

MasterCard
Worldwide



MasterCard presents MLB Dreams Sweepstakes

Change control list (5.31.07)

1. Flowchart – page 2
 - Changed “Register” page from Flash to HTML
 - Added logging feature for #400 “Week of you dreams” section for users who already have registered
2. Updated copy in all footers (all pages)
3. Homeplate #000.1 – page 5
 - Added treatment for Joe’s video – only to be shown first time during the session
4. Gallery #600 – page 11
 - Added comment that only top window has active features, user needs to close that window to access page below.
5. Share #612 – page 12
 - Changed reset button to cancel
 - Added send and cancel button to the email preview
6. Vote #611 – page 14
 - Changed reset button to cancel
7. Add Clips #701 – page 15
 - added description for preview
8. Submit movie #704 – page 18
 - Modified wireframe to reflect design changes
9. Send to a friend #706 – page 19
 - New section

Change control list (6.04.07)

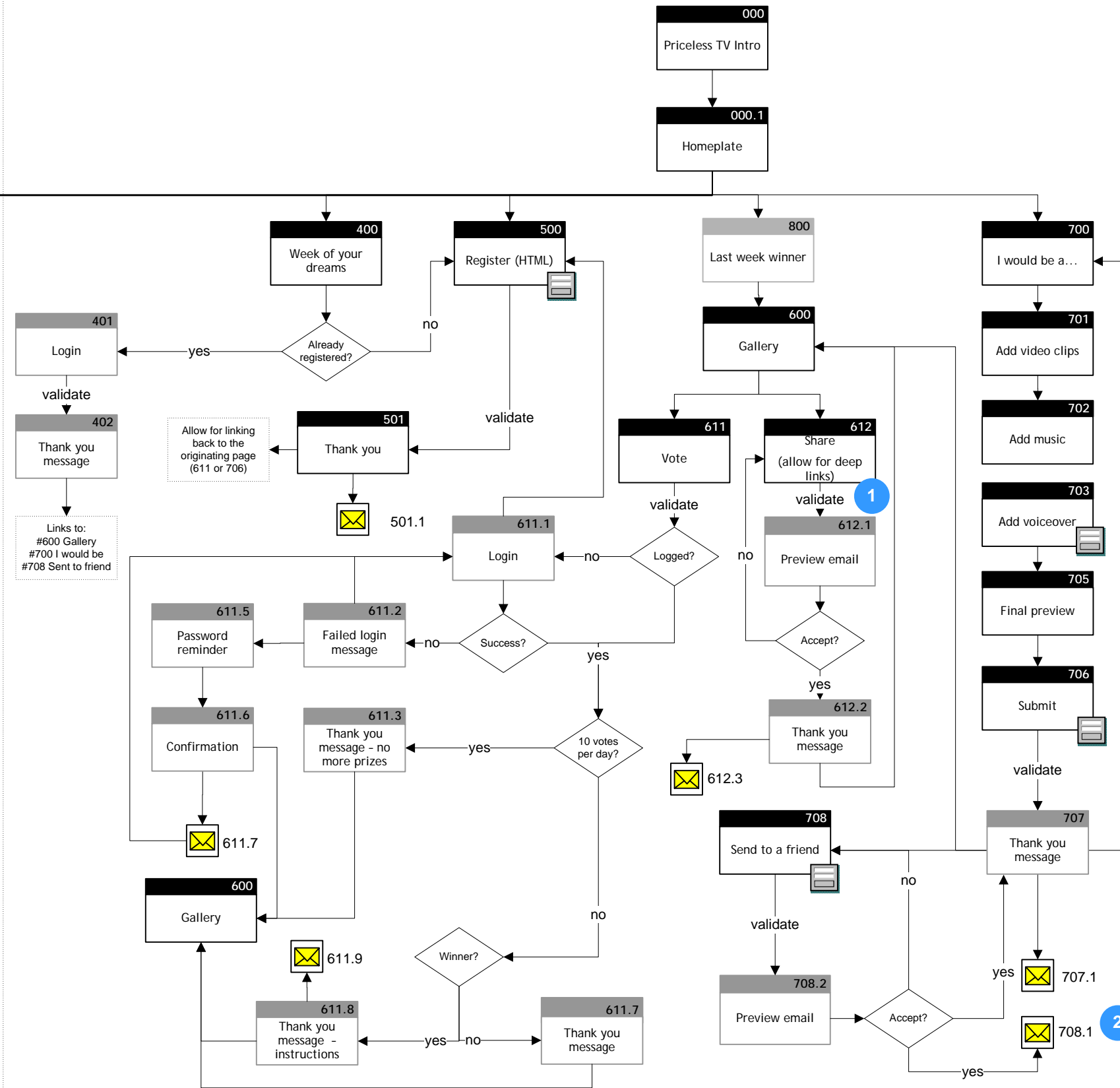
1. Register #500 – page 9
 - password does not have to be a phone number
 - added validation procedure for already registered users
2. Vote #611 – page 13
 - changed error message from “You already voted for this movie” to “You already reached 10 votes daily limit”
3. Flowchart – page 2
 - modified validation schema to 10 votes per day maximum, all can be for the same movie

Client MasterCard	Page 1 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]

HTML

Flash

- www
Contact <http://priceless.com/contactus/>
- 200
MLB Privacy
- 201
MC Privacy
- 300
Rules
- 1000
404: File not found
- 1001
500: Catch all



MasterCard presents MLB Dreams Sweepstakes

Summary:

This summer, we'll get the truly loyal fans involved with MasterCard and MLB with an integrated campaign, which includes everything from TV to an online component at www.mlb.com/dreams.

MRM is designing a web site for MasterCard to supplement the MasterCard summer usage promotion with MLB. The goal of the campaign is to encourage people to register and participate in the sweepstakes event.

This will be a fun and engaging piece of creative, integrating interactive video, Flash animation and programming logic, with an IVR (interactive voice response) telephony system.

User Experience Overview:

A user will visit www.mlb.com/dreams, and after a Flash video introduction, they will be prompted to submit a video, comprised of a series of pre-selected clips, and then create a corresponding voice-over for which they will be directed to dial a phone number and enter a unique pass code. Once the call is engaged, they will hear the operator's instructions for creating their voice-over over the phone. The user will be allowed one opportunity to re-record the voice-over before submission and preview.

Once users go through the process and submit their voice-over, they can preview the audio content along with the video they have created. Users will be alerted via email when the voice-over has been approved post-legal review and posted to the video gallery on site at www.mlb.com/dreams.

LEGEND

- www
Popup browser window
- Comments
- 000.0
In page messages
- Generated email

COMMENTS

- 1, Details of validation (1) explained on the pages of particular section
- 2, Details of email (2) explained in the copy deck and design

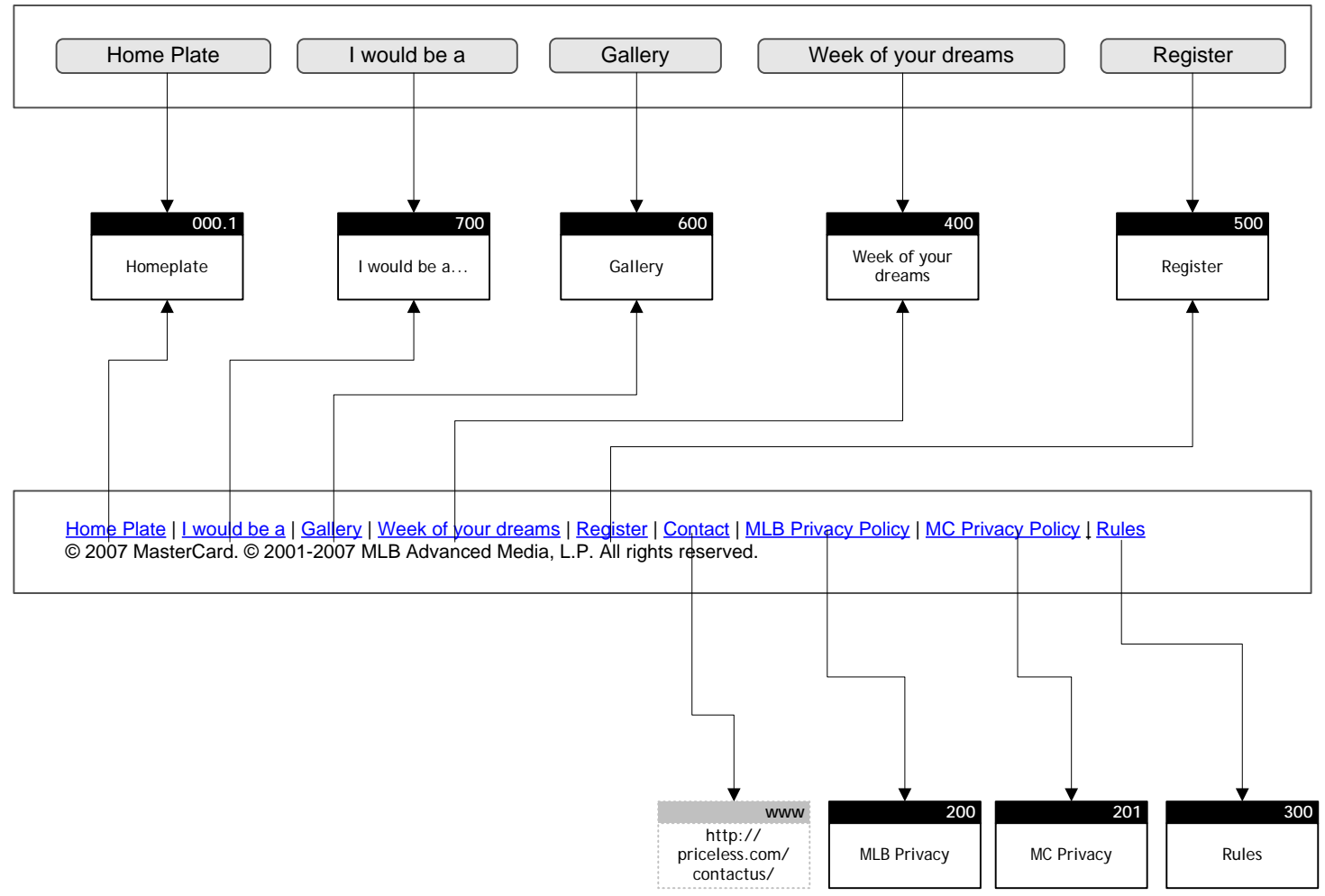
Client MasterCard	Page 2 of 20	Prepared by Pawel Tulin, Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



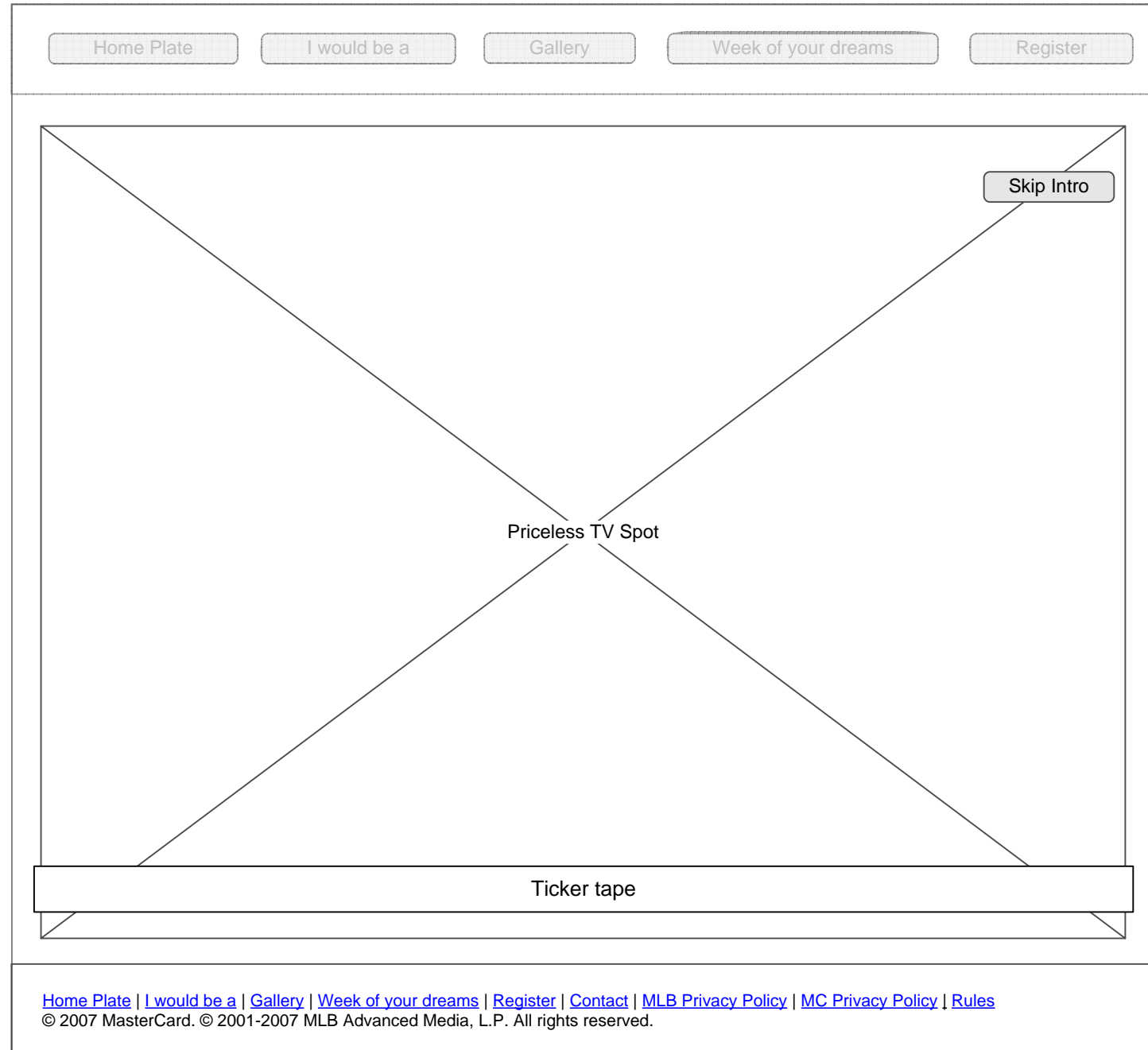
REFERENCE FILES:

PSD: MLB_NAV.PSD

COPY:



Client MasterCard	Page 3 of 20	Prepared by Pawel Tulin, Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



#000: Priceless TV Intro.

PAGE ACTIONS

1. Page URL: www.mlb.com/dreams
2. While loading, on a black screen, Ticker tape and Top Navigation will be ghosted dark but visible. An image of a baseball will rotate clockwise, below it, copy showing XX% Complete and count up from 0% to 100%. Baseball and 100% Complete copy will fade to black.
3. Upon loading, the :30 Priceless TV spot will run.
4. The navigation bar, ticker tape, and footer, as seen in, #000.1: Home Plate, will be darkened and set in the background.
5. There will be a skip intro button in the upper left of the screen.
6. The ticker tape will be scrolling text from right to left.
7. When :30 Priceless TV spot finishes, screen will fade to black.
8. Navigation bar, red scroll bar, and footer will brighten and page #000.1: Home Plate will load.
9. Details of the transition speed and ticker tape speed to be decided during programming phase.

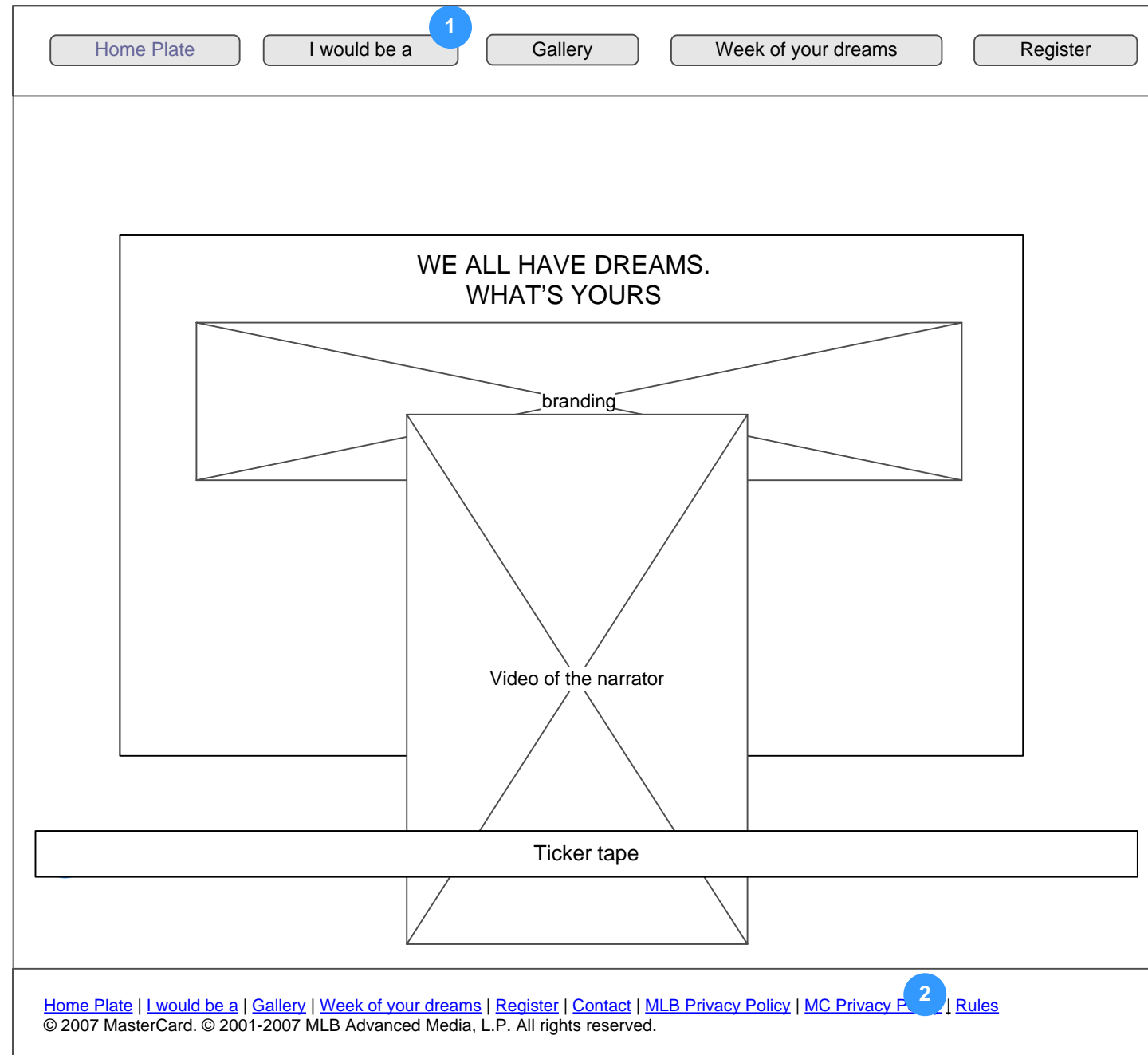
REFERENCE FILES:

PSD:

COPY:

SECTION #000: Priceless TV Intro, MASD7011_V5-1.doc

Client MasterCard	Page 4 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



#000.1: Home Plate

PAGE ACTIONS

1. As page loads, Joe Buck video introduction will begin. He will explain the mission of the site and direct the user to different sections. Joe's introduction will only be displayed one time per session, if user comes to this page for the next time during the session this page will be displayed without Joe's video.
2. Ticker tape will continue to scroll from right to left.
3. As Joe Buck mentions each section, the button glows orange (1) and returns to normal as the next section is introduced.
4. When Joe is finished with his introduction, he will roll off screen right.
5. Page remains as is, without Joe Buck, until user selects a link.
6. User must choose a section in the navigation bar or the footer. Button in navigation or the text in the footer will glow (2) as user rolls over it.
7. When user clicks on a tab in the navigation, it will load that particular page, and the button chose will glow constant while user is on that page. If user is on a page only found in footer, that text will glow in the footer,

REFERENCE FILES:

PSD: 000_HOME_PAGE.psd


COPY: SECTION #000.1: Home Plate, MASD7011_V5-1.doc

VIDEO FILE LIST: MLBFlashRender.doc

Client MasterCard	Page 5 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



Home Plate
I would be a
Gallery
Week of your dreams
Register



1
Header

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[Home Plate](#) | [I would be a](#) | [Gallery](#) | [Week of your dreams](#) | [Register](#) | [Contact](#) | [MLB Privacy Policy](#) | [MC Privacy Policy](#) | [Rules](#)
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#200 MLB Privacy and #201 MasterCard Privacy

PAGE ACTIONS

1. Headline (1) will populate accordingly
2. User may scroll copy within box, leaving footer and top navigation in place.
3. Copy TBD by MasterCard and MLB

REFERENCE FILES:

PSD: 200_MLB_PRIVACY.psd, 201_MC_PRIVACY.psd

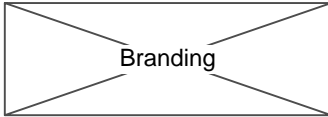
COPY:

SECTION #200, MLB Privacy, MASD7011_V5-1.doc
 SECTION #201, MasterCard Privacy, MASD7011_V5.1.doc

Client MasterCard	Page 6 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



Home Plate
I would be a
Gallery
Week of your dreams
Register



Header

[Rules 1](#) | [Rules 2](#)

Rules 1 Sub-header

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[Return to where you came from](#)
[Back to top](#)

Rules 2 Sub-header

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[Home Plate](#) | [I would be a](#) | [Gallery](#) | [Week of your dreams](#) | [Register](#) | [Contact](#) | [MLB Privacy Policy](#) | [MC Privacy Policy](#) | [Rules](#)

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Link to named anchor

#300: Official Rules

PAGE ACTIONS

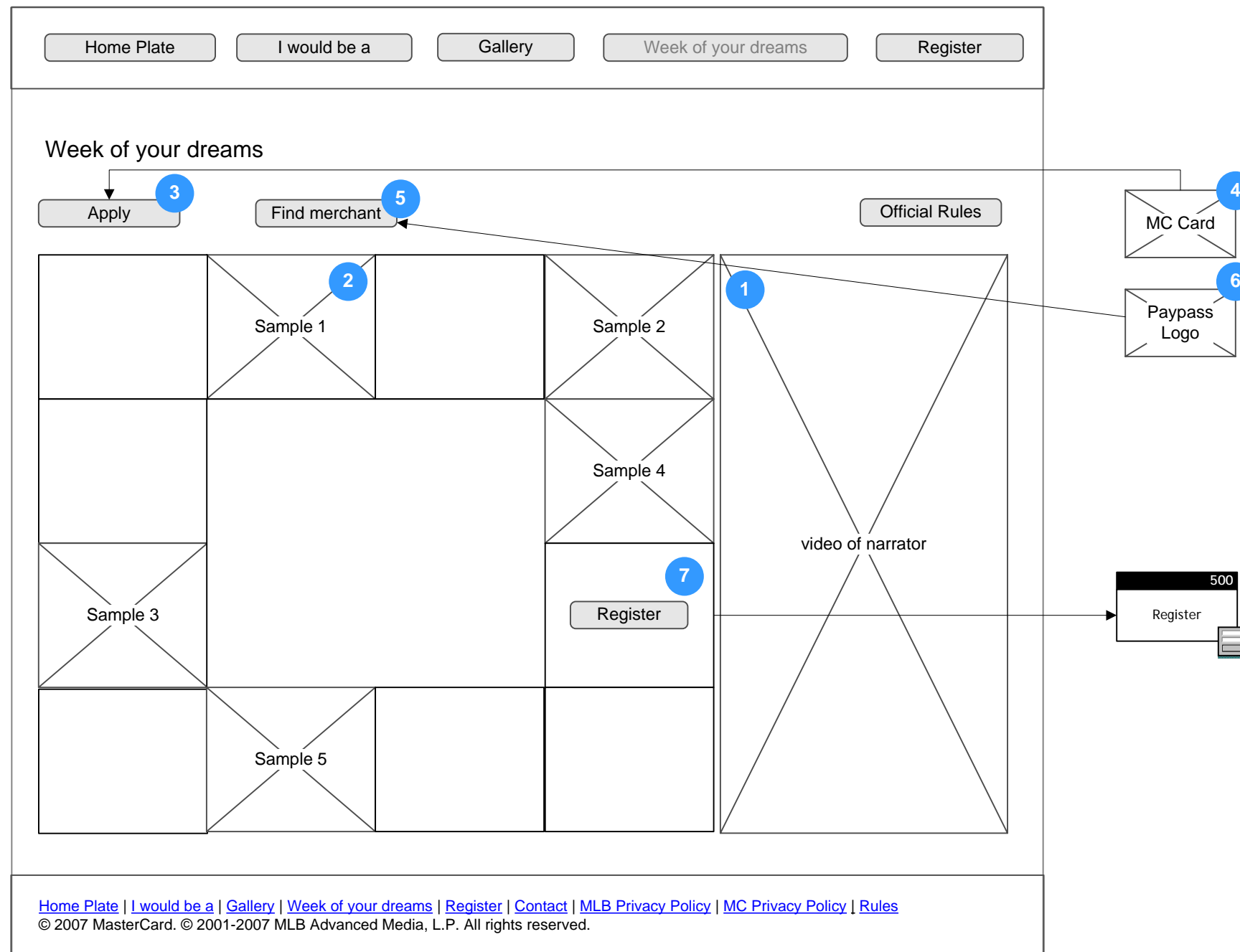
1. User will choose Week of Your Dreams Official Rules, I Would Be A: Official Rules, or Instant Win Official Rules by clicking on the appropriate button.
2. Include anchor <A NAME> to each sub-section
3. Headline will populate accordingly
4. Also, user will be redirected to respective rules when linking from a particular section.
5. User may return to last page visited preserving session information.

REFERENCE FILES:

PSD: 300_Official_Rules.psd

COPY: SECTION #300: Rules, MASD7011_V5-1.doc

Client MasterCard	Page 7 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



#400: Week of Your Dreams.

PAGE ACTIONS

1. Joe Buck video will roll onto screen from right. As he describes the different ways to win, corresponding images will populate the screen image to the left.
2. When first mentioned, the image (2) will cover all screens, then shrink to place in one of the bordering screens.
3. Within script, Joe Buck mentions applying for a MasterCard. Resolve Apply button becomes active (3), and a MasterCard Card image (4) will appear. As Joe mentions each purchase, the MasterCard makes swiping motion right to center of screen and back to rest at left.
4. Towards end of script, Joe Buck mentions PayPass. Where to Use Paypass button will go live, and PayPass Card image will appear, image will make tapping motion and sound effect. Joe Buck will roll off screen right. These images are not links. (Except for Register, the first image to appear in the screens during Joe Buck's script.)
5. Copy will populate the space left by Joe Buck, explaining different ways to enter the contest. Included will be a Tell a Friend button which will load #401- Share Usage Promotion.
6. User may view rules at any time by clicking the rules button, this links directly to Week of Your Dreams section in #300.
7. User may register for a chance to win by clicking the Register Button. If user is already registered, he will be taken to the login page, after a successful login he will have option to stay on this page or go to the gallery or "I would be a" section.


REFERENCE FILES:

PSD: 400_WEEK_OF_YOUR_DREAMS.psd

COPY:
SECTION #400 Week of Your Dreams, MASD7011_V5-1.doc,
SECTION #300 Rules, MASD7011_V5-1.doc

VIDEO FILE LIST: MLBFlashRender.doc

Home Plate
I would be a
Gallery
Week of your dreams
Register



Registration

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First Name *	<input type="text"/>	Email Address *	<input type="text"/>
Last Name *	<input type="text"/>	Daytime Phone *	<input type="text"/>
Address 1 *	<input type="text"/>	<input checked="" type="checkbox"/> I am 18 years of age or older * <input checked="" type="checkbox"/> I have read and agree to the Official Rules * <input checked="" type="checkbox"/> I agree to the Privacy Policy *	
Address 2	<input type="text"/>		
City *	<input type="text"/>		
State *	<input type="text" value="New York"/>	* Required fields	

You need to be a resident of US to participate in sweeps or a resident of Canada (except Quebec) or US for other option

Select your registration type

Please also include me in Sweepstakes ([Official Rules](#)), I am:

a MasterCard cardholder prior to 7/1/07
 a MasterCard cardholder whose account was opened prior to 7/1/07

I would like to create my own MLB video clip and be entered into a video contest ([Official Rules](#)):

User Name (your email)	<input type="text"/>
Password	<input type="password"/>
Confirm password	<input type="password"/>

I currently work (or have in the past 5 years worked) in the broadcasting industry and/or directly related fields
 I have read & accepted the [Official Rules](#) & understand that my entry will become the property of MasterCard upon submission

I would like to vote for videos in the gallery section and participate in the Instant Win program ([Official Rules](#)):

User Name (your email)	<input type="text"/>
Password	<input type="password"/>
Confirm password	<input type="password"/>

* All fields required

[Home Plate](#) | [I would be a](#) | [Gallery](#) | [Week of your dreams](#) | [Register](#) | [Contact](#) | [MLB Privacy Policy](#) | [MC Privacy Policy](#) | [Rules](#)
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#500 Register

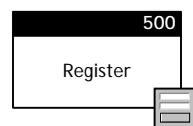
PAGE ACTIONS

1. User can arrive to this page from the following origins:
 - Register top navigation tab
 - During voting in the Gallery section as directed in #610: Video Details
 - I would Be A: section, as directed in #705: Submit
2. If user arrives from Gallery, then section (4) is expanded, while (2) and (3) will remain minimized until user clicks on that registration section. This action applies for the other two origins as well.
3. When user provides information in E-mail and Daytime Phone fields, that text will populate the E-mail and Password sections of (3) and (4), if the user clicks to expand them.
4. User may reset fields at any time by clicking Reset button
5. Clicking on Official Rules (5) link user will be redirected to corresponding rules in #300 Rules.
6. Instant Win validation: If user does not check all boxes, error message will remind users to check all required boxes.
7. Sweepstakes validation: If user selects a state other than those eligible, error message will appear to right of fields inside that section. Error message will read "Sorry, only the 50 United States & District of Columbia residents are allowed to participate (Official Rules)."
8. "I would be a..." validation: If user clicks on button "I currently work (or have in the past 5 years worked) in the broadcasting industry and/or directly related fields. Error message will read "Sorry, you are ineligible to participate in this section."
9. Check for required fields and properly formatted email. If error, that field will turn read to red and add "Required" in Fields
10. Check if email and phone exists – if so, display a message "You are already registered for sweepstakes, continue with the registration process for additional options or login to vote or create your own video"
11. If user is successful, confirmation page #501, Register Confirmation will load.

REFERENCE FILES:

PSD: 500_REGISTRATION.1.psd, 500_REGISTRATION.psd

COPY: SECTION #500: Register, MASD7011_V5-1.doc
 SECTION #501: Register Confirmation, MASD7011_V5-1.doc



Client MasterCard	Page 9 of 20	Prepared by Pawel Tulin, Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



Home Plate
I would be a
Gallery
Week of your dreams
Register

Registration Confirmation

You have been registered to the following:

Sweepstakes 1

"I would be a..." contest

Voting

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Return to where you came from 2

[Home Plate](#) | [I would be a](#) | [Gallery](#) | [Week of your dreams](#) | [Register](#) | [Contact](#) | [MLB Privacy Policy](#) | [MC Privacy Policy](#) | [Rules](#)
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#501 Thanks you

PAGE ACTIONS

1. Display the list of the registration types in area (1)
2. Send e-mail confirmation to the user
3. User may return to last page visited preserving session information.

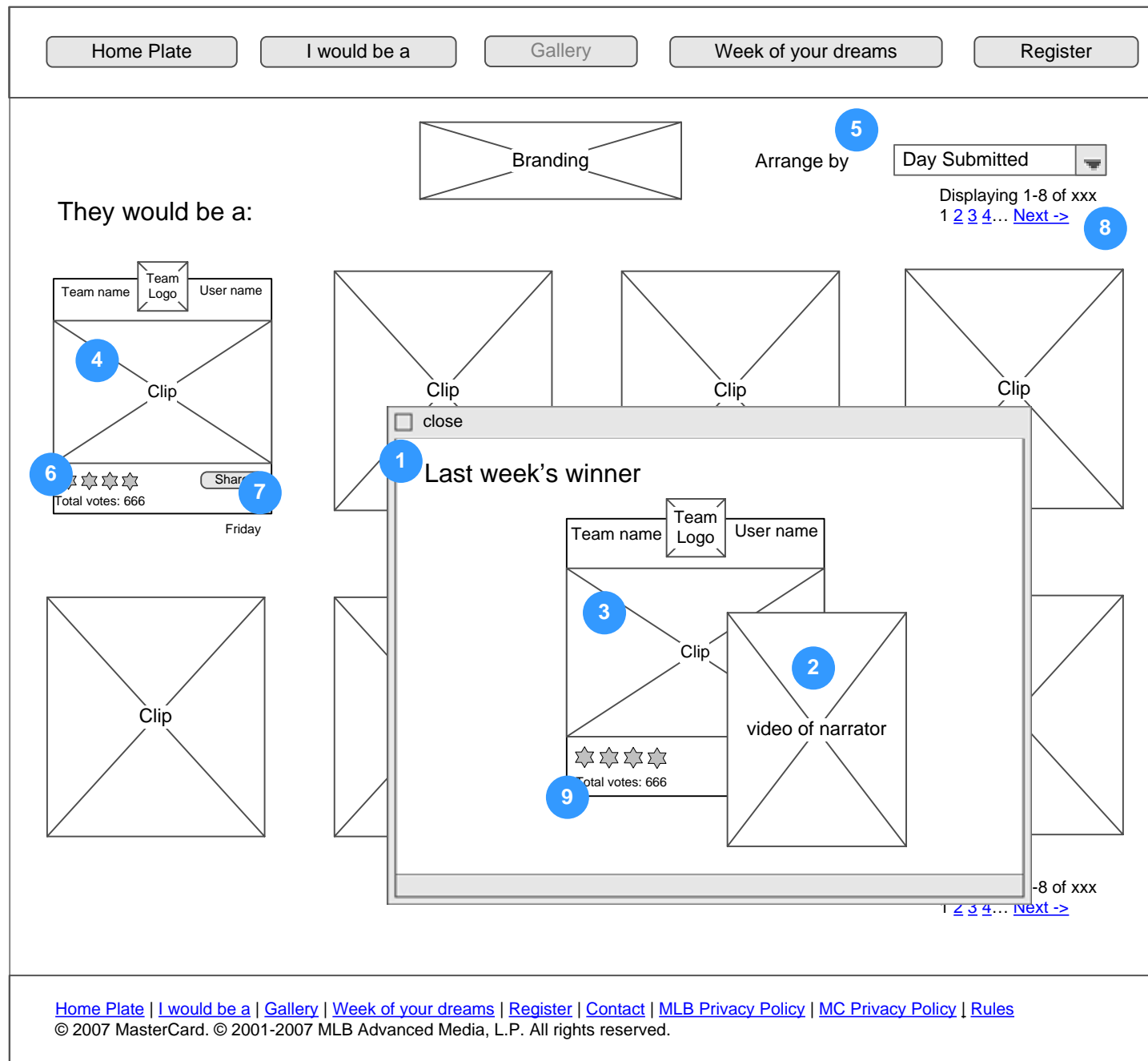
REFERENCE FILES:

PSD:

COPY:

- SECTION #501, Register Confirmation, MASD7011_V5-1.doc
- SECTION #502, Register Confirmation Email, MASD7011_V5-1.doc

Client MasterCard	Page 10 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



#600: Gallery

PAGE ACTIONS

- Upon loading, a box (1) (layer popup) will slide in from screen right to reveal last week's winning video, populated from database. Joe Buck will roll into window and his introduction (2) will be specific to the team of the winning video, in copy deck #600.
- User has the option of closing this window at any point and to proceed to the gallery.
- After introduction, Joe buck will roll off screen right, and :30 video (3) will play. Copy will appear in space left by Joe Buck. Copy will encourage user to vote more and reference instant win. Joe Buck will return with call to action. Screen slides off screen right.
- User can sort (4) by:
 - Recent Entries
 - Popular Entries
 - My Entries (If user is not registered, no videos will populate)
 - Previous Winners
 - American League
 - National League
 - Team (followed by full list of 30 teams)
 When user selects, that choice will populate field, and will be removed from the list.
- Default setting for the videos displayed will be Recent Entries. User can browse pages by clicking on a page number or "next" (5). This will display the 4 pages by number around the current page. If on page one and user clicks next, then "previous" link will appear.
- User can view video playback (6) by clicking on the clip. Clicking another video will stop the previous entry and play the selected entry.
- User may vote at any time by clicking the desired star rating (7). If user is not registered, #500: Register will load. Voting stars disable and lighten. User will be able to return directly to Gallery on Register page.
- If user is registered and cookie'd, then thank you message #611.7 will appear, displaying the remaining number of daily votes that will enter them to win daily prize, 10 maximum. Upon 10th vote, thank you message #611.3 will appear prompting user to continue voting, without being eligible for daily prize. (See next page of wire frame). 10. When voting, registered user may win instant prize. This loads box #611.8, **FORMS TO BE ADDED WHEN WE RECEIVE IT** and generates email #611.9.
- User may also share video at any time by clicking share button. This loads #612, the share screen within the video borders (see next page of wire frame). User may return to video mode by clicking close button.
- If completing all fields, thus avoiding error message, email preview screen, #612.1 with cancel and send buttons will slide up.
- By clicking send, this generates thank you message #612.2 and email #612.3
- User must close message #612.2 to select another video and continue, or after 3 seconds, message will slide off screen right.
- When the "Last week's winner" window is open all other functionality of the underlying page is disabled. User needs to close this window to access other page features.

REFERENCE FILES:

PSD: 600_Gallery.psd

COPY:

SECTION #600: Gallery, MASD7011_V5-1.doc
 SECTION #611, 611.1-611.7: Vote, MASD7011_V5-1.doc
 SECTION #612, 612.1-612.3: Share, MASD7011_V5-1.doc

Client MasterCard	Page 11 of 20	Prepared by Pawel Tulin, Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



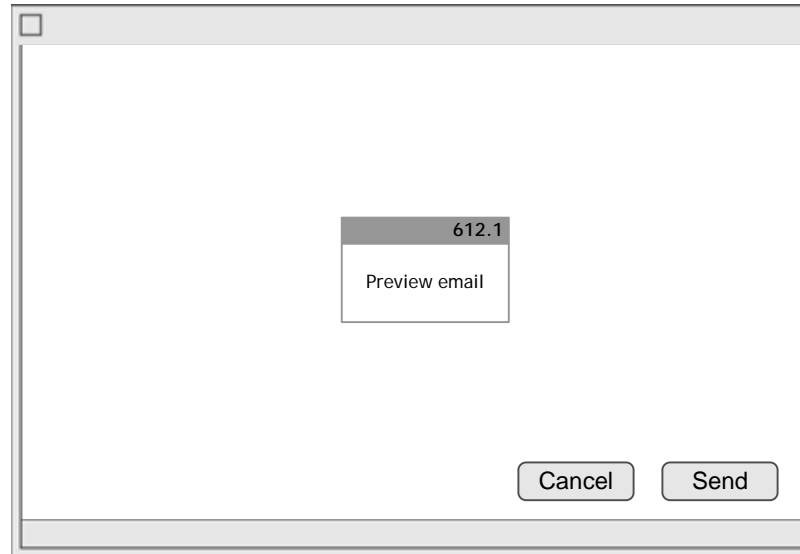
Video mode

Team name Logo User name

Clip

1

Vote now Share



Form mode

Team name Logo User name

Your name *

Your email *

Your friend's name *Clip

Your friend's email *

* Required Fields

Vote now Cancel Send

Video mode

Team name Logo User name

Clip

7

Thank you for sharing Share

#612 Share

PAGE ACTIONS

1. To share user clicks on Share button (1)
2. Once in a "Share" mode voting feature and clip fades 50% (value to be adjusted during programming phase) out and share form gets superimposed on the top of it
3. "Share" button gets replaced with "Send" and "Reset"
4. Validation: proper email formatting and required fields – if there is an error, highlight the label in red and include ""Required" message"
5. Cancel returns to video mode
6. Send displays email preview
7. Upon acceptance thank you message gets displayed for 5 seconds and the view returns to gallery view

REFERENCE FILES:

PSD:

COPY:

Client MasterCard	Page 12 of 20	Prepared by Pawel Tulin, Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



Video mode

Login

Vaildation

Video mode

Password reminder

Video mode

#611 Vote

PAGE ACTIONS

1. To vote you need to click on the star (1)
2. Check for login – if not logged in display error message in the message area "You need to log in or register to vote"
3. Upon clicking on the star the value of the star gets sent to the application and is added to total value. The total value gets divided by number of stars and the average gets displayed.
4. If user already voted or exceeded 10 prize chances per day a corresponding message is displayed
5. If user is not logged in, a logging form is displayed, if not registered user is redirected to registration page and returned to this page upon submission.
6. If user already voted for that movie corresponding message is displaced.
7. Cancel returns to video mode
8. If all validation works – thank you message
9. Details of the validation TBD by MC

REFERENCE FILES:

PSD:

COPY:

SECTION #611, 611.1-611.7: Vote, MASD7011_V5-1.doc
SECTION #612, 612.1-613.3: Share, MASD7011_V5-1.doc



Home Plate
I would be a
Gallery
Week of your dreams
Register

We all have baseball dreams.
 What's your's
 I would be a: "team name" 2

National League

Logo
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American League

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Brand

1
Logo

Logo

Logo

701
 Add video clips

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#700: I Would Be A

PAGE ACTIONS

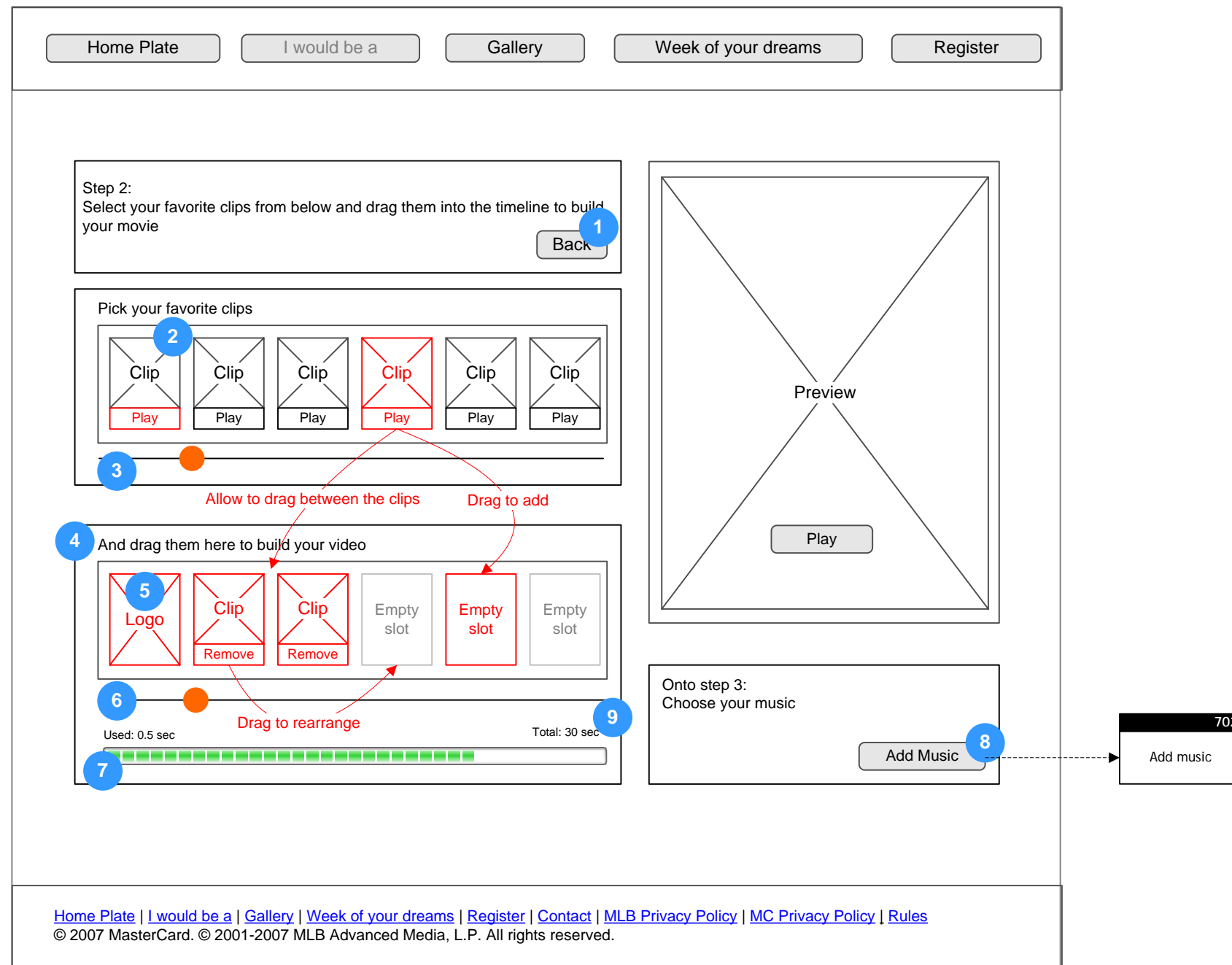
1. User has selected "I would be a:." This loads a voiceover from Joe Buck,
2. As user rolls over logos of teams, logo gets enlarged (zoom) 25%. Also, the singular name of the team will populate the blank "I would be a _____ " space in the sub-headline.
3. When the user clicks the desired team this loads page #701: Add Clips

REFERENCE FILES:

- PSD: 700_I_WOULD_BE_A.psd
- COPY: SECTION #700: I Would Be A.; MASD7011_V5-1.doc
- VIDEO FILE LIST: MLBFlashRender.doc
- AUDIO FILE: TBD

700
 I would be a...

Client MasterCard	Page 14 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



#701: Add Clips

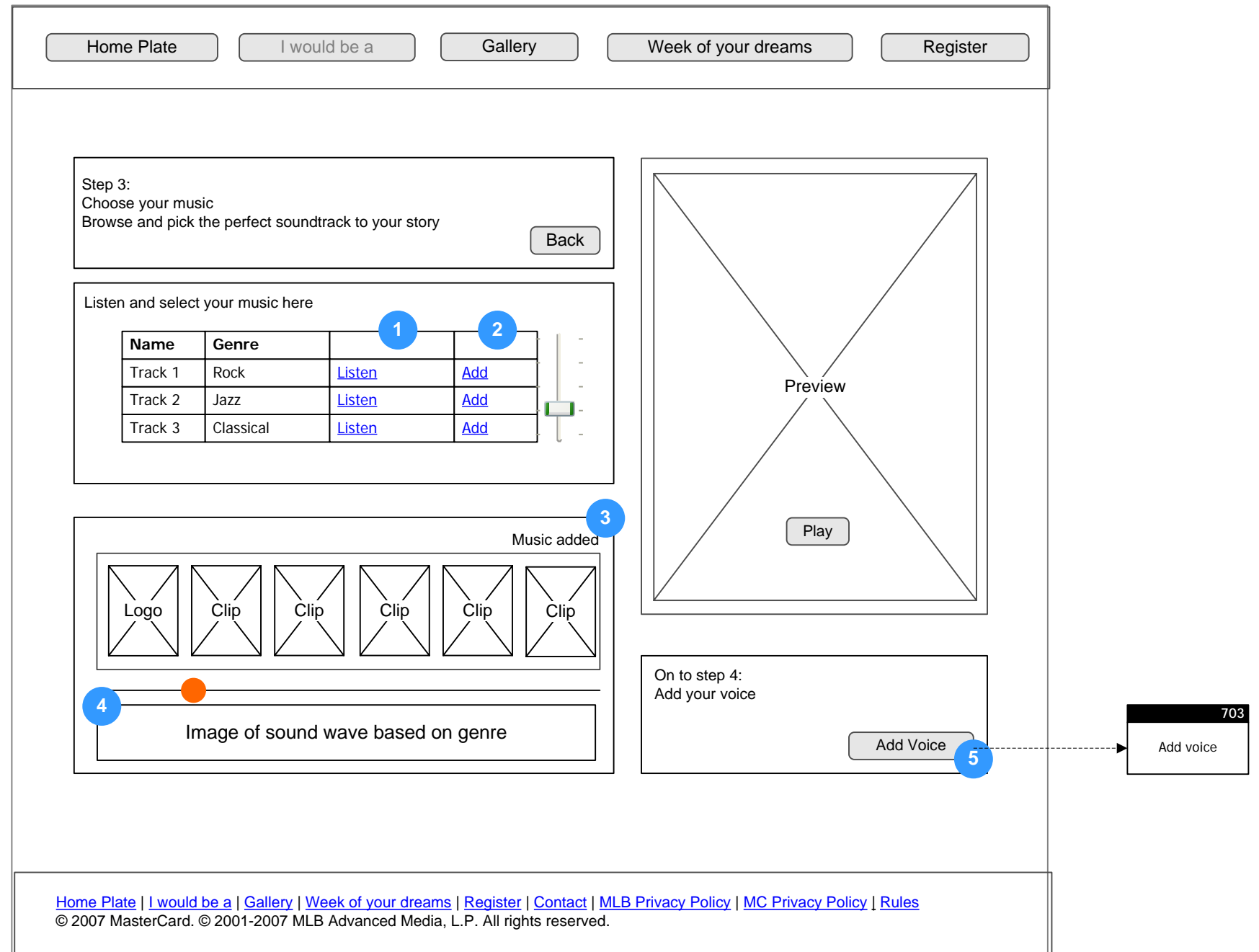
PAGE ACTION

1. Box (1) will host call to action and back button. In box (2), 6 of 20 clips, particular to user's chosen team, will be displayed. On load, small baseball images will rotate clockwise over each clip. There is a toggle tab to reveal other clips to choose from. Each clip in pool will display its time code, ranging from 3 to 5 seconds. User may preview by on mouseover clip.
2. The logo of the selected team will populate box (4) along with empty spaces for adding video clips. This logo represents the 2.5 second bumper frames before and after the video. This total 5 seconds will not be part of the 30 seconds allotted for the user.
3. Joe Buck will roll onto screen from right. This video will correlate to the user's team. If registered user if from a large market teams, alternate intros will play (see copy deck #700). After call to action, Joe Buck will roll off screen right.
4. User will build the video by dragging selected clips to empty slots (4). Once placed, remove tab will appear at bottom of each clip.
5. In box (5). user can preview at any time. As each image is added, a copy of that still will populate the preview screen. Also, user may insert clips between placed clips, as they will move to make room in response.
6. As user adds clips, time used/time remaining will display below slots (6). When the minimum of 20 seconds is filled, Next button will become live (7).
7. Preview available at all time by clicking on the preview window.
8. When clicking next, remove tabs will disappear from clips and small chain link images will populate between clips to show they've been set. This also loads page #702: Add Music.

REFERENCE FILES:

PSD: 700_I_WOULD_BE_A.psd

COPY: SECTION #701: Add Clips, MASD7011_V5-1.doc



#702: Add Music

PAGE ACTIONS:

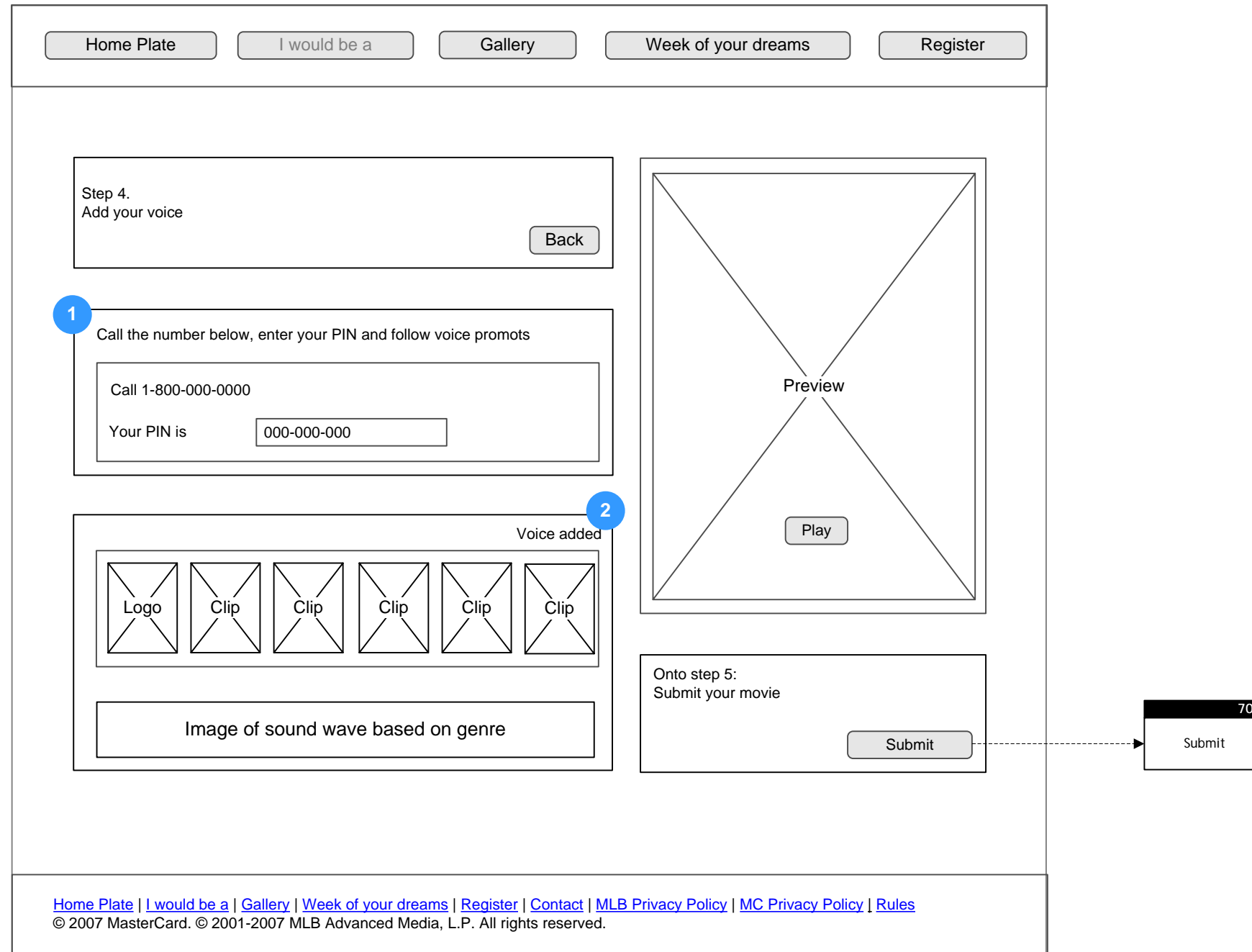
1. User has arrived from #701: Add Clips
2. Box (1) will host call to action and back button. User can browse 10 different tracks by clicking listen (2). When user clicks add, a wave image,
3. When the track is added "Add" button will change to "Remove" button.
4. Music Added radial box will change to checked state (4).
5. In box (5). user can preview at any time.
6. When Next button will become live (6), this loads #703, Add Voice.

REFERENCE FILES:

PSD: 700_I_WOULD_BE_A.psd

COPY: SECTION #702: Add Music, MASD7011_V5-1.doc

VIDEO FILE LIST: MLBFlashRender.doc



#703: Add Voice

PAGE ACTIONS

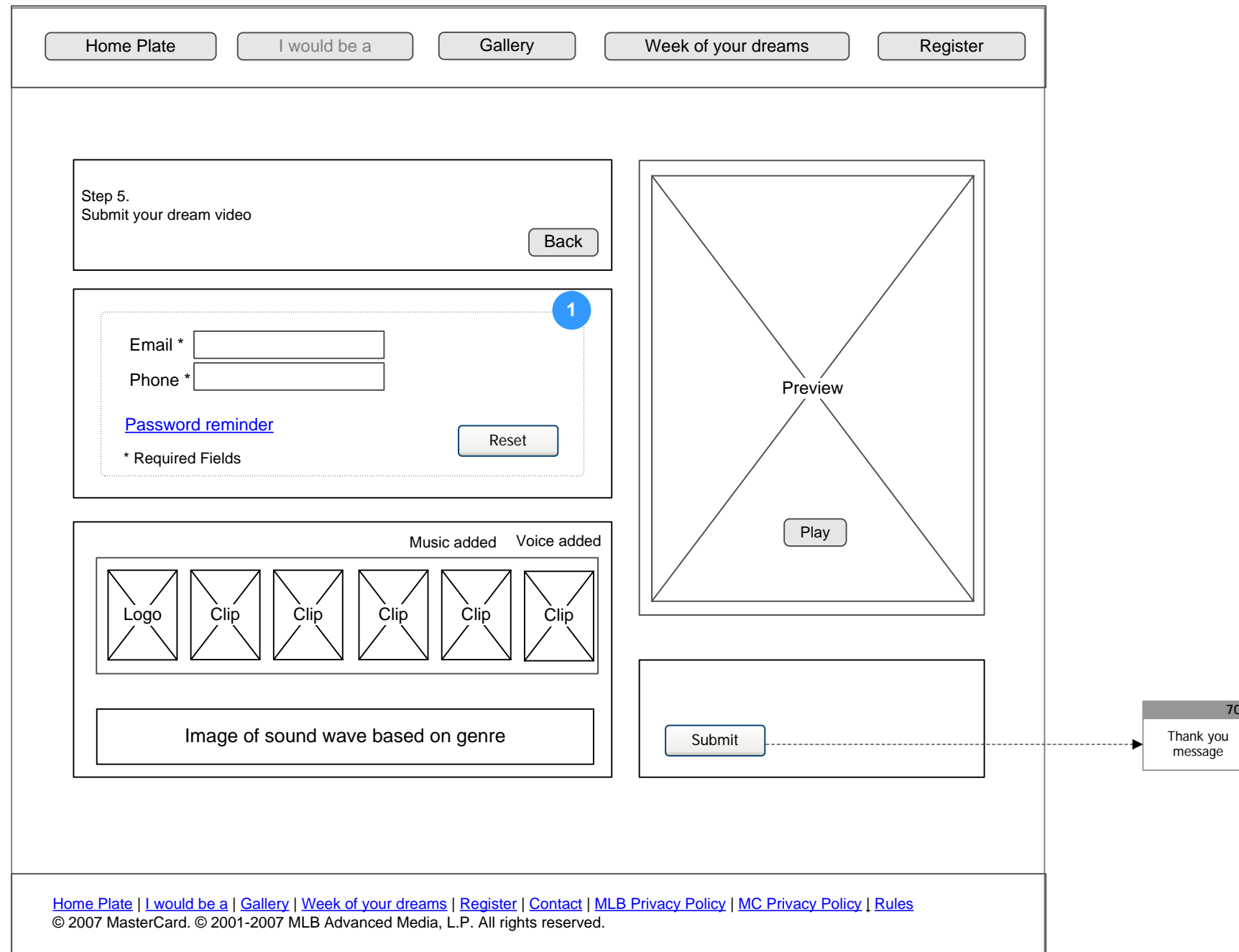
1. User has arrived from #702: Add Music
2. Box (1) will host call to action and back button. Call in number and 8-digit generated PIN will populate box (2).
3. User will call in and will follow voice instructions from Joe Buck, please see #703.1, Voice Recording Specifications .
4. Once accepted, the final :30 audio file will be converted to .mp3 format and attached to the video.
5. Voice Added radial box (3) will change to checked state. Also, next button will go live (4), this will load #704: Submit Video.
6. In box (5). user can preview at any time.

REFERENCE FILES:

PSD: 700_I_WOULD_BE_A.psd

COPY:

SECTION #703: Add Voice, MASD7011_V5-1.doc,
SECTION #703.1: Voice Recording Specifications, MASD7011_V5-1.doc.



#704: Submit Video

PAGE ACTIONS

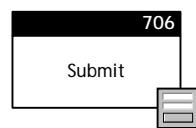
1. Box (1) will host call to action and back button.
2. If user has registered already, User Name and Password fields will be pre-populated from registration data. Submit button (2) will glow.
3. When clicked, thank you message #707 will slide from screen right and user can then share their movie, create another, or go to the gallery. User may also close this box.
4. If user has not registered, box (2) copy will ask user to register. Register button will glow (2), if clicked, will load #500: Register. User will be able to return to this page as session information is preserved.
5. Upon returning from registration, user will see screen as a registered user in step 2 above.

REFERENCE FILES:

PSD: 700_I_WOULD_BE_A.psd, 700_I_WOULD_BE_A.psd

COPY:

SECTION #704: Submit Video, MASD7011_V5-1.doc,
 SECTION #707: Thank You For Submitting, MASD7011_V5-1.doc.
 SECTION #708: Send to A Friend, MASD7011_V5-1.doc.



Client MasterCard	Page 18 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]



700
I would be a...

600
Gallery

Thank you
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Create another video

Share with a friend

Browse gallery

Your name *
Enter Text

Your team *
Enter Text

Your email *
Enter Text

Your friend's name *
Enter Text

Your friend's team *
Enter Text

Your friend's email *
Enter Text

Reset Submit

*Required fields

612.1
Preview email

Cancel Send

#708: Send to a Friend

PAGE ACTIONS

1. This screen is a result of user clicking Send To a Friend button in #704: Submit Video.
2. User will input name, friend's name, team, friend's team, email, friend's email, fields. If these are not completed properly, an error message will ask viewer to complete all fields.
3. If fields are correct, and user clicks send, this will generate #708.2: Preview Email. Clicking send button will generate #708.3: Confirm Sent Email.
4. User must click close button to return to #707 where user can share again or navigate the site.

REFERENCE FILES:

PSD: 707_HTML_E-MAIL_TEMP.psd

COPY:

SECTION #704: Submit Video, MASD7011_V5-1.doc,
 SECTION #707: Thank You Message, MASD7011_V5-1.doc.
 SECTION #708-708.3: Send to A Friend, MASD7011_V5-1.doc.

Client MasterCard	Page 19 of 20	Prepared by Pawel Tulin. Toni Jones	Date 1/15/08
Process MLB Promo		Approved by	Date [00/00/00]

