

PIECE



I've got a thousand friends on  
Facebook and Tweet a lot.

You can find my band on  
Myspace and see a few of  
my videos on YouTube.

But...now what?



The digital democracy has become a glorious mess where we can't separate quality from quantity.

Those with true star power remain needles in an ever-increasing haystack.

This is where PICKME comes in.



PICKME is branding and marketing for the individual. It provides individuals with the tools they need to build star power.

Imaging and representation.  
Design and production value.  
Social and broadcast media.

In a phrase, PICKME is American Idol meets Facebook.



We will create a media property that:

- Acts as a platform for people to manage and promote their own personal brand
- Bridges TV and the web in ways that will revolutionize the delivery of commercial content
- Leverages and builds upon existing media usage/behavior
- Becomes a destination for millions on a daily/weekly basis



## A revolutionary symbiosis.

Unlike most entertainment and web properties, PickMe was designed to redefine the very nature of brand sponsorship.

PickMe allows brands to establish deeper, more tangible relationships with individuals. Relationships that are mutually beneficial and exponentially more powerful.

- Sponsorship at the individual level
- Revenue share/performance bonus
- Intelligent selection of placement



At launch, PICKME will look and function as if it were operational for years.

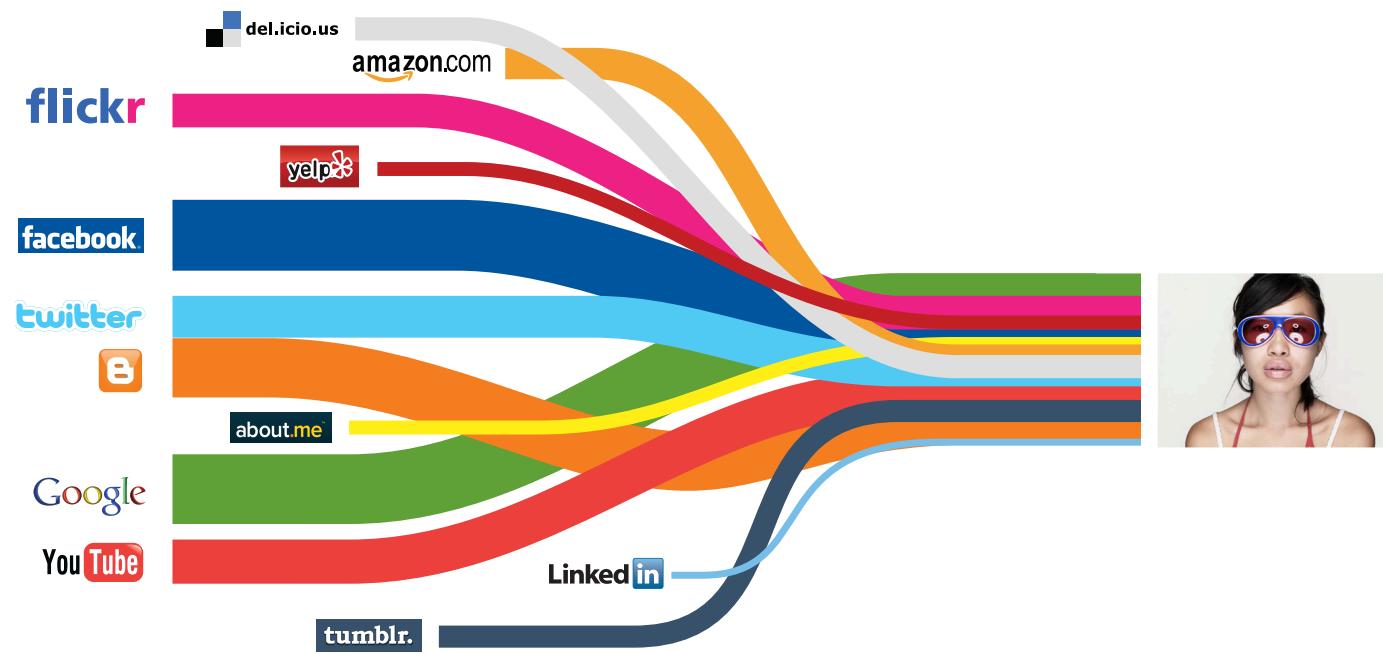
All assets will be live, activated and compelling.

People will have already used the system and reaped rewards.

Others will want to join, and for them, the experience will look something like this:

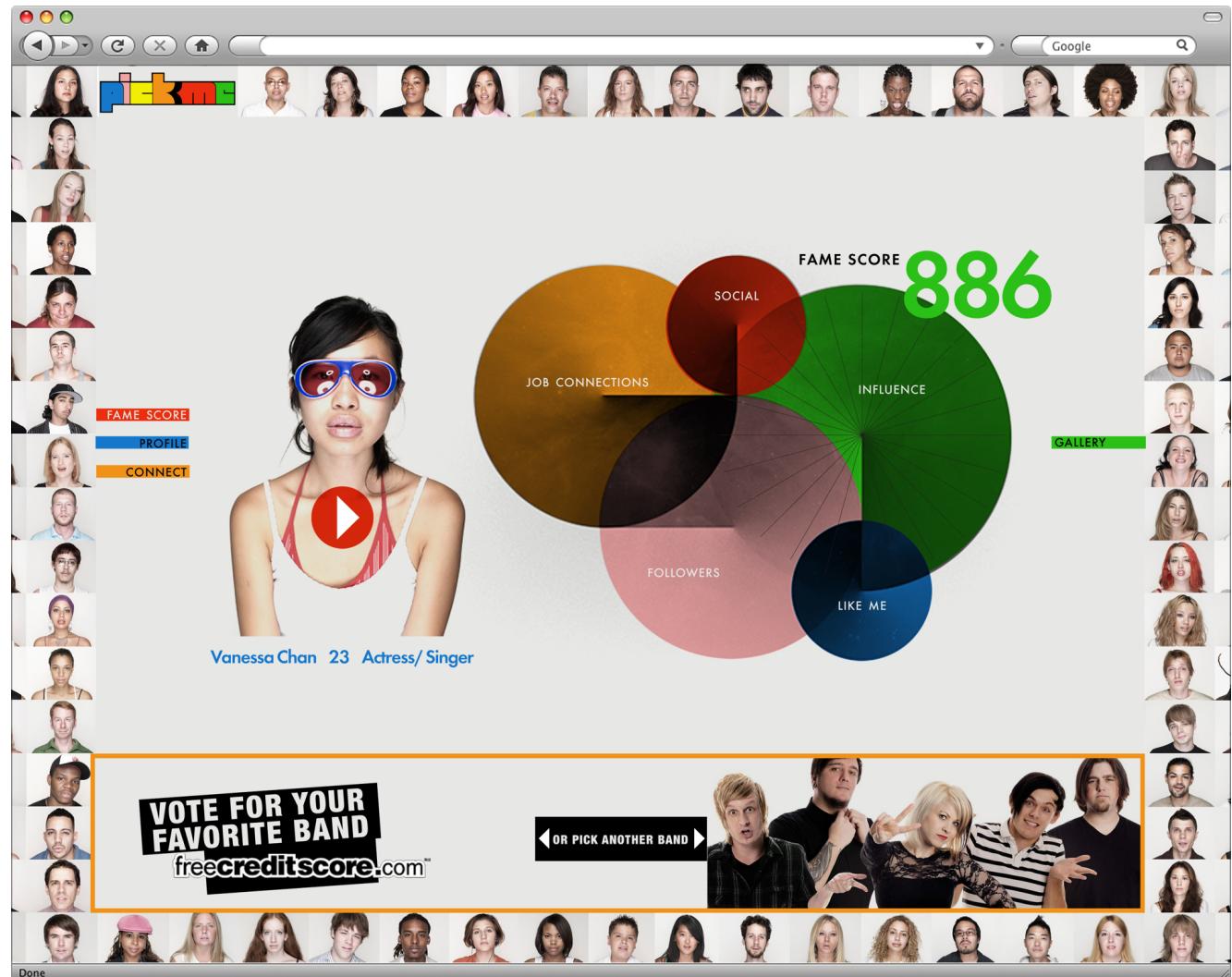


Registration gives you an idea of how your current interactions and contributions to the web have resulted in status:



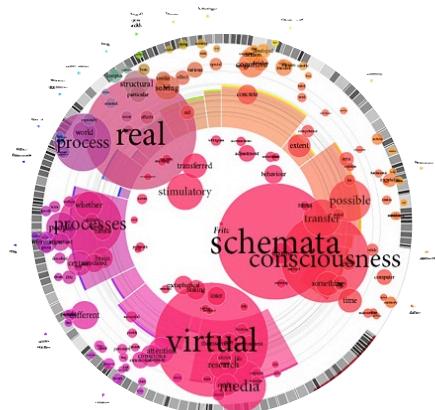
Upon joining,  
your fame  
score is  
immediately  
calculated.

You are now  
able to  
manage and  
monitor your  
social wake.



Tools provide you with an idea of where and with whom you have influence and give you a clear understanding of what actions to take to reach your desires (e.g., become a musician, actor, writer, etc.).

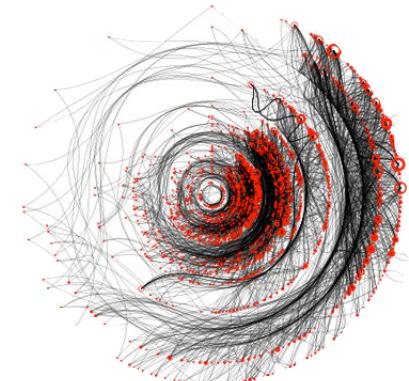
TOPICS



FRIENDS



FOLLOWERS



By completing a casting video, you amplify your score and become eligible for the PICKME broadcast.

VOTE 

[FAME SCORE](#)

[PROFILE](#)

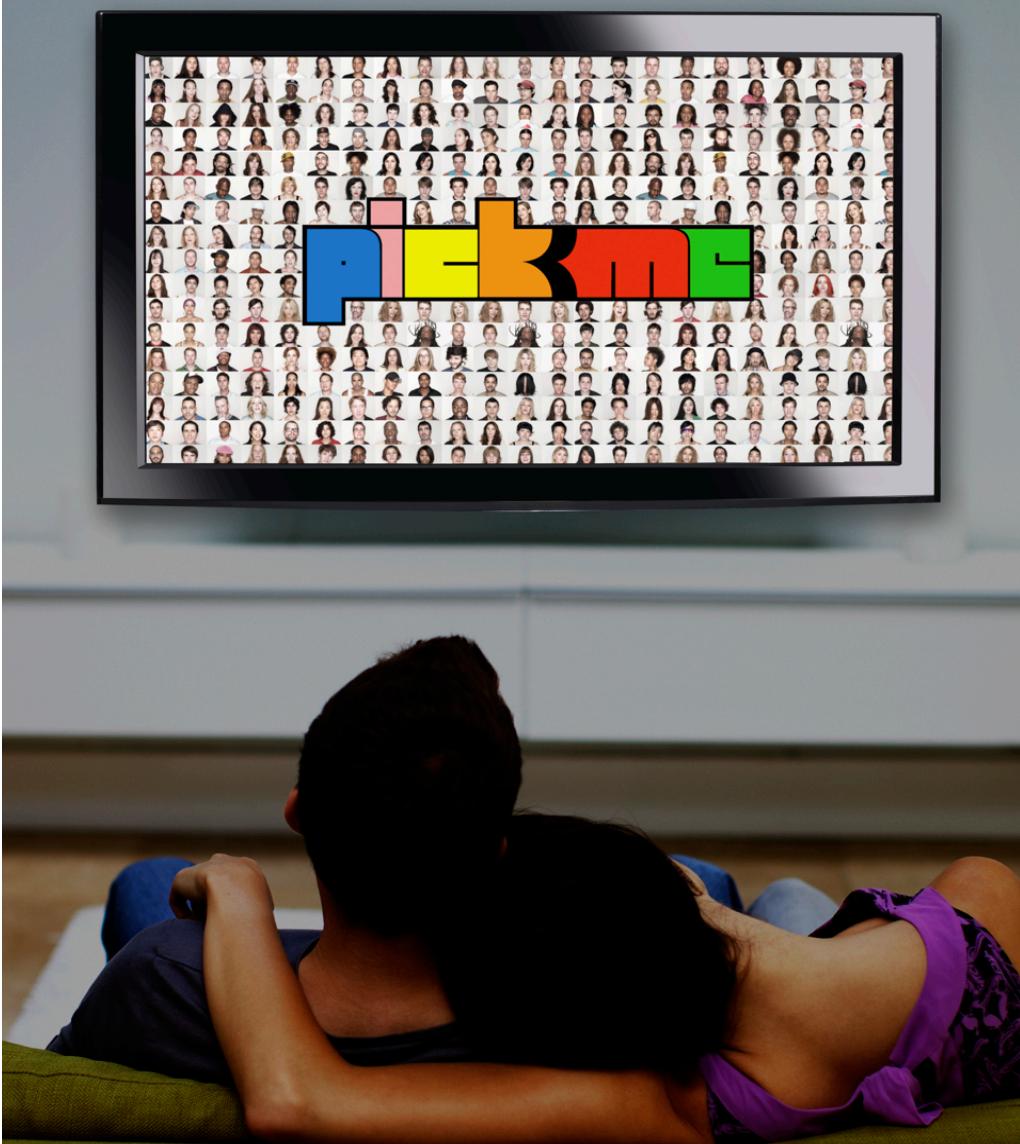
[CONNECT](#)



You have the chance of being voted on, instead of off.

In the broadcast you are rewarded for your contributions (thanks to PICKME partner brands).

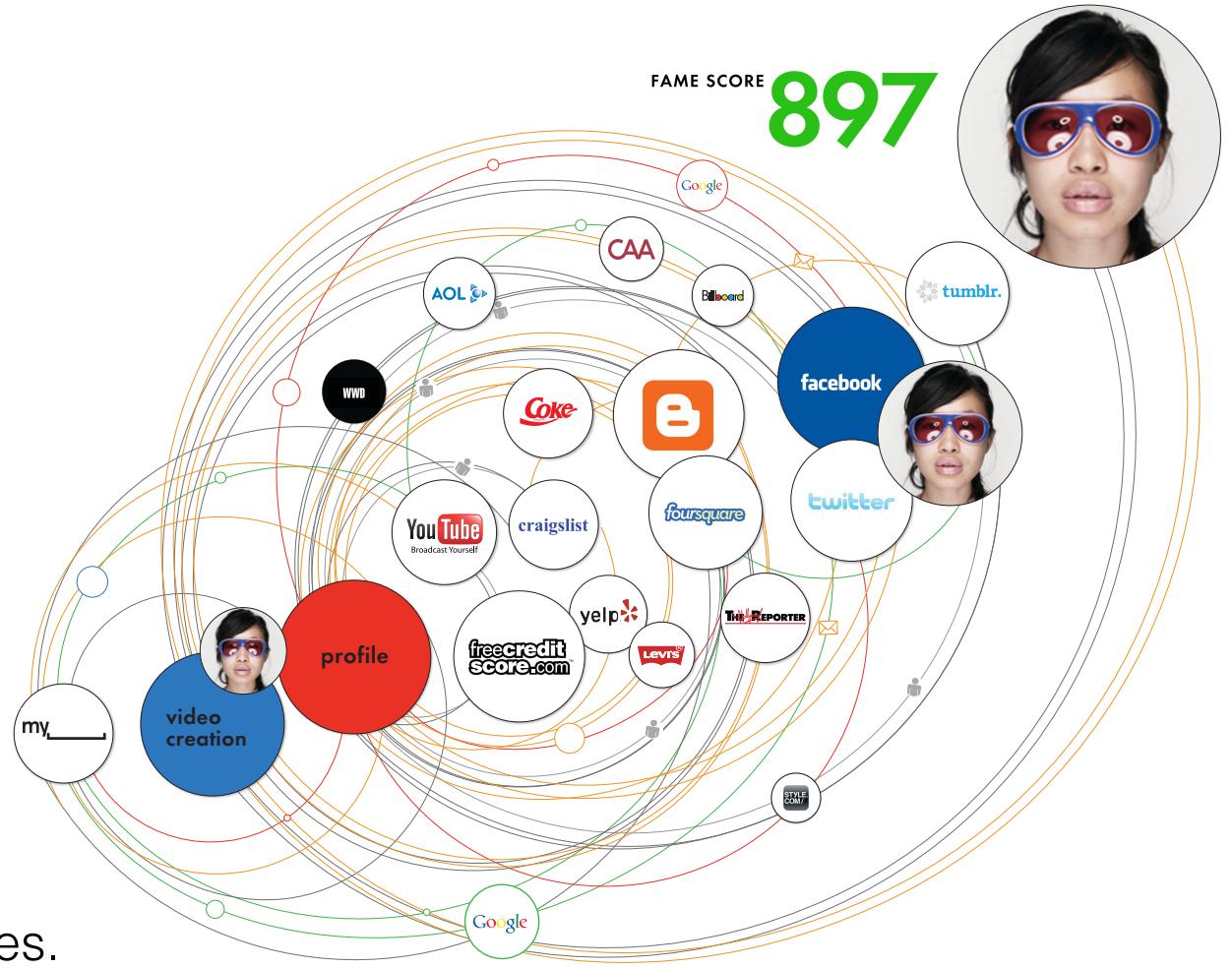
Whether you're going from garage band to headliner, or from waiter to commercial actor, the show will celebrate your success and prove that actions yield results.



TV is not the end goal  
but rather the start of  
something greater.

Status builds upon status.  
Viewership builds  
on viewership.  
The system feeds itself.

As people realize the  
potential of PICKME their  
engagement only increases.



Rinse.  
Wash.  
Repeat.

When participants recruit followers they're creating new participants for PICKME and the brands that sponsor the experience.



PICKME is designed to redefine the nature of brand sponsorship.

PICKME allows brands to establish deeper, more tangible and mutually beneficial relationships with their customers:

- Sponsorship at the individual level
  - Example: Cast from PICKME for your next commercial or find the next great gossip columnist for your periodical
- Revenue share/performance bonus
  - Example: Brand components of PICKME (online or off) much like you would place product in situ
- Intelligent selection of placement
  - Example: Advertise on PICKME the way you would any website or broadcast



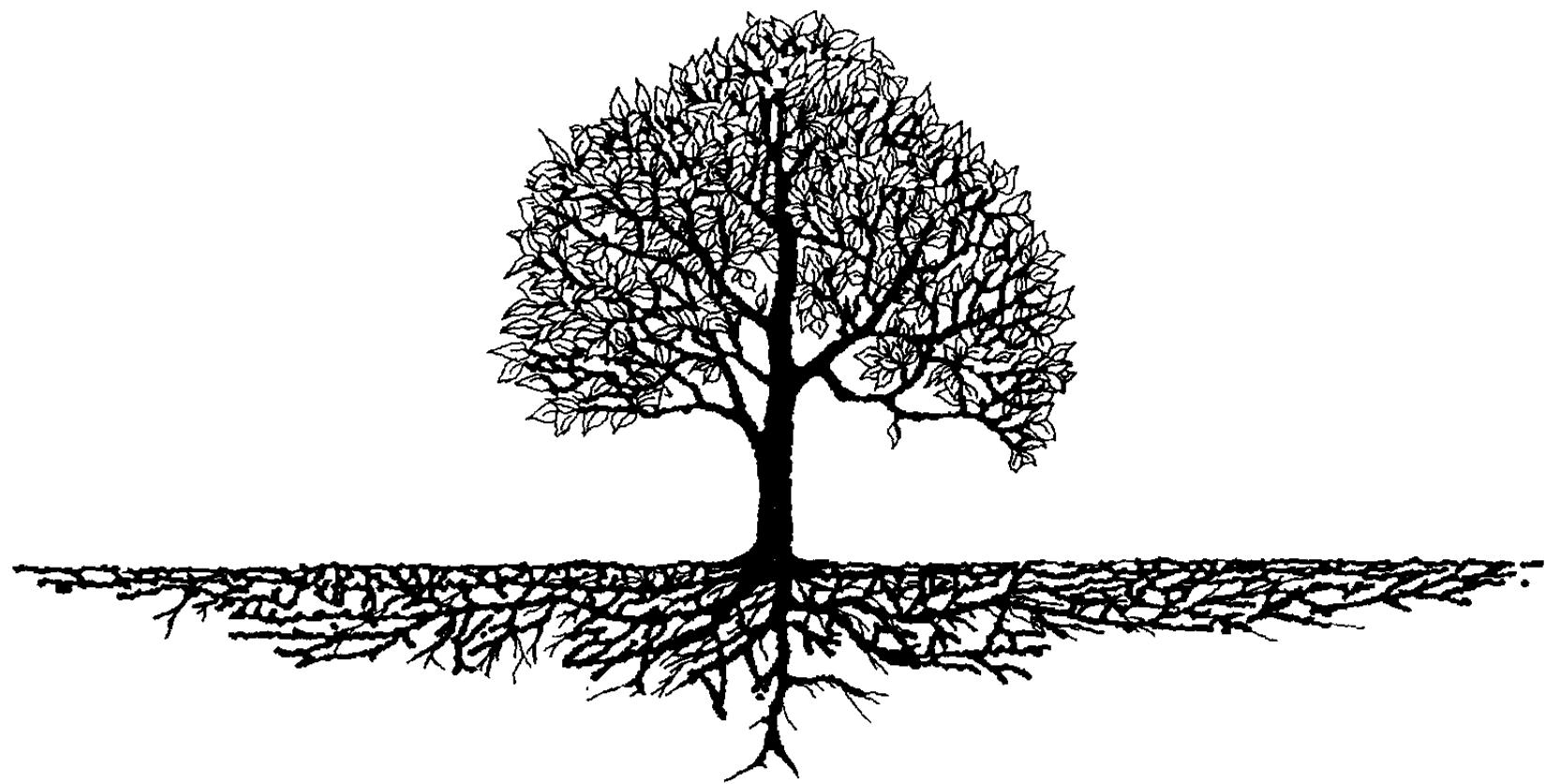
PICKME will also redefine the nature of content distribution.

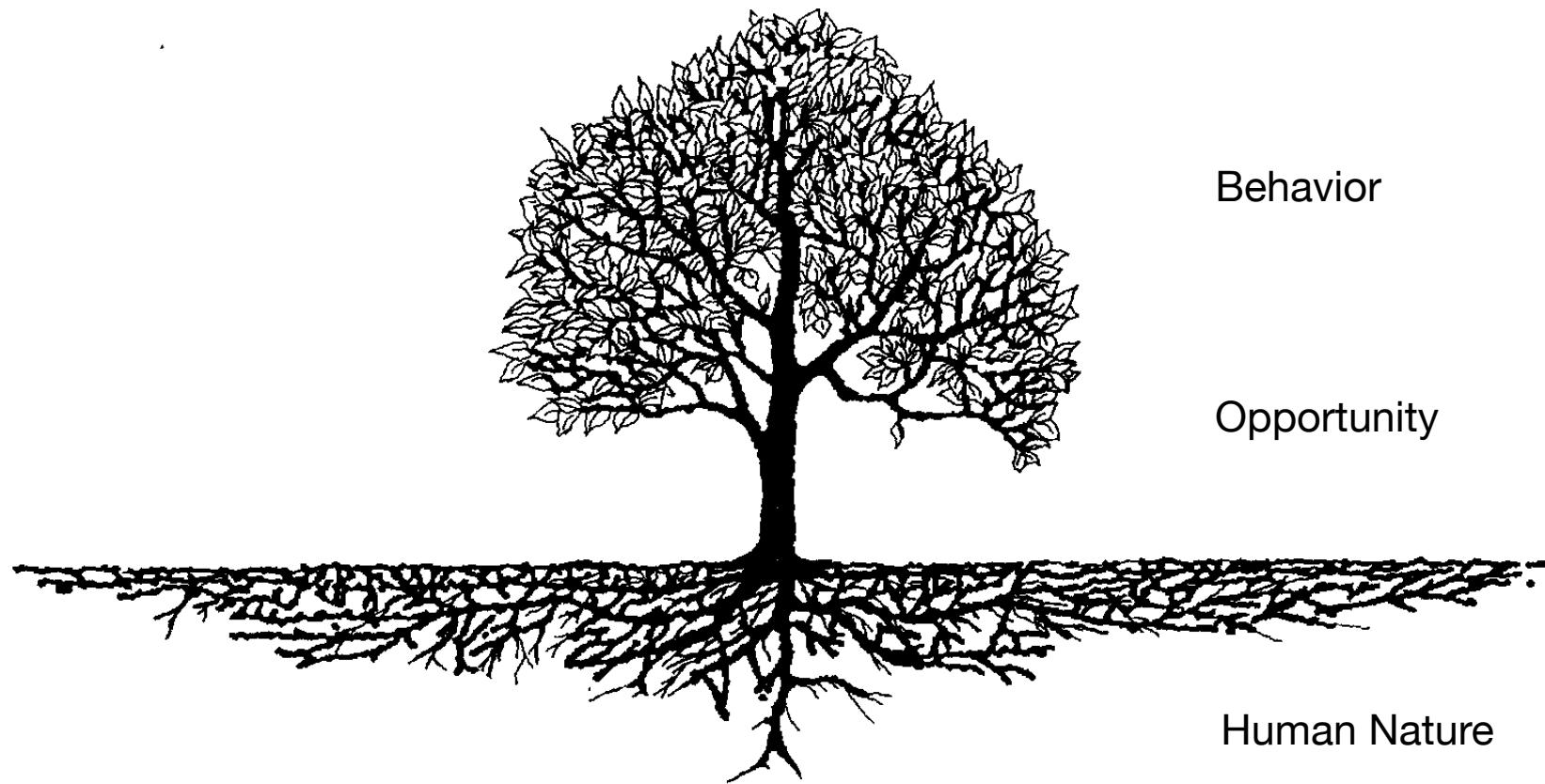
The Martin Agency will leverage its relationships with key content distributors to determine the best fit for online presence and broadcast.



Ok, fine.

So why the hell are people going to get involved?





Behavior

Opportunity

Human Nature

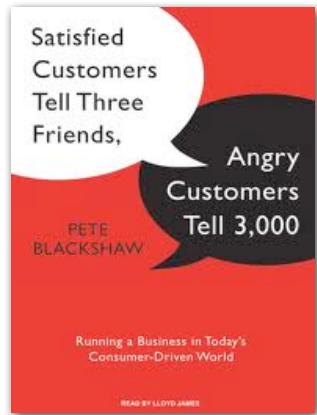
## Branches



Boughs



# Trunk Mutilation



**BRANDONMENT:** When consumers un-friend or unlike brands that create lame experiences. Brands that fail to properly maintain and update Facebook or Twitter pages are at high risk of Brandonment.

**WIKI-WHIPPED:** When you just can't change your wiki entry, under any circumstance. Often activist groups, detractors or others will completely own your entry.

**MOBILINECKING:** The alarming tendency to have our necks tilted down or shifted sideways -- ever glued to our mobile device. This anywhere, anyplace epidemic is increasingly common in cars, airplanes and crosswalks. Closely related to term "Eyevidance," where no one looks at anyone anymore.

**JACK RIPPER:** The device warriors who hog outlets anywhere they can find them -- in the airport, via the USB port of a colleague's computer, even a restaurant reservation desk. They get a charge from a charge.

**TAG STAB:** The injury inflicted when someone is inappropriately tagged in compromising, unflattering or just plain stupid social "moments." Mostly unavoidable, unless all cameras are "checked at the door."

**WIKI WART:** A bad piece of news or an embarrassing brand episode (e.g., an activist protest or a social-media campaign that backfired) that just won't go away in a brand's Wikipedia description. PR pros often give false hope to brands of removing the warts, but relentless Wikipedia editors put them right back.

**OEDIPOST COMPLEX:** The curious neurosis that compels folks to sleep with their BlackBerry or iPhone. The afflicted can't stop checking -- even in late hours -- for responses to tweets or blog and Facebook posts.

**DECIPROCITY:** When everything you post actually decreases your friend and follower count. Even when you friend or follow others, the rules of reciprocity just don't apply. Soul searching is typically in order here.

**FAUX POST:** When you are talking to someone on the phone and they notice an unrelated tweet or Facebook status update from you showing up in real-time. Bad form -- don't do it. (Trust me!)

**RUNWAY REBEL:** That guy (or gal) who keeps the "electronic device" going well past the airline warnings and prohibitions. We see them everywhere, and no one is innocent here.

**GEO CRASHER:** A person so intent on following a GPS-powered map or app that they can barely walk straight. Inevitably they crash into everyone -- in airports, on sidewalks, in bathroom stalls. According to social guru Kevin Dugan (@prblogin), there's even a [Flickgroup](#) dedicated to this.

**APPUSION:** An inevitable outcome of app overload. Very common among iPhone users who download so many apps they can't find their address book. Appusion can lead to as many problems as the apps solve.

**BRAND TEASE:** A consumer who "friends" or "fans" a brand, only to never return for a second date. Brands feed the cycle by forgetting to court the consumer with engaging, interesting or sustaining content or value.

**CONVERSATIONAL DIVIDE:** The huge gap between what marketers preach about social-media "conversations" and the brand's actual customer-service or call-center operations. Stems from cost vs. profit-center tension.

**SHELF STORM:** When organic search results suddenly go haywire, or shift to the dark side, thanks to the link-love logic of social media. Consider Tiger Woods' search-result shift from 95% positive to 60% hostile (in a matter of days). Or how brands with highly publicized service failures quickly acquire shelf-venom.

**APTOPSTERONE:** The mojo that fuels intense "mine's bigger/better" conversation about mobile apps. "Dude, you got Bump, but I've got Foursquare." Marketing techies are loaded with Aaptopsterone.

**TRUST LAPSE:** The frighteningly popular tendency we have to "open up" our friend network to a cool, unknown social-media service or app. Ego, vanity and impatience often collide with rationality here.

**BLOG DODGER:** Someone who has abandoned his or her blog for Twitter or some other lower-hassle social-media substitute. This was big in 2009, and we'll likely see much more of it in 2010.

**QUAD STALKERS:** Folks from your past who "friend" you (e.g., folks you marginally knew from the high-school quad) and who seem to comment on everything you post on Facebook. Mostly benign, but a tad curious.

**TWEET-SHIFTING:** Delaying or mixing Twitter posts so axe murderers don't know you're miles from home. Increasingly common as a spousal and family covenant among folks who travel with high frequency.

**TEXTGRESSION:** The curious migration of adults into youth behavior, habits and practices, especially when it comes to texting. Here our language quickly digresses into comedic short-form. R U w/me?

**CURBCASTING:** The almost unstoppable cacophony of loud voices barking all manner of silliness into the airwaves thanks to Bluetooth devices. You see this on every street corner and curb.

**TWITSTOP:** A bathroom detour from a meeting or conversation in order to check e-mail, Twitter or the latest and greatest via an app. (Swear on the Bible, I don't do this ... but I'm told lots of others do.)

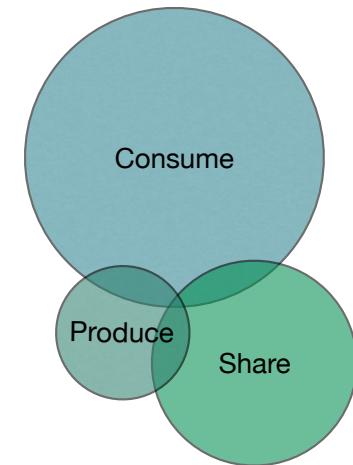
**DIGITAL DETOX:** What we all need -- at least in doses. As we've learned, total digital immersion has side effects. Let's all pursue a roadmap for balance in 2010. (This is likely the topic of my next book, so send feedback.)

**HASH BRAGGER:** A person who consistently (and annoyingly) uses hash tags to brag about exploits, exclusive conferences or envious travel. Often uses multiple hash tags.

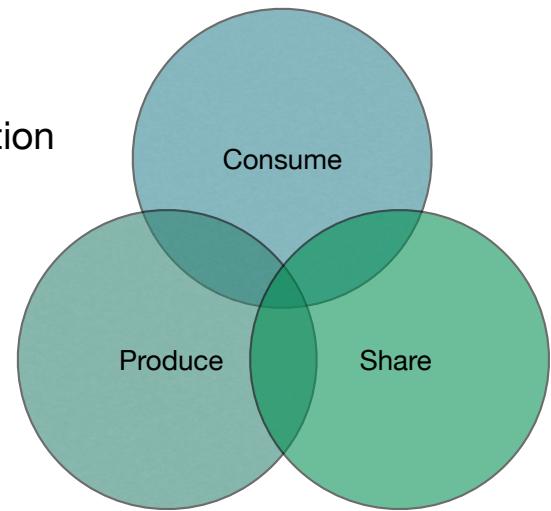
**APP RAT:** A relentless app collector who is known to download apps and then leave them to gather cobwebs. Related to Anapoto, a compulsive app addict.

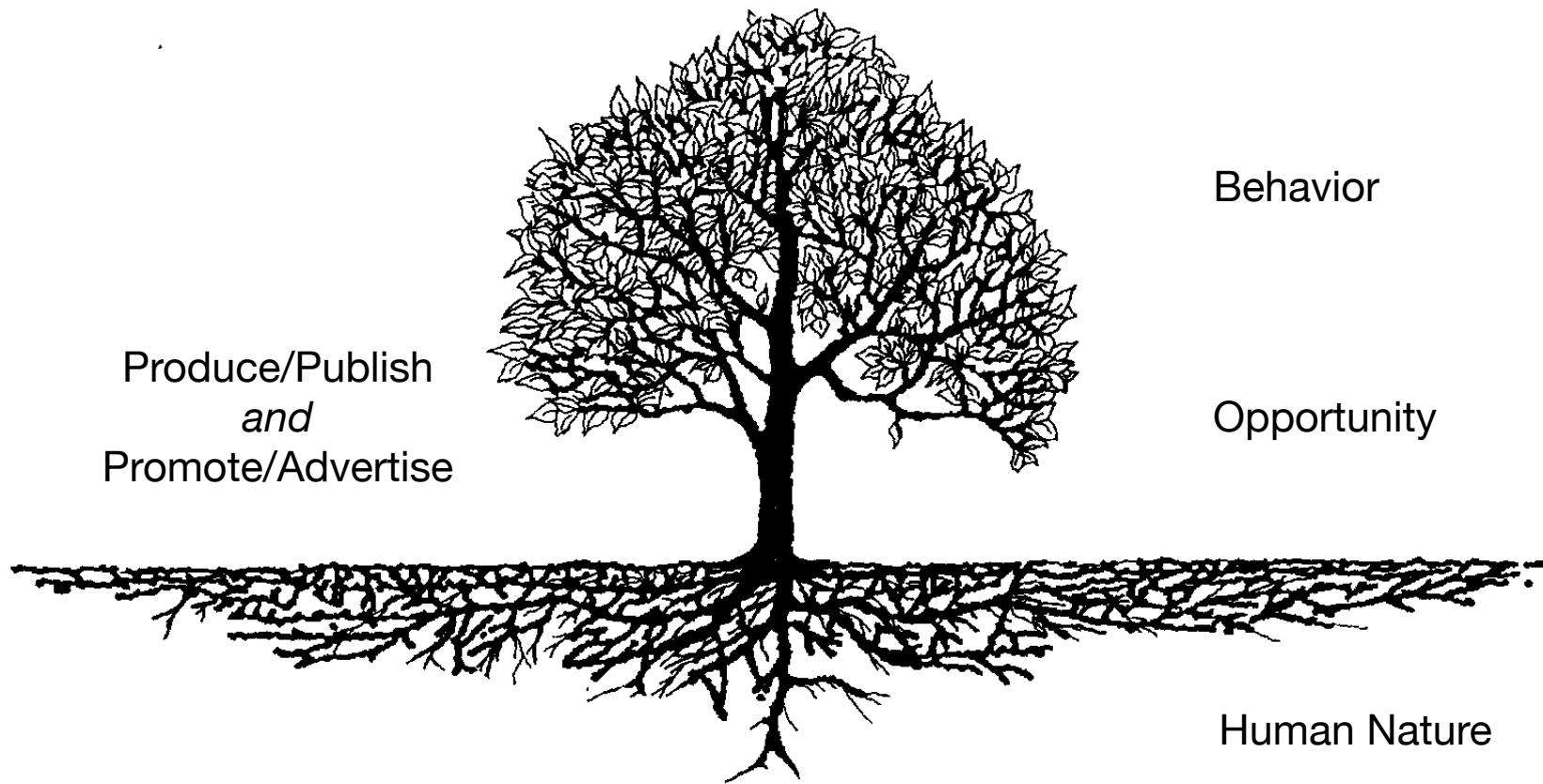
Trunk

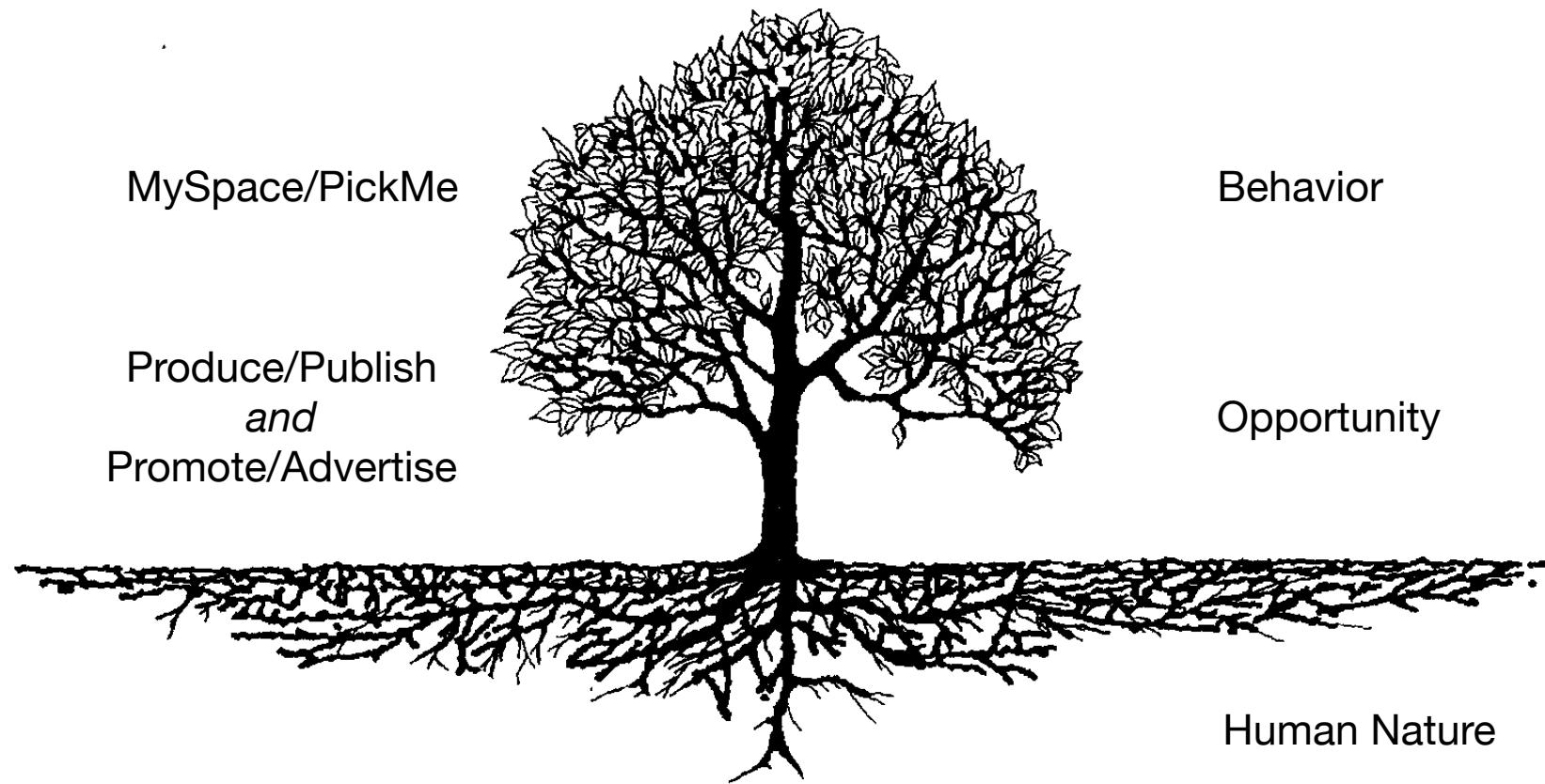
Industrial  
Age

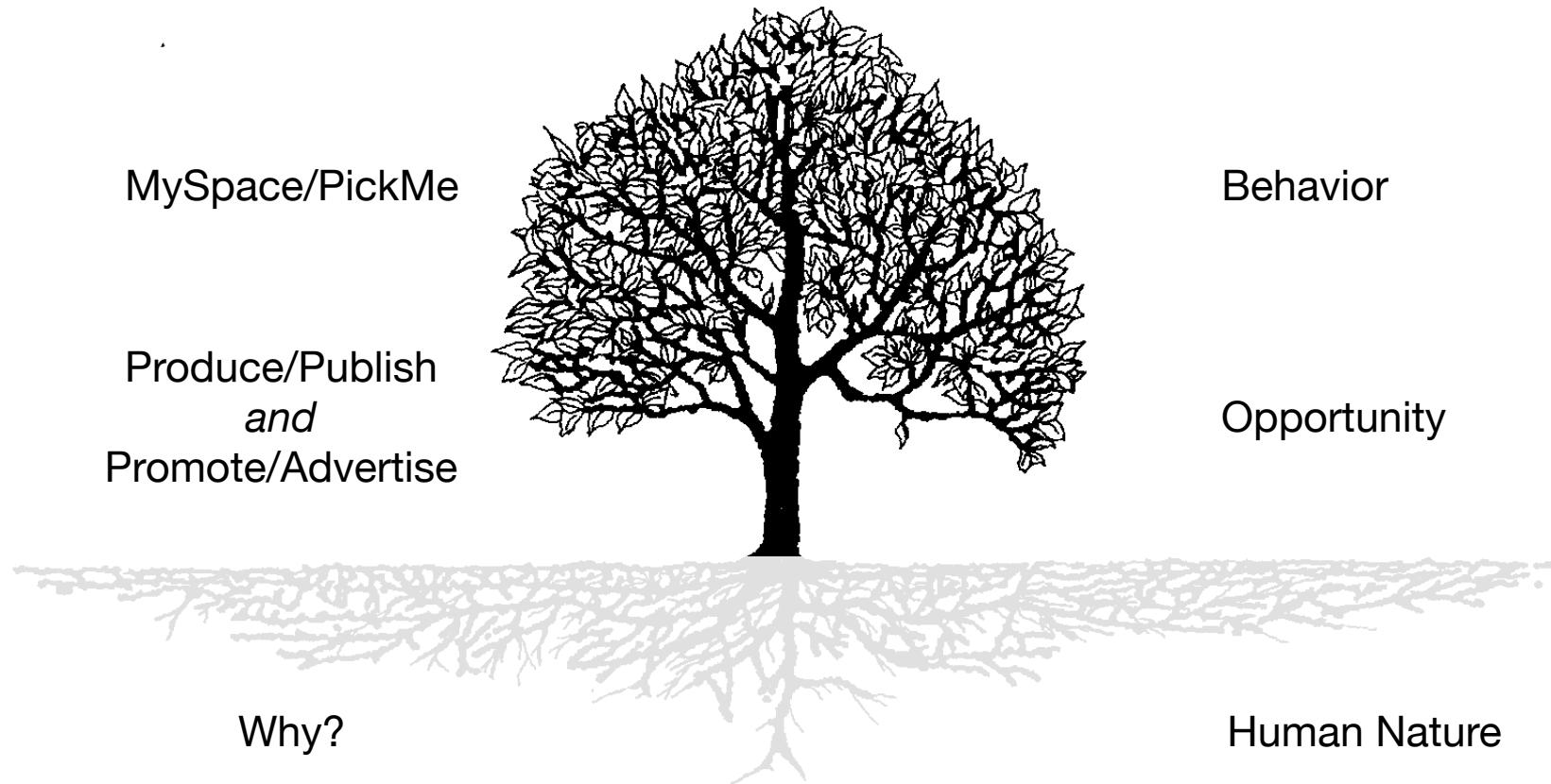


Information  
Age









## Human Ecology



# Systems Design



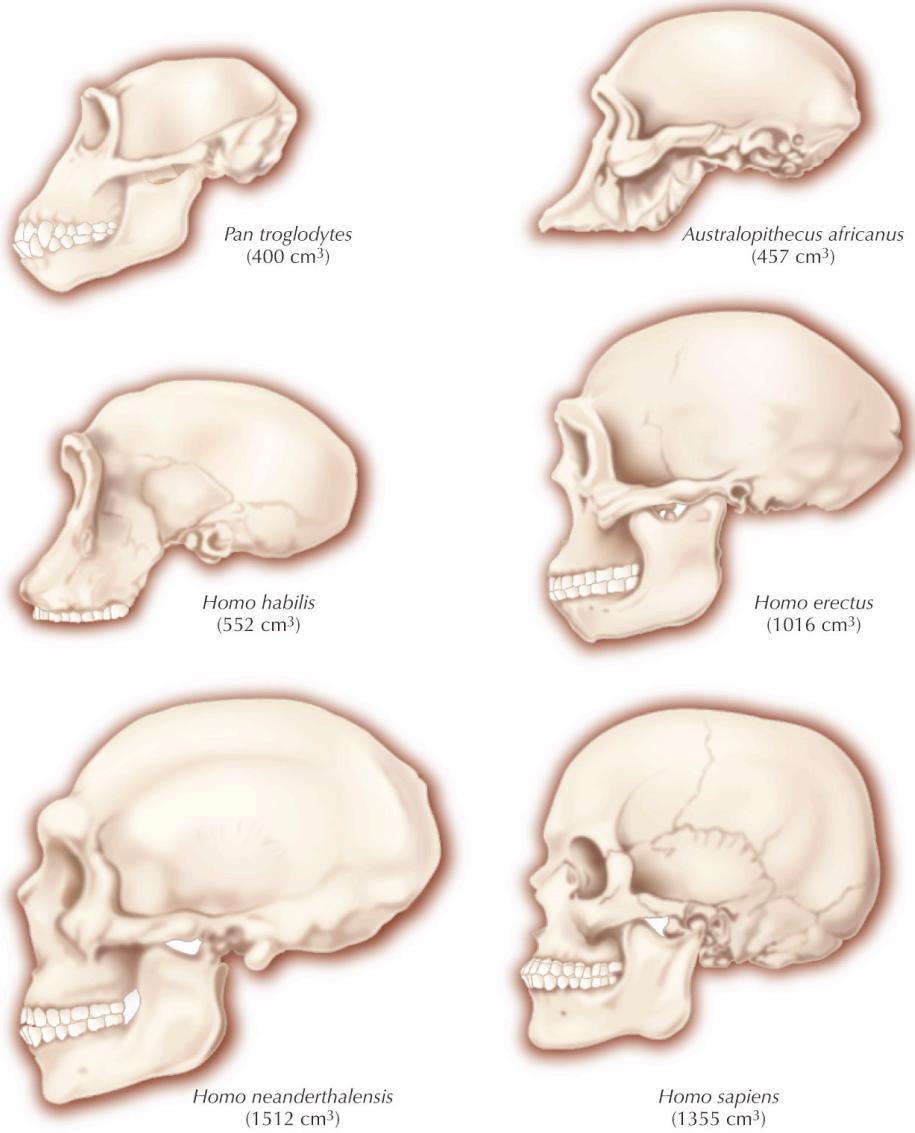
## **Evolutionary Psychology**



**If:**  
Complex design comes  
about by natural selection.

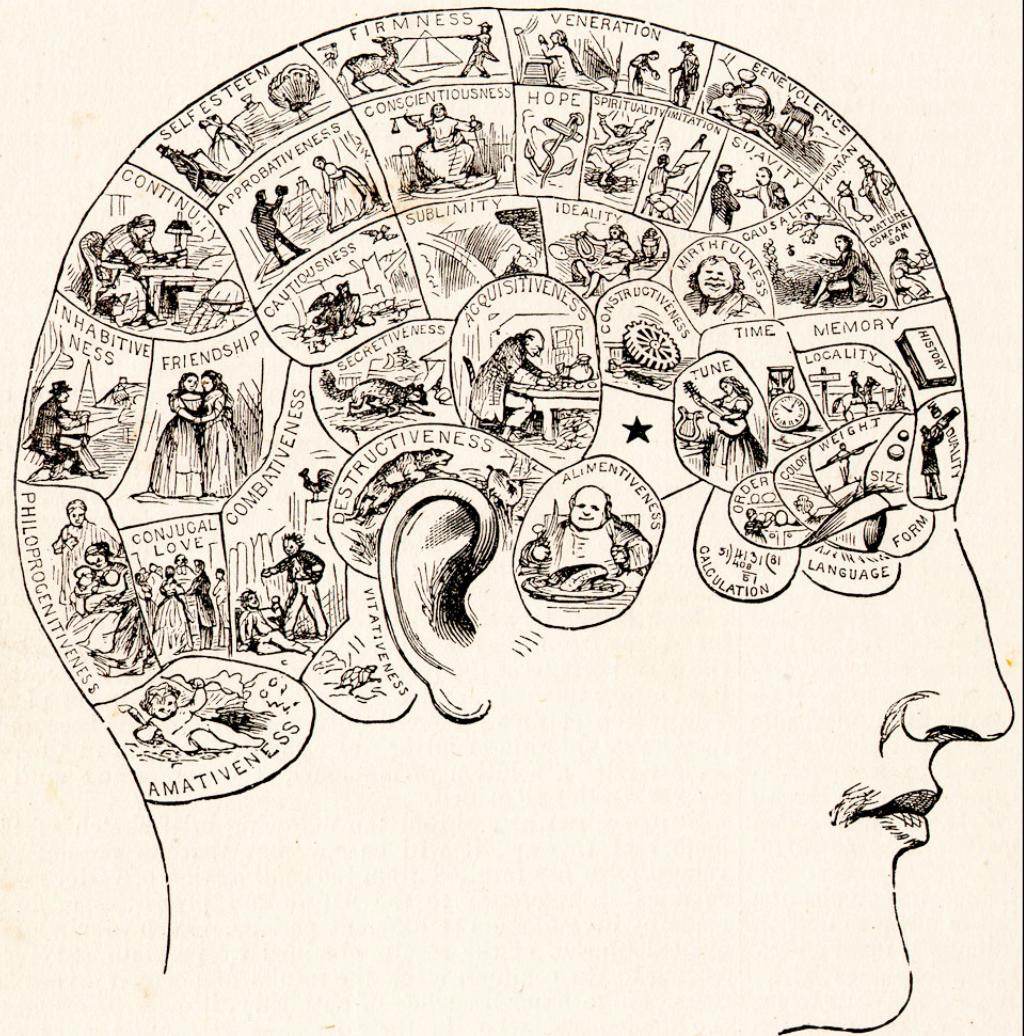
**And:**  
The mind exhibits a very  
complex design.

**Then:**  
The mind must have  
evolved by a process of  
natural selection.



## Software Modules

The mind is a collection of many special-purpose programs, each with its own rules.



## Out of Africa

We share many modules with other animals.

Other modules are distinctively human. They evolved 100k years ago and have remained stable since.



## **The Few of the Human Modules**

Friendship & Pecking Order

Accountability & Unity

Reciprocity

Mind Reading









## **Friendship and Pecking Order**

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We built tightly knit social networks to avoid predators and obtain food.



## **Friendship and Pecking Order**

We learned to quickly and constantly measure our surroundings to define opportunities/threats to spreading our seed.



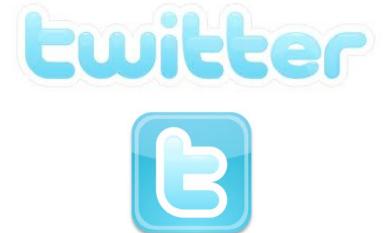
## **Friendship and Pecking Order**

Building alliances through online channels is a natural extension of this behavior.



## Friendship and Pecking Order

The pursuit of friends and followers defines our place in a social structure as well as opportunities for advancement.



Connections

500+ connections

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## **Accountability and Unity**

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We build affiliations through common interests/enemies and become members through established ritual.



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We build affiliations through common interests/enemies and become members through established ritual.

Groups must be active and growing or face consequences.





## **Accountability and Unity**

Those who seek membership/status within the group must face trials to be recognized.



## **Accountability and Unity**

Unlike our pursuit of friends and followers, accountability and unity are mixed bags online.

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Fewer have established rituals.





## **Accountability and Unity**

Some organizations literally stumbled across the need for accountability and unity.

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Some organizations literally stumbled across the need for accountability and unity.

Others are backing into it fearful of the consequences.

**foursquare**



**Google**<sup>TM</sup>



**facebook**



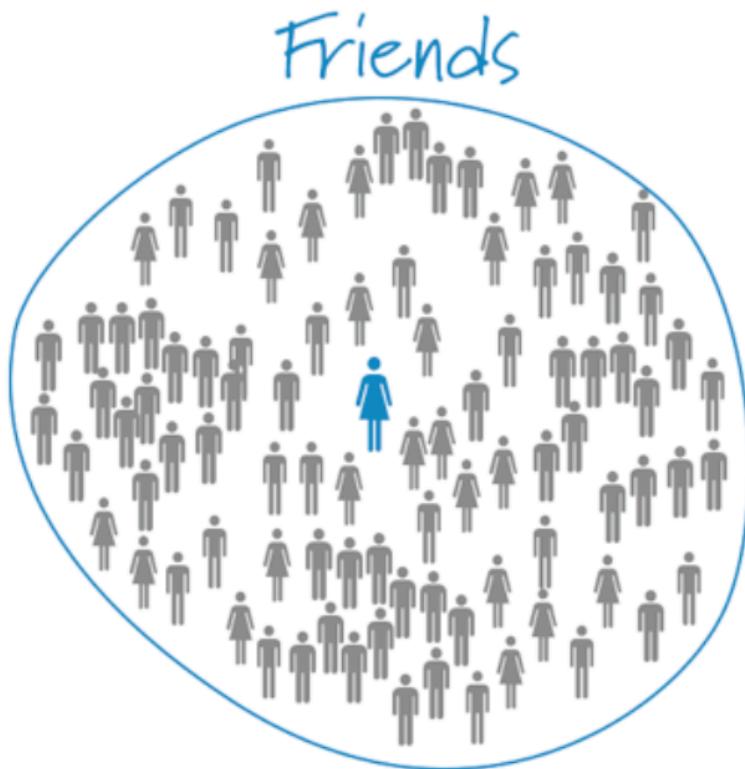
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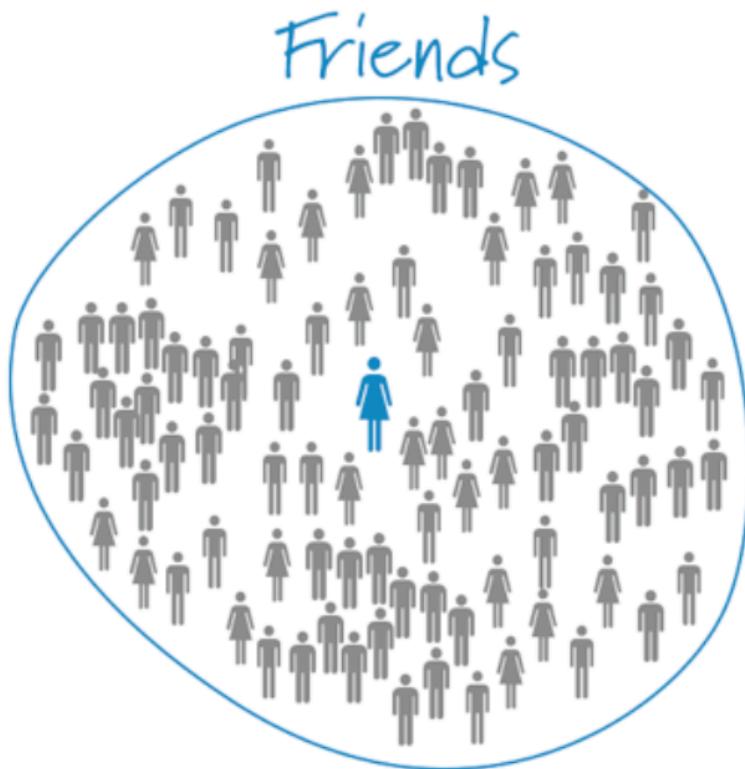
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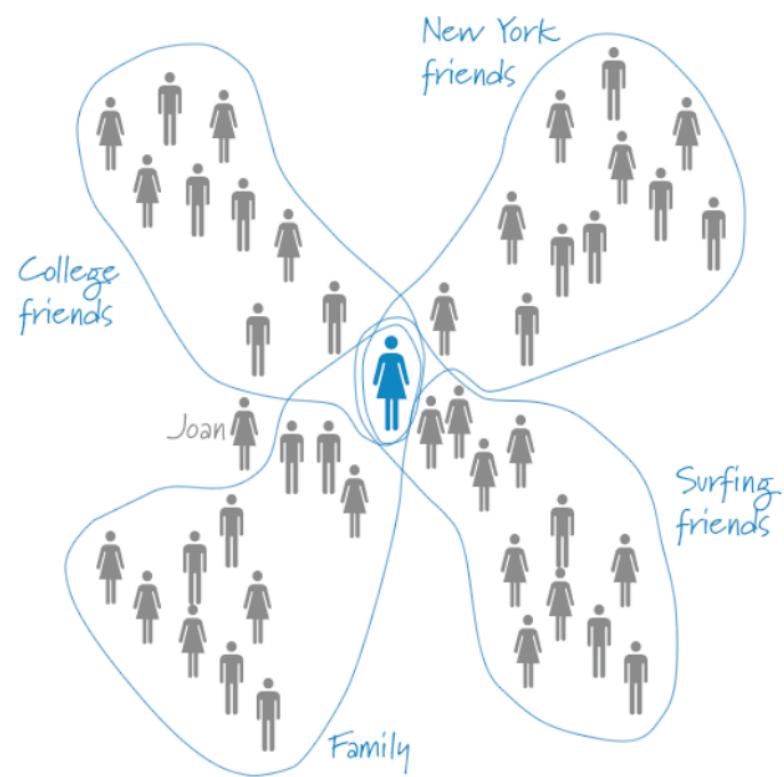
## Digital networks today...



**Digital networks today...**

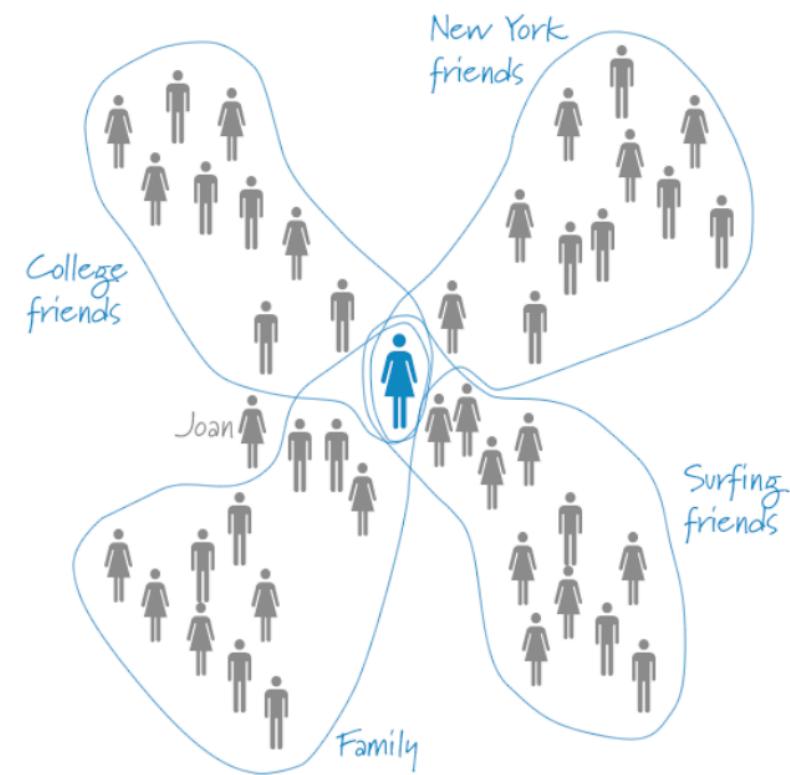


**...and tomorrow.**

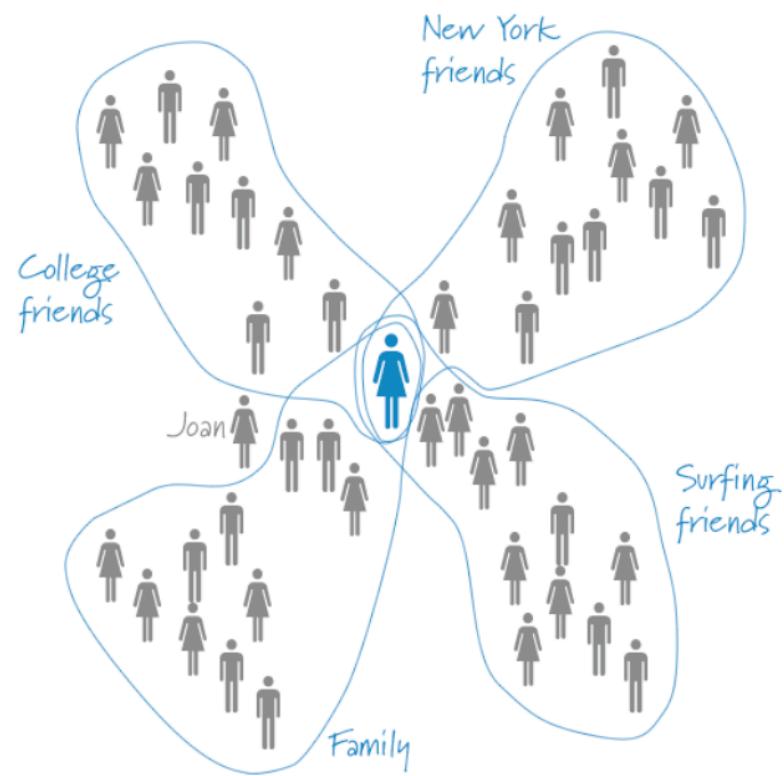




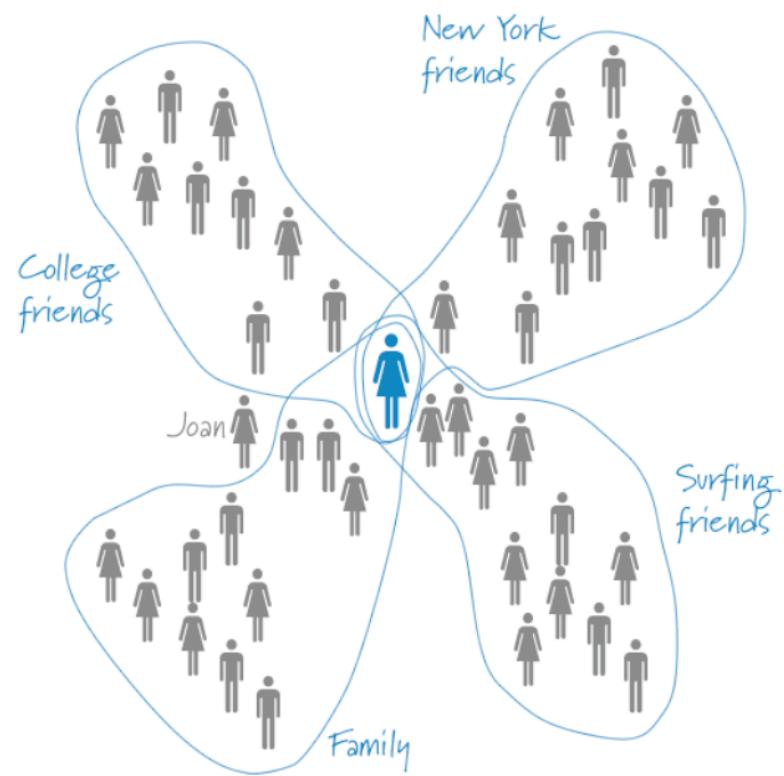
# FAIL



# Google FAIL



my  
WIN!



## **Reciprocity**

## Reciprocity

Alliances and accountability  
are only half of the equation.

What remains is a risk of  
defection in the group.



## **Reciprocity**

The mind has developed a strategy to distinguish between cheats and cooperators.

## Reciprocity

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We reward reciprocity and allegiance and punish a lack of.



## Reciprocity

The mind has developed a strategy to distinguish between cheats and cooperators.

We reward reciprocity and allegiance and punish a lack of.

We discuss behavior (gossip) about others to better understand their allegiances.



## Reciprocity

Judgements must be made in public forums to be validated.

Third parties must be present to listen, debate, and amend their attitudes accordingly.



## Reciprocity

We boast about our successes and are reluctant to discuss or even show failure.



## Reciprocity

We feel a sense of anxiety around events of consequence.



## **Reciprocity**

Naturally, we want to apply these behaviors to our digital lives.

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## Reciprocity

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We validate opinions by sharing the good/bad news.

But apprehension is often at odds with instant gratification.



*PostSecret*  
Sunday Secrets

Unnatural



Natural

 Like

 Dislike

# Unnatural



Buy now

# Closer



Buy now



# There It Is



Buy now



12:38:54  
remaining

Here It Is

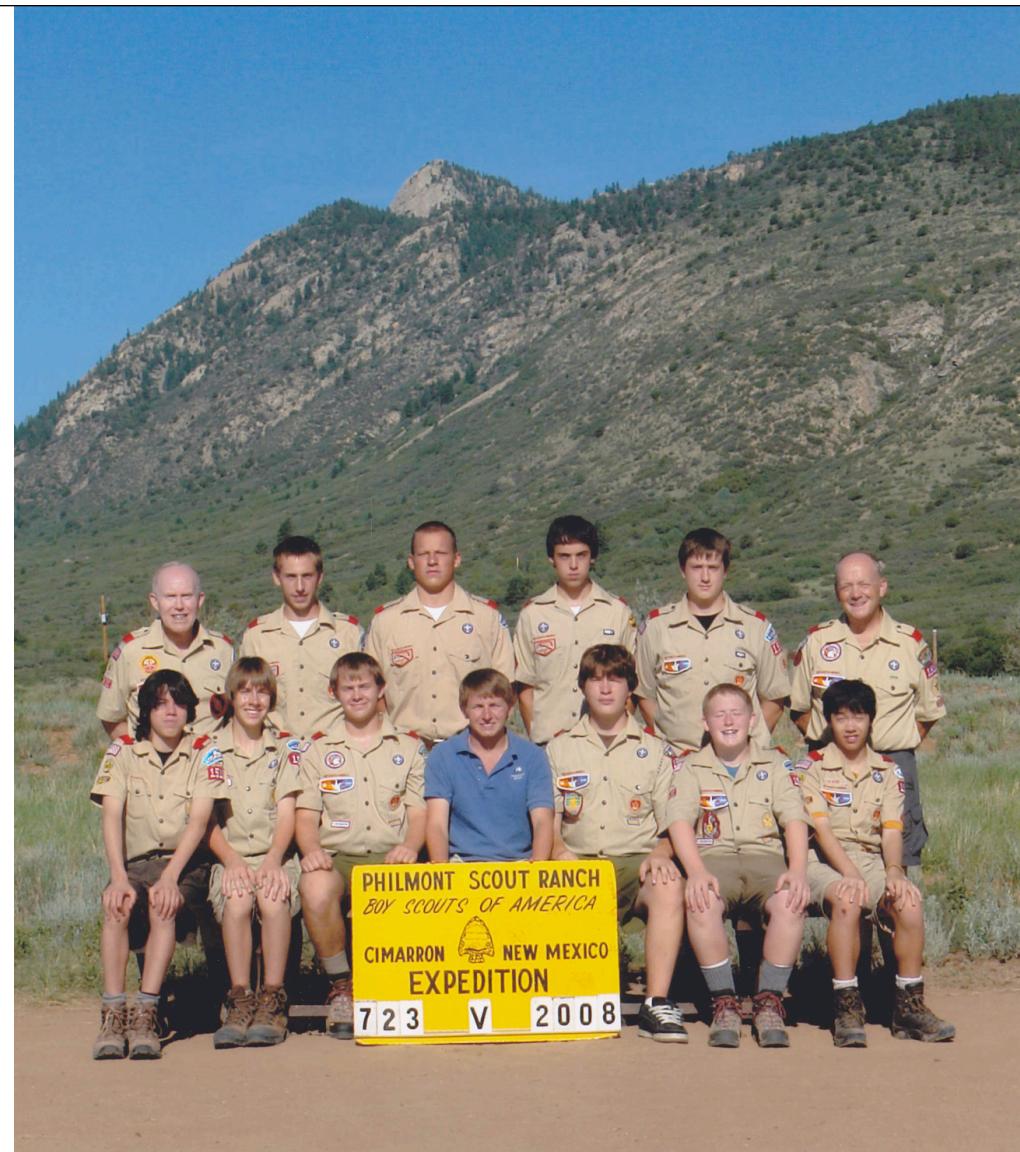


# **Mind Reading**

## Mind Reading

For millions of years our ancestors lived in groups no greater than 150.

Allegiances, accountability and reciprocity were based on face-to-face encounters.



## **Mind Reading**

But group sizes increased.

Allegiances and unities began  
to be compromised.

To compensate, we developed  
more sophisticated social  
reasoning capacities.



## Mind Reading

Enter “everyday politics.”



## **Mind Reading**

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We have learned to read a room.



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Sometimes we deceive.

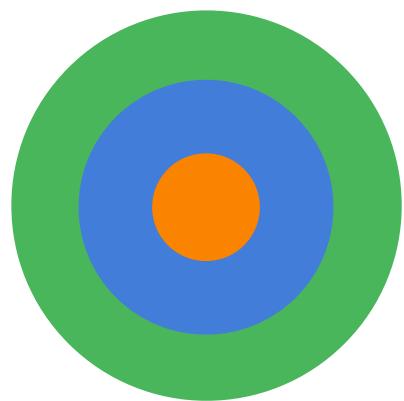






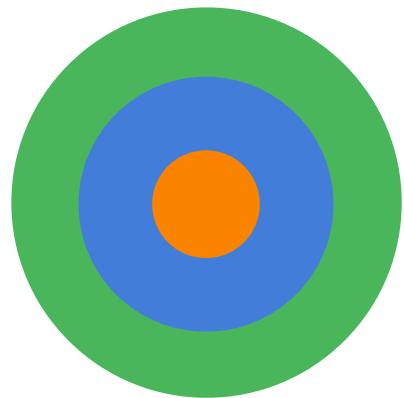
**Fear not.**

Industrial  
Age

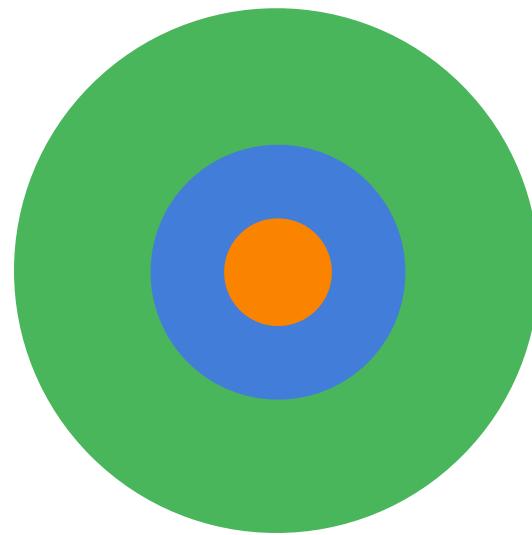


- Core Ties
- Significant Ties
- Total Network

Industrial  
Age

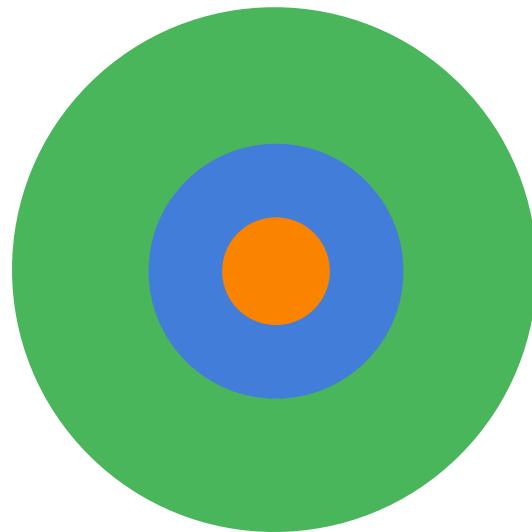


Information  
Age



- Core Ties
- Significant Ties
- Total Network

Social networks  
have the potential to  
mitigate our  
“Machiavellian”  
tendencies.



The network that  
wins will look and  
feel like an extension  
of our natural  
surroundings.

