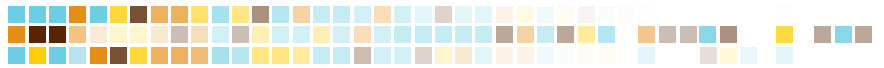


# PERSPECTIVES



A monthly look at what's happening in the ever-changing digital world and beyond.

## From the Editor

Yes, Virginia. There's an app for that...

It's the end of 2011 and the end of another year of *Perspectives*. We end the year with a look at how our increasingly digital world is impacting even how we celebrate the holidays. From changes in sending cards to changes in how we shop, what I see is the growing use of digital to return us to a "back-porch culture." In our globalized world, technology enables us to have a small-town lifestyle even if our family and friends are spread out across continents and cultures. When we only see our sister, friend, cousin or co-worker a few times per year, Facebook status, Twitter updates and even Pins on Pinterest help us to stay intimately involved in the lives of our loved ones, just as if they lived down the street.



With this in mind, Remy Wainfeld shows us this month how clever entrepreneurs are utilizing our social media updates to help create recommendations for great gifts in "Social Media Holds the Future of Gift Giving." Sara Weiner Collis takes a different look at the impact of social media on gift giving in her article, "Giving Social: Gifts for the Social Media Obsessed." Robert Chedid explores the ways that technology can improve the experience of giving and receiving gift cards in his contribution, "'Clingle' Bells: Digital Gift Giving for the Holidays."

Beyond the giving and receiving of holiday gifts with friends and family, we also took a look at the ways technology is changing how we help those less fortunate this time of year. Alexandra Beneville, in her article "Will the Bells Toll Louder on a Mobile Phone?", looks at the innovative way the Salvation Army is using technology to increase donations with its signature "bells-and-kettles" Christmas fundraising campaign. Then Ruth Lim explores how non-profits and NGOs are using technology to raise money for their holiday campaigns in "Giving in the Social Media Era." And our last two articles offer online tools to make holiday cooking, decorating and card-sending easier in Rebecca Johnson's "Online How-To Videos Make Holidays Delicious, Crafty and Joyful" and Carlen Lesser's "Lessons for All from Holiday Cards 2.0."

Finally, since this is our last issue of *Perspectives* for the year, I want to thank everyone who has contributed this year to our success. We've managed to produce an issue every month for two years, and that's no easy feat for a small team at a busy agency. Thank you so much to the entire Dii team for putting in the extra time each month to pull this off and to the contributors outside of Dii who help us keep things fresh! It takes commitment from the entire Dii team and many other people whose names you don't see every month. Here I'd like to thank a few of them without whom we'd never have pulled this off: Anne Wolek, Michelle Fares, Nicole Franklin, Anastasia Vullis and Scott Shrake.

We're looking forward to 2012 and seeing where *Perspectives* will go and grow.

**Carlen Lea Lesser**, VP/Director, Digital Integration & Innovation

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(<http://tiny.cc/wv4yb>)



## Will the Bells Toll Louder on a Mobile Phone?

**Summary:** The Salvation Army is taking Christmas mobile. In a two-fold approach, it is aiming to capitalize on the adoption of smartphones in the hope of increasing charitable donations. The organization is using mobile just like it has used the bell-and-kettle Christmas campaign for years — serving up holiday cheer and warm fuzzies for an easy donation when you are in the mood and thinking about Christmas.

**Alexandra Beneville**, SVP/Group Account Dir.  
Account Management

Former historian. Marketing nerd. Efficiency junkie. Food lover. Tea snob. Proud mom.

### Key Information



While many industries were quick to realize the possibilities in using smartphones to engage with users and promote specific behaviors, many charities and non-governmental organizations are just now beginning to join the party. The Salvation Army is one such new entrant. This year the bells and red kettles that are a cornerstone of the organization’s Christmas collection efforts will be equipped with smartphone technology to allow for mobile financial donations from cheery, or not so cheery, holiday shoppers as they scamper by. The organization is incorporating Square, an existing mobile payment system, into key markets in the hopes that facilitating mobile donations will counterbalance the decrease in donations it has seen as people carry less and less spare change in their pockets. Square, which was discussed in detail in the November 2011 issue of *Perspectives*, is a free device that turns an iOS or Android smartphone into a simple credit card reader.

Additionally, the group is encouraging holiday spirit through its app called “The Salvation Army Bellringer.”<sup>1</sup> This free app lets you customize your bell sound and spread holiday cheer wherever you go. It also makes a direct connection between the user and the bell-and-kettle campaign that is so deeply entrenched in the traditional holiday shopping experience. The Salvation Army is expanding the reach and impact of its most recognizable campaign by making the experience more relevant and personal to individuals. The biggest complaint about the app, which gets an average 3.5 stars from 3,130 raters,<sup>2</sup> is that it is missing functionality to make a direct donation. This is an unfortunate shortcoming, given the goals of the organization.

### Implications and Action Items

- Smartphone technology is adored because it makes daily tasks easier, which can add a little happiness to your day. This should be kept top of mind when determining how to take your brand or campaign mobile. Identify what it is about mobile that can facilitate the desired behavior and then build a mobile plan around that function.
- Consider multiple approaches within mobile to work toward the same end goal. One campaign doesn’t have to do everything.
- Think optimistically and make sure you build the functionality to support the campaign’s ultimate goal.
- When you are out shopping this holiday season and you hear those bells, dig into your pocket, and if you don’t find a quarter, take out your cell phone.



<sup>1</sup> The Salvation Army Bellringer app can be found on iTunes at <http://bit.ly/5sVy88> or at <http://bellringer.salvationarmyusa.org/>

<sup>2</sup> iTunes App Store

## “Clinge” Bells: Digital Gift Giving for the Holidays

**Summary:** This holiday season the new social network Clingle offers users the ability to send electronic gift cards to friends. Using its location-based technology, Clingle alerts recipients to the arrival of their gift card on their smartphone when they show up at the place specified by the sender. With the ability to personalize gifts with video and audio content, the service is a great solution for last-minute gifting needs.

**Robert Chedid, Analyst**  
Strategy & Insights

Fascinated by people and what motivates them. Insatiable appetite for info. And Lebanese food. Night owl, blogger, Jersey boy & proud Hoya.

### Key Information

Clinge is a new location-based social network that, much like Foursquare or Facebook Places, allows users to share their whereabouts with friends. Clingle users can publish audio, video and/or photographic content with their check-ins to personalize posts with contextual information, making sharing a multi-media experience. Unlike competing services, Clingle includes a feature that makes it possible for users to leave personal notes and location-based reminders for individual friends; in contrast to competing services’ “all-or-one” approach to sharing, Clingle users can “Cling” (used as a verb) multiple, select friends. To “leave a Cling” (used as a noun) a user selects recipients, chooses the location and creates and sends the message. For example, Sally can leave a Cling at the supermarket, so that when her husband Johnny arrives at the store he receives a surprise video reminder to pick up a roll of toilet paper.<sup>1</sup>



In early December Clingle unveiled the “Gift Cling,” which leverages the surprise location-based messaging feature.<sup>2</sup> Promoted as “the simplest and funnest way to send gifts from your smartphone,”<sup>3</sup> it lets users choose gift cards from 40+ retail and online brands and leave a Gift Cling at any location for another Clingle friend. For example, Jimmy can securely purchase a Starbucks gift card and leave the Gift Cling at Sarah’s favorite Starbucks location. When Sarah arrives for her morning latte, she receives the gift card on her phone. Sarah can also reply with a “thank you” Cling. As with standard Clings, users can create an audio, video or photo file to accompany the gift, personalizing and humanizing the digital present.<sup>4</sup> Current retailers include Zappos, Barnes & Noble, SpaFinder and Wine.com, among others.

### Implications and Action Items

Clinge’s Gift Cling provides the forgetful and lazy among us with an opportunity to treat our nearest and dearest with gift cards to their favorite brands. Here are a few key points marketers can use when planning promotional strategies for the holidays:

- **Leverage your core competency.** Clingle’s core feature is enabling one-to-one and one-to-many location-based content sharing. In this context, the Gift Cling simply marries the basic Clingle offering with a digital gift exchange service (powered by iShare) to deliver a unique, compelling way to give gifts.
- **Meet customers at the point of purchase.** Perhaps its greatest benefit is Clingle’s location-based technology, which puts money in the consumer’s hand as soon as they enter the store, incentivizing purchase. Much as businesses reward first-time and repeat check-ins with special deals on Foursquare, retail stores can provide added incentive to Gift Cling recipients to act immediately (with an additional 10% off, for example) to boost holiday sales.
- **Create an emotional connection.** The digital gift card on its own is an interesting idea, but falls flat without the personal photo or recording that adds the elements of thoughtfulness and personalization. No matter what the promotional idea for the holiday season, incorporate digital media in a way that highlights the personal relationships that make the holidays enjoyable.

<sup>1</sup> <http://clingle.com/about.php>

<sup>2</sup> <http://thenextweb.com/apps/2011/12/04/send-instant-location-based-gifts-through-clingle-on-your-iphone/>

<sup>3</sup> <http://clingle.com/gift.php>

<sup>4</sup> <http://finance.yahoo.com/news/clingle-now-offering-instant-location-223000705.html>

## Lessons for All from Holiday Cards 2.0

**Summary:** Sending out holiday cards is a time-honored tradition, but since the advent of email and Facebook, it's been fading away rapidly. Let's be honest, though: No one really wants to get "holiday emails." Most people really do like a personalized, physical card at this time of year. Thankfully, there's a slew of new apps that can help those of us who have forgotten how to hold a pen send snail mail cards with a personal touch.

**Carlen Lea Lesser, VP/Director**  
Digital Integration & Innovation

Connector of people, ideas and info. Marketer, geek, blogger, baker, tea drinker, and artist. Champion dreidle spinner & latke eater!  
@carlenlea

### Key Information

Bundled in with the release of iOS 5 for the iPad and iPhone was a little app called "Cards." It's not the kind of app to make a huge splash in October, when it was released, but it could be a big player during the holiday card season. This app lets you create greeting cards personalized with your own photos and then send them via the USPS to the recipient, all from your iPhone or iPad. What's fascinating is that these cards combine digital printing of your photos with old-fashioned (and really elegant) letterpress printing techniques. The system will even notify you when the card is delivered.

Another app that merges the digital and the physical for holiday cards is "Thankster." This website/app also allows users to create custom cards—and thank-you notes, as the name implies—online that are then delivered via good old-fashioned postal mail. In this case, they also include a unique feature that allows you to turn your handwriting into a font. This ensures that even your typed cards have the personal feel of a handwritten letter.

Both of these are a fascinating flip on the "Off = On" trend documented by Trendwatching.com<sup>1</sup>, but in this case it's taking the best of offline to an online medium. We are seeing and expect to keep seeing continued growth in the blurring of offline and online in retail products, publishing, entertainment and marketing.

### Implications and Action Items

The best apps and digital services either invent a whole new category of activity or in most cases make it easier, more creative, or just more fun to do something we already did. Apps like Cards and Thankster play in this second space. We already want and often do send holiday cards out. These apps just let people do it in creative — and more efficient — ways.

- **Enhanced experiences.** Look for ways to tap into behaviors people already have and enhance their experiences. Whether it's through making something simpler or simply more fun. Find ways to enhance physical experiences in retail or out-of-home with digital "surprise and delight" moments.
- **Add value.** People have to perceive value from what you are offering, especially if there's a cost involved. If the cost of sending a card with the Cards app is more than a customer believes it to be through other means, then Cards better convince customers that there is a value beyond just the cost of a card and a stamp. In today's busy world, people will often pay more for products and services that make life easier or more rewarding. Ensure that whatever you are doing can be perceived as adding value beyond the obvious product benefits.
- **Continuous improvement.** One of the biggest complaints about Cards is that there aren't enough holiday-themed card templates. Thanks to Angry Birds, we all expect our apps to give us more and more without paying more. If Angry Birds can give 10 new winter-themed levels to play at no cost, people will wonder why your app or service doesn't too.

<sup>1</sup> <http://trendwatching.com/trends/offon.htm>



# Online How-To Videos Make Holidays Delicious, Crafty & Joyful

**Summary:** The holiday season means three things: festive parties, gift giving and hibernating inside due to cold weather and dwindling sunlight. During the winter, home entertaining and do-it-yourself gifts are the cost-effective way to celebrate the season without sacrificing holiday cheer. While these how-to guides, recipes and projects have been typically found in print and TV-based media, this year they made a strong move online, where they can easily found, consumed and executed.

**Rebecca Johnson, Strategist**

Digital Integration and Innovation

Tradigital marketer. Social media junkie. DC Locavore. Native NYCer. Soccer enthusiast. Aspiring urban homesteader. NPR fiend. @digibec

## Key Information:

Thanks to Martha Stewart, magazines such as *Real Simple* and *Better Homes and Gardens*, and those doorstep-like holiday catalogs, there has never been a lack of ideas, inspirations and recipes for getting into the festive spirit. These articles and ideas have been traditionally developed and executed by professional writers, art directors and editorial staff, and have been for the most part heavily print-based, with some TV video segments thrown in the mix.



The 2011 holiday season saw this content evolve in two distinct ways: 1) away from the print- and TV-focused media to online videos; and 2) from curated, professionally produced projects to crowd-sourced, individually created how-to video demonstrations. With cell phones now equipped with high-quality video recorders, documenting holiday projects and gifts, revamping traditional recipes, and giving innovative decorating tips has never been easier and more accessible to everyone. Sharing these videos is also easier than ever with general video sites like YouTube and Vimeo, and how-to focused video sites like VideoJug, HowToHeroes, WikiHow, WonderHowTo and Instructables.

At the same time that online video sites have opened the door for this new source of innovation and creative holiday how-to contributions, the original do-it-yourself inspiration provider—the publishing industry—has started to embrace online video. Martha Stewart has a YouTube channel filled with decorating tips and projects using her line of products, Kraft Foods' YouTube channel highlights holiday recipes that can be made using Kraft products, and craft store Michaels houses how-to tutorials on making garlands, scarves, wreaths, etc., on its website.

For the person looking for how-to guidance and do-it-yourself holiday ideas, online video is the best medium. It offers the opportunity to see the project crafted from beginning to end in a step-by-step manner and allows people to replay the instructions again and again. Online video also allows for projects to be tagged and linked to other projects, proactively providing the user with other ideas they may find interesting.

## Implications and Action Items

The shift from print-/text-based how-to holiday ideas teaches much about the way consumers want to learn from, engage with and consume digital content. To succeed in the online do-it-yourself video realm, there are two key considerations marketers should take into account.

- **Make videos findable.** If a user can't find the video, then the main mission (i.e., to share ideas) is lost. Look for ways to boost video search indexing with video text summaries or creative title and description tags. Remember that Google owns YouTube, so YouTube videos are going to be among the top search returns when users search using Google.
- **Innovatively incorporate products.** The genius behind the Martha Stewart and Kraft YouTube channels is that their projects provide wanted and fun projects that use branded products. By selling the project, they're selling product but in a soft, utilitarian and fun way. They're also adding brand value by revealing new and innovative ways to use the product that the consumer may never have thought of.



## Social Media Holds the Future of Gift Giving

**Summary:** Holiday gift giving provides people with the opportunity to share their love and appreciation for friends and family. However, nothing chills the holiday spirit like struggling to find the perfect gift amid the stress of end-of-year deadlines at work and entertaining obligations at home. Online gift recommenders that utilize social media match your friends with gifts tailored to their persona as expressed by their Facebook and Twitter profiles, providing a new way to pick the perfect gifts.

**Remy Wainfeld, Intern**  
Digital Integration & Innovation

DC Hoya in a New York state of mind.  
Entertainment enthusiast. Food lover. Pysch nerd. Spanish wannabe.

### Key Information

During the holiday season, many people face the conundrum of finding the perfect gift, whether it is for the person who has everything or a coworker drawn in a Secret Santa exchange. Instead of settling for the generic stocking stuffer or impersonal gift card, harness the power of social media to find the perfect gift. Gift-recommender sites and apps utilize the abundant information on social networks like Facebook and Twitter to provide you with gift ideas tailored for a specific person. Social media sites are full of valuable information about your friends and family, including their favorite movies, music and books, as well as the people, places, activities, organizations and brands they like. These gift-giving tools dig through publicly available information on your friends' social media profiles—even status updates and event invitations—to save you time and energy in looking for the perfect gift.

There are a few different kinds of gift-recommender sites. Sites like Hunch.com and GiveEmThis.com provide gift recommendations, but then direct users to external online marketplaces and/or retailers to purchase the gifts. On GiveEmThis, users log in to their Facebook account to search for friends and access their information, or at Hunch they can just type in friends' Twitter handles to view recommendations. Amazon.com, on the other hand, allows users to link their Facebook account in order to match their friends with products in the Amazon marketplace and even their own Amazon Wish Lists—users can expect the same convenience and familiarity of the Amazon shopping experience. Etsy, an online marketplace for small businesses and artisans, matches products on its own website to users' Facebook friends, then users buy gifts directly from Etsy's website.<sup>1</sup> Similarly, as part of its holiday campaign, luxury department store and online retailer Bergdorf Goodman developed a gift recommender using Hunch technology.<sup>2</sup> Users log in to their Facebook and/or Twitter accounts, as well as answer a lengthy series of survey questions, to discover the best gifts for loved ones, available at Bergdorf Goodman.

### Implications and Action Items

Online gift recommenders utilize the information about your friends on social media websites to provide customized gift suggestions, and save you the stress of finding the perfect gift. These sites, as well as online retailers and marketers, ought to consider the following implications in providing this service:

- **Ensure privacy, but maintain sociability.** The best part of giving a gift is the element of surprise! Make sure that your website does not publish users' activity on their social media profiles, or even worse, those of their friends. However, allow users to spread the word to friends about your gift recommender and the products they have discovered using it.
- **Understand your products and your consumers.** In order to match someone else with a product, you must understand what the product does, all the ways in which it can be used, and the kind of experience it provides. Moreover, you ought to consider who uses this product and in what contexts. An important question to ask is: *What other products does a person who owns this product own, and what makes them similar and different?*
- **Utilize gift recommenders to market your brand.** Introducing a gift recommender during the holiday season is a great way to introduce prospective consumers to your brand and the products you offer. A gift recommender helps them to draw connections to their own interests and wants.

<sup>1</sup> [http://www.etsy.com/gifts?ref=fb\\_gift\\_promo\\_hp](http://www.etsy.com/gifts?ref=fb_gift_promo_hp)

<sup>2</sup> <http://bit.ly/rr3ab8>



## Giving Social: Gifts for the Social Media Obsessed

**Summary:** This holiday, why not give your social media–obsessed friend or family member a tangible reminder of their social network? Like a Twitter necklace or book of all their posts and pictures? While hokey, gifts like this might actually be a desirable keepsake and a perfect holiday gift for your favorite social media addict. Knowing basic information about your pal will help you select the right gift for the holidays.

**Sara Weiner Collis**, Associate Director  
Digital Integration & Innovation

Years of planning, prodding & implementing digital stuff. Philadelphia born 'n' raised. Geeky, athletic and green. Go Big Red!

### Key Information

With more than 800 million people on Facebook,<sup>1</sup> 100 million on Twitter, and 30 million Google+ users,<sup>2</sup> you're bound to know somebody who is obsessed with social media. An addict is identifiable by their constant attachment to their smartphone and laptop. When they are on the move, their head is buried in their Twitter app, and when they are seated their laptops are opened to Facebook.com. Every detail of their life becomes a status update, and their every movement becomes an alert. The addict doesn't think in terms of TMI, they think in terms of BBLBNTSBG2GTAP: Be Back Later But Not Too Soon Because Got To Go Take A Pee.<sup>3</sup> Forrester would likely rank these people at the top of their ladder as Creators,<sup>4</sup> but you might just know them as an uncle, brother or BFF. And since they are a close friend or family member, you're probably worrying about what to get them for the holidays.

Luckily, their habitual social media behavior may actually make it easier to find them the perfect gift. An inexpensive way to poke fun at these folks, while providing them with a lasting reminder of their social networks, is to purchase a social media gift built from their own profile. Survival of the Hippest's Twitter Handle Necklace, Facebook's EgoBook, and CrowdedInk's Friends TwitterMug are just a few ideas for the social media addict. All of these items are lasting mementos of their social networks.

### Implications and Action Items

- **Know your audience.** Consider how often your friend or family member uses social media and if they are a habitual over-sharer. If it's "constantly" and "yes," proceed.
- **Select your gift.** Consider if they use Twitter or Facebook more often. Do they wear jewelry or are they a coffee drinker? Considering their style and habits will point you in the right direction.
- **Order the personalized item.** You have to have a Facebook account to order the EgoBook, but for the Twitter items all you need is the recipient's username.
- **Surprise and delight.** Wrap your gift and watch as your social media addict unveils all their friends and followers in their very tangible keepsake.



<sup>1</sup> <http://www.facebook.com/press/info.php?statistics>

<sup>2</sup> <http://www.thefiscaltimes.com/Articles/2011/09/12/The-Social-Media-Explosion-By-the-Numbers.aspx#page1>

<sup>3</sup> [http://www.safesurfingkids.com/chat\\_room\\_internet\\_acronyms.htm](http://www.safesurfingkids.com/chat_room_internet_acronyms.htm)

<sup>4</sup> <http://forrester.typepad.com/groundswell/2010/01/conversationalists-get-onto-the-ladder.html>

## Giving in the Social Media Era

**Summary:** In this season of giving, some charities and NGOs have teamed up with social networking sites and mobile application developers to reach out to the time-starved mobile and digitally connected population. The use of social media and mobile applications has led to a trend of donation channels that help make donating a convenient, effortless and definitely much more public affair.

**Ruth Lim, Coordinator**

Digital Integration & Innovation

Understanding the people behind the screen.  
Advertising enthusiast. Asian perspective.  
Marathon shopper. Pass over the coffee please.

### Key Information

More than extravagant feasting, flamboyant trees and even crazy shopping sprees, the holidays are about the spirit of giving. However, with almost 42% of the U.S. population on social media sites<sup>1</sup> and approximately 35% using smartphones<sup>2</sup> with mobile applications and Internet access, new media is revolutionizing the way people donate, as well as how charities collect donations.

Indirect donation is one of the leading trends of charity giving in the social media era. One good example is Causes Wish,<sup>3</sup> an online platform that empowers individuals to raise money for partnering charities and non-profit organizations by donating their holidays, birthdays and even memorials for a cause. After pledging to donate, donors are encouraged to announce their “wish” (the amount of money they hope to raise) on social media platforms, to get family and friends to donate monetarily to the cause.



On a more unconventional note, Snooze is an alarm clock app that makes donating so easy, users can literally give with their eyes closed. Developed by LetGive, a company that combines mobile technology with charitable giving, Snooze gives users the option of pledging \$0.25 of their money to their desired charity every time they hit the snooze button.

### Implications and Action Items

According to Giving USA, contributions from individuals made up 73% of total donations in 2010.<sup>4</sup> Therefore, a good understanding of the attitudes and behaviors of individuals today is crucial to the success of fundraising by charity organizations.

- **Simplify donating methods and integrate them into people’s daily lives.** This means making it possible for people to donate on their way to work, while taking the bus, and yes, even as they frantically push past crowds and fight over discounted wares on Black Friday.
- **Encourage people to donate a little at a time.** It is undeniable that we are in the midst of a recession and thus people might be turned off from donating if asked to give in large amounts. Our advice would be to ask for donations in small amounts but with increased frequency.
- **Leverage the social aspect of social media.** According to a recent survey by Social Actions, a blog that advocates for charitable networking, people are 100 times more likely to donate when asked by a friend or family member than through an anonymous solicitation.<sup>5</sup> Start getting people to share about your cause as well as how they are supporting it on social networking sites, and get the snowball effect rolling.

<sup>1</sup> <http://roywells.com/2010/08/08/41-6-of-the-us-population-has-a-facebook-account/>  
<sup>2</sup> <http://www.asymco.com/2011/08/31/us-smartphone-penetration-growth-rate-update/>  
<sup>3</sup> <http://wishes.causes.com/>  
<sup>4</sup> <http://www.givingusareports.org/>  
<sup>5</sup> <http://www.alexanderblass.com/charity-cases/>