

SMARTER APPS FOR A CONNECTED LIVING



CONCEPT DOCUMENT: CONNECTED COLLECTING

Pitch

The next generation of sticker albums where you can collect and trade digital and physical stickers in your Connected TV with your friends and the world

What does it do?

With this app you can collect stickers from your favorite characters, in physical and digital form. These collected stickers can be placed in designated sections of a sticker album or downloaded in our Connected Collecting app. Your physical collection will be linked with your digital collection. Collecting the stickers will unlock exclusive content and extra information about the character in the sticker on your connected TV. You can collect all the stickers by trading with your friends, but there are some exclusive digital stickers which can only be unlocked if you have the digital album. These exclusive stickers can be earned by playing one of the mini games in the app. You can also play quizzes against your friends and bet one of your stickers as the prize or just to see who of you knows the most. There are also achievements you can get by unlocking stickers, playing games or just spending a lot of time in the app. The achievements give the user idea of how much they progressed so they can compare with their friends.

Why?

We think the sticker album is a good medium to get people to use their smart part of their connected TV. The sticker album has been proven as a successful concept in the past and it is still popular. A sticker album is also a medium that involves a lot of people and often a whole family. This is why it is so attractive for our end goal, so we can reach different ages groups. We want people to learn about what the possibilities are for connected TV's. The app is very interesting for children too, so this might be their first encounter with a connected TV. This might be a first step for them to learn how to use it, so when they grow up they are more familiar with the product and the chance that they might consider to buy a connected TV is much higher.

How does it work?

You acquire the stickers when you buy groceries in the store or you buy them separately. How you collect them depends on what the financier or partner wants. Next to the stickers you buy the physical album and you download the app in your Connected TV and Smartphone or tablet. On the back of the sticker album are instructions on how to download the app in your connected TV and smartphone. There is also an explanation of what you can do with the app and what the added value is.

Each sticker has a unique code, you enter this code in the app by scanning it with your smartphone or entering it with your remote in your TV. Since every sticker is unique the user can't scan the same sticker to have it repeated in the digital album. The problem with this approach is that the company responsible for printing the stickers needs to include a code on each. That's why there is a second option for putting the stickers in the app when we are dealing with stickers which have no unique code. These stickers only have the name and the image of the player on it. To solve this we propose the possibility to scan each sticker only one time. This leaves us with the problem to have repeated stickers. The proposal for this solution is that the only way to have repeated digital stickers would be by playing mini-games, by winning a pack of stickers or you get one every day when you log in.



Scanning image in smart phone

There is a section in the app which is called sticker market, where you can trade stickers with your friends or play games with or against them and win stickers. When you want to trade, you go to the profile of your friend. On this profile you can see which stickers he has more than once. These stickers are available for trading, so you can select them and make a trade offer. Your friend then gets a trade request in the app and he can see what you offer for which sticker. You can then accept, decline or make a counter offer. We chose this system because it is simple and it works like trading in real life. You make an offer to someone and that person makes a counter offer and this is how the negotiation starts.



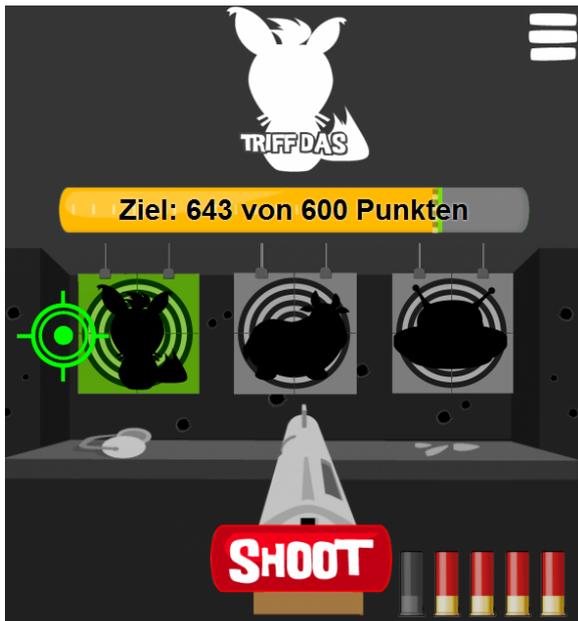
Friend's profile where you can trade



Screens where you can see your requests



There will also be a section where you can play mini-games in the sticker market. This will only be in the connected TV app. With these games you have the opportunity to win exclusive sticker which you can't get anywhere else. To play one of these games you need to wager one of your stickers. So when you lose the game, you also lose one of your digital stickers. An example of a mini-game is a game where you get a sticker you need to target and if you shoot down that sticker, you win that sticker. This example is based on the game shown below.



Shooting game for connected TV's

There will also be a quiz in the game section. The quizzes will be there to play against friends and prove your friends who knows the most about a certain subject.

Target audience

Because our concept is meant for a big audience, we decided to target certain aspects of our concepts to a different audience. But our main target audience is still children because we believe they will be using the app the most. So the stickers themselves are targeted on a younger audience (6 – 16), the trading and the games are also for this audience. The extra content and information in our app is more targeted to adults (17- 35+) because we believe they will use this more than children. The children will use the trading and collecting system more than adults. Targeting on a certain age group doesn't rule out that the other group is not going to use those aspects, they are obviously going to use those aspects too but we feel that we want to target it on the audience who is going to use it the most.



Our target audiences

We made some personas which are based on research and which fit our target audience profiles. We used these personas to make customer journeys and to see which aspect of our app would be interesting for them.

Tom



Tom Van Droog is a 13 years old boy that is currently coursing high school. He goes to school, and then goes back home to have dinner. After dinner, he usually does homework, and invites friends over to play some sports, maybe some FIFA on his new Playstation 4, or only hang out. On the weekend, Tom joins some friends to play football, he is usually playing defense. He enjoys reading comics. He got this interest because his older cousin Vinnie is really into it. He likes to spend time with Vinnie, because he is older, he is always teaching him new cool stuff to show his friends.

Tom was born in Amsterdam, and because of this reason and his father influence, he is an Ajax fan. He is really happy to be 13 now, because he just opened his Facebook Account and now can follow the Ajax Facebook account, which is constantly giving away tickets for matches and gifts for the fans. Plus, now almost all of his friends have accounts as well. He keeps playing some games on Facebook against them. Right now, they are playing Candy Crush. He has the lead.

Kurt



Kurt is a 44 year-old project manager in PostNL that lives in Amsterdam. He is a family man. He is married to Ellen, who is currently giving yoga classes all mornings, and the rest of the day she is developing her own interior design company. Kurt has been working for the company almost 10 years now. Kurt and Ellen have two kids. One is Tom, who just turned 13 years old, and the other one is Miranda, who is 10. Kurt is a guy that likes to be in control and participate in the discussion. He loves gadgets and is buying constantly the latest technology updates, even though he sometimes does not even know what are they for. Tom

is always helping him with them. He has a busy schedule. Every day he arrives home around 6 pm, has dinner with the family and finishes the day watching some TV. When he turns on the TV he searches always to see if there is anything new or special about Ajax. If there's nothing on about Ajax, he watches some TV shows like *De Wereld Draait Door* with Ellen, Tom (if he is home) and Miranda. He enjoys his family time.

Marissa



Marissa is a 22 year old girl. She is getting her Bachelor degree in Journalism. She lives in Maastricht with two roommates. Right now she is doing an internship in Nederland 1. She is learning about politics journalism. She wants to become an International reporter. She usually goes out with her friends on weekends. Her favorite hobby is watching movies and series. She gets updated on upcoming movie releases. She likes to stay

connected with her friends and get the latest news about her interests. She checks her Facebook account three times a day and is constantly updating her status in Twitter. Just a girl unlike a lot of the others, enjoys watching a football match for more than just the handsome players.

Possible partners

The app can be used to collect stickers from different characters. In the past there were a lot of stickers for football players, TV series, cartoons, movies, ... This means that there could be a lot of parties who could be interested in our concept. They would have to choose which content they want on the stickers and which extra content and games they want in the app.

We also could find different distributors which sell our stickers or provide them when you buy groceries for a certain amount. Albert Heijn partnered with some companies in the past and provided stickers, they would be an ideal distributor for the stickers.

Possible extra content

Because extra content is very important in the app, we are going to explain which kinds of possible content can be found in the app. The extra content is what gives the app in the connected TV an added value, this is why extra content is important.

The exclusive extra content that can be accessed through the Connected TV application will be unlocked depending on how engaged the audience is in the collecting sticker activity. There are three moments when the user can unlock extra exclusive content:



As an example: the World Cup Connected Collecting App has about 600-638 stickers in the album. The different kinds of stickers that you can find in the sticker album are: 33 emblem holograms –one for each country, 32 holograms of special elements of the World Cup, 544 players (each team has 17 players), 10 stadiums (each stadium is composed by 2 stickers), 3 stickers dedicated to the host country, and 8 puzzle stickers (composed by 2 stickers) that show a specific football scene. The latter is the only category of stickers that does not exist in the physical album. So there are 544 “normal”

stickers from players and about 107 special stickers which have holograms or something else than just a player. When you collect one of these special stickers, you unlock extra content.

Possibilities of unlocking:

We are still using football as an example for different kinds of content you can unlock.

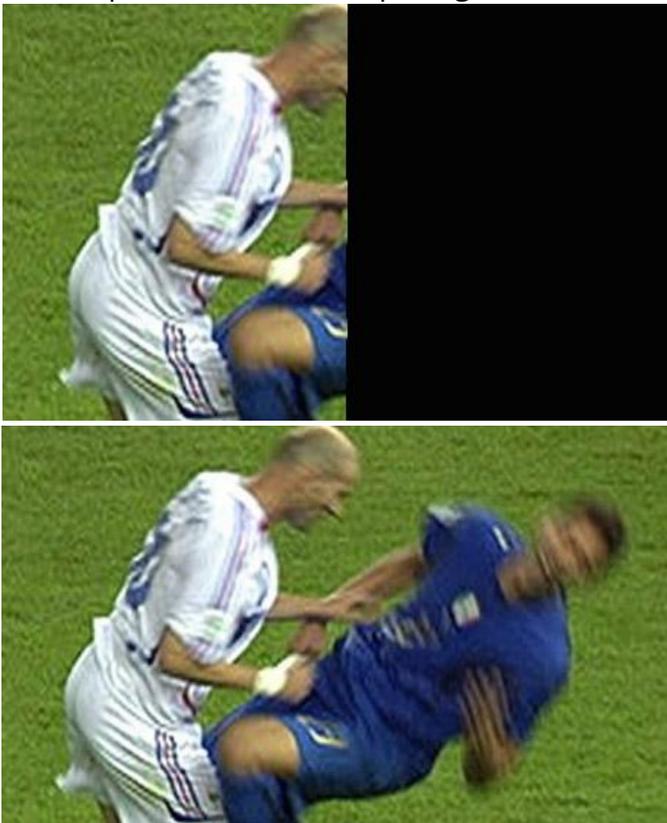
- a) Finish a team: 32 extra clips
- Information on the country's World Cup history
 - Stats

- b) Profile of each player: 352 profiles and stats

Unlock:

- Gossips and fouls
Fifa Investigates Suarez for alleged punch
<http://espnfc.com/video/espnfc/video?id=1410643&cc=5739#>
- Best moves
Seedorf highlights
<http://www.youtube.com/watch?v=kd6Tmj4kwWs>

- c) Finish a puzzle sticker: *8 clips of great to unlock the specific move



<http://www.youtube.com/watch?v=ITdPTKpGHul>

- d) Each hologram unlocks content related to the figure:
- Mascot. *Mascot named Fuleco after online vote*
<http://www.youtube.com/watch?v=-uSfLnSWzLo>
 - Other holograms could be cup, ball, World Cup Logo, World Cup Slogan (double sticker), 32 national emblems
- e) Unlocking based on luck: when receiving the daily stickers you might get a sticker that contains a special clip
- f) Unlocking as a strategy to bring the audience:
Broadcasters can announce the liberation of exclusive content in the app.
- General interest content can fit here: gossips, history, host country
- Can be triggered by the broadcasters: "Check out the exclusive interview with Casillas, that is being released in the Connected Collecting App"
Ideally this clips would have to be targeted to the same people that is watching the show.
 - With free specific stickers given away every day in the app, a new clip can be unlocked every day (maybe three free stickers a day liberated every 8 hours)
- g) Content can be unlocked because as a reward because of your activity inside the app. Every time you fill up 10% more of your album, you will get a special video, that cannot be achieved through sticker's unlock. Content of the stadium's category and/or the best goals of the tournament could be released in this category.

SWOT

Strengths: It's already been proven in the past that sticker albums are popular, so if we make it better, we know that it will be a good concept. It's also a white label app that we can target on different audiences so it has a lot of possibilities.

Weaknesses: We need a distributor for the stickers. It's also a concept that people get tired of after a while, most people are not going to keep collecting stickers for a very long time.

Opportunities: Using the already popular concept of sticker albums in combination with new technologies like connected TV's and smart phones can create a lot of opportunities to engage the audience and keep them interested.

Threats: The extra content in the TV might not be enough to persuade people to use the app on their TV.

Memories of collecting

The day I became a man

In my younger days i was a big pokemon fan. Especially the cards. 'Catch them all' was the phrase of pokemon and thats what i wanted to do. I spent a lot of money buying the cards. Fortunatly i also traded a lot of cards because i had may cards in duplicates.

In my neighbourhood there was a kid whose mom bought a lot of cards for him and was also quite into the collecting of the whole series. She even collected the asian versions of the cards. Whenever we wanted to see some special cards or see what new cards she had, we would go over and check it all out. She even made personal cards just for fun and also made one for me. She was the poke master as far as i was concerned!

One day I bought a package of cards and i got a very very very rare shining pokemon called Gengar. Since none of my friends had ever seen this card, it was my pride and glory. Then eventually the kid whose mom had 'all' the cards saw it and told me they didn't have it yet and wanted to trade 2 with me. At the time i was quite attached to Gengar since noone had it but I decided to go see his mother. We looked at all their cards and i showed mine and she wanted it for sure. She did me a lot of proposals for a trade but like i said, i was quite attached to this card. After some time and quite a few proposals shut down by me, she opened a drawer in the kitchen and pulled out a shiny japanese card which of course was very cool! After having my eyes set on this card i decided to trade and give up my beloved gengar for the bveast with the weird japanese signs on it. It was this day that i can still recall very vividly since it felt like it was the day i became a man.



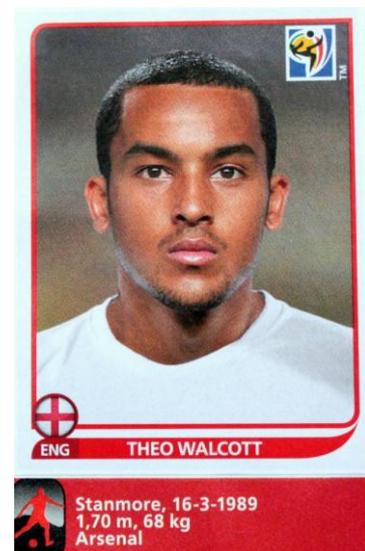
Sharing between brothers

My brother and I were children when our parents bought us our first stickers album, one for each. At the beginning, we compete to see who finish his album first, trying to trade with everyone at the school, but we didn't manage to finish them.

After the first albums, we realized something: It was too difficult to complete the albums for ourselves. Also we saw that if we join our previous albums we would have a complete one. After that moment, we began to try to complete the albums together, like good brothers.

World cup Sticker Album

When I was a kid I used to collect Sticker Albums for the World Cup. The first purchase was the hardest one because I had to spend more money than usual, buying the album itself and the stickers in the newsstand. After that I just spend the money my parents gave to me buying the sticker packages. As usual, I got a lot of stickers that I already had, so I went to school with it to trade with my friends and also to play with it. I never managed to finish an album, but I was always trying, buying more stickers and even going to different newsstand to buy the sticker packages.



Disney trip

In 2010 Disney did a promotion in Belgian super markets where you could get free pins with every 20 euro you bought in the store. The pins were silver and they had Disney characters on them, so kids really loved to collect them. My mother shopped a lot in that store so she got a lot of

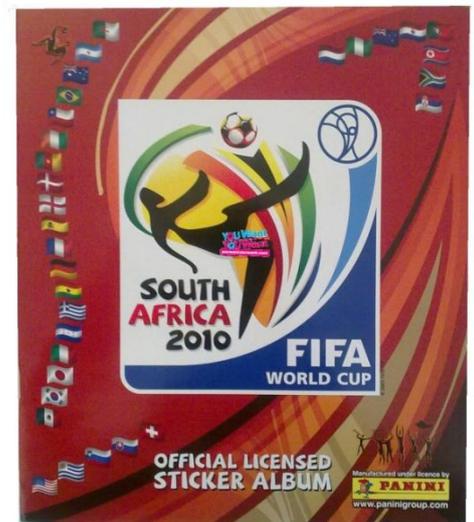


pins and the kids in the neighborhood knew that. At least once a week they rang our bell, asking for more pins. The thing was that my mother opened the package of the pins first because you could win a trip to Disneyland if your pin was golden. So if the pin was silver, she just gave them to the neighborhood kids because we did not collect them. And on one day my mother came home with a new pack of pins and she opened it and the pin was golden. And then me and my sister had an argument on who could go to Disneyland and I won.

Trading stickers at work

It was May 2010 and the sticker album fever was in its glory moment. I took my stickers and my album everyday to work. In my breaks, I went looking for the collectors to check out my luck on finding my missing stickers.

I always had to do a big tour through the office, because at least three or four people in each department were collecting the South Africa World Cup Album. I went to the marketing department, finance, human resources, editorial, sales and distribution departments. I even went to the guards to see if they were interested in negotiating some stamps. One of them was always eager for the trading moment of the day, since he was helping his son to finish the album.



The best moment of the day was definitely lunch. It was the moment when all the collectors came together. It was quite funny to see all the “serious” professionals in their suits, crossing the missing numbers in their lists once they have found them and trade them. It was like seeing the child version of each one. It didn’t matter if they were collecting them for their kids or for themselves; they still got excited.