

A PORTFOLIO OF PRODUCT & MARKETING  
**INNOVATION**



**SHANE NORMAN**





# CONTENTS

04 // RECOMMENDATIONS

18



CHEZ HUIT  
CRAFTED BY JOUJE-PITT AND FACTORYMADE

FOOD, FAMILY, FARMERS™

COMBINED IN 8 VALUES OF SOCIALLY CONSCIOUS FARMING, CHEZ HUIT CREATES SMALL-BATCH ORGANIC BLENDS IN PARTNERSHIP WITH LOCAL GROWERS FROM AROUND THE WORLD AND IS A PIONEER CASE FROM THE JAMES BEARD FOUNDATION IMPACT PROGRAM.

### Nutrition Facts

Amount Per Serving	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Sodium 0mg	0%

10



# nan



## EXPERIENCE

08 // FACTORYMADE

36 // MAGICMIRROR

56 // BMUSE

68 // DOUGLAS SHAW

80 // HARPERCOLLINS

98 // FOX

72



76





## INTRODUCTION //

### Sharing my story.

Thank you so much for taking time to review my work. I've been incredibly fortunate to lead a number of projects and products over the last few years, but with that comes the challenge of capturing them. Because of the diversity and the number of projects, from leading the launch of the first-ever Elfyourself app to combating Ebola, I've found it useful to take the time and document my story.

For your consideration, I've compiled some of the more meaningful parts of my career and experience. In addition to my full-time roles across companies, I have served as a Partner for bMuse overseeing early-stage company formation for several start-ups, including Kinsa, Magic Mirror, Takes and Scribes.

I currently serve as the SVP, Chief Digital Officer for FactoryMade. My responsibilities include oversight of creative, marketing & innovation for the companies being incubated at FactoryMade.

Again, thank you for taking time to turn these pages. I consider it an awesome privilege to share my story with you.

All the best,

Shane



**NY TRAFFIC AUTHORITY**

# RECOMMENDATIONS



**CHARLIE REDMAYNE**  
CEO - HARPERCOLLINS UK

Shane is one of the smartest digital executives I have worked with. He has a real understanding of digital marketing and product development - not only strategically but also the implementation - he can and does actually build and code the stuff himself. He is a one-man digital department and a good one at that. If he lived in the UK I'd hire him in a minute - I'd therefore recommend him highly.



**EDO SEGAL**  
CEO OF BMUSE

I've had the privilege of working with Shane for a number of years across companies as both a partner and colleague. He is as strong of a creative thinker as any and a master at solving complex problems. Shane's greatest talent is bringing ideas to life and excels best when presented challenges. His work ethic and tenacity can only be compared to his optimism, creativity, ingenuity and unique ability to get things done.



**EMILY BRENNER**  
VP, CHILDRENS PUBLISHING -

Shane is a great out-of-the-box thinker! When you have a problem to work out, or a project that has stalled, Shane is terrific at talking it through, coming up with solutions, and showering you with suggestions.



**RON STITT**  
SVP, DIGITAL - FOX TELEVISION STA-

Shane is a super-creative, marketing-savvy digital media pro...a bridge between marketing requirements and ideas and actual execution/implementation. He's always on the forefront of exploring applications of new media technologies and platforms.



**CAROLYN PITTIS**  
FORMER SVP, DIGITAL - HARPERCOL-

If you need a Renaissance Man to do all things digital for your media business, Shane's your guy. He's got energy, creativity, hands-on development expertise in the App space, and passion for creating great content-based marketing and selling experiences on the cutting edge. He's got deep experience of online ad-sales, but is equally adept at learning, doing, and selling new things. If your marketing or digital strategies needs to be turbo-charged, Shane can help you do it fast.



**ERICK SCHONFELD**  
FORMER TECHCRUNCH EDI-

Shane is a master at presenting complex ideas and technologies in a simple way. He's always the one in the meeting who crystallizes the discussion into a sharp point.

# RECOMMENDATIONS



**TIM CLOSE**  
CEO - DOUGLAS SHAW & ASSOCIATES

Knowing the mechanics of technology is one thing. It's tough to keep up with the rapid developments in devices, platforms and channels. To know how to strategically apply those technologies to advance the objectives of an organization is another thing entirely. Shane brings an incredible balance of not only knowing how to advance the growth and brand of an organization, but to also use technology in new and innovative ways. If you're looking for A-list talent who can profoundly impact the growth of your organization, then I cannot give a higher recommendation than Shane.



**ALISON BROCK**  
PUBLISHER - HARPERCOLLINS NZ

I worked with Shane to launch, The Art of the Adventures of Tintin app, a ground-breaking new digital product. Shane headed the project and managed the relationships with all the parties and stakeholders. He is a bold visionary and proved capable of juggling lots of balls to create and launch a truly special product.



**ROD SAVAGE**  
EDITOR - THE NEWS LTD

I was lucky enough to work with Shane on a few projects during 6 months at News Corp in New York. He is a man who possesses that rare quality of finding solutions instead of seeing problems. The more vast the challenge, the more enthused Shane becomes. His ability to think laterally is superb and he has a real passion for pushing the envelope using the latest technology. He uses his digital skills to offer advertisers and other clients truly innovative solutions - but I really think he could turn his hand to anything. A forward thinker, Shane also holds deep values and a genuine respect for others and their views.



**ART VENTURA**  
SVP, MEDIA - MADISON SQUARE

It is rare in the broadcast industry to find someone with the wide ranging skill set that Shane possesses. He is a creative, smart, collaborative media seller with knowledge in broadcast, digital and emerging technologies. His ability to help others learn, ascertain the needs of clients and execute off of those needs are true values.



**SCOTT NORVELL**  
FORMER COO, NEWSCORE

Had the pleasure of working with Shane on a ground-breaking marketing application that he conceived and developed. In an industry full of people hellbent on preserving the status quo instead of meeting new challenges, he stands out as a truly creative thinker. And, more importantly, a do-er. Would recommend him highly.



**BARRY DURMAN**  
VP OF STEWARDSHIP - SIM USA

Shane is a visionary! His ability to see what the customer needs and articulate it in a way that is understandable to the lay person is invaluable. The presentation of his ideas and strategies is only exceeded by the final execution. I can't recommend Shane more highly.

# FACTORYMADE



Senior Vice President,  
Chief Digital Officer

Creative, innovation, marketing & digital lead for companies being incubated at FactoryMade. Principal architect behind Nano, a new kids TV network and creator of original IP. Author of key investor/partner communication and developer of platforms & apps that support FactoryMade companies

2015-Current

## #1 ORIGINAL IP

Created original intellectual property for Nano's STEAM-based programming.



# KEY ACHIEVEMENTS



## #2 NANO

Principal architect of Nano, a finalist in Comcast's selection of a new television network.

Nano is a S.T.E.A.M. based network delivering connected TV, offline and digital experiences together through hands-on learning and entertaining educational programming



## #3 IP DEVELOPMENT

Creative Director/ Executive Producer for Nano content, shows, games & apps



## #3 CHEZ HUIT

Marketing and creative lead for Chez Huit - a specialty food company created for A-list celebrity partners and FactoryMade. Developed full-scale e-commerce platform



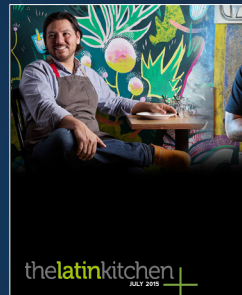
## #4 IP INNOVATON

Author of IP Innovation, an articulation of the science behind the development of classic IP into commercial success featuring case studies from Transformers and GI Joe, both properties of Hasbro



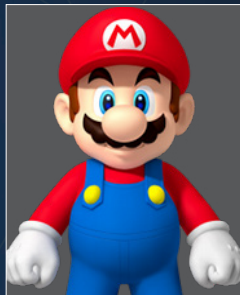
## #6 INVESTOR RELATIONS/ DEVELOPMENT

Led investor communications for Lucha Underground, FactoryMade, Masha & The Bear, The Latin Kitchen, Vice and others



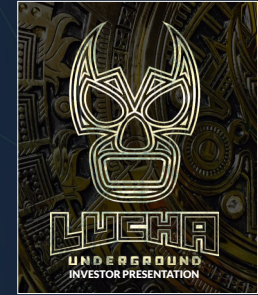
## #7 THE LATIN KITCHEN STRATEGY

Developed strategies specific to launching a unique food offering focused on the Latino community



## #8 NINTENDO

Delivered IP innovation strategy for Nintendo's head of marketing.



## #9 LUCHA UNDEGROUND

Developed & digital platforms, web presence and a social media network for Lucha Underground and its growing fanbase

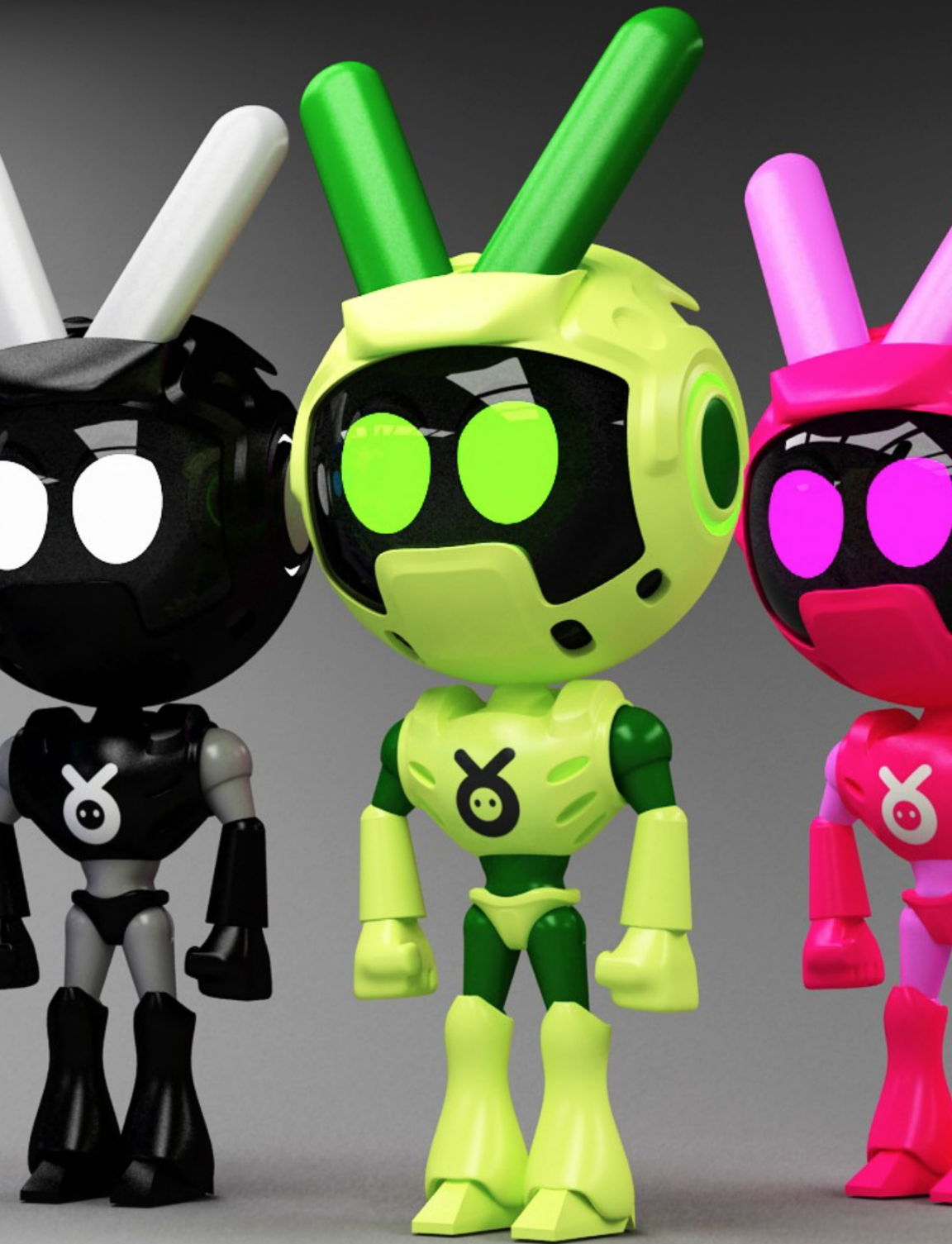


# A DIGITAL NATIVE NETWORK











## EXECUTIVE PRODUCER/ CREATIVE DIRECTOR

Principal architect behind the new television network, Nano, a finalist in Comcast's selection of a new minority-led television network. Created slate of original IP and show concepts







# school jams

If you were around in the 80's undoubtedly you are familiar with School House Rock. At Nano, we are building the next generation with artists like John Legend who are creating fun and memorable songs around math, science and other core STEAM Topics. Teaching children to add, subtract and multiply through song is an exciting new frontier that we're approaching with some of the world's leading talent.





## CREATIVE DIRECTOR

Marketing and creative lead for Chez Huit - a specialty food company created for FactoryMade along with A-List celebrity partners





**CHEZ HUIT FEATURES  
ORGANIC INGREDIENTS  
FROM GROWERS THAT  
EXCEL AT OUR 8 PRINCIPLES  
OF HONEST FARMING**

*We've traveled to remote places  
around the world and  
discovered exquisite terroirs.  
These are some of the wonderful  
flavours and exciting, new tastes  
we are delighted to bring  
to your table....*

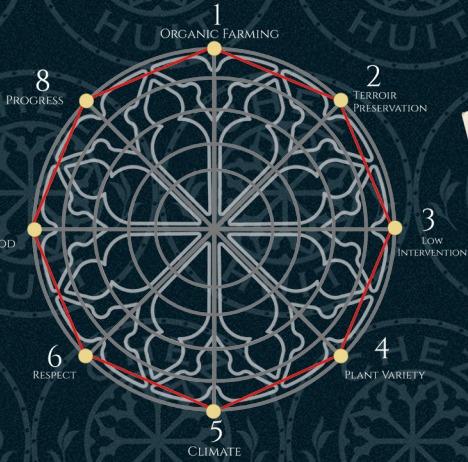
*Chez Huit*

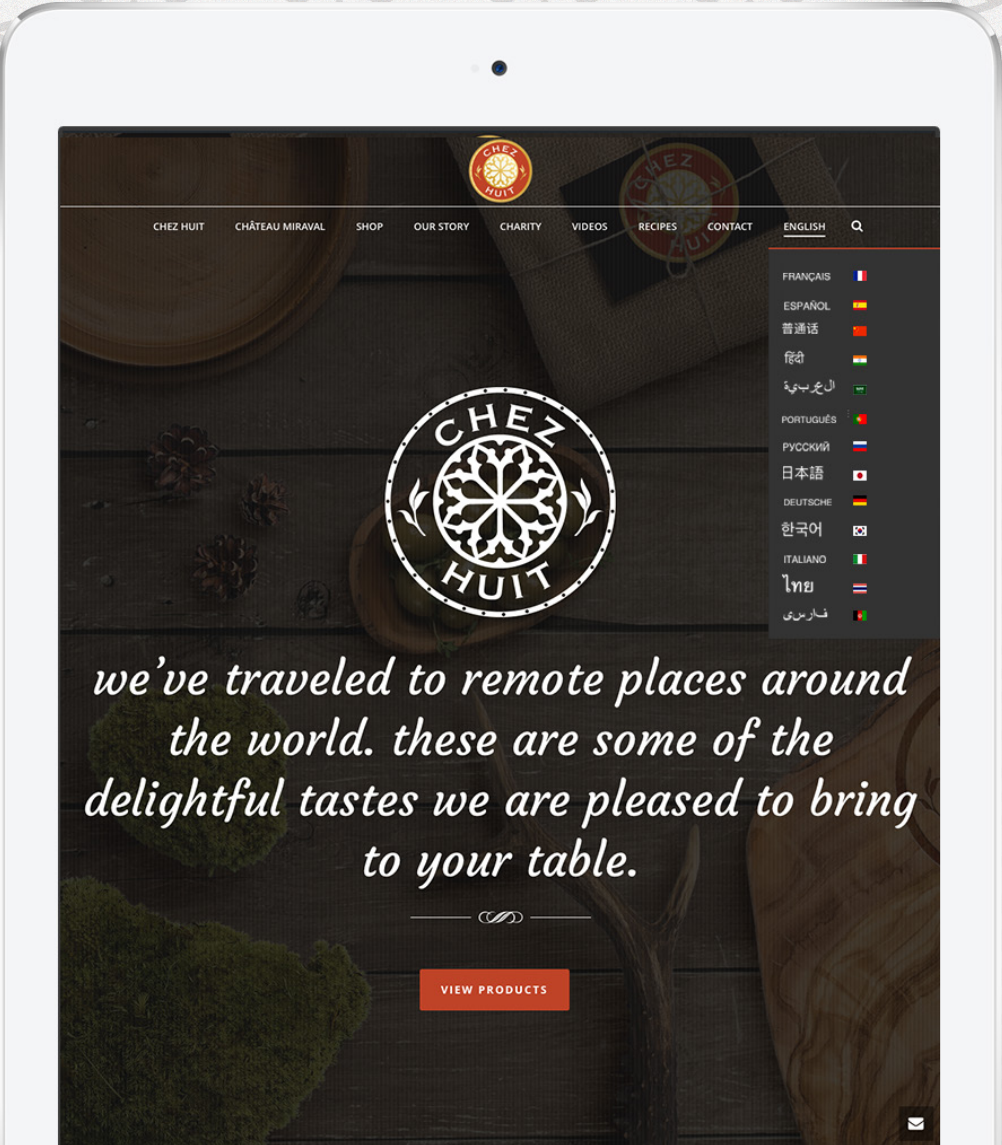






# CHEZ HUIT'S 8 PRINCIPLE ASSESSMENT





CHEZ HUIT CHÂTEAU MIRAVAL SHOP OUR STORY CHARITY VIDEOS RECIPES CONTACT ENGLISH Q



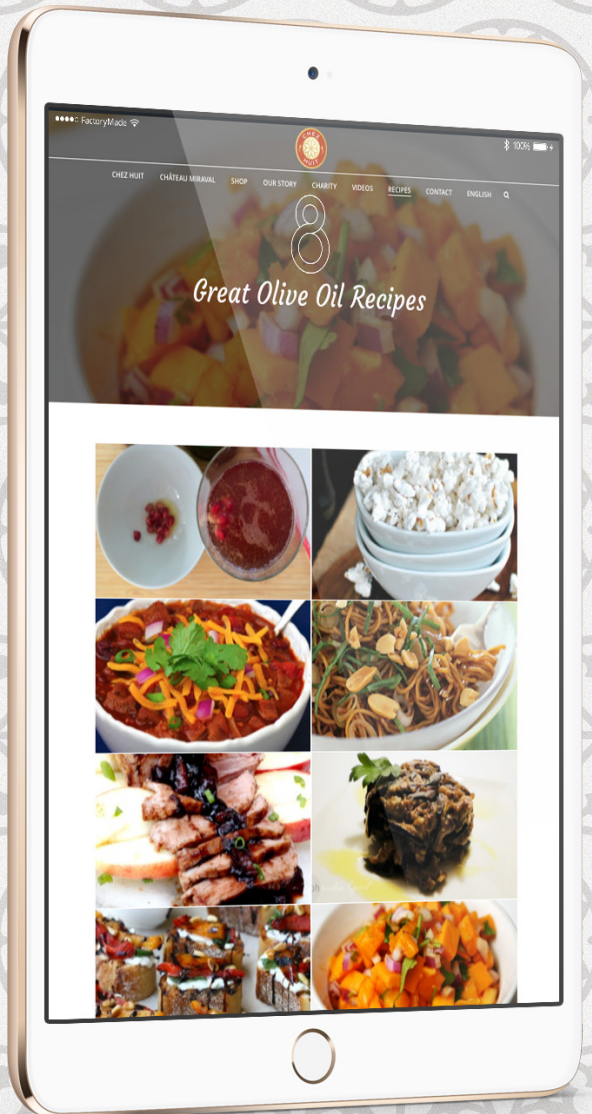
- FRANÇAIS 
- ESPAÑOL 
- 普通话 
- 中文 
- العربية 
- PORTUGUÊS 
- РУССКИЙ 
- 日本語 
- DEUTSCHE 
- 한국어 
- ITALIANO 
- ไทย 
- فارسی 

*we've traveled to remote places around the world. these are some of the delightful tastes we are pleased to bring to your table.*



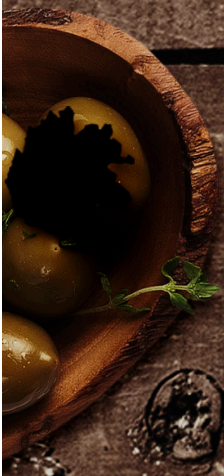
VIEW PRODUCTS











# enroot



**verb. (ěn-root)**

- 1. to take root, fix into the earth**
- 2. to cultivate, develop, prosper**





enroot



food, family, farms



# FACTORYMADE

IP INNOVATION STRATEGY

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1657 12TH STREET  
SANTA MONICA, CA 90405

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## ハズブロ： 玩具の嘲笑

企画の多くが未開発で実績も無い  
中、トランスフォーマーや他の  
玩具IPを本格的な映画として起ち  
上げるといふアイデアはハリウ  
ッドでは広く冷笑されました



## WE REIMAGINE ICONIC IP

## CREATING OUR OWN GREENLIGHTING PROCESS

WE ADDRESSED THE CHALLENGES THAT FLAGGED HOLLYWOOD BY  
DEVELOPING AND ADOPTING OUR OWN GREEN LIGHTING MODEL THAT  
WOULD GOVERN HOW WE WOULD CHOOSE WHICH IP TO DEVELOP AND  
FOCUS ON. THIS CRITERIA INCLUDES:

- 1. TRILOGY
- 2. NOSTALGIA
- 3. CONSIDERABLE CHARACTERS/RESONANCE
- 4. VISUAL OPPORTUNITY
- 5. TRANSFERABLE ASSETS
- 6. TRANSFERABLE STORY
- 7. BRAND CUSTODIAN



**Mil Muertes' Message for Prince Puma**  
 #Puma November 20, 2016

11/16/16  
11/09/16  
11/2/16

**Aztec Warfare 3**  
 #Aztec Warfare 3 November 18, 2016

**Lucha Underground's Johnny Mundo Interviewed about the New Lucha Champion Sexy...**  
 #Sexy Star November 20, 2016

**311 PREVIEW: Sexy Star vs. Johnny Mundo**  
 #Sexy Star November 22, 2016

**Meet the Luchadores**  
 Jack Evans, Taya, Chavo Guerrero, Jr., Rey Mysterio, Mancebo LIVE at WWE Clash of Champions 2016

**Meet the Luchadores**  
 Jack Evans, Taya, Chavo Guerrero, Jr., Rey Mysterio, Mancebo LIVE at WWE Clash of Champions 2016

**Meet the Luchadores**  
 Johnny Mundo, Dragon Azteca Jr., The Darkwolf (AAA/PJ Black), Prince Puma, Dragon, Morty the Mouth, Anarquia, Sexy Star, Pentagon Jr. San Diego Comic-Con Interview, Rey Mysterio, Mil Muertes, Fc6, Cage, Kitchel, Ben of France

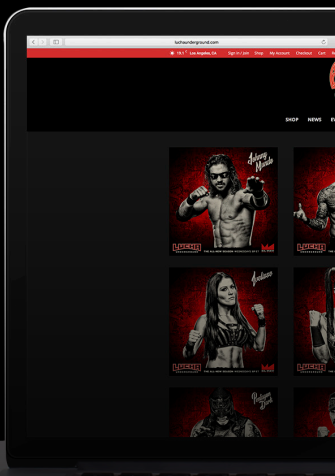
**LA Times: 'Lucha Underground' captures diverse L.A. in a wrestling ring, with lights and...**  
 #Lucha Underground November 3, 2016

**Wrestle Zone: Lucha Underground Live at Arizona State Fall Results: Johnny Mundo vs. Cigarronera**  
 #Wrestle Zone November 14, 2016

**411MANIA: Rey Mysterio Jr. Compares Lucha Underground's Tempo To The ECW Arena, Comments On...**  
 #411MANIA October 26, 2016

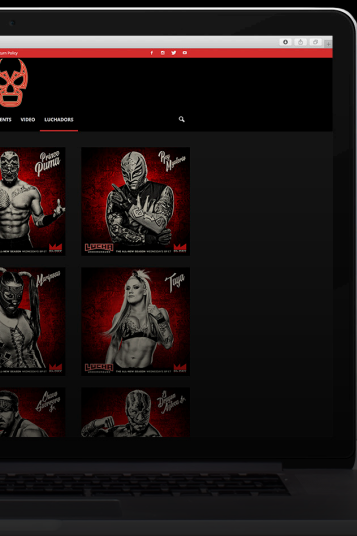
**Up!ixox: The Over Under Season 2 Episode 8: Don't Shoot The Messenger**  
 #Up!ixox October 11, 2016

**Lucha Underground**  
 #Lucha Underground





Designed and developed full e-commerce platform and community for Lucha Underground and its rapidly growing fanbase



100% Lucha Underground | Log In | Cart | My Account | Checkout | Cart | Account Profile

SHOP NEWS EVENTS VIDEO LUCHADORES

### DIGITAL DOWNLOADS

### MEN'S

- MEN'S AZTEC LU LOGO BLACK HOODIE \$50.00-\$60.00
- MEN'S AZTEC LU LOGO BLACK LONG SLEEVE T-SHIRT \$35.00-\$40.00
- MEN'S DARIO CUETO POWER BLACK T-SHIRT \$30.00-\$35.00
- MEN'S GYM LOGO HEATHER GRAY T-SHIRT \$25.00-\$30.00
- MEN'S PIN T-SHIRT \$25.00
- MEN'S LUCHA EN VIVO 2018 BLACK T-SHIRT \$21.00-\$24.00
- MEN'S LUCHA UNDERGROUND BELT BLACK T-SHIRT \$25.00-\$30.00
- MEN'S MR. MIERTES BLACK T-SHIRT \$35.00
- MEN'S MUNDO BLACK T-SHIRT \$30.00
- MEN'S ORIGINAL LU LOGO BLACK T-SHIRT \$25.00-\$30.00
- MEN'S PENTAGON DARK BLACK T-SHIRT \$30.00-\$35.00
- MEN'S POSTER RED T-SHIRT \$35.00-\$40.00
- MEN'S PRINCE PUMA BLACK T-SHIRT \$30.00
- MEN'S REY MISTERIO LU LOGO BLACK T-SHIRT \$35.00-\$40.00
- MEN'S ULTIMA LUCHA 2018 LIMITED EDITION BLACK T-SHIRT \$40.00
- MEN'S ULTIMA LUCHA 2018 LIMITED EDITION BLACK T-SHIRT \$35.00-\$40.00

### WOMEN'S

- WOMEN'S GYM LOGO PINK TANK \$20.00
- WOMEN'S PINK LU LOGO BLACK T-SHIRT \$25.00

### KIDS

- KIDS CLASSIC LOGO RED T-SHIRT \$20.00
- KIDS REY MISTERIO LU LOGO BLACK T-SHIRT \$30.00
- KIDS SHIELD BLACK T-SHIRT \$20.00

### ACCESSORIES

- GYM PATCH SNAPBACK HAT \$25.00
- KEYCHAIN \$10.00
- LUCHA UNDERGROUND GYM LOGO BLACK TOTE BAG \$20.00
- LUCHA UNDERGROUND PATCH SET \$12.00
- LUCHA UNDERGROUND PIN SET \$20.00

### OTHER

- LUCHA A TRIBUTE BOOK \$25.00
- LUCHA A TRIBUTE BOOK \$25.00
- LUCHA A TRIBUTE BOOK \$25.00
- LUCHA A TRIBUTE BOOK \$25.00



## FOUNDER & CEO

Co-founded Magic Mirror, producers of one of the most downloaded apps in App Store history, ElfYourself. The app has over 50 million users to date

2012-2015

# #1 ELFYOURSELF



### ELFYOURSELF

Led the introduction of this iconic brand into the App Store. Featured annually by Apple and Google, the app has garnered over 50 Million Downloads and made Magic Mirror one of the top new developers of 2012 according to Distimo

# KEY ACHIEVEMENTS



## #2 VALENTINE YOURSELF

Developed and produced original IP. Featured by Apple annually, the app has 2 million downloads to date



## #3 DANCING WITH FRIENDS

Created Dancing with Friends, an original franchise and the first iteration of the Magic Mirror platform created for Elf Yourself



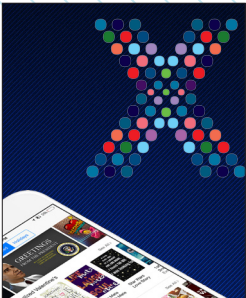
## #4 YAOWAN

Successful, top-rated dancing app produced for our partners in China for the Chinese New Year



## #5 CHRISTMAS SPLAT

Top-rated entertainment app, that launched in 2014 with New York Times Best-Selling Children's Author, Rob Scotton



## #6 XPRES

An innovative new form of expression, with a retake on greetings for life's most significant events.



## #7 DREAMWORKS PUBLISHING

Secured exclusive digital publishing deal with Dreamworks for its line of All-Stars



## #8 INTEL CONSULTING

Consulted Intel by creating unique applications for its forthcoming eye tracking hardware by focusing on children's publishing



## #9 HASBRO

Invented mini-studio platform for Sesame Street and aided in the development of several toys currently in stores world-wide, such as Telepods



**50 Million**



# Elf yourself



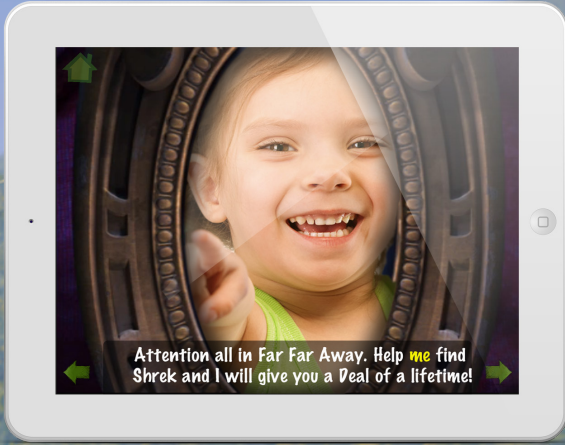
## OVERVIEW

In 2012, I led the team that introduced ElfYourself to mobile for the first time. Under my leadership this cultural icon reached unprecedented heights as a mobile app. Having just completed its 5th season, the app has seen over 50 million downloads to date.

I have guided both technical, marketing and product development for the app. Based on this success, we created additional brands and products such as ValentineYourself and Dancing With Friends.

# Shrek Donkey Magic Mirror



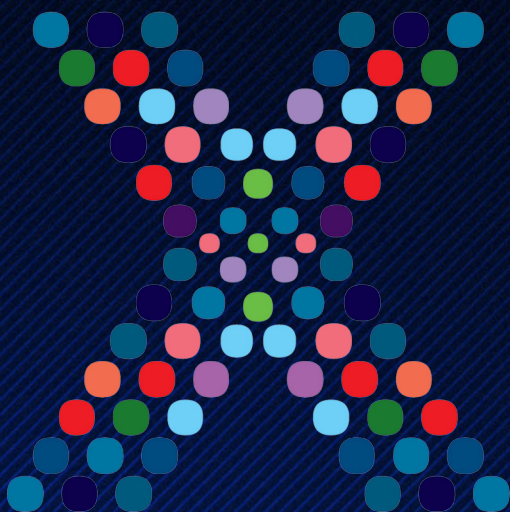
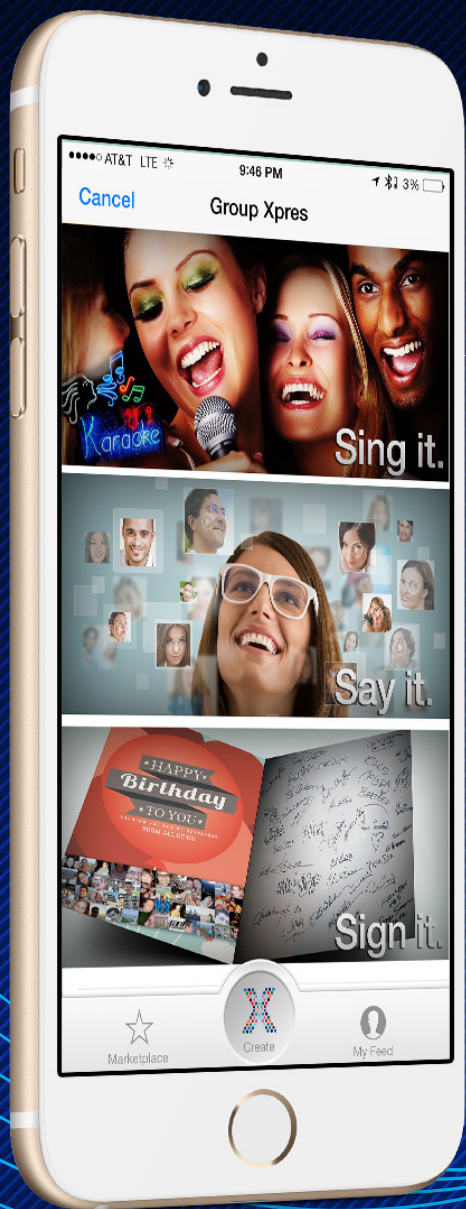


## STORYBOOK PLATFORM



## CEO/CO-FOUNDER

Magic Mirror was born out of the dream to merge realities and bring consumers into worlds they've only imagined. In addition to the breakout success of our entertainment brands, I also developed an extensive program along with Dreamworks. Combining the best technology with the best brands, Magic Mirror aimed to carve out space in a genre best described as edutainment.





Fundamentally, the way that we express ourselves and communicate has changed. Building on the success of Magic Mirror apps, Xpres is a platform that delivers new forms of expressions to celebrate life's most significant events.

# SESAME STREET



MAGIC MIRROR

create your own  
**ELMO**  
MUSICAL



A SAGEWAVE Company





## **INVENTOR, SESAME STREET**

Retoy, a portfolio company of bMuse, was named as Hasbro's Inventor of the Year. This distinction presented the incredible opportunity to explore new ideas. I produced a number of inventions, including the Magic Mirror Stage, a toy green screen allowing children to produce their own Sesame Street show or music video.



# VALENTINE

YOU'RE HOT



Magic Mirror's second most popular app is ValentineYourself. With over 2 Million Downloads to date, it is featured annually by Apple and was covered as a lead story by Daily Mail and other leading publications and news outlets.

ValentineYourself is an original set of IP built around mini-narratives that celebrate the adventure of love.



## You've seen Elf Yourself. Now you can Valentine Yourself (and there's a dancing Kate and Wills to show us how it's done)

- Brains behind brilliant Elf Yourself app unveil Valentine's Day version
- Users can turn themselves into cartoon lovers using 60p app
- Use Kate and William as models to launch the idea
- Elf Yourself is second most downloaded app after Google maps

By [BIANCA LONDON FOR MAILONLINE](#)

**PUBLISHED:** 06:04 EST, 12 February 2014 | **UPDATED:** 19:37 EST, 12 February 2014



[View comments](#)

Elf Yourself, the hilarious app that lets users turn themselves into breakdancing elves, fast became the second most downloaded iPad app in history, with figures showing over 200m festive elf faces were created.

And now, the people behind the elf generator have rolled out a new app just in time for Valentine's Day.

Valentine Yourself casts two lovers as dancing cartoons in a spoof mini-film - and the creators have called on the nation's most loved-up Royal couple to show us how it's done.

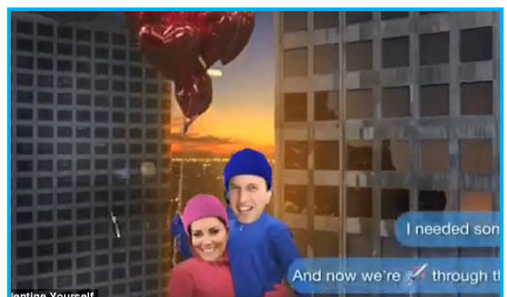
The 60p app's description on iTunes reads: 'In love? Well here's one great way to show it.

'Take that special someone on a journey with you dancing through the big city.

'Cast you and your loved one dancing by simply uploading pictures of the two of you from your camera roll or Facebook. Enough of that. Now go Valentine Yourself.'

Elf Yourself, which launched in 2006, and its newest incarnation were created by Shane Norman.

According to ClickZ, visiting the site has become 'an annual tradition that people look forward to' and it seems Magic Mirror are hoping for the same success this February.





# 'Valentine Yourself' encourages users to get into the spirit of love

Posted: Feb 13, 2014 9:48 PM CST  
Updated: Feb 14, 2014 9:01 AM CST



(WMC-TV) - A Memphis-born app developer is giving couples nationwide something fun to do to spice up their Valentine's Day.

The Magic Mirror company has come up with Valentine Yourself. The free app allows you to take a picture of yourself and someone special, download your faces and off you go dancing in New York City.

The company is also the developer of the popular Christmas app,

Elf Yourself.

"It is one of the best selling apps in the history of the app store, fortunately number two just behind Google maps," said Magic Mirror Chief Executive Officer Shane Norman.

Norman's Elf Yourself app has 17 million downloads to date. Apple has featured the app and Daily Mail featured it last week.

Action News 5 wants to see your Valentine Yourself creation. After you download it, email your pictures to [my5@wmc.com](mailto:my5@wmc.com).

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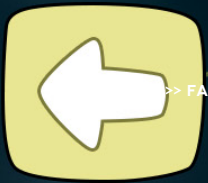


## 劲舞精灵-新年版

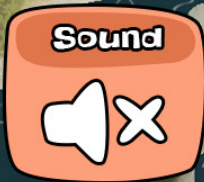
Off the heels of two successful seasons of Elfyourselves, we were regularly approached to replicate the app and experience.

The most compelling was one developed by our partners in China for the upcoming Chinese New Year. The app was a hit, and quickly became number 1 in China. It was produced by our team in only two weeks.





>> FASHION





Elf yourself  
(2012)



Elf yourself  
(2013)



Elf yourself  
(2014)



Elf yourself  
(2015)



Valentine Yourself



Dancing With Friends



Yaowan



Xpres



Christmas Splat



Splat Math



KungFu Panda



Finding Shrek



Russell James



Amazon



Vast



Takes



interu



Art of Tintin



Art de Tintin (French)



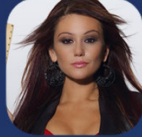
Ask Steve



James Rollins



Love Wins



JWOWW



Daniel Silva



Cecilia Ahern



Beverly Cleary



Elmore Leonard



Maria Menounos



Narnia



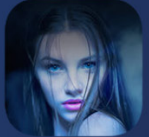
Awesome Book



Chapter 1 Classics



Pretty Little Liars



Dark Days



I Can Read



Dallas Clayton



Zach Hunter



Lysa TerKeurst



Chapter 1



Shel Silverstein



Tintin Comics



Bob's Burgers



## Chief Marketing Officer/Partner

Served as a partner and advisor for bMuse, a technology incubator responsible for companies such as Takes, Kinsa Health, Touchcast and Paragraph. Guided early stage marketing efforts and managed relationships with Apple and other key partners.

2012-Current

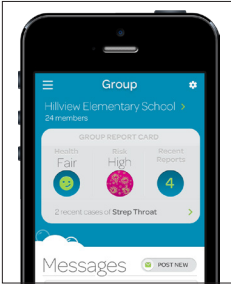
# #1 TOUCHCAST



### TOUCHCAST

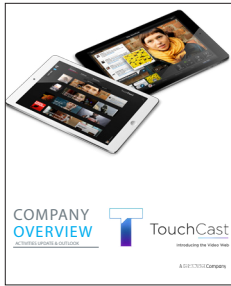
Developed marketing brief, evangelized concept to Apple and other key partners. The app has been featured by Apple more than 10 times.

# KEY ACHIEVEMENTS



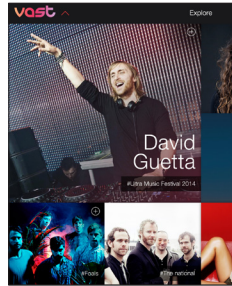
## #2 KINSA/BUSINESS PLAN

Provided early company guidance, produced initial business plan and designs



## #3 PORTFOLIO COMPANIES

Led the development of investor materials for each portfolio company of bMuse



## #4 VAST

Provided guidance specific to overall proposition. Developed brand and overall marketing proposition



## #5 INVENTION MARKETING

Developed product briefs for various inventions and products



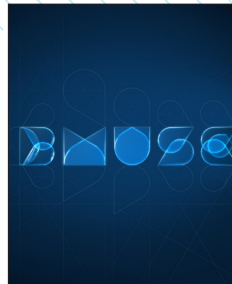
## #6 #IMAGINE

Developed key components for #Imagine, a ground-breaking collaboration with numerous celebrities benefiting UNICEF



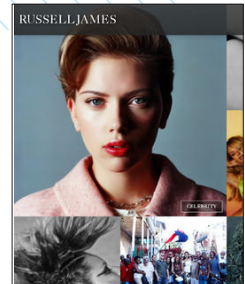
## #7 TAKES APP

Led development of branding and marketing. Guided concept development.



## #8 BMUSE AGENCY

Led branding initiative, web design and other projects specific to positioning bMuse as a leader in innovation



## #9 RUSSELL JAMES WORLD

Led design and development for Russell James World, an app that features the work of one of the most world renowned photographers





white accent

white probe

blue case

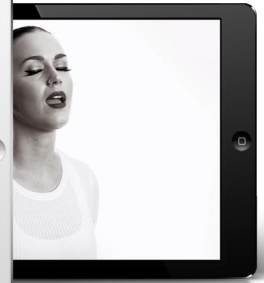
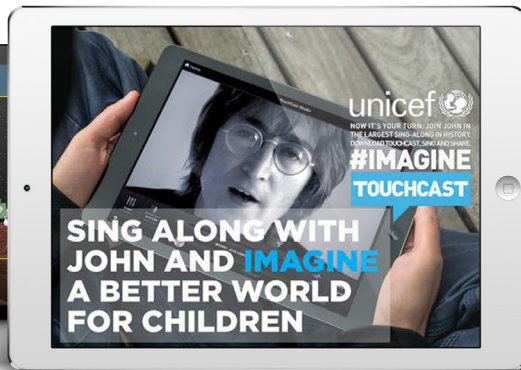
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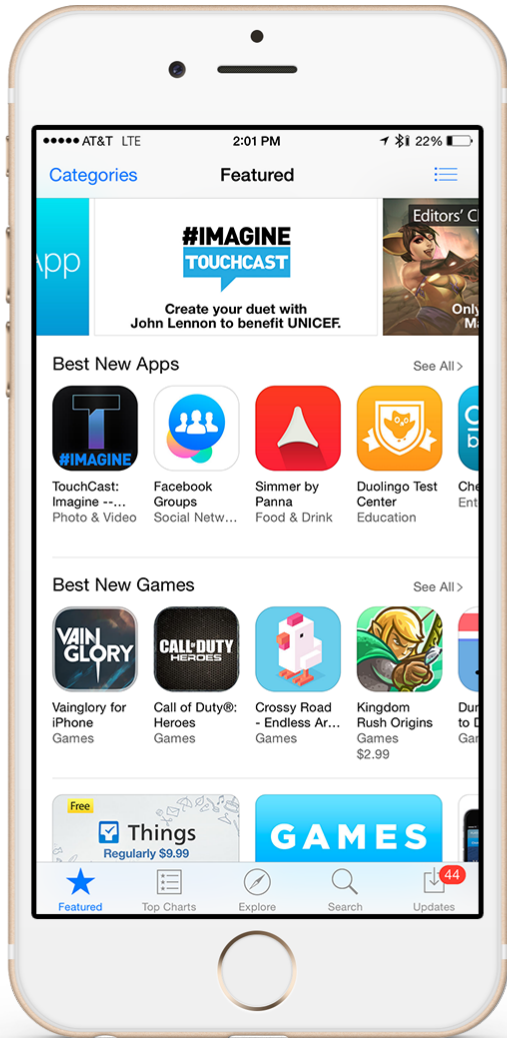
Ahead of its launch, I served as Kinsa's (previously known as Transform Health) start-up CMO, and aided in early design and company formation.

In 2014, I introduced the Kinsa Smart Thermometer at Apple's WWDC. In the following year, the device was available in Apple Stores Worldwide.



# #IMAGINE TOUCHCAST





AT&T LTE 2:01 PM 22%

Categories Featured

**#IMAGINE TOUCHCAST**  
Create your duet with John Lennon to benefit UNICEF.

Best New Apps See All >

- #IMAGINE**  
TouchCast: Imagine -...  
Photo & Video
- Facebook Groups**  
Social Netw...
- Simmer by Panna**  
Food & Drink
- Duolingo Test Center**  
Education

Best New Games See All >

- VAIN GLORY**  
Vainglory for iPhone Games
- CALL OF DUTY HEROES**  
Call of Duty@: Heroes Games
- Crossy Road - Endless Ar...**  
Games
- Kingdom Rush Origins**  
Games \$2.99

Free **Things** Regularly \$9.99 **GAMES**

- Featured
- Top Charts
- Explore
- Search
- Updates 44

# PROJECT OVERVIEW

DESCRIPTION, QUOTES & RESOURCES

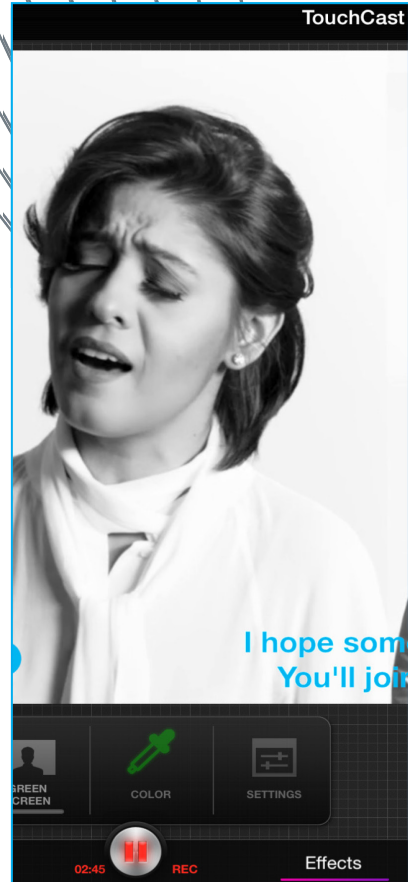
## INTRODUCTION

#IMAGINE is a project launched by UNICEF and powered by the Touchcast platform to create the largest sing-along recorded in human history.

## OVERVIEW

The world is abuzz about #Imagine, a first ever project of its kind powered by the technology of Touchcast. The vision behind #Imagine is to literally make it the greatest compilation in human history.

#Imagine brings together the work of John Lennon, a number of celebrities along with the entire world to create the largest sing-along in history to raise awareness and funds for children's rights globally. The #Imagine Project has brought together artist Yoko Ono along with David Guetta, a host of celebrities including Katy Perry as well as UNICEF Ambassadors to shed light on the significant challenges faced by children today. Celebrities such as Will.i.am, Idris Elba, Kidjo, Daniela Mercury, Priyanka Chopra, Yuna Kim and many more have all joined in.



“The Convention on the Rights of the Child asked us all to imagine a better world for children – and calls on all of us to make that vision a reality. The #IMAGINE project gives people across the globe a chance to join a global movement for children, lending their ideas, their visions and, not least, their voices to advance the rights of every child, everywhere.”

**ANTHONY LAKE**  
UNICEF EXECUTIVE DIRECTOR

The app provides the ability for users to record their own versions of the song. Many of these versions will be combined with the many artists and UNICEF embassies into a multi-language version produced by David Guetta.

“I’m really excited to be working with UNICEF on this incredible new project. Our ‘world’ version of ‘Imagine’ will be like no other – I am proud to be a part of this collaboration. We have to get the word out that every voice counts and every child counts, too.”

**DAVID GUETTA**

“A dream you dream alone may be a dream, but a dream two people dream together is a reality.”

**YOKO ONO**

“We’d like to believe that if John was with us today, and he was asked to illuminate the rights of children and the brilliant work of UNICEF, he would come to a similar conclusion that this group has come to; which is let’s get the whole world to sing this beautiful song. Let’s create a town hall of the entire planet that sings this song together, utters these words, which have a spiritual meaning for all of us. That’s exactly what we’ve built. The world has started to sing.”

**EDO SEGAL**  
CEO OF TOUCHCAST.

**CAMPAIGN OVERVIEW**

2014 has been a difficult year for the world, particularly its children. In response, UNICEF is embarking on its biggest campaign ever to raise awareness for the rights of children and \$100 million dollars to support programs protecting them. Starting November 20, we will bring the world together with John Lennon to create the largest sing-along in history. Inspired by his timeless classic, we launched #IMAGINE - a creative collaboration with music producer David Guetta, artist Yoko Ono, musicians and artists to create a million-voices “world” version of IMAGINE that will be released globally on New Year’s Eve 2014.

**CAMPAIGN CALL TO ACTION**

Press record, sing #IMAGINE with John Lennon, and share. Your duet will be part of an exclusive David Guetta remix and raise \$1 for UNICEF to help children around the world. #EVERYVOICECOUNTS

Download the TouchCast App. Record your duet of Imagine with John Lennon. Share it and \$1 will be donated for each social post to help the forgotten children of the world. #everyvoicecounts

Download the TouchCast app, record your duet with John Lennon, and share with your friends.

Be a part of history:

- DOWNLOAD the TouchCast app,
- SING #IMAGINE with John Lennon,
- SHARE with friends to be a part of the largest sing-along in history. #EVERYVOICECOUNTS



Promotional resources including artwork and videos are available for download on [bmuse.com](http://bmuse.com)

# ASSETS & RESOURCES

A **BROBEA** Company

Available for download <http://bit.ly/touchcastresource>



**#EVERY VOICE COUNTS**  
NOW IT'S YOUR TURN. JOIN JOHN IN  
THE LARGEST SING-ALONG IN HISTORY  
DOWNLOAD TOUCHCAST SING AND SHARE

# #IMAGINE

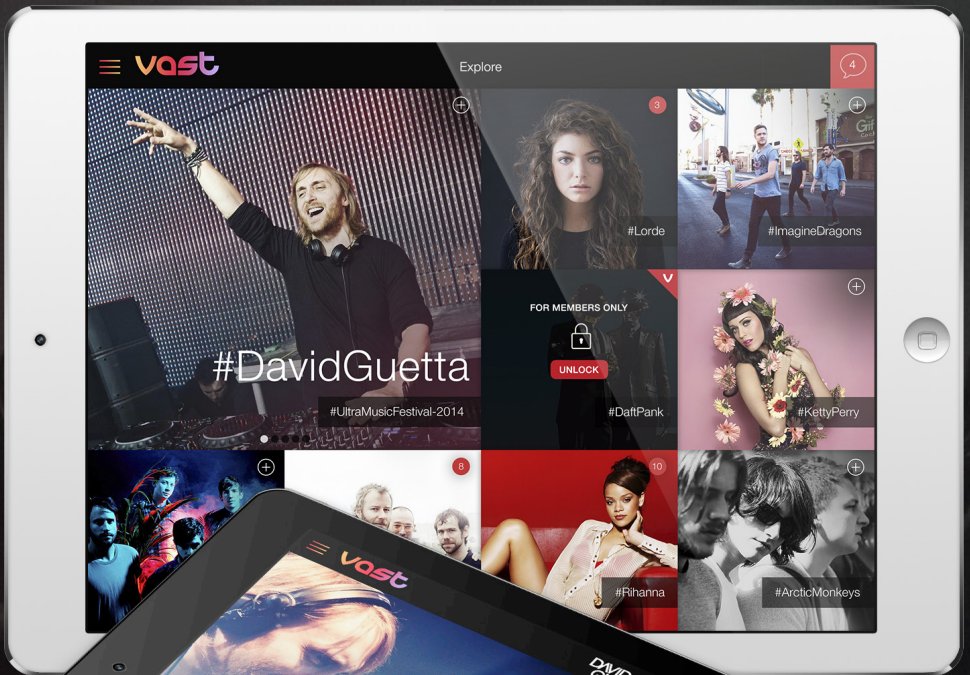
# TOUCHCAST

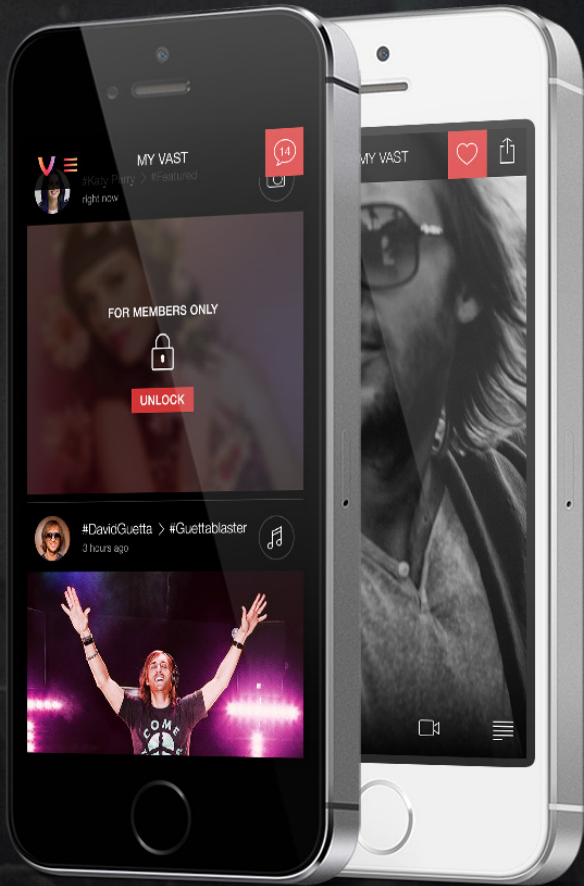
Download on the  
App Store





# vast





## VAST | CO-FOUNDER

Vast is the future of Fan Clubs. I served as both a co-founder and the Chief Marketing Officer for this start-up, shaping both the overall value proposition as well as the end user experience.



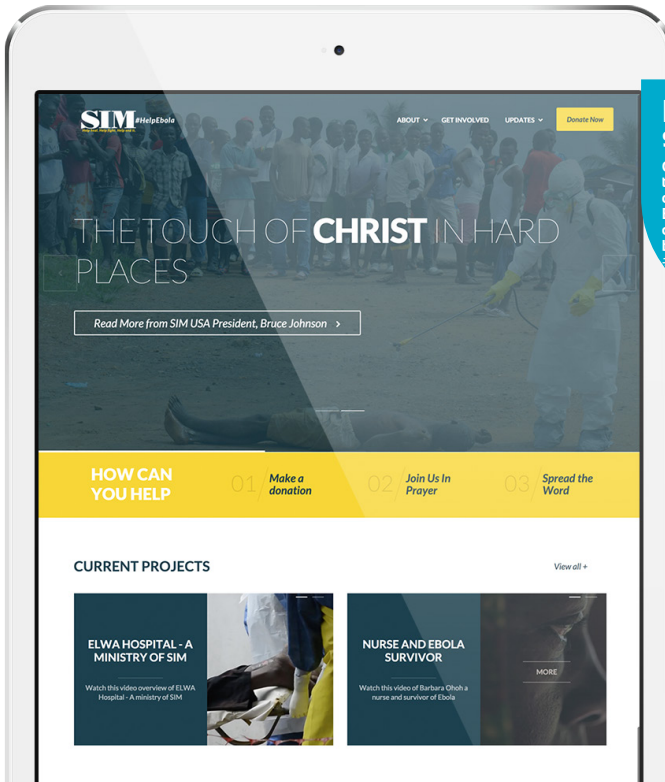
#PrayToEndEbola

#1 ENDING EBOLA

Senior Vice President,  
Chief Digital Officer  
Executive Board Member

Led innovation for one of the country's leading fundraising organizations. Worked across numerous non-profit organizations such as SIM, Gideons and Map International to create and deploy award-winning campaigns products and platforms for marketing & fundraising in the digital space. Raised over \$20 Million in online revenue through various campaigns and projects.

2012-2015



Raised over \$2,000,000

Created and led initiative to engage audiences online regarding Ebola. Designed and created two distinctive brands; #HelpEbola & #PrayToEndEbola.

# KEY ACHIEVEMENTS



**#2 CONTENT, CONNECTION & CONVERSATION**  
 Developed strategy for fundraising and marketing across a diverse client base



**#3 CONTENT IS KING**  
 Articulated the value of content as a centerpiece of marketing strategy for organizations



**#4 MARKETING INTELLIGENCE REPORT**  
 Created an industry first analytic tool measuring activity across channels against revenue generated



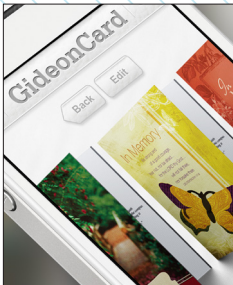
**#5 CHIEF DIGITAL OFFICER SUMMIT**  
 Participated in global discussion on the relationship of content & commerce



**#6 INFORMATION, INNOVATION & INTELLIGENCE**  
 Provided guidance to clients on how to leverage and apply big data with breakthrough initiatives for fundraising, marketing & recruitment



**#7 FUNDRAISING GOLD AWARDS**  
 Received multiple awards for excellence in multi-channel marketing and fundraising



**#8 FUNDRAISING INNOVATION**  
 Created innovative platforms that added incremental revenue to the organizations served by DSA



**#9 THOUGHT LEADER/SPEAKER**  
 Established thought leader for industry conferences such as National Religious Broadcasters, Christian Leadership Alliance & Donor Direct

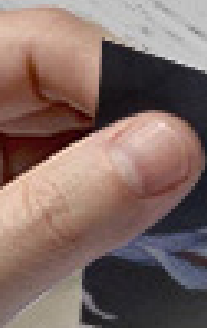
# Outo

the business of online  
connections

**THE MIDDLE REVOLUTION**  
A growing job  
and career market

**ONLINE CONNECTIONS**  
How to find the  
right people

**VIRTUALLY EVERYWHERE**  
How to find the  
right people



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www.outomagazine.com

# Content is King

## Applying the power of content marketing

“CONTENT IS KING.” That statement is made true through our devotion to activities such as watching television, or reading books or magazines. But today that truism also impacts the world of advertising and marketing.

As the world gets noisier, consumers are not only choosing which shows to watch and which magazines to read; they are also choosing which advertisers to pay attention to, what brands resonate with them, and who deserves their attention. We are all becoming conditioned to tune out what we don't want to hear.

At its core, content marketing is about developing compelling information about a product or service with which people want to engage. From viral videos to well produced commercials, content marketing is the wave of the future and a true sign of an organization's ability to maintain relevance in an ever-changing market.

Nonprofit organizations and ministries likely face the greatest challenge of all. The increasing number of choices makes it difficult for donors to decide where to invest. At the same time the channels we have traditionally used to communicate to those donors, from e-mail to direct mail, are increasingly crowded. That means we must create great content that isn't indigenous to one channel or the other.

Many notable nonprofit organizations and ministries arrogantly assume that “Click Here” or “Donate Now” is a compelling marketing message. But the questions being asked by donors today are: “Why should I click?” “Why should I give?”

Your content should answer those questions immediately. If I see a banner ad or Facebook post that asks me to “Donate Now,” and I end up on a website ... is there a compelling case for me to complete the action? More often than not, the answer is no.

Brands and organizations that win excel at the art of communication. They develop relationships with consumers that go far deeper than the kind of messaging we saw take place in the past.

We serve a number of gospel rescue missions with amazing testimonies, stories, and examples of God's goodness. We have realized that our ability to develop an effective donor strategy lies almost entirely on properly conveying those stories.

Few people could visit a rescue mission like Star of Hope in Houston and not walk away feeling a sense of God using that ministry to change and transform lives, and feeling compelled to support the vision in some way. Touring facilities like these has always left me with a burden to do something.

This is also what great content can do. Great content can open the window and enlarge our view of the heart of an organization in ways that can only be replicated by experiencing it firsthand. In fact, we can judge content on this basis alone — how much does it show an organization's heart, objectives, and goals?

As we compete against the noise of the day, it's important to realize that there is no story more compelling than one of a life transformed and changed by Christ. As we compete with the news of the day and the noise emanating from the secular world, ministries should be empowered and emboldened to share what God has done through them, and what he can do through potential supporters.

**As we compete against the noise of the day, it's important to realize that there is no story more compelling than one of a life transformed and changed by Christ.**

Great content tells your story in a compelling way. Storytelling is a key for future growth of any ministry — conveying and communicating the effectiveness of efforts to both engage people and to keep them engaged.

Great content tears down barriers and removes inhibitions by focusing on the story more than the “ask.” This strategy applies to all channels, but specifically in digital, where traditional broadcast messages have never worked.

It begins with taking an objective look at your content. Does it really convey who you are? Does it really tell your story? Are people often “surprised” after taking a tour or volunteering?

We've seen a number of ministries and charities “break out” of the pack and gain huge traction in attracting new donors. And this strategy almost always begins and ends with the story that is being told.

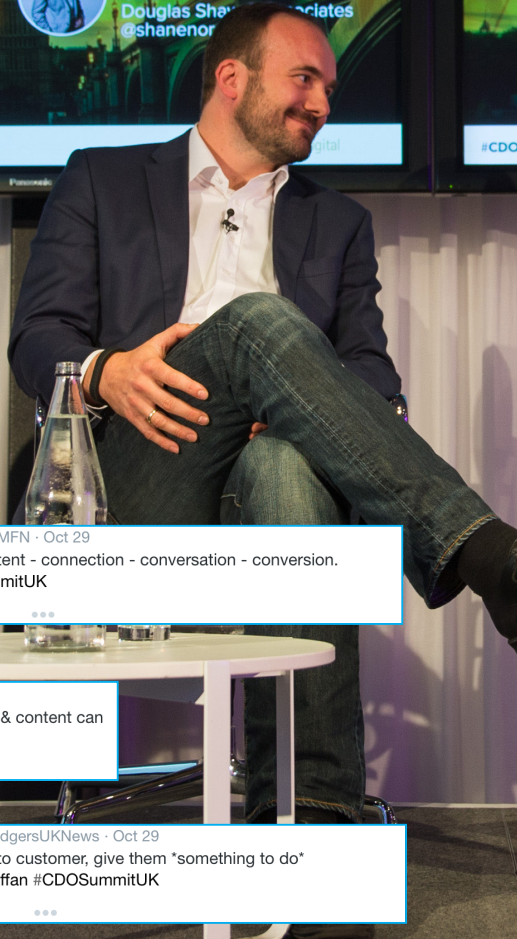
Content strategy includes creating a great website that clearly communicates your mission, dynamic visual, and written materials with compelling stories of life change, and shareable viral video.

For today's Christian organizations great content leaves an audience feeling compelled to say: “Tell me more,” or better yet, “What can I do to help?” ●

**SHANE NORMAN** is an innovator, inventor, and ideator working across disciplines to provide leadership in product development and marketing in the digital space. He is the senior vice president and chief digital officer for Douglas Shaw and Associates, one of the world's leading fundraising strategy organizations. ([douglashaw.com](http://douglashaw.com))

Don't miss Shane Norman's CLA Conference workshop “The Mobile Ministry.” ([CLAConference.org](http://CLAConference.org))





 **Oxford Tech & Media** @OTMFN · Oct 29  
Always follow the path Content - connection - conversation - conversion.  
@shanenorman #CDOSummitUK  
👍 1 ⭐ 2

 ☆ **David Mathison** ☆ @BeTheMedia · Oct 29  
Many organizations don't have the infrastructure where commerce & content can successfully work together @shanenorman #CDOSummitUK  
👍 4 ⭐ 2

 **Odgers Berndtson UK** @OdgersUKNews · Oct 29  
Conversion from audience to customer, give them "something to do"  
@shanenorman @muirnelaffan #CDOSummitUK  
👍 2 ⭐ 1

# CONTENT & COMMERCE NATURAL PARTNERS OR A SHOTGUN MARRIAGE?

SUMMITUK @BETHEMEDIA

accenturedigital



 **Jay Shetty** @Jshetty1 · Oct 29  
@shanorman says "you can't sell dirt" - don't sell bad content. Create quality content. @BeTheMedia @AccentureDigiUK #CDOSummitUK

 **Odgers Berndtson UK** @OdgersUKNews · Oct 29  
Great example on raising funds in a heath crisis from @shanorman when the content people don't think about conversion #CDOSummitUK

 **Edward Qualtrough** @QedwardRobert · Oct 29  
Quote of the day from CDO @shanorman about getting into the content business: "You really can't charge people for crap." #CDOSummitUK



# MARKETING INTELLIGENCE REPORT

Attribution is the single greatest challenge to effective and efficient marketing. This is especially the case for nonprofits who have to be focused on the impact on giving.



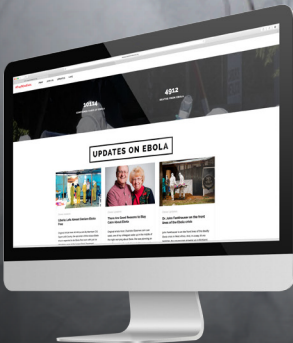
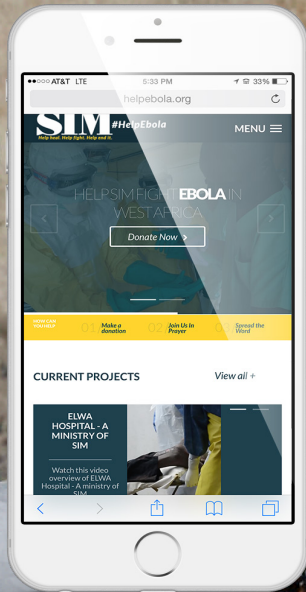
We created an industry first, The Marketing Intelligence Report. With revenue generated as the baseline, this platform tracked activity across all marketing and PR channels, both online and off and became a critical component in optimizing the efforts of clients served by DSA.

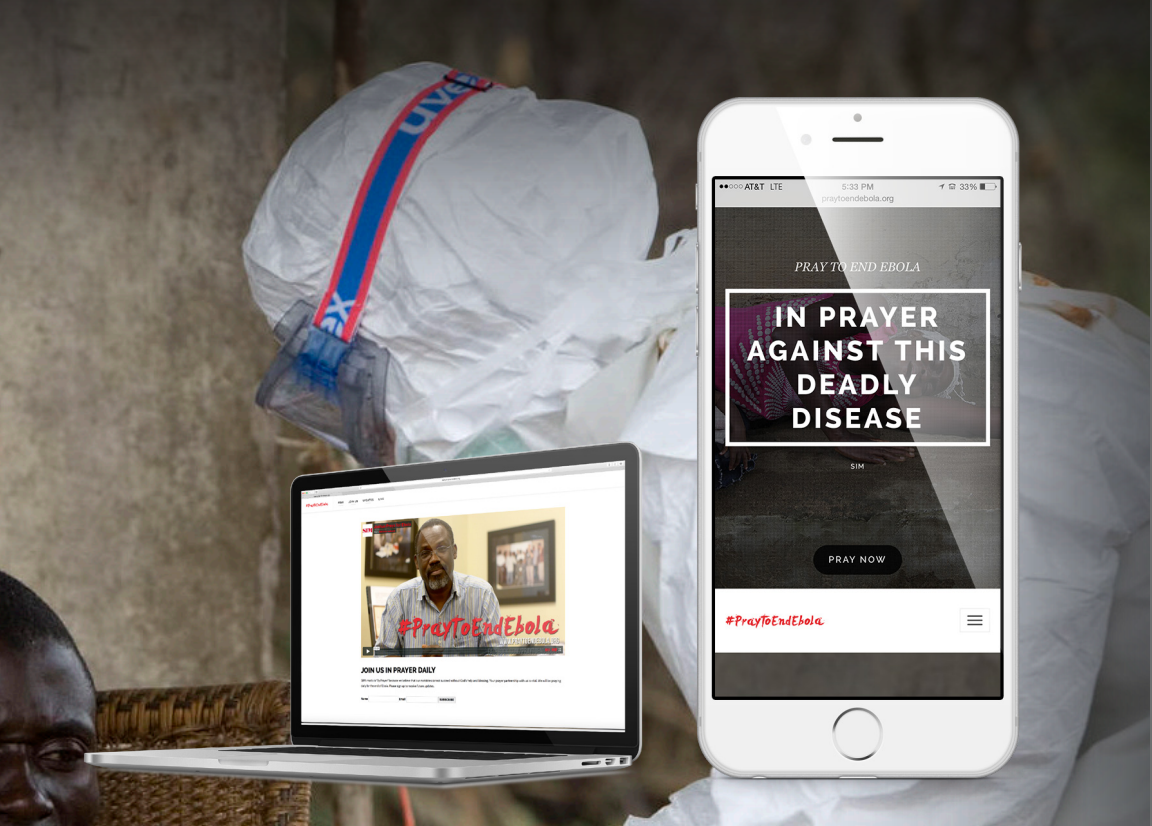


# #PraytoEndEbola

I led a team that developed #helpebola and #praytoebola in under 24 hours and ultimately raising over \$2,000,000.

The campaign was given the highest honor in the industry, The Gold Award for Fundraising Success by NonProfitPro.





# NonProfitPRO 10TH ANNUAL GOLD AWARDS FOR FUNDRAISING EXCELLENCE

#PrayToEndEbola  
Why It Won

As the full scope of the West Africa Ebola crisis began to take shape in 2014, nonprofits around the world leapt into action. Disaster relief poured in from all corners of the globe, in the form of money, water, food, supplies, volunteers and more. SIM USA, an international mission organization with 4,000 workers serving 70 countries, took a different approach. It called for prayer.

SIM USA's ELWA Hospital in Liberia was at the epicenter of the outbreak, and the organization spent nearly \$1 million in the first five weeks evacuating at-risk or sick personnel. So, with the help of Douglas Shaw & Associates, SIM USA conceived its emergency #PrayToEndEbola campaign. Goal one: Offset the hospital's skyrocketing operating expenses as it continued treating and caring for patients, SIM USA conceived its emergency. Goal two: Engage people all over the world to pray to end the outbreak.

The multichannel campaign spanned three months—August to October 2014—using a comprehensive mix of channels to deliver its message and rally supporters for a week of prayer. In late August, it launched with a dedicated microsite, a national press release, and an emergency mailing and email to SIM USA constituents. In September, it kicked into gear, adding radio public service announcements, nine days of coordinated Facebook posts, Facebook paid ads, a seven-day email series and a livestream with SIM USA's international director. The campaign generated 2,141 Facebook likes, 500 new email sign-ups through the microsite, 1,039 clicks on Facebook paid ads and a staggering 1.2 million total impressions. It raised \$406,284 at a total cost of \$42,459.

But the numbers only tell half the story. From the microsite design to the branding to the email and Facebook-post templates, the campaign featured stunning creative—large images, use of deep red color to enhance urgency, a mobile-responsive website, a simple mailing with a clear call to action, and more. It earned a near-perfect score from our judges.






 **Amanda Smith** @amandaJOYsmith · Feb 24  
 YES--> "Content is no longer king, conversation is." -@shanenorman #NRB15  
 #NRBdigital @NRBConvention  
 8 replies 7 likes

 **Yvonne Carlson** @dutchessofweb · Feb 24  
 Each organization must ask itself, "Who do people say that we are?"  
 @shanenorman #NRB15 #branding  
 1 reply 1 like

 **Amanda Smith** @amandaJOYsmith · Feb 24  
 "When we give ppl something to talk about, we invite ppl to engage & participate  
 via @shanenorman #NRBdigital #nrb15  
 2 replies 2 likes

 **Yvonne Carlson** @dutchessofweb · Feb 24  
 We have an automatic way of knowing if our content is good. Are people talking  
 about it? @shanenorman #NRB15  
 2 likes

 **Andrea Lyons** @AndreaFLyons · 24 Feb 2014  
 We are no longer in a broadcast oriented world. You can't survive by talking to  
 people, they have to talk back to you @ShaneNorman #NRB14  
 3 replies 2 likes

 **Liz Renee** @ContraryWoman · 24 Feb 2014  
 Content matters bc it has to be worth talking about. If no conversation is  
 happening you're doomed. Ok, @shanenorman didn't say doomed.  
 1 like



**Claude Pratte** @claudepratte · 24 Feb 2014

Just attended **Shane Norman's** workshop at **NRB 2014** - mind-blowing! Simple, relevant and spot-on.



**Proclaim 17** @NRBConvention · 24 Feb 2014

"Content isn't king. Conversation is. Content is just something to talk about" @shanenorman #NRB14. Great Educational Session!



**Marketing Support** @MarkSuppNet · 24 Feb 2014

"Content isn't king, conversation is. Content is just something to talk about." @shanenorman #NRB14



**Liz Renee** @ContraryWoman · 24 Feb 2014

Content matters bc it has to be worth talking about. If no conversation is happening you're doomed. Ok, @shanenorman didn't say doomed.



**Andrea Lyons** @AndreaFLyons · 24 Feb 2014

If you are connected through multiple channels you can increase the effectiveness of the message. @ShaneNorman #NRB14



**Amanda Smith** @amandaJOYsmith · 24 Feb 2015

"When we give ppl something to talk about, we invite ppl to engage & participate via @shanenorman #NRBdigital #nr15



**Yvonne Carlson** @dutchessofweb · 24 Feb 2015

Does your content inspire people? The real world will give you the answer. @shanenorman #NRB15



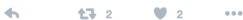
**Yvonne Carlson** @dutchessofweb · 24 Feb 2015

We have an automatic way of knowing if our content is good. Are people talking about it? @shanenorman #NRB15



**Outcomes Magazine** @CLAOutcomes · 20 Feb 2014

"Great content tells your story in a compelling way. Storytelling is a key for future growth of any ministry..." @shanenorman #CLAOutcomes



# HarperCollins Publishers



Group Director,  
Interactive Marketing & Products


Worked across HarperCollins to drive global excellence in digital marketing and product development by delivering and creating new methods to effectively position authors, titles and brands in the digital space.

2010-2012

## #1 TINTIN APP



Led development of industry break-through app The Art of the Adventures of Tintin combining the best features of a book, movie and app into one

THE ART OF  
★ THE ADVENTURES OF ★  
**TINTIN**  
WITH FOREWORDS BY STEVEN SPIELBERG AND PETER JACKSON  
AND INTRODUCTIONS BY JOE LETTERI AND RICHARD TAYLOR  
WRITTEN BY CHRIS GUISE  


# KEY ACHIEVEMENTS



## #2 CHAPTER 1

Created first-ever syndicated book discovery app and platform



## #3 BRAND STRATEGY

Created brand strategy for key authors and IP in both children's and adult categories



## #4 DIGITAL DAY

Led first ever company wide digital training event



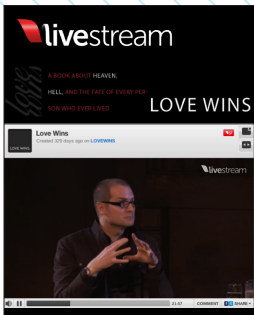
## #5 AUTHOR APPS

Created scalable app platform for authors



## #6 GLOBAL DIGITAL LEADERSHIP

Led monthly digital gathering of marketers from around the world



## #7 LIVESTREAM

Created Livestream program to introduce authors and their books to new audiences. This initiative served as a key strategy to launching several best-sellers.



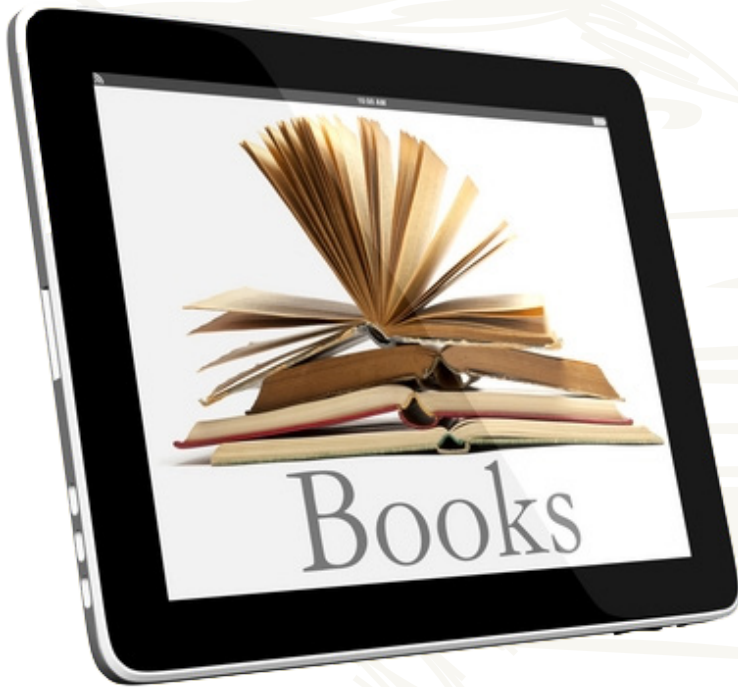
## #8 MARKETING INNOVATION

Created numerous platforms and provided training and leadership to global staff around product & marketing innovation



## #9 NEWSCORP COLLABORATION

Served as primary liaison to other NewsCorp entities specific to content and marketing initiatives



# THE BOOK BUT **NOT AS WE KNOW IT**

**Original Article on [OurNews.com](http://OurNews.com)  
by Gregg Barrilla - Sep 12, 2011**



The book's a dead duck and book publishers are going the way of the dodo, right?

Who told you that?

It's true, the book publishing industry, like the newspaper industry, is grappling with some serious challenges as audiences migrate to digital platforms and mobile devices.

But challenges and problems can be opportunities, too.

Some may look (pejoratively) upon book publishing houses as musty dens, filled with old men in brown cardigans.

read itself to you?

Could you go virtually... inside a story? Could you carry your entire collection of books in your pocket?

Start thinking about these questions and you begin to understand the profound ways digital is redefining ideas about books and reading.

To showcase just how the company is re-positioning itself for success in digital, HarperCollins held a "Digital Day" at its New York Headquarters (Wednesday, September 14). OurNews was there. And we didn't see a single brown cardigan.



But companies like HarperCollins are not the withering legacy media type some people may consider them to be.

HarperCollins, in fact, is leading the way with some exciting digital innovations that are not only revolutionizing the way people buy, consume and talk about books but challenge our ideas of what "a book" fundamentally is.

When you were a child, and mum or dad refused to read your favourite book FOR THE TENTH TIME, could you make the book

Charlie Redmayne, EVP and Chief Digital Officers said: "The world of publishing is impacted more than most industries by the breakneck speed of digital development. Digital Day was designed to ensure that our staff are given a clear understanding of the innovations that are taking place: To see the devices that are coming out and the different opportunities they afford through their functionality, and the software development that is happening in the world of games consoles that will open up new markets for our content and the products we are creating. More importantly it was

a chance to see the best our competitors are creating and the new opportunities for our marketers to engage directly with consumers.”

Spanning almost an entire floor at HarperCollins HQ (something of a mini-trade convention) employees throughout the business were given the chance to demo the latest products, platforms and devices.

There were keynote presentations on social media, digital marketing, digital growth, merchandising and product innovation.

Julie Blattberg, Director Content Strategy and Author Services spoke about the potential of social media platforms like Twitter to help publishers, retailers and authors connect directly with fans, consumers, media and even librarians.

Twitter, she said, was different from Facebook, because its audience comprised more members of important sectors such as the media, libraries and retail chains.

Recently, HarperCollins posted a tweet about a “down-priced” e-book called *Fragile Things* by Neil Gaiman. Without being prompted, Gaiman retweeted the message, which was retweeted in turn by @toptweets and eventually the link was clicked more than 2000 times.

The day before the tweet, the book had sold nine copies. The day after it sold 124 and 99 more the day after that.

You can download the slides from each of these

presentations below.

Event organizer Shane Norman, Group Director Interactive Marketing, said the idea of the day was to expose employees to the many and varied digital projects being worked on in the company.

“There’s so many things that are happening, from a digital perspective, that every layer of our business has something to say, if you will,” Shane said.

“Part of what digital day is about is highlighting the ways that we’re innovating in the space. So, how we’re creating new propositions that are redefining, if you will, what publishing really means; in the app space, enhanced e-books. These are new propositions that are built from an entirely different set of assets.

“We’ve got an exclusive device showcase, some really, really cool technology, some stuff people hadn’t seen before and then we have apps that are in development.

“One of the ones I showed earlier is for a movie we’ve created the book for, *The Adventures of Tintin*; that’s really exciting, a number of children’s apps and then enhanced e-books.”

Shane said the company was working hard to stay ahead of the curve.

“There’s sort of a road that has already been paved for us via the other industries that have changed and we’re very very keen to the fact that we have to be in front of how people discover our content.

“It’s really exciting, I mean

people are consuming content in all types of ways and I think our job in as much as it is in marketing, is really just to make sure that we’re creating the products that people want to buy.

“And people are going to consume our content in the app space, in the iBooks store.

“So basically we really need to be focused on creating great content, delivering it to the right places and then being able to market it properly and develop a really close direct consumer relationship.”





**KEYNOTE PRESENTATIONS**

Julie Blattberg | **Twitter 101**  
(1:30-2:00pm) Event Code: 62483

Shane Norman | **Digital Marketing Innovation**  
(2:00-2:30pm) Event Code: 62485

Frank Albanese | **Growth in Digital Publishing**  
(2:30-3:00pm) Event Code: 62487

Ana Maria Alessi | **Digital Product Innovation**  
(3:00-3:30pm) Event Code: 62489

Caitlin Rolfe | **Digital Merchandising**  
(3:30-4:00pm) Event Code: 62491



**PLATFORM SHOWCASE**

Chat with online marketing managers and directors about the exciting and innovative things they are working on to market our authors, titles and imprints. From the General Books Group, Shawn Nicholls, Michael Barrs and Mark Ferguson will be on hand to talk about QR Codes, Facebook applications, as well as successful promotions through digital channels. From the Children's Group, Becki Heller and Alex Garber will be on hand to talk about innovative campaigns in the teen and tween space.



**PRODUCT SHOWCASE**

Apps & Enhanced E-Books– Apps are a new way people are consuming our content. Stop by and see live displays of apps currently available in the app store, such as Al Yankovic's When I Grow Up App, along with innovative new apps that are currently in development, such as the Art of the Adventures of Tintin App.

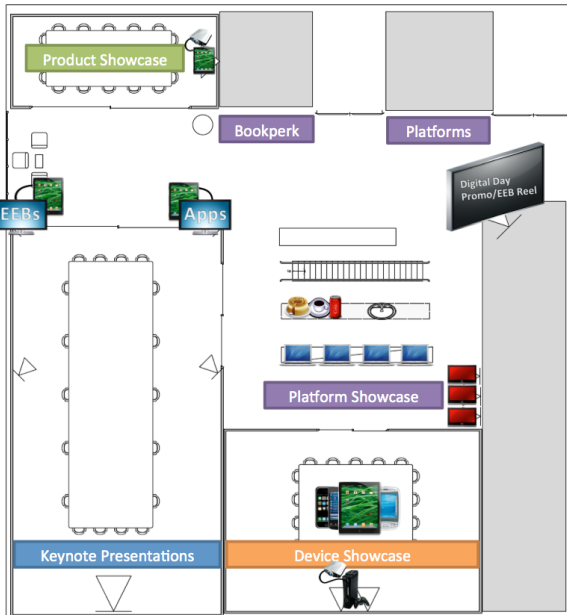
A growing category in digital, enhanced e-books provide the unique opportunity to 'go deeper' into a book. With video extras, and now innovative touch response and animated features, enhanced e-books redefine the reading experience. Learn how HarperCollins is leading in this space by taking a look at books that are currently up for sale and in development.



**DEVICE SHOWCASE**

Come look at the latest digital devices and talk to our team of experts about them. You will also see an exclusive preview of Microsoft Kinect's innovative book concepts!

**HarperCollins**Publishers  
DIGITAL DAY LAYOUT



**Keynote Presentations**

Keynote Presentations will be delivered in the large conference room. 20 Minute Presentation Length with 10 minutes for questions.

*Tentative Schedule*

- 1:30-2:00 – Julie Blattberg – Social Media
- 2:00-2:30 – Shane Norman – Digital Marketing
- 2:30-3:00 – Frank Albanese – Growth in Digital Publishing
- 3:00-3:30 – Ana Maria Alessi – Digital Product Innovation
- 3:30-4:00 – Caitlin Rolfe – Digital Merchandising

**Product Showcase**

The Product showcase will take place in and directly outside of 906. The monitors in the hallways will be connected to iPads that feature Apps on one side and EEBs on the other.

*Key Participants:* Corinne Helman, Helena Santini, Video Studio, HarperMedia

**Platform Showcase**

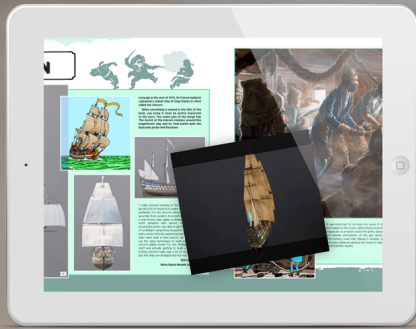
The Platform Showcase will fill up the space between the elevators and 909, and feature computers connected to televisions and monitors to showcase websites, social media applications and other interactive marketing assets.

*Key Participants:* OMM's, HC Children's Digital Team Colleen's, BookPerk, Hc.com

**Device Showcase**

The Device Showcase will feature all of the latest tablets, phones and gaming devices. Featured devices will be connected to the main screens.

*Key Participants:* Digital Technology Group





THE ART OF  
★ THE ADVENTURES OF ★  
**TINTIN**

## OVERVIEW

The Art of the Adventure of Tintin App was a breakthrough innovation in publishing; turning a traditional coffee table book into a technological masterpiece. I led a team across 3 continents and four countries to produce what was regarded as one of the best examples of a movie, book and app all in one.

Comment 9

Like 293

Tweet 715

Share 203

+1 19

# TinTin iPad Art Book Blurs The Line Between Books, Movies, And Apps



ERICK SCHONFELD



Thursday, December 22nd, 2011

9 Comments



If you are a big TinTin fan, you probably know that Steven Spielberg's *The Adventures of TinTin* opens today in theaters. But if you are a *really* big fan, there is also a companion coffee table book called "The Art of The Adventures of TinTin." But don't get the **\$39.99 print edition**. Get the **\$5.99 iPad app** instead. It has all the same art work, plus a whole lot more—3D models of the characters and vehicles from the movie that you can spin around, HD video clips, and immersive 360-degree experiences. (Watch the video below for a run-through of the app's features, with an intro by Spielberg).

The app was published by HarperCollins in partnership with **Holopad**, one of **Edo Segal's** startups (part of his **bMuse** operating company), which is the developer that provides the technology platform. All of the artwork comes from **WETA Workshop**, Peter Jackson's motion-capture art and special-effects studio, which is effectively the author of the book. (This would be amazing for *The Hobbit*).

It has all sorts of immersive features. "You blur the line of what is a book and movie because all of these images become movie clips," says Segal. "The whole book becomes a treasure trove you are exploring." For instance, you can "scrub" some of the illustrations to fade between the original comic book and the artwork from the animated movie. Every image is a separate element on the page which can be tapped and seen in full-screen. My favorite part is there are a few places, like TinTin's room, that are complete 3D spaces. You can tap into those images and move the iPad around like a window into this other world. Depending where you point the iPad, using the gyroscope, it shows different parts of TinTin's room, or the captain's cabin.

Although the app was produced by taking the same Adobe file that was used to create the print book, that was just a starting point. It took Holopad about another month and half to add all the extra immersive elements. "It was very clear to us that what we had to do was not an enhanced e-book," says Shane Norman, director of interactive marketing at HarperCollins. The TinTin iPad app will be the first of many such projects. "I definitely see it as a model for how we treat an interactive book," he says.

I've said this before, but digital books and magazines are best thought of as apps. Segal has similar views on the **future of media**. Tablets are a new software-defined medium. As such, an iPad book they requires more than just text and images, and maybe some video.



**lizLiz** Liz Phillips  
Another good example of "book" blurring line btwn book/movie/app  
[tcrn.ch/uY32dN](http://tcrn.ch/uY32dN) by @erickschonfeld cc @lireverand  
22 hours ago

**julianmaurer** Julian Maurer  
What a cool app! RT @TechCrunch: TinTin iPad Art Book Blurs  
The Lines [tcrn.ch/uY32dN](http://tcrn.ch/uY32dN) by @erickschonfeld @raffimaure  
22 hours ago

**macfrancis** Frank T  
This app is great RT @TechCrunch TinTin iPad Art Book Blurs  
The Line Between Books, Movies, And Apps [tcrn.ch/uY32dN](http://tcrn.ch/uY32dN) by  
@erickschonfeld  
22 hours ago

**c0uP** Abhilash  
Wow. The TinTin iPad Art Book app is pretty damn impressive  
[tcrn.ch/uY32dN](http://tcrn.ch/uY32dN) via @TechCrunch  
22 hours ago



**"THIS APP IS THE CROWN JEWEL  
OF OUR ENTIRE MERCHANDISING  
PROGRAM"**  
- Kathy Kennedy

# CHAPTER ONE

HarperCollinsPublishers

Frederick Forsyth  
Robert Ludlum  
John Le Carré  
Ian Fleming  
Tom Clancy  
Graham Greene  
David Copperfield  
Alistair...

In This Issue:

neal  
stephen-  
son  
REAMDE

#1 Best Book Bundle

Sh\*t  
My  
Dad  
Says

John  
Horton

TIM TEBOW  
with STEVE COLEMAN

AT NEW YORK TIMES  
BESTSELLER  
RED  
SAMMY HARGAR

Watch Out  
for the New

Spy  
Master

An Interview +  
First Chapter of Best Seller  
Audiobook Sampler

10 Hottest  
Spies

THE NEW YORK TIMES BESTSELLING AUTHOR OF  
THE REMBRANDT AFFAIR  
Daniel  
Silva  
Portrait  
of a Spy



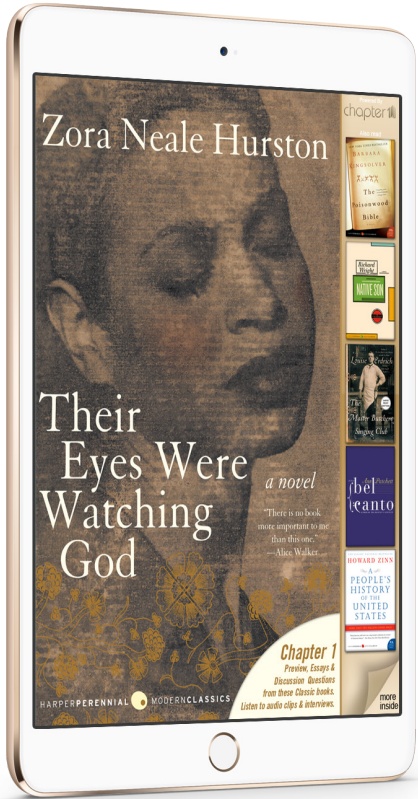
# chapter 1

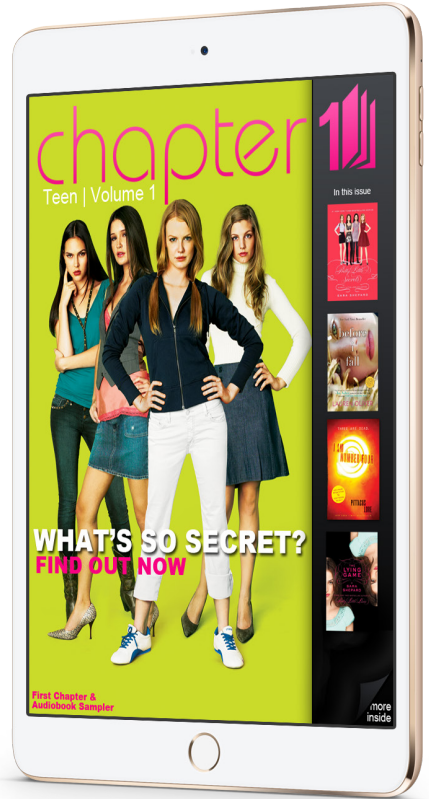
One of the principle challenges to publishing has been discovery. Chapter 1 was a bold step in that direction, delivering the first ever app of its kind.

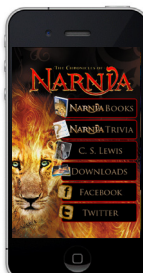
I created and developed this concept and employed developers from Paragraph/bMuse to facilitate app development, while partnering with internal resources from NewsCorp to develop a robust content management system.

We also secured partnerships to syndicate this content across NewsCorp websites and publications as well as external publishers such as Flipboard.













To address the single greatest threat to publishing, disintermediation, I led an effort to develop direct-to-consumer marketing propositions which included the AuthorApp; a scalable, low-cost platform that facilitated a direct connection to the author and his/her audience. 'Ask Steve' along with 'Love Wins,' both took top spots in the App Store, complementing their Best-Selling book counterparts.





# PRESS & PUBLICATIONS





- 


**Matt Mullin** via Twitter  
 mrmullin Seriously though, Michael Harbolt, Rachel Chou, and Shane Norman are some of the brightest in books. You gotta see this one. #dbw  
 ☆ Favorite ↻ Retweet ↩ Reply · 13 days ago
- 


**Johanna Vondeling** via Twitter  
 jvondeling Smart. RT @PeterTurner : Shane Norman: Use live events to acquire email addresses and other customer data. #dbw12 #dbwinvestment  
 ☆ Favorite ↻ Retweet ↩ Reply · 3 hours ago
- 


**Porter Anderson** #dbw12 Investment Mktg @ShaneNorman @HarperCollins "One of our tools is for creating an in-house app...as a brand extension for an author."  
 Like · Comment · Share · 3 hours ago
- 

**Peter Turner** Peter Turner  
 Shane Norman: Use live events to acquire email addresses and other customer data. #dbw12 #dbwinvestment  
 3 hours ago
- 


**trevoridge** trev  
 #dbw12 Shane Norman spot on about publishers' role as expert curators of quality. Bringing it to digital with syndicating chapters etc  
 2 hours ago
- 

**Porter Anderson** Porter Anderson  
 #dbw12 #dbwmktg @ShaneNorman @HarperCollins "How do we assess what we claim we do or are trying to do, on a real-time basis?"  
 2 hours ago
- 


**ami\_with\_an\_i** Ami Greko  
 Shane Norman bucking the trend--a publisher who's still bullish on apps. #dbw12  
 3 hours ago
- 

**Andrea Lyons** Andrea Lyons  
 People want 2 read gr8 content. We need 2 make sure we are syndicating content & making it easy 2 find. --Shane Norman @HarperCollins #dbw12  
 2 hours ago
- 


**jvondeling** jvondeling  
 @ShaneNorman: "Smart marketing should shorten the path between the message and buying the book." #dbw12  
 2 hours ago


- 


**Somersault Group** via Twitter  
 smsrault RT @jvondeling : @ShaneNorman : "Smart marketing should shorten the path between the message and buying the book." #dbw12  
 ☆ Favorite ↻ Retweet ↩ Reply · 2 hours ago
- 

**Peter Turner** via Twitter  
 Peter Turner MT @trevoridge : #dbw12 Shane Norman spot on re publishers' role as expert curators of quality. Bringing it to dig with syndicating chaps etc  
 ☆ Favorite ↻ Retweet ↩ Reply · 2 hours ago
- 


**Iris Blasi** via Twitter  
 IrisBlasi Don't wait until something fails to admit that it's not working. Stop, reassess, change direction. @ShaneNorman #DBWsum  
 ☆ Favorite ↻ Retweet ↩ Reply · 1 day ago
- 

**linkmeCRM** link.me  
 . @shanenorman of @HarperCollins talking about the value of Apps in publishing & importance of knowing readers preferences #DBWmktg  
 2 hours ago
- 

**trevoridge** trev  
 #dbw12 Shane Norman saying we need to be flexible and smart like a chess-playing gymnast. I may be paraphrasing a bit.  
 2 hours ago
- 

**BuzzBooksUSA** Buzz Books USA  
 ? Need multi impressions RT @fbooks: "Biggest mistake in mktg is paying to reach the same person twice." Shane Norman @HarperCollins #dbw12
- 

**ami\_with\_an\_i** Ami Greko  
 I am now just tweeting everything Shane Norman says. #dbw12 #youarewelcome  
 3 hours ago ☆ Favorite ↻ Retweet ↩ Reply
- 

**HarperCollins** HarperCollins  
 Syndication; allow for more channels of digital discovery via sampling... @shanenorman #dbw12  
 2 hours ago
- 

**DanBlank** Dan Blank  
 "One of the biggest mistakes in marketing is paying to reach the same person over and over." - Shane Norman, Harpercollins #dbw12  
 3 hours ago

## Shatzkin: Big-Six Run By Smartest, Most Innovative Publishers (Video)

Categories: DBW Updates  
February 1, 2012 | Rich Fahle | 1



By Rich Fahle, Founder, Astral Road Media, @richfahle

Couldn't make it to Digital Book World? Came but want to relive the excitement?

This is the first in a series of video interviews from Digital Book World, created by DigitalBookWorld.com and Rich Fahle at Astral Road Media.

In this video compilation of thought leaders at Digital Book World's Day 2, publishing consultant (and DBW partner) Mike Shatzkin says, "The big six is run by the smartest group, the most innovative group, the most forward thinking group across the board that major publishing has ever had.... Each and every one of these companies is run by a legitimately smart, forward thinking leadership. And, yes, they are in a very, very difficult position."



Also hear John Donatich, director of the Yale University Press talk about why books still matter and why "the idea of the finished book isn't going to go away."

Michael Fabiano, general manager of NBC Publishing gives details on his company's nascent publishing division, including that it will start with e-books.

And Shane Norman, group director of interactive marketing at HarperCollins talks about making smart investments in experimentation.



# Publishing Trends

News and opinion on the changing world of book publishing

December 2011

Volume XVIII, Number XII

## Publishers with a Past:

Media Execs Move into Publishing

As digital becomes an increasingly important frontier in the book industry for both products and promotions, skill sets from different types of media and entertainment have less important perspective to major houses. With more people starting their careers in the book industry after working in other media, I've talked to four executives with past experience in film, television, music, and magazines, asking them for observations on how their backgrounds have influenced their experiences so far in publishing and where they see the industry heading.

For most, the biggest lure to publishing was books. "I've always loved books and even though I am a 'digital guy,' I especially love physical books," says Jeff Dodes, current Executive Vice President, Marketing and Digital Media Strategy at the Marshall Press, formerly of the Label Group. "I do love the idea and stories of authors, whether fiction or non-fiction and am inspired by great story lines. It's really not that different from soap operas." For Ken Horowitz, who worked at both New Line Cinema and as a media consultant partner at Publisher Partners, going to Scholastic as Director of Retailers allowed him the opportunity to try the one area of media that he had never worked in. Not only does his book collection outweigh his film collection, but he is also working on a book himself!

In the case of Shane Norman, the leap from working for Fox TV to HarperCollins was more a matter of finding opportunity within the News Corporation family. As the News Corp Leadership Group, Charlie Redmayne former EVP Chief Digital Officer, HarperCollins made a compelling case for moving to publishing, explains Norman, current Group Director of Interactive Marketing at HarperCollins. "We had conversations following that presentation specifically around what I did, and made the connection from my experience to what sort of contribution I might be able to make to help meet some of the challenges of the book industry."

"I went planning to leave women's magazines," says Robert Jones, current Executive Editor of Henry Holt and former Anne Maguire Deputy Editor. "But Ellen Archer at Hyperion called one day on of the blue and asked 'I would like you to be a book editor. And, well, yes, I would!'"

Regardless of the specifics of how they saw opportunity through their love of books, these publishing professionals have all observed that passion for the industry permeates the various stages of the publishing process. "Relatively few people in magazines love magazines as much as book people love books," Jones points out. "The majority of book publishing people seem to be ardent consumers of the thing they are making and selling." In fact, she made the point that in magazines, extensive research is performed to pinpoint consumers and audience, whereas in books, they rely on years of bookkeeping experience and on faith in the reader.

In Ken Horowitz's experience, interactions between publishing professionals seem "to be about relationship building." The movie business is known for using more confrontational tactics to move a project for-

© Marie Perle International 2011

## People Roving

CHANGES

Lauren Shalaby is stepping down as VP, Publisher, Clarkson Potter, Potter Craft, Potter Style, and Watson-Gouppil, and will be leaving the company. Ben Krass is returning to Crown from Kodakis in the position of SVP, Publisher, Clarkson Potter.

Brendan Cahill has left his position as Publisher of Open Road Integrated Media and will relocate to Woodstock, VT when he becomes CEO of Green Mountain Digital. He may be reached at [bcahill@greenmountain.com](mailto:bcahill@greenmountain.com). Forrest Abrams CEO Andy Stewart founded the company in 2009 along with David Roberts and Charles Rattigan. The company produces a line of hard and natural guide books with Audubon, and does apps with Orbit.

SBS CEO Carolyn Reidy announced in late November that she had "raked" one digital group, led by Ellie Hirschhorn, to take on a greater role in working with our publishing teams on digital marketing, campaign for select titles, and concurrently it was announced that Frank Focetta ([frankfocetta.com](http://frankfocetta.com)), Lauren Monaco and "some others who have contributed much to Simon & Schuster's success over the years" will be leaving the company. Shortly thereafter Sunny Ojidi was named Senior Director of Special Sales. Ojidi has operated a consulting company since 2003. SVP Marketing Lin Pert will now report directly to Reidy.

Meanwhile, Thomas Leffler has joined SBS as VP, Senior Editor. He was most recently at FSG, where he was publisher of the Hill & Wang and Scientific American imprints.

The newly independent Macmillan Press, now located at 286 West 27th Street, announced that Christopher Lyons has been hired as Executive Editor, to direct its new electronic publishing initiative, aimed at developing book apps for tablets and track publications. He had been at Dutton and MOMA. Heather Kirkpatrick, previously with Plézier Macmillan, has been named Marketing Manager. Managing Editor/Production Director Elizabeth White has been promoted to VP and Steve Lawrence has been promoted to Senior Editor.

David Goehring has joined Wiley as Director of Digital Publish-

ing. Norman agrees, saying that one of the most surprising things he's discovered about book publishing is that the "quality that goes into product from concept to reality is not commonly known." In HarperCollins' children's group, for example, "what we do with our digital products does not not always consider just what's publishing this year. There are many backlist opportunities," and Norman has been pleasantly surprised to find that "good books are perennial." Finding ways to take brands beyond their traditional core proposition, that is to say their original story form, has been a way of finding opportunities to expand popular books into the digital realm, from the recently released FANCY NANI dress up game to the upcoming app release of THE ART OF THE ADVENTURES OF TINTIN.

As with television and film, publishing has especially potential to influence culture and connect with audiences, but growing in a time where television and movies are based on books, Norman notes that the "book industry is the best case for an idea. The diversity of product and making long-lasting connections is much different from producing a handful of TV shows."



### MEMORANDUM

November 22, 2010

TO: All Employees  
FROM: Charlie Redmayne

I'm delighted to announce that Shane Norman will be joining HarperCollins as the new Director of Interactive Marketing. Reporting directly into me, Shane will be a central resource responsible for developing and coordinating an integrated digital consumer marketing strategy for our high profile authors and titles. He will work closely with the divisional marketing teams and will help to drive exponential reach, revenues and increased market share for the company and its authors.

Shane is joining us from Fox where he has been managing interactive sales and marketing efforts for Fox Television stations in New York. He is an immensely talented professional who will bring new skills to our consumer marketing drive and will complement and enhance the terrific digital marketing initiatives already taking place across the company.

Shane's first day will be November 29th. Please join me in welcoming him to HarperCollins.

HOME -> INDUSTRY NEWS -> PEOPLE

Job Moves: November 24, 2010  
By Publishers Weekly Staff

Nov 24, 2010

HarperCollins has hired Shane Norman as director of interactive marketing. Norman will report to evp, chief digital officer Charlie Redmayne and will develop and coordinate an integrated digital consumer marketing strategy for the house's high-profile authors and titles. Norman was most recently at Fox, where he managed interactive sales and marketing efforts for Fox Television stations in New York.



FOX TELEVISION STATIONS, INC.



Manager,  
Interactive Marketing & Sales

Led a team of broadcast advertising executives with the creation and development of integrated media campaigns. Successfully developed multiple award winning platforms and opportunities to deliver unique interactive offerings.

2006-2010

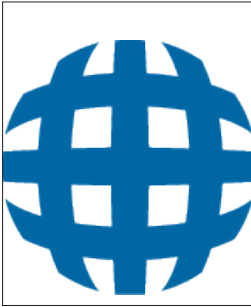
#1 EMMY NOMINATION

NYTRAFFIC

Received NY EMMY nomination for an innovative approach to traffic reporting, leveraging one of the first true cross-platform traffic reports.



# KEY ACHIEVEMENTS



## #2 CREATING THE FUTURE LEADERSHIP GROUP

Named to Rupert Murdoch's development group for future leaders of NewsCorporation



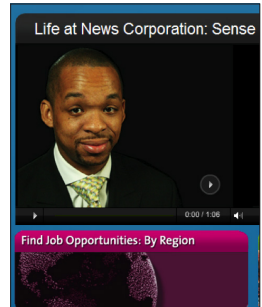
## #3 LIVESTREAM

Created first large-scale Livestream with social media integration for the Yankees World Champion Parade



## #4 NEWSCORP COLLABORATION

Led collaboration with NewsCorp entities such as New York Post, Slingshot Labs and HarperCollins for sponsorships and content initiatives



## #5 NEWSCORP CAREER FEATURE

Featured career story on newscorp.com



## #6 WIDGETS

Produced and published first company widgets for news, traffic and weather



## #7 60 SECOND TEST DRIVE

Created scalable platform for automobile advertisers called the 60SecondTestDrive, an interactive guide to new automobiles



## #8 BEYOND THE BANNER

Authored company-distributed guide to creating rich media content, distributed to sales managers and web developers across NewsCorporation



## #9 SALES INNOVATION

Created over 100 unique platforms and initiatives to generate revenue across Fox Television Stations and its related digital properties

# NY TRAFFIC AUTHORITY

In 2008, I developed NYTrafficAuthority in an effort to aggregate a number of disparate technologies into one viable platform.

Garnering an Emmy Nomination, the NYTrafficAuthority also led to a \$4 Million Advertising Commitment from its title sponsor Acura. The website served as extension of the on-air report, where viewers were given unprecedented access to traffic cameras, maps and tools to plan their commute.



The National Academy of  
Television Arts And Sciences



The New York Chapter

Honors

NYTrafficAuthority.com

*Shane Norman*

Creator/Developer

Nominated for

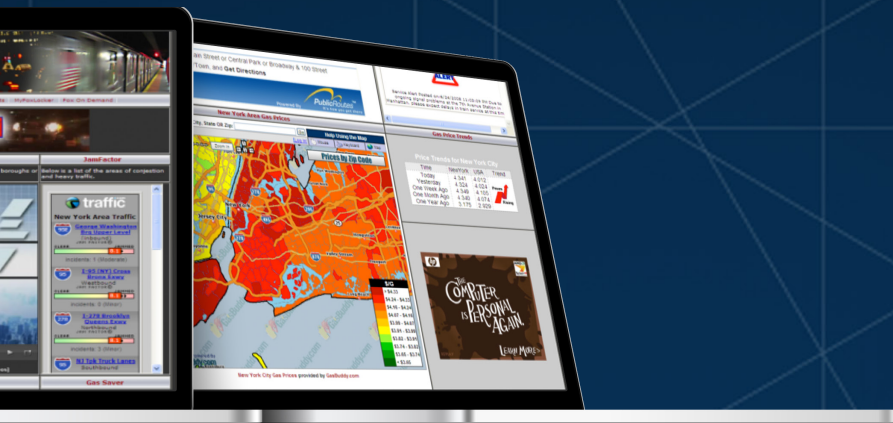
Advanced Media Program: Interactivity

July 17, 2008  
NYTrafficAuthority.com

2007-2008 New York Emmy® Awards

Jacqueline Gonzalez, Executive Director

Shelly Palmer President





Having recently rebranded themselves as Livestream, a company called Mogulus was making headway into becoming the premier player in live streaming. We partnered with them to develop a live, on-air program as an extension of Good Day NY.

The Yankee's 2008 World Series Win presented the perfect opportunity to leverage new social media integration with live Facebook & Twitter Feeds.

I led a team that powered the first large-scale event with Livestream's new platform and developed a record setting convergence multi-media effort.



# Everyone makes News

## Create

HOME COLLEAGUES GROUPS OUR COMPANY BLOGS CAREERS

### Edit Blog

Use this section to create a new blog, or edit something you've already posted. All blog entries from profiles and groups will appear in the "Blogs" section, found by clicking the tab in the top center navigation bar. You're encouraged to leave comments on other blogs, and others will read and comment on what you post. Use discretion when blogging and commenting, and don't distribute blog postings to people outside of NewsCorp. If you wouldn't say it in the office, don't say it here.

[Return to Profile Home](#)



### Admin Links

[Create a post](#)  
[Manage posts](#)  
[Manage comments](#)

### Blog

[Alert Me](#) | [View All Posts](#)

11/6/2009

## Yankees Parade on myfoxny.com

Good afternoon everyone,

If you read this blog within the next hour, you will be able to experience this live. We have put together extensive online coverage of the Yankees' Victory Parade on myfoxny.com. We deployed a brand new custom player built by LiveStream featuring Twitter and Facebook integration. We have witnessed amazing velocity of participation (as the viewership went from 0 to almost 30,000 viewers in just a few minutes). Facebook/Twitter users are able to share and chat live with other Yankees' Fans.

This is a very exciting event as we are witnessing record levels in viewership and interaction as well as significant revenue from participating sponsors! (The online ads are synced with on-air billboards).

We are a trending topic on facebook and are currently #14 on Alexa's Hottest Url list

<http://www.alexametrics.com/hoturls>

Posted at 9:45 AM by [Shane Norman](#) | [Permalink](#) | [Email this Post](#) | [Comments \(3\)](#)

### Comments

#### **Congratulations**

[Edit](#)

This is a great demonstration of a variety of points. I'll post a link to this over in the video streaming group.

[Andrew Finlayson](#) at 11/6/2009 11:40 AM

#### **Woo hoo!**

[Edit](#)

This is fantastic! Reaching consumers faster than before and generating revenue! You need your own parade Shane!!!

[Tiffany Labanca](#) at 11/6/2009 12:39 PM

#### **More innovation**

[Edit](#)

The social net integration and sales are fantastic. Also interesting to me is that this was a homepage, embedded live stream...something I haven't seen too much of anywhere else yet. But I think that's the model for live breaking news.

[Ronald Stitt](#) at 11/6/2009 12:51 PM

## Life at News Corporation: Sense of Adventure



**Shane Norman**

Sales Manager – Interactive

Fox Television Stations

Considers creativity a job requirement

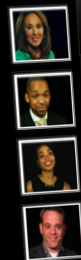
Gets into the mindset of

consumers and clients

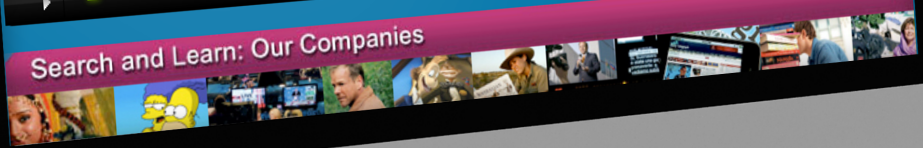
Always looking for the

next huge idea

Is all about his children



Search and Learn: Our Companies





# CONVERGENCE MARKETING

CASE STUDIES AND APPLICATIONS

News International  **THE TIMES**  **TV MAGAZINE**  **THE SUNDAY TIMES**

**THE SUNDAY TIMES**

Provided strategic insights to NewsCorporation sister companies such as News International in the areas of digital/convergence marketing by offering case studies and recommendations.

**THANK  
YOU!**

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