the Ella's Kitchen samples page and vote for the product their child sampled..

2 Reminder mail sent out to people who have not yet voted.

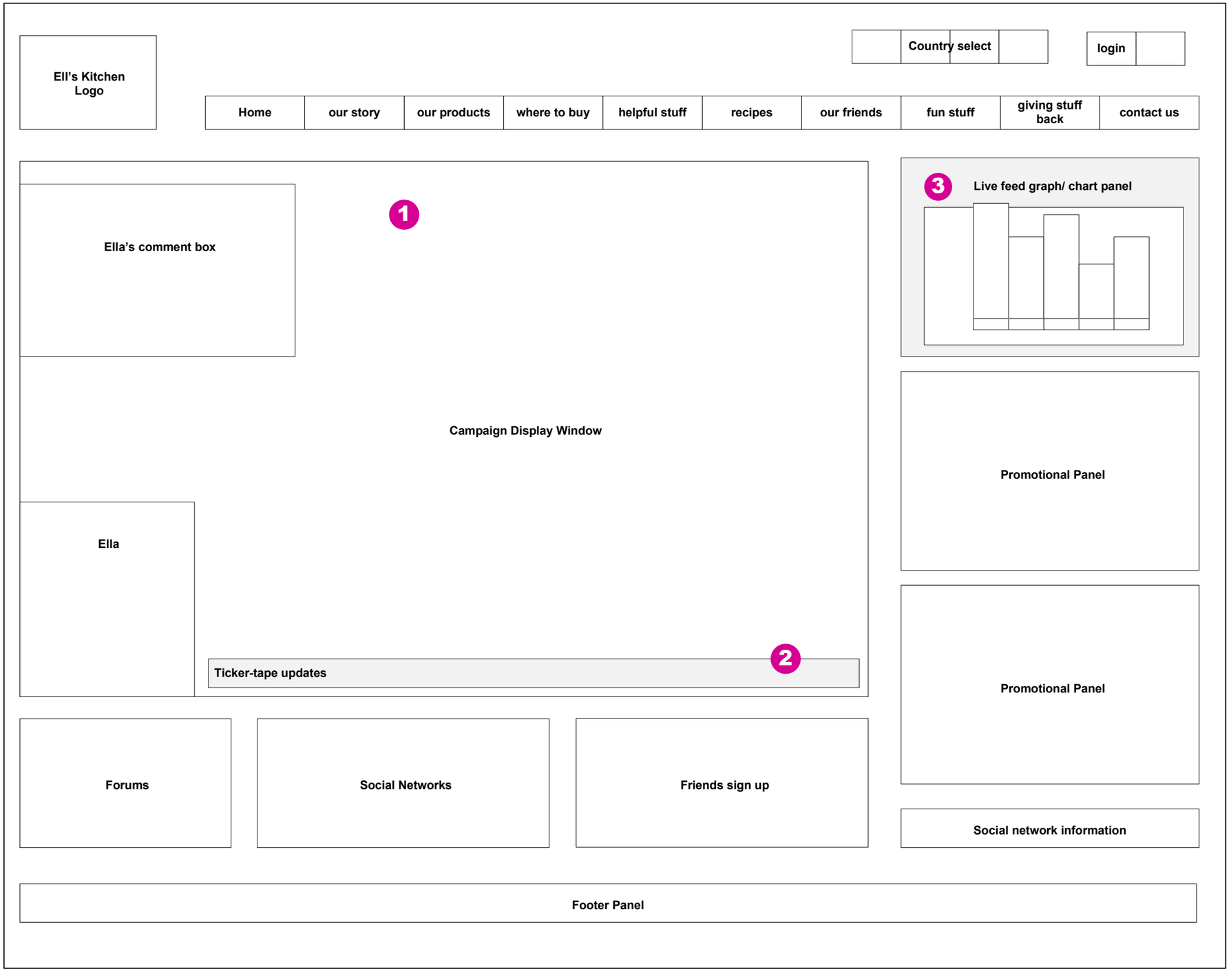
3 Ella's Kitchen 'Likes' page on facebook is a specifically designed page to drive people who participated in the sampling to the voting mechanic on this page.
Once the visitor is on the page they will have general information about products and the company. In addition to this there will be graphic representation of all the products in the promotion. The visitor will have the ability to vote on the product they sampled.

4 Feedback from the Facebook 'likes' page is fed back live to the Ella's Kitchen homepage. A graphic representation inline with Ella's branding will be displayed to depict how the voting is progressing and which flavour is favourite.

5 Additional drivers will be used to push visitors to the Ella's homepage to view results of the 'likes'poll.

Campaign take over 1

not indicative of final design or nomenclature



Page Notes

1. Main display window, panel changed to promote the 'samples' campaign.
2. Moderated 'live' feed displayed on home page in promotional panel. Comments are displayed in a scrolling manner from right to left across the ticker tape window.
3. Live update from Facebook 'likes' votes. This panel will display a graphic representation of voting trends

Campaign take over 2

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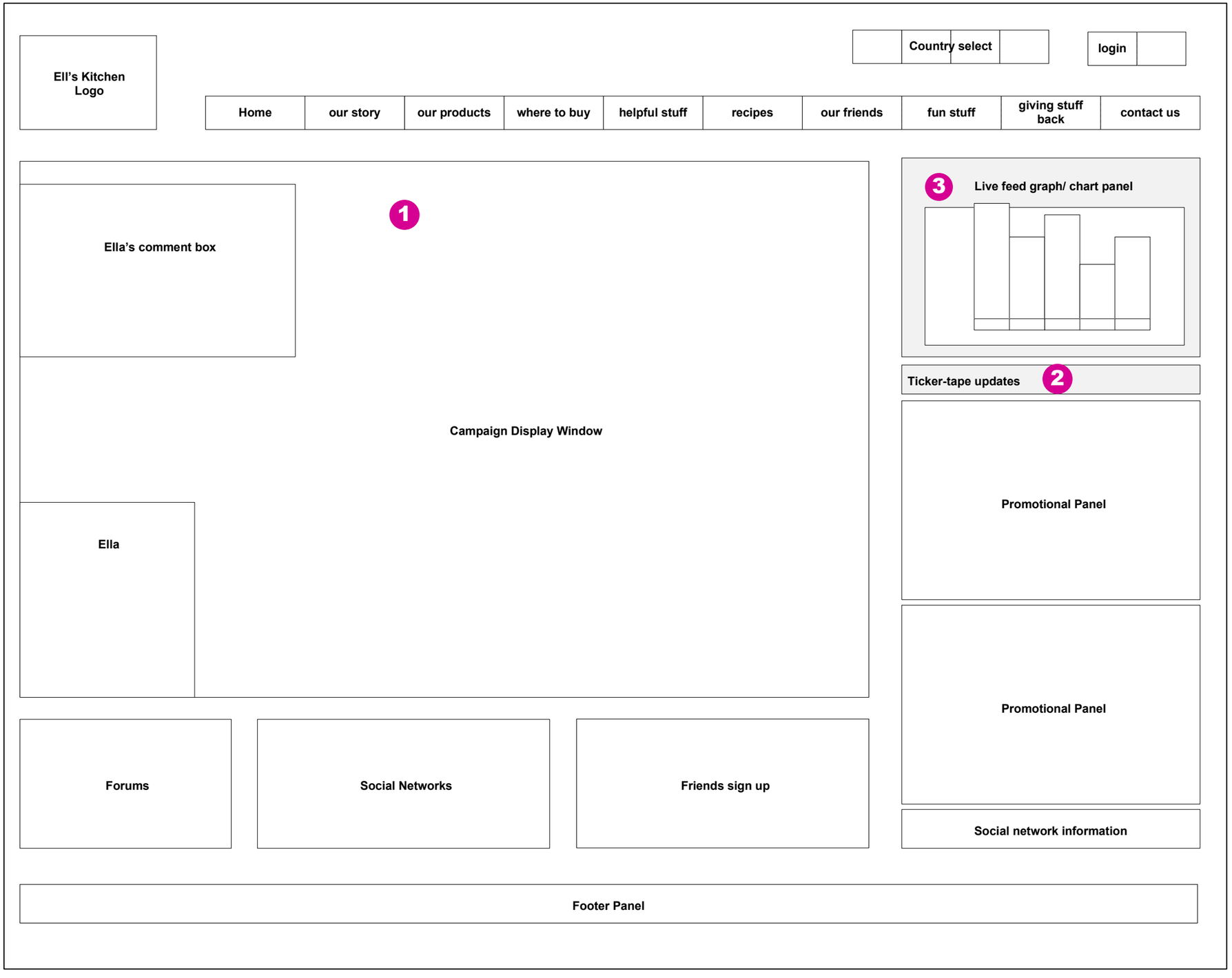

Page Notes

1. Main display window, panel changed to promote the 'samples' campaign.
2. Moderated 'live' feed displayed on home page in promotional panel. Comments are displayed in a scrolling manner from right to left across the ticker tape window.
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Friends Sample Request Form

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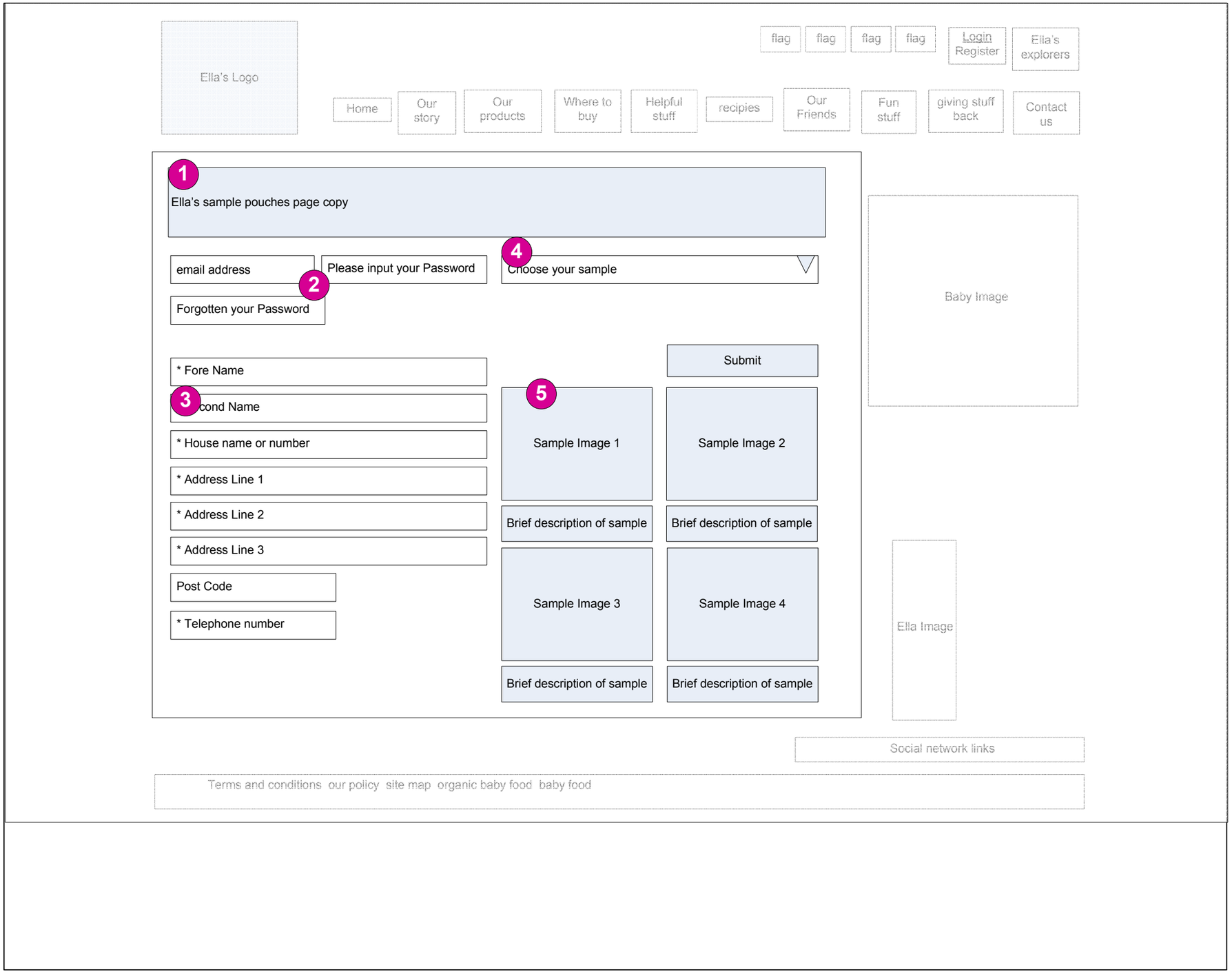

Page Notes

1. Intro copy for members, explaining how the promotion works and about voting.

2. To enable the form to pre populate, the user must input their us email and password.

3. The sample page request form, will then pre populated from the database allowing the member to choose their preferred product sample and submit.

   Any compulsory fields which are not in the database will be requested prior to the form being submitted successfully. Once the data has been filled in the form will submit and the db will be updated with new details.

4. Drop down menu displaying the giveaway products in the samples campaign. User can choose one product which will then be displayed in the drop down menu window.

5. Pack shot with brief description and age range of product.

Non Friends Sample Request Form

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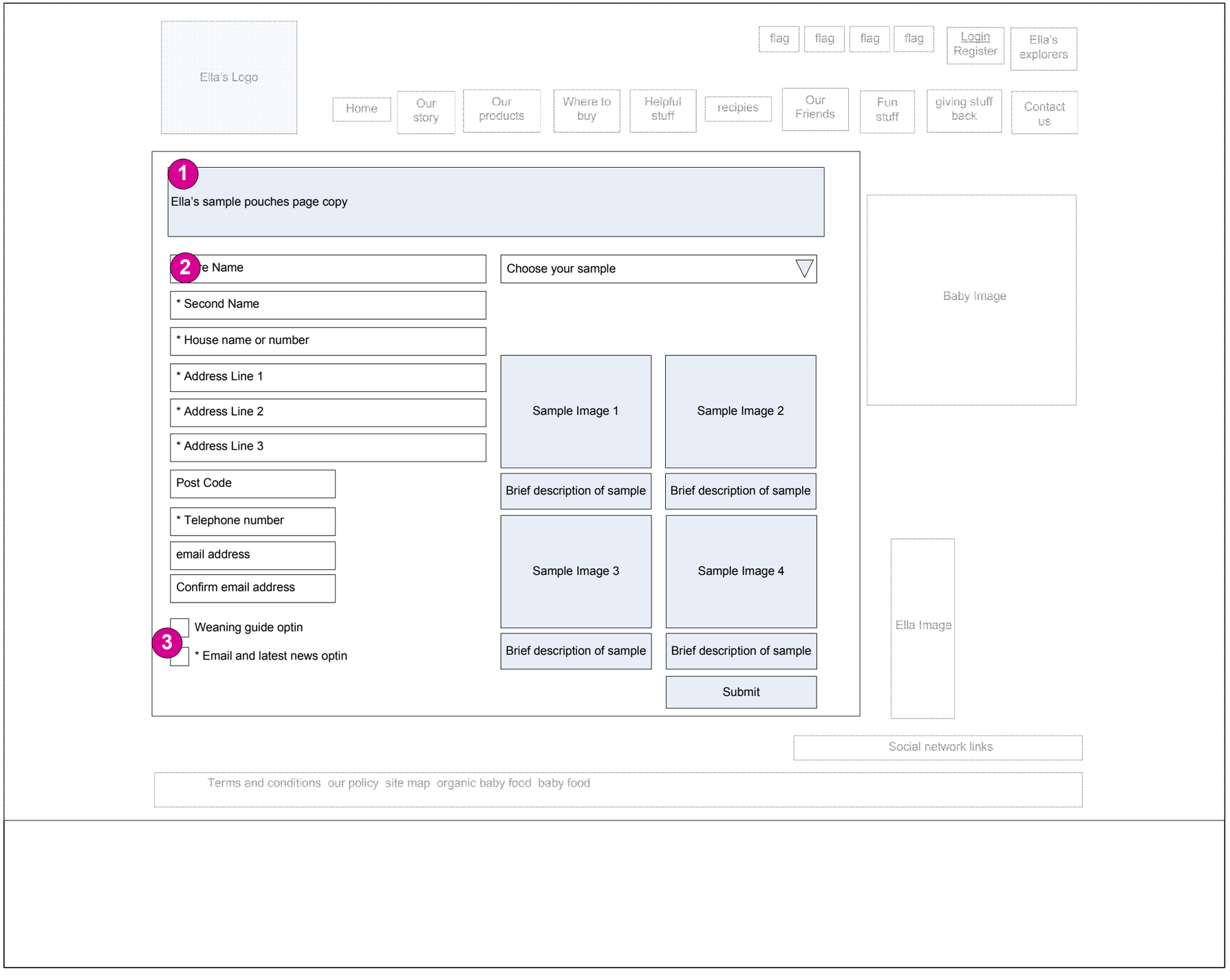

Page Notes

1. Intro copy informing users sampling promotion mechanism. Copy also informs them that, by applying and giving their details they are becoming friends of Ella's Kitchen

2. The sample page request form, will need to be completed in order to fulfil the promotional requirement.

   Any compulsory fields which have been missed will be requested prior to the form being submitted successfully. Once the data has been filled in the form will submit and the db will be updated with new details.

3. Two opt-ins buttons are positioned below the form, the weaning and the newsletter and email opt-in, the emails and newsletter is a compulsory opt-in.

Pack shot with brief description and age range of product.

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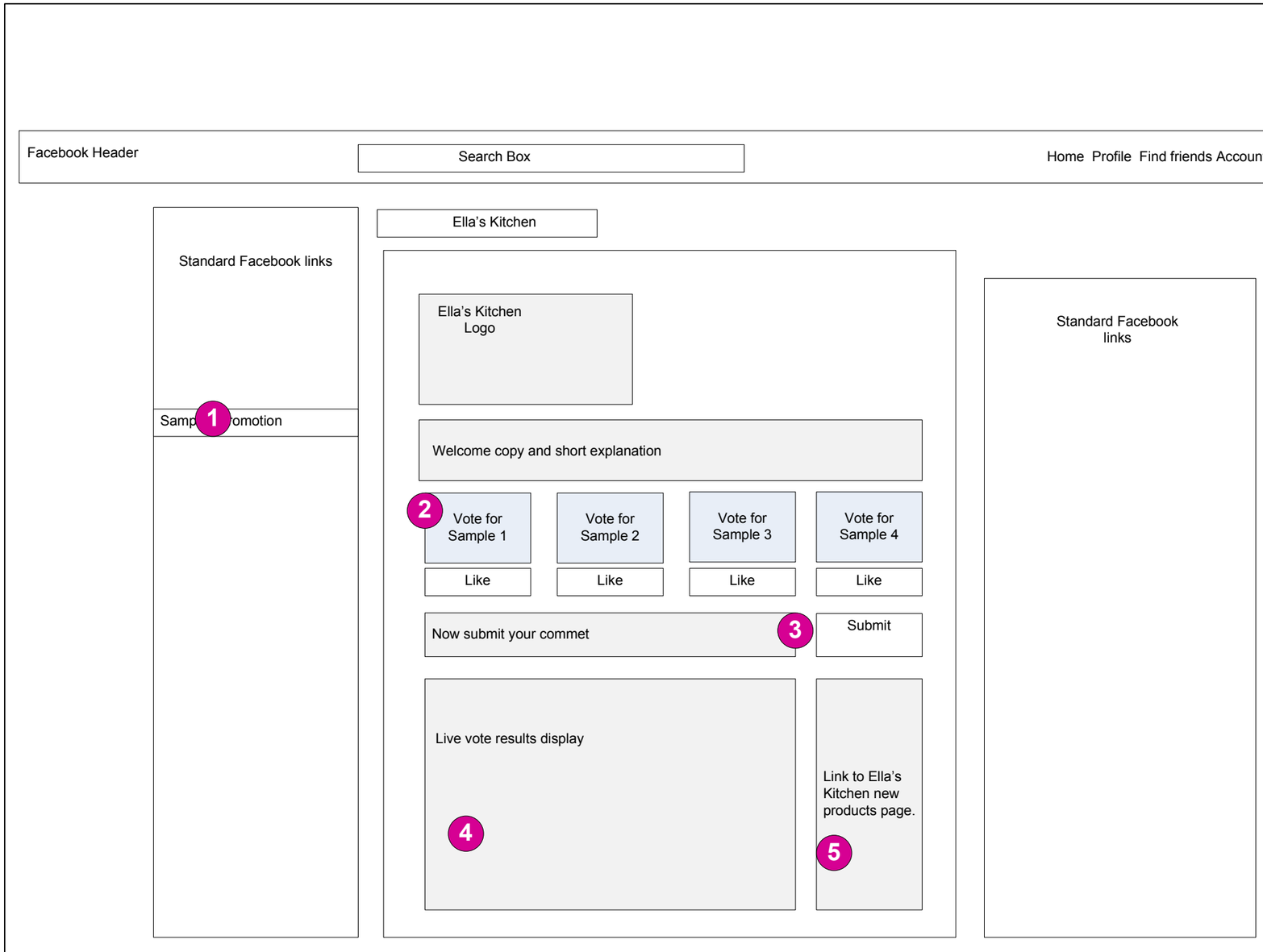

Page Notes

1. Samples campaign link, allows users to go from Ella's main page through to the campaign page

2. Samples campaign link, allows users to go from Ella's main page through to the campaign page.

   Users can click 'like' only once per visit

3. Input box allowing users to put their own comments in which will be pulled through (after moderation) onto the home page of Ellas kitchen

4. Graphic depicting voting scores, this graph is updated live as voters vote register their preference.

5. Direct link from Facebook to Ella;s Kitchen products section