

ENGAGEMENT MAPPING

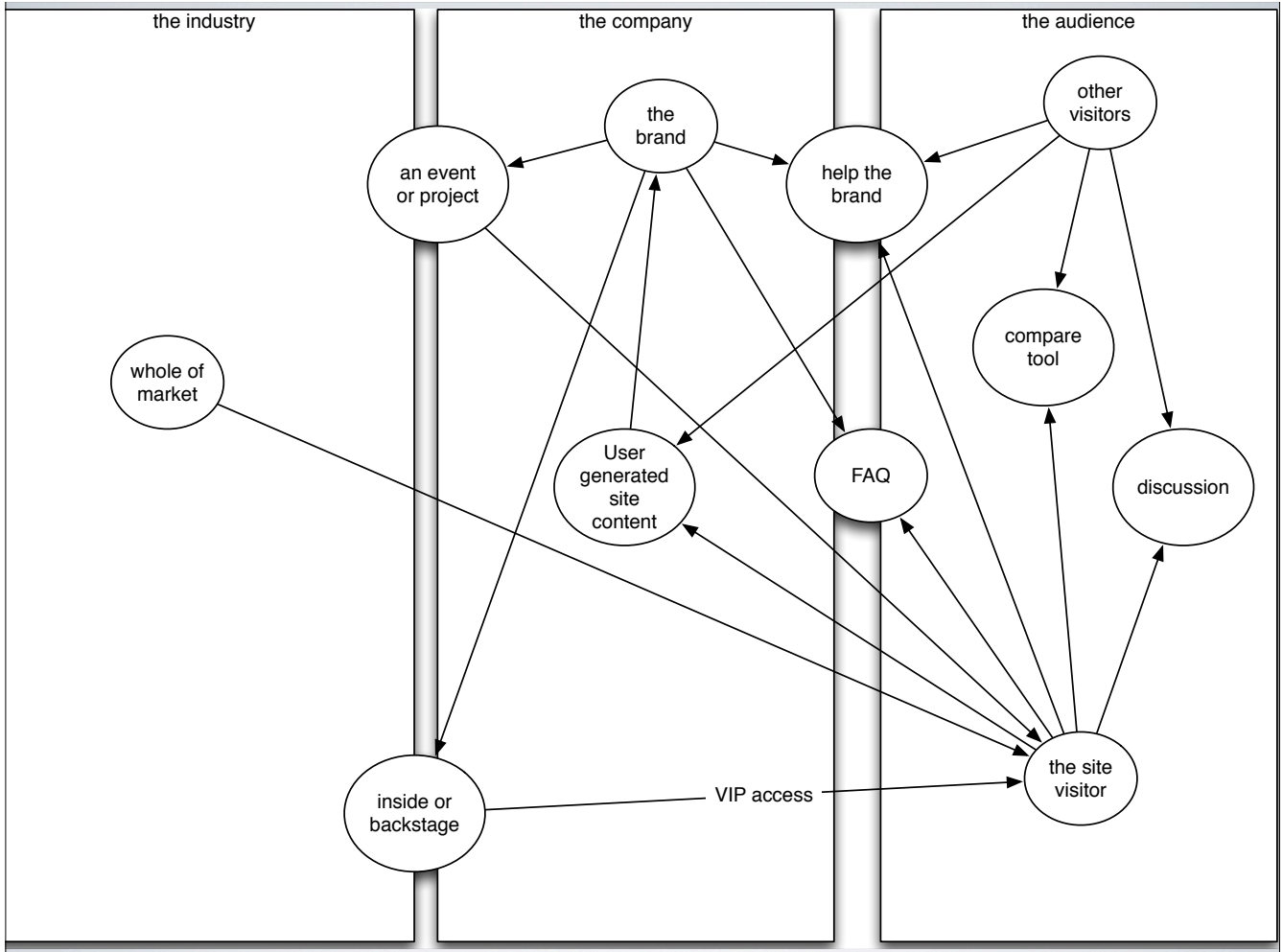
Jonathan Briggs
Hyper Island, March 2009



Contact jonathanbriggs@mac.com

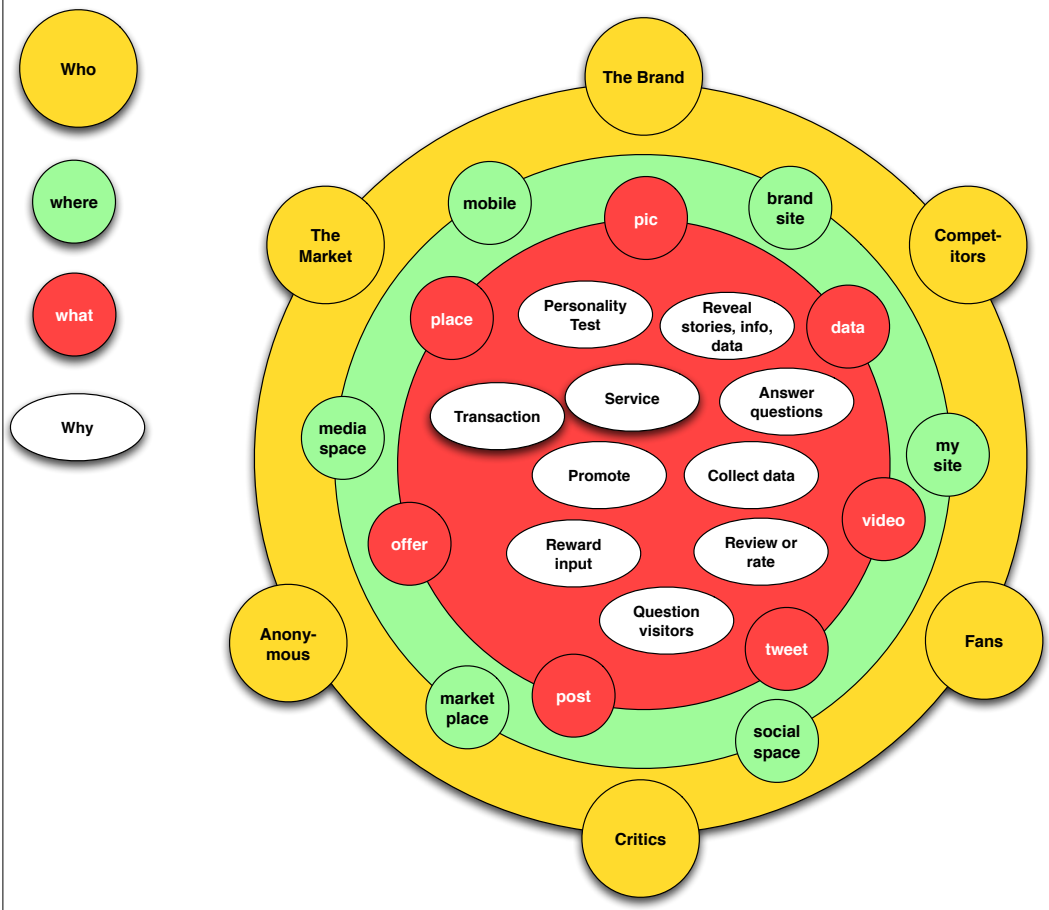
HOW CAN BRANDS USE ONLINE?

- Emerged from classes with advertising agencies
- Great uses of online by traditional brands
- An overall framework for helping agencies and clients?
- Worked with students at Hyper Island to improve
- Very much a work in progress



Who initiates?	Where?	With?	Why?
The Brand	@Brand	The Brand	Compare
The Market	@Market	The Market	Hijack
Competitors	@Customer	Competitors	Promote
Fans	@Social	Fans	Reward
Critics	@Mobile	Critics	Question
Anonymous	@Fake	Anonymous	

Reveal
Answer
Collect data
Review



Shopify Community Skittles.com: Chat the rainbow. Taste the Rainb

http://skittles.com/chatter.htm

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HOME PRODUCTS MEDIA
CHATTER FRIENDS CONTACT

skittles

OTHER GOBBLEDYGOOK ys #skittles ;)

16 minutes ago from web · Reply · View Tweet

Ventura: @armano Hmm... looks like you need a bandaid. Perhaps one

22 minutes ago from twhir1 · Reply · View Tweet

zaidalasady: but didn't skittles just rip that idea off from modernista? #wk2
26 minutes ago from DestroyTwitter · Reply · View Tweet

zaidalasady: latest skittles TV stuff is hilarious #wk2
29 minutes ago from DestroyTwitter · Reply · View Tweet

dickhooker: Hyperisland day 2. We're talking skittles...
31 minutes ago from web · Reply · View Tweet

jmcnichol2306: I like skittles #wk2
32 minutes ago from TweetGrid · Reply · View Tweet

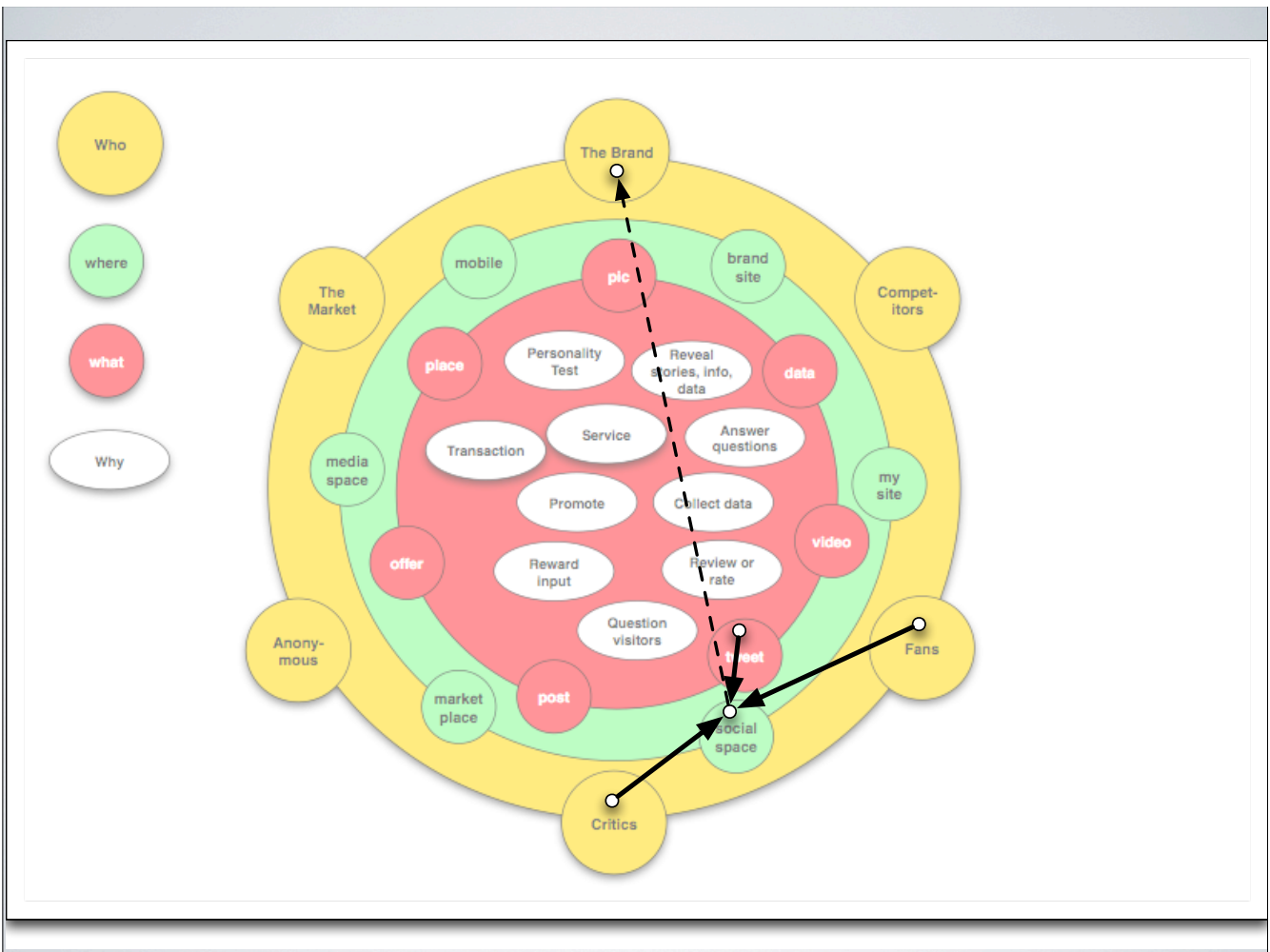
adamflores: if (u != guru) then (eat #skittles);
39 minutes ago from TweetDeck · Reply · View Tweet

duanebrown: Skittles Scandal: Tracking the Skittles Experiment [Saturday March 14th at 8am; One Day Late] <http://bit.ly/mnwW7> (expand)
about 1 hour ago from web · Reply · View Tweet

Vatro: Inspiring social media experiment by Skittles: letting users shape the brand

Trending topics:
· #sxsxw
· Happy Pi Day
· Liverpool
· #ggs1
· Comic Relief
· Watchmen
· #SoundRelief
· #joopwhimsy
· Man Utd
· #facebook

Nifty queries:
· cool filter:links
· "is down"
· movie :)
· "happy hour" near:SF
· #haiku
· "listening to"
· love OR hate
· flight :(



Austin Hotels: Austin Hotels reviews, Austin Hotels prices

http://www.travelpost.com/hotels/Austin/d22863

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[4 Star Austin hotels](#)
[3 Star Austin hotels](#)
[2 Star Austin hotels](#)
[1 Star Austin hotels](#)
[more >](#)

Nearby Cities

City	Distance
Del Valle hotels	12 mi
Manor hotels	14 mi
Lakeway hotels	16 mi
Buda hotels	16 mi
Cedar Park hotels	17 mi
Round Rock hotels	17 mi
Kyle hotels	19 mi

Sheraton Austin Hotel **\$239-\$392**

★★★★★ [map](#) [details](#) [Get Rates](#)

701 East 11th St
 Austin, TX
 512-478-1111
[see website](#) - [see rates](#)

Popularity Ranking #1 of 170 Austin, TX hotels

Recent reviews 3.2 / 5 average rating

★★★★ "I won't be coming back." Apr 5 2008

★★★★ "Overall Experience was GREAT" Jan 19 2008

83 reviews 😊 27% 😞 68% 😡 5% [write a review](#)

Renaissance Austin Hotel **\$201-\$305**

★★★★★ [map](#) [details](#) [Get Rates](#)

9721 Arboretum Blvd
 Austin, TX
 512-343-2626
[see website](#) - [see rates](#)

Popularity Ranking #2 of 170 Austin, TX hotels

Recent reviews 3.4 / 5 average rating

★★★★ "Not Worth it!" Sep 19 2008

62 reviews 😊 37% 😞 61% 😡 2% [write a review](#)

Omni Austin Hotel Downtown **\$297-\$493**

★★★★★ [map](#) [details](#) [Get Rates](#)

700 San Jacinto Blvd at 8th Street

Popularity Ranking

Austin Hotel Deals

Austin Crowne Plaza I-35N
 Everything's bigger in TX, so stay near UT, Capitol & 6th Street.
[www.CrownePlaza.com](#)

Austin Hotels
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[www.hotels.com/Austin](#)

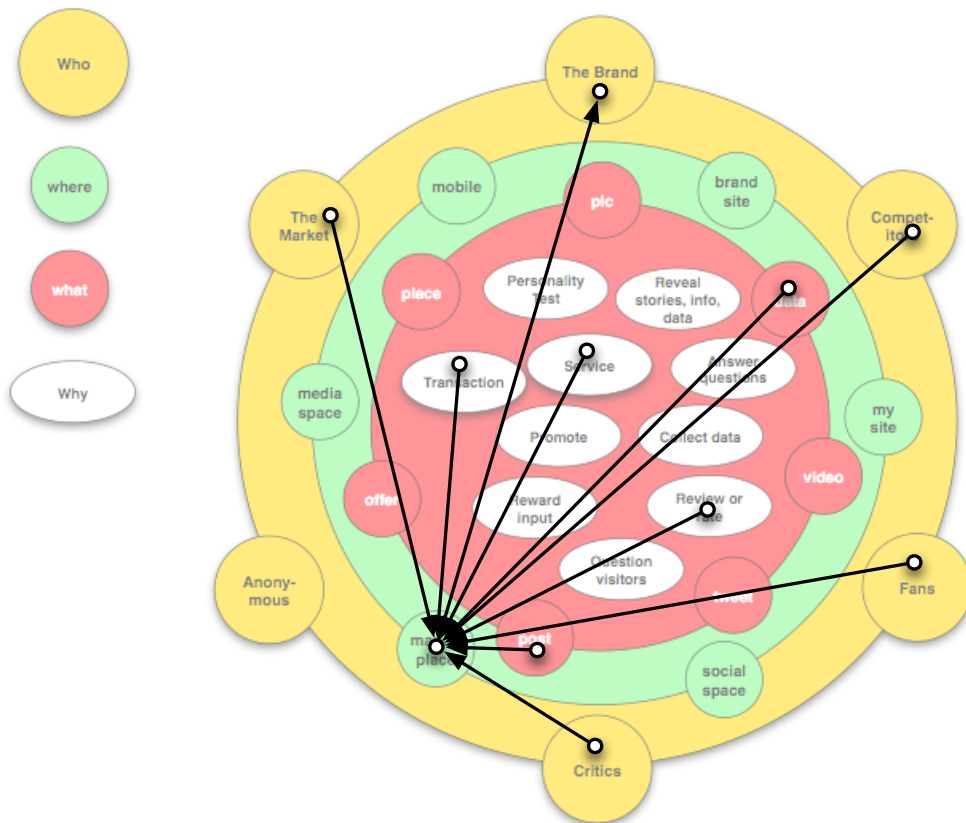
Austin Texas Hotels
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YOUR HELP NEEDED

- Would such a tool be useful?
- How do we use it to rate effectiveness?
- How do we use it with clients?
- What other tools can Hyper Island develop for the industry?