

Social and Interactive Mosaics: Solutions Summary

V.7

Summary, Stats, and Goals:

As online consumer engagement and participation continues to become diluted with ever-expanding social networking and online marketing, standing out in the crowd has become more and more challenging. **Enter: the Social and Interactive Mosaic.** Visitors can submit photos to be included in a growing social interactive mosaic experience. Interactive mosaics themselves have become mini-social networks by connecting people with common interests and causes into one place.



Overview

- Two great platforms: ZIMP (Zoomable Interactive Mosaic Platform) & RISM (Real-time Interactive Streaming Mosaic)
- The average user spends 4 to 8 minutes on the page exploring through and interacting with the mosaic, returning on average 3 to 8 times.
- Our mosaics have won many "most viral" awards and "most artistic" billboard accolades.
- Both ZIMP and RISM platforms were developed from the ground up, allowing for the most advanced, feature-packed interactive and social mosaic viewers/platforms ever created.
- Multiple photo and video submission methods designed and streamlined to fit a particular brand's consumer base with minimal barriers to entry.
- To date, the most successful mosaic we have been part of has achieved over 176,000 unique photo submissions and over 1 million unique page views within a 3-month period.

Keys to Success

Although there are many factors (and sometimes a bit of luck) involved with turning an online campaign into a viral sensation, we've found that **at least one of the following items is** typically needed to be in place to achieve success and in many cases move beyond expectations:

- A charitable donation made by the consumer or a sponsor for each submission to the mosaic
- A strong/loyal fanbase
- An engaging call-to-action and an initial, tightly targeted marketing campaign
- A prize, sweepstakes, or photo contest

Key Note

Achieving Critical Mass (i.e. the "tipping point"): To reach semi-viral status, the "right fit" social mosaic add-ons/features will need to be selected. Furthermore, the mosaic activation will need to achieve 1,200 to 1,500 submissions within a two-week period. Once achieved, the mosaic can potentially become self-sustaining through social network sharing and word of mouth. Typically, at this point, there is a daily average number of user submissions that can be expected without any major additional marketing required. Nevertheless, keeping the mosaic easily accessible and visible is paramount.

Example Product Option 1: Facebook, Twitter, and Instagram hashtag & Facebook post mosaic

Example projects: Falcons Rise Up Mosaic, Ultimate Sinatra Mosaic, easyJet Mosaic

This type of mosaic activation features a very quick and easy submission flow utilizing Facebook, Twitter, and Instagram hashtags, as well as Facebook posts. A user simply posts on Facebook, Twitter, or Instagram with a specific hashtag (i.e. #WAYCOOL). This post triggers our systems to add the photo or video (Facebook or Twitter profile image, Twitter attached photo, or Instagram photo), along with the comment, to the interactive mosaic (after optional moderation). Similarly, a user can make a post on a Facebook wall and their profile image and comment will be added to the mosaic. Interactively, the mosaic utilizes the following functionality and features:

- Quick and easy keyword, name, and email searching
- No (or low) Facebook permissions required; low barrier to entry
- Dynamic in-mosaic photo and video tour for search results and external links
- Animated tunneling to a specific photo or video on searches and external links
- Direct sharing of photos and videos within the mosaic on Facebook, Twitter, Pinterest, Google+, & email
- Anamorphic expanding mosaic grid
- Dual simultaneous Facebook tab/app and client page embedding
- Optional photo moderation
- Quick time to market: 1.5-week development cycle
- Full HTML5 compatibility (i.e. iOS and Android friendly), with optional dedicated mobile interface

Example Option Product 2: "Choose your photo" mosaic

Example projects: Falcons Rise Up Mosaic, Ohio State True Fan Mosaic, Amazing Women Everywhere Mosaic, Ultimate Sinatra Mosaic, easyJet Mosaic

This type of mosaic activation takes full advantage of our new 5.0 interactive platform which includes full Facebook integration along with many advanced interactive and social features. Additionally, the photo mosaic includes the following functionality and features:

- Streamlined photo and video submission with Facebook album selection and easy online cropping tool
- Optional photo upload from your local PC or device
- Additional submission methods available (MMS, quick profile photo submission, donation-based, etc.)
- Quick and easy keyword, name, and email searching
- Dynamic in-mosaic photo/video tour for search and external links
- Animated tunneling to a specific photo or video on searches and external links
- Direct sharing of photos and videos within the mosaic on Facebook, Twitter, Pinterest, Google+, & email
- Dual simultaneous Facebook tab/app and client page embedding
- Full interactive and user flow customization/development
- Optional profile photo moderation
- Optional anamorphic expanding mosaic grid
- Time to market: 2 to 2.5 weeks
- Full HTML5 compatibility (i.e. iOS and Android friendly), with optional dedicated mobile interface

Additional Product Options, Concepts, and Services:

- [Free Online Mosaic Tool](#)
- [Onsite real-time event mosaics](#)
- [MosaicMe instant mosaic prints](#)
- [Prints and posters](#)
- [Large murals, banners, and permanently mounted installations](#)
- [Interactive kiosks](#)
- [Billboards](#)
- [Lobby displays](#)
- [InMotion video mosaics](#)

Appendix:

Falcons Rise Up Mosaic

Website: www.FalconsRiseUp.com/demo.php

Mobile: www.FalconsRiseUp.com/mobile

The easyJet Mosaic – How 20 Years Have Flown

Website: 20Years.easyJet.com

Mobile: 20Years.easyJet.com/mobile

Ultimate Sinatra Mosaic

Website: www.Sinatra100Mosaic.com

Mobile: www.Sinatra100Mosaic.com/mobile

Ohio State True Fan Mosaic

Website: www.NationwideFanPhoto.com/OSU

Mobile: www.NationwideFanPhoto.com/OSU/mobile

Amazing Women Everywhere Mosaic (SCA)

Website: www.AWEMosaic.com

Mobile: www.AWEMosaic.com/mobile

Note: Additional interactive examples can be found here:

www.picturemosaics.com/online

www.picturemosaics.com/event