



UGC Management Service  
December 2011



# UGC Management Service

We Know UGC. For *America's Funniest Home Videos* (AFV), now in its 22<sup>nd</sup> season, we've processed a million video submissions.

Our tried-and-true system can be custom tailored to meet a client's particular needs, from production to licensing to marketing and distribution.

- ✓ Highly trained Creative Producers effectively identify and curate content for brands
- ✓ Acquisition Coordinators secure rights for all media uses in a manner that enhances the consumer experience of the brand
- ✓ Custom CMS (Content Moderation System) facilitates custom workflows including media submissions and client approvals



# Walt Disney Parks & Resorts Case Study

**Situation:** WDPRO sought to launch its annual marketing campaign –“*Let The Memories Begin*” – employing 100% user-generated photos and videos.

**Challenge:** First, from social media sights, find, acquire, and curate authentic UGC featuring ‘Guests’ experiences of Disney. Second, evaluate approximately a million projected submissions. Third, provide means to share media with client and coordinate approvals and media delivery.

**Solution:** Based upon *AFV* Model, FishBowl directed the development of a custom Content Moderation System. CMS functioned as an interactive media catalogue which facilitated the evaluation of content for campaign use, the annotation and organization of submissions by categories, and tracked securing of rights for use of desired media.

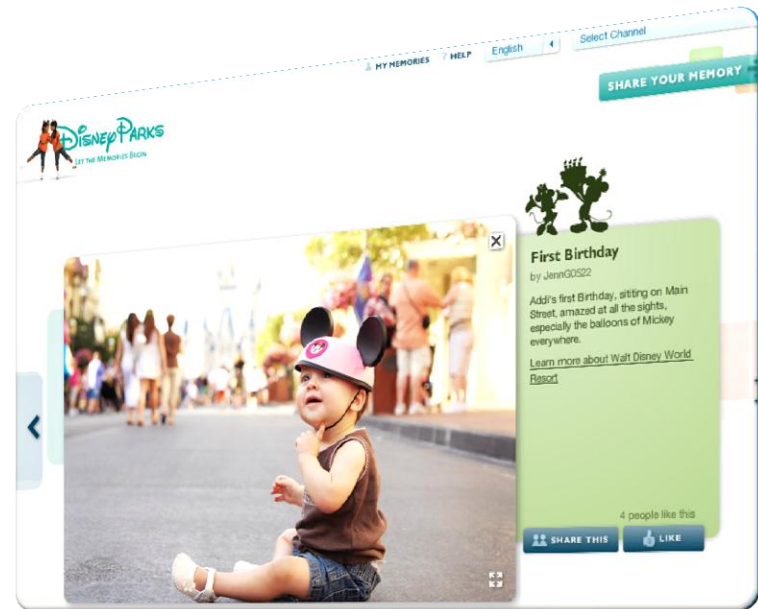
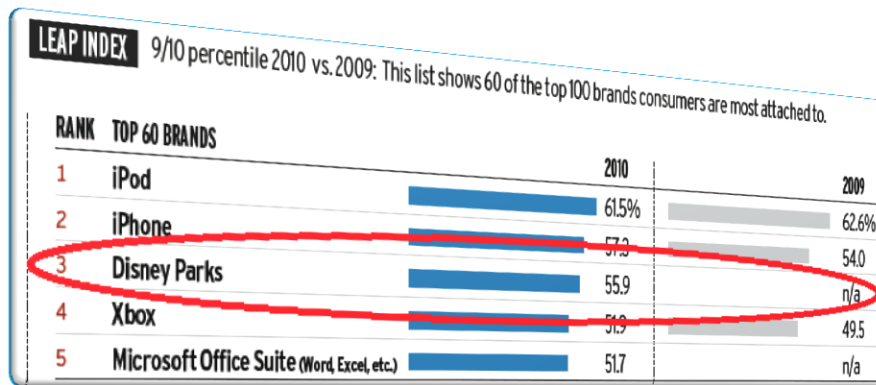


# WDPRO Case Study (cont.)

**Implementation:** FishBowl hired and trained a team of Creative Producers and Acquisition Coordinators with expertise in Internet branded content, television production and commercial print. Via the CMS, FishBowl and Disney's various marketing teams were able to efficiently collaborate and track media curation, acquisition, clearance, delivery and use.

The image displays two screenshots of the FishBowl CMS interface. The left screenshot shows an email titled "CLEARANCE" dated Friday, December 2, 2011. The email body states: "Good afternoon Disney Team, please note the following asset is now CLEARED". It includes a "HELP" section with contact information for Lynda Yoon, an "ACQUISITIONS MANAGER" at FishBowl Worldwide Media, LLC. The right screenshot shows the "Media Bowl" dashboard. It features a search bar, a "Custom filter" dropdown, and a list of media items. The list includes items like "Early Visit", "FB-01465 Magic Kingdom 2010", "FB-01218a Walt Disney World 2010", "FB-01587 Real Princess", and "FB-01657 MY SON MEETING WOODY FOR THE F...". Each item has a thumbnail, a title, a description, and a status. The dashboard also includes a "TODAY'S NEWS" section with updates on cleared assets and submitted content.

# Walt Disney Parks & Resorts Campaign Highlights



- ✓ Leap Index ranks Disney Parks as 3rd among top 25 brands consumers are most attached to (Advertising Age)
- ✓ Disney extends “Let The Memories Begin” campaign and FishBowl’s service an additional year

THANK YOU