



Examples of converging media concepts (1/3)

Campaign for real beauty:

- Dove PR concept
- Voting on beauty
- Via Internet and SMS
- Results shown online and on Times Square billboard in NY (real-time)
- Additionally people can add their comments which then appear on a world map on the web page

Sources:

<http://www.campaignforrealbeauty.com/>

<http://www.textually.org/textually/archives/005799.htm>

Product idea mock up and examples



Examples of converging media concepts (2/3)

bakersfield.com
The Central Valley's
CAMPAIGN 04
THE EYEWITNESS NEWS STATION

TOP ELECTION STORIES
[Bush and Kerry trade barbs over security](#)
[More...](#)

BLOGS
[Read the latest blogs from bakersfield.com](#)

TEXT MESSAGING
Californian Endorsements
[Read the issues and candidates endorsed by The Californian editorial board for the November 2 election.](#)

Poll #1: Who will win the presidential election?

Current results:
Bush 60
Kerry 40%

How to vote:
Send a text message from any 2 way text messaging capable cell phone to **888-732-3822** and enter into the message **Bush** or **Kerry**.

[More Election Coverage](#)

Bakersfield.com:

- Voting on actual issues via SMS (e.g. presidential election)
- Blog integrated in page for during-the-day news (partly feed by staff of bakersfield.com)
- Voting via Internet

New York Times:

- mobile news

NYTimes.com > NYT Mobile

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Sources:

<http://www.bakersfield.com/>

<http://www.nytimes.com/services/nytmobile/>

Product idea mock up and examples



Examples of converging media concepts (3/3)

MIZZ Magazine

(UK teen magazine with a print circulation of more than 100,000, core audience of female 10 to 14-year olds)

Mizz will be launching a new range of SMS services for readers, including:

- **text in your story ending** and
- **your most cringeworthy moment.**

SMS subscribers can also form a 'Mizz Crew', an online community built through text message subscriptions, and the largest crew will win a prize.

Sources:

<http://www.textually.org/textually/archives/005217.htm> (no online Mizz-magazine, thus no verification)

Product idea mock up and examples

Mock up of converged media idea: "Live Model" in teen magazine

Live Model

- Female
- Male

Genre

- Casual
- Trendy
- Sport
- Evening Dress

Choose a gender, genre etc

“Winner dress” in next print edition with detailed info about stores, prices etc

Change:

- Jacket
- Trousers
- T-Shirt
- Shoes
- Make up
- ...

Vote via SMS/ www on best dress

Send in MMS with your favorite dress (eg why favorite, price, store, etc.)

Customize the model, find out about different styles etc

Add your personal clothing items via MMS, tell why they fit the model, tell your story

Live Model - Blog:

Steven (10/25/04): No way, this haircut is ridiculous.

Clara (10/24/04) says: I especially like the shoes and her make up.

Bernard (10/20/04): Where can I get the Abercrombie & Fitch jacket in San Francisco?



Mobile Media in a Retail Environment

Mobile Phone for Content Creation

- Use your camera phone to take pictures of your favorite store and products
- Send in your photos to be selected for publication and win a prize
- Submit comments from your blog to the magazine editor

Mobile Phone as Shopping Guide

- Location based information to help you find stores and products
- Mall guide on your phone that points you to special sales
- Mobile coupons to give you incentive to buy from companies that advertise in the magazine

Product idea mock up and examples