**Script #1:** 10727604 SB Sept 2012 Launch Interactive Demos: smarter workforce creating an exceptional customer experience of brand

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| 1 | FADE UP on the following image:CropRows.jpg”(GreenwellGraphics.zip)IMAGE: FarmersCAPTION: Farmers & ProducersIMAGE: ShippingCAPTION: Packaging & ShippingIMAGE: Healthy grocery store, CAPTION: Grocers and Customers  | Introducing Greenwell:Greenwell provides organic foods that are gentle on the earth and healthy for the body. With an all-local, farm-to-table approach, this wholesale organization creates baking products that retailers are proud to offer their customers—at a price that everyone can enjoy.Lately, the company has been struggling to stay connected with suppliers, partners, wholesalers, and customers. Greenwell's sales have not grown. And they’re losing market share. But Greenwell is about to change all that. There’s a new social focus on the horizon.  |
| 2 | As the VO introduces our heroine, the SCENE FADES to a still of JASMINE'S PROFILE.“Profiles – Jasmine Haj2.png”(GreenwellGraphics.zip) | Meet Jasmine, a seasoned marketing manager with a developing expertise in social media marketing. She's New to Greenwell, she has been tasked to grow the company's customer base by attracting new customers and winning back old ones. She's trying to determine which new products Greenwell might produce to help with this task. |
| 3 | IMAGES of various analytics APPEAR in conjunction with the VO“Sentiment.png” | By analyzing various social media networks and monitoring social conversations, Jasmine has uncovered a number of trends in the food industry.The 'Farm to Table' movement offers insights, but it's too general to be a benefit to her specific task.So she digs deeper, discovering a large community focused on gluten-free foods. This promising trend inspires Jasmine to drill down into the topic. She reaches out to influential bloggers and food communities to better understand the movement and its market dynamics.  |
| 4 | IMAGES of RELEVANT BLOGS APPEAR, mimicking Jasmine's research. “Discussthis\_MM2.camrec”1:03min(VideoCapture folder)http://gluten-free-blog.blogspot.com/ | Her investigation uncovers a number of relevant and highly-trafficked blogs that discuss home baking—and advertise related products. |
| 5 | SCREEN CAPTURES show Jasmine's activity. | Believing that this market might be a good niche for Greenwell, Jasmine uses 'discuss this' to begin an internal discussion about the blog and the gluten-free movement.  |
| 6 | SCREEN CAPTUTES CONTINUE to show Jasmine's activity, as she uses the 'share box' to update her status.  | She also updates her public status, using the share box to connect across Greenwell, and broadening the conversation in order to include input from beyond the product launch community. |
| 7 | FADE TO ACTIVITY STREAM“Comment\_ideationblog.camrec”0:53(VideoCapture folder) | Later, Jasmine checks her personal activity stream. She discovers new notifications about various projects, and she’s excited to discover a comment on the gluten-free product discussion.She opens the comment in context, and sees a note about the possibility of setting up an ideation blog where members of the company can collaborate on new ideas for gluten-free products. She acts on this suggestion immediately.  |
| 8 | FADE TO below image:(VideoCapture folder)MobileIdeationMM.mp449sec | In just a short time, members from across the company react to her idea and add comments and votes. Some even come in from colleagues on the road.  |
| 9 | FADE TO below image: VideoCapture folderIdeation graduation“ideation\_graduation2.camrec”2:43SCREEN CAPTURES continue to show Jasmine's activity in conjunction with the VO | The next day, Jasmine logs into IBM Connections Home, and finds that her Gluten-free product line idea has received several positive comments. She also notices that she has unread mail …so she sets the input aside for a moment, and opens her mail service from within Connections. Her mail includes a confidential confirmation of her promotion! She responds immediately to the wonderful news using the embedded experience…and just as quickly, she shifts her focus back to the comments on her new product line idea. After browsing the first comments, she opens the full entry to the community blog entry to study the comments more carefully. She is gratified to see that the idea lines up very well with Greenwell’s overall mission of offering products that are good for the body and soul. People are excited about branching out in this new direction. After noting a few sizing requests and sales questions, she 'graduates' her idea.This action automatically creates an activity, kicking off a 'proof of concept' project that includes the Greenwell Product Launch community and all its appropriate departments. Within the activity, Jasmine assigns a few actions. One for Heather in Research and Development, to look at the costs of gluten-free product manufacturing. And one for Frank to investigate regional markets for sales. While these actions proceed internally, Jasmine moves to test the idea externally, seeking feedback from customers about the potential demand for a gluten-free Greenwell product.  |

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| 10 | FADE TO below image: c4xwebxpart1.avi <note to video editor – you can cut off the first 53 seconds showing how to create the form – I think showing how it gets published to the site is good enough!>  | Jasmine uses IBM Forms and the Forms Experience portlet to create her own survey and publish it to the Greenwell site without a lot of programming needed.  |
| 11 | C4xwebxpart1.avi continues after the survey has been published and show the microsite parts – such as the blog but also the recipes etc.  | She also begins to construct a microsite, so she can simply and easily engage customers on the topic of gluten-free products. In addition to the survey, she makes a community, a blog, and recipes available. Not only is Jasmine trying to understand what type of information customers might be looking for, she also wants to make it easy for customers to interact personally with gluten-free baking experts and product managers at Greenwell.  |
| 12 | See ces.demo.part2.avi for this press release publishing, and the push to the different web properties on Facebook and twitter. <note to video editor – is it possible to speed this portion up without it appearing so – maybe 150%? >  | When the product is ready, Jasmine gets the go-ahead to announce the new product line. She prepares a press release and links it back to the new micro-site. This gets pushed via various social channels, such as Facebook and Twitter, broadening the reach of Greenwell's news even further.  |
| 13 | FADE TO below image:  | Once in full launch mode, Jasmine uses web metrics to gauge consumer interest. She’s happy to see that the traffic at the site is climbing!  |
| 14 | FADE TO below image:  | Increased web traffic and engagement on the microsite is followed by strong sales of the new product line. And by listening to the marketplace, Greenwell was able uncover new opportunities, rebuild brand recognition, increase market share, and invigorate their existing customer base.  |
| 15 | FADE TO Greenwell image: FADE TO BLACK. URL Fades in for more info. <please add these tag lines above the URLs>Get Social. Do Business. From 'liking' to Leading with IBM Social Business.**www.ibm.com/socialbusiness** | Social technology made it all possible, offering Greenwell a new competitive advantage—and a new outlook on their business. FADE TO BLACK. URL Fades in for more info.  |

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