# Examples of converging media concepts (1/3)



#### Sources:

http://www.campaignforrealbeauty.com/ http://www.textually.org/textually/archives/005799.htm

## **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

Product idea mock up and examples



# Examples of converging media concepts (2/3)

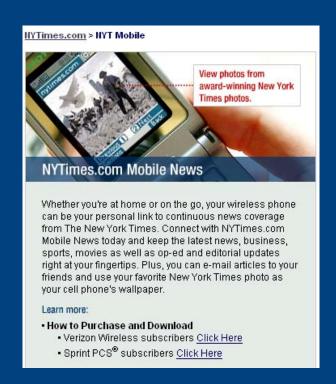


#### Bakersfield.com:

- 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



#### **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 vour favorite dress (eg why favorite. price, store,

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

Customize the model, find out about different styles etc

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