



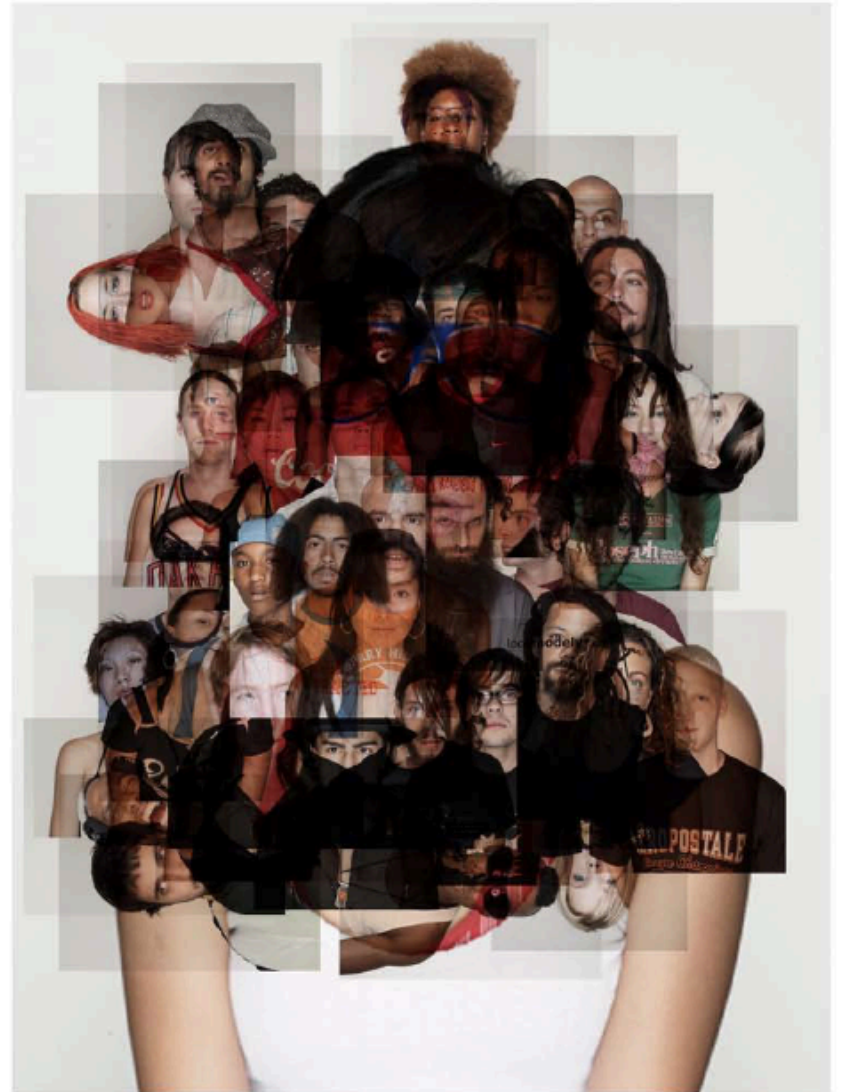


I've got a thousand friends on
Facebook and Tweet a lot.
You can find my band on
Myspace and see a few of
my videos on YouTube.
But...now what?



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

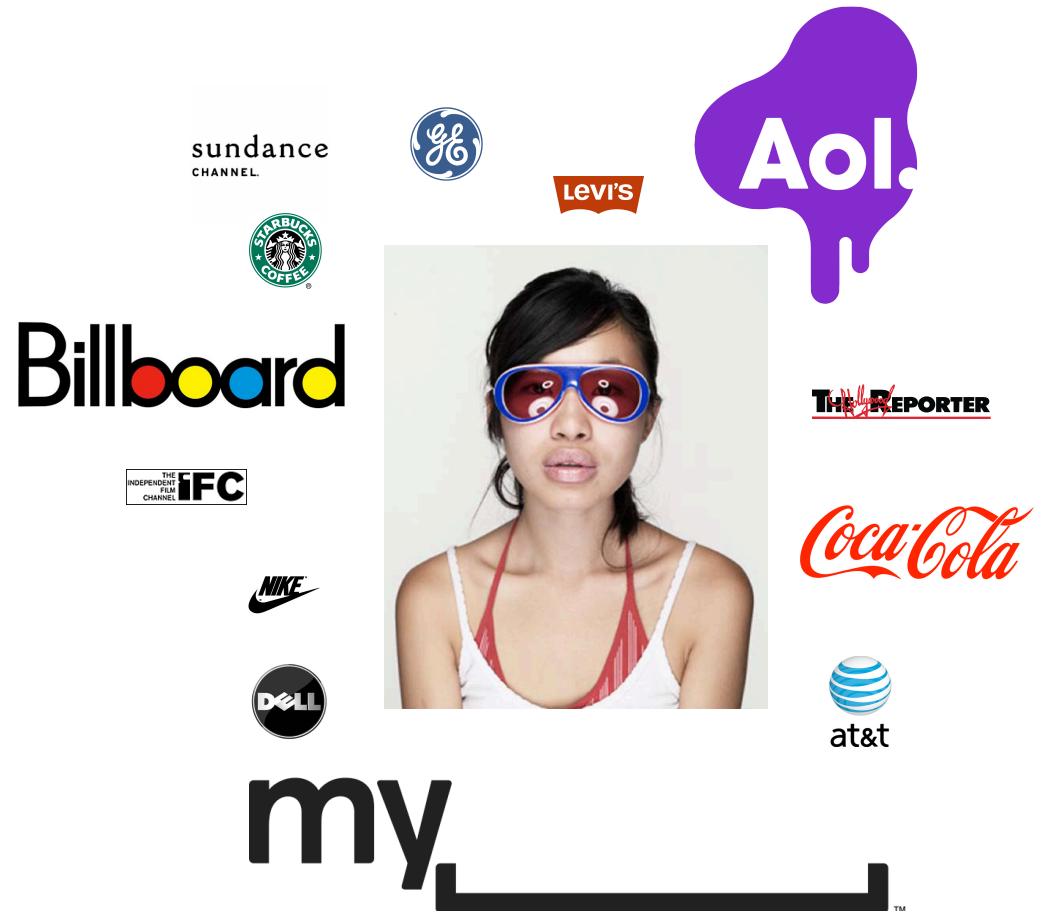


A revolutionary symbiosis.

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.

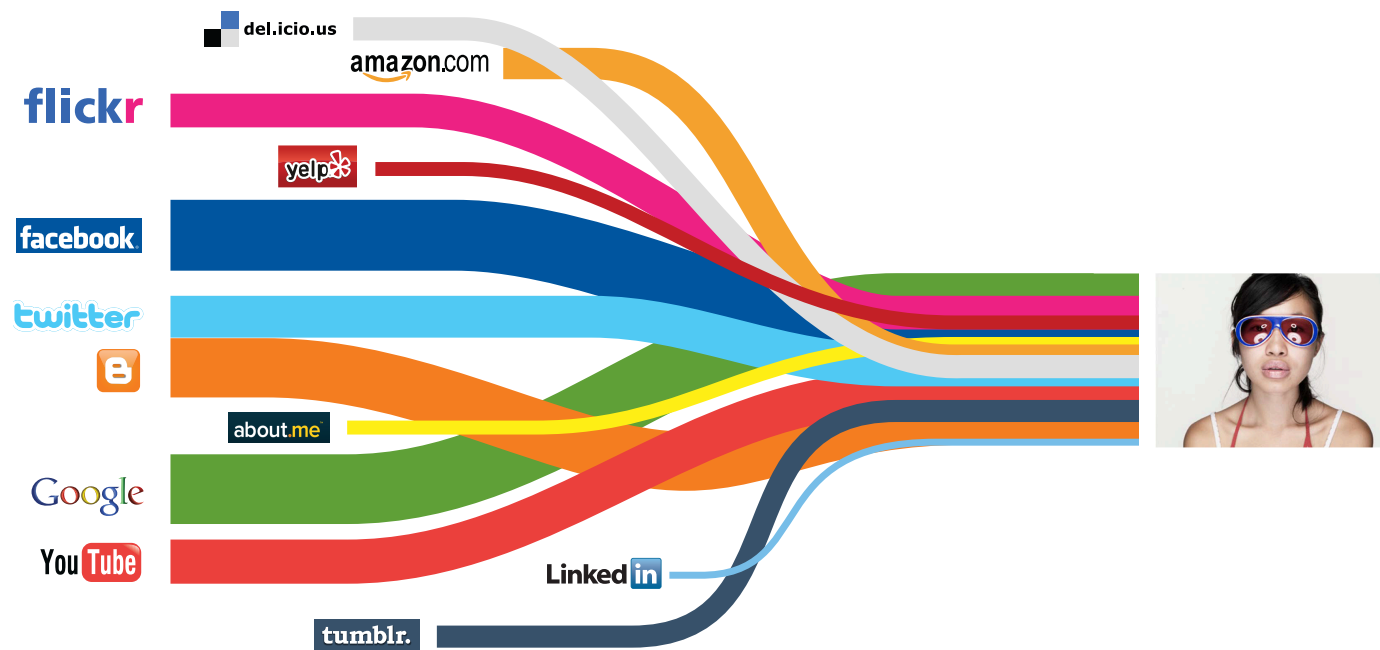
All assets will be live, activated and compelling.

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:

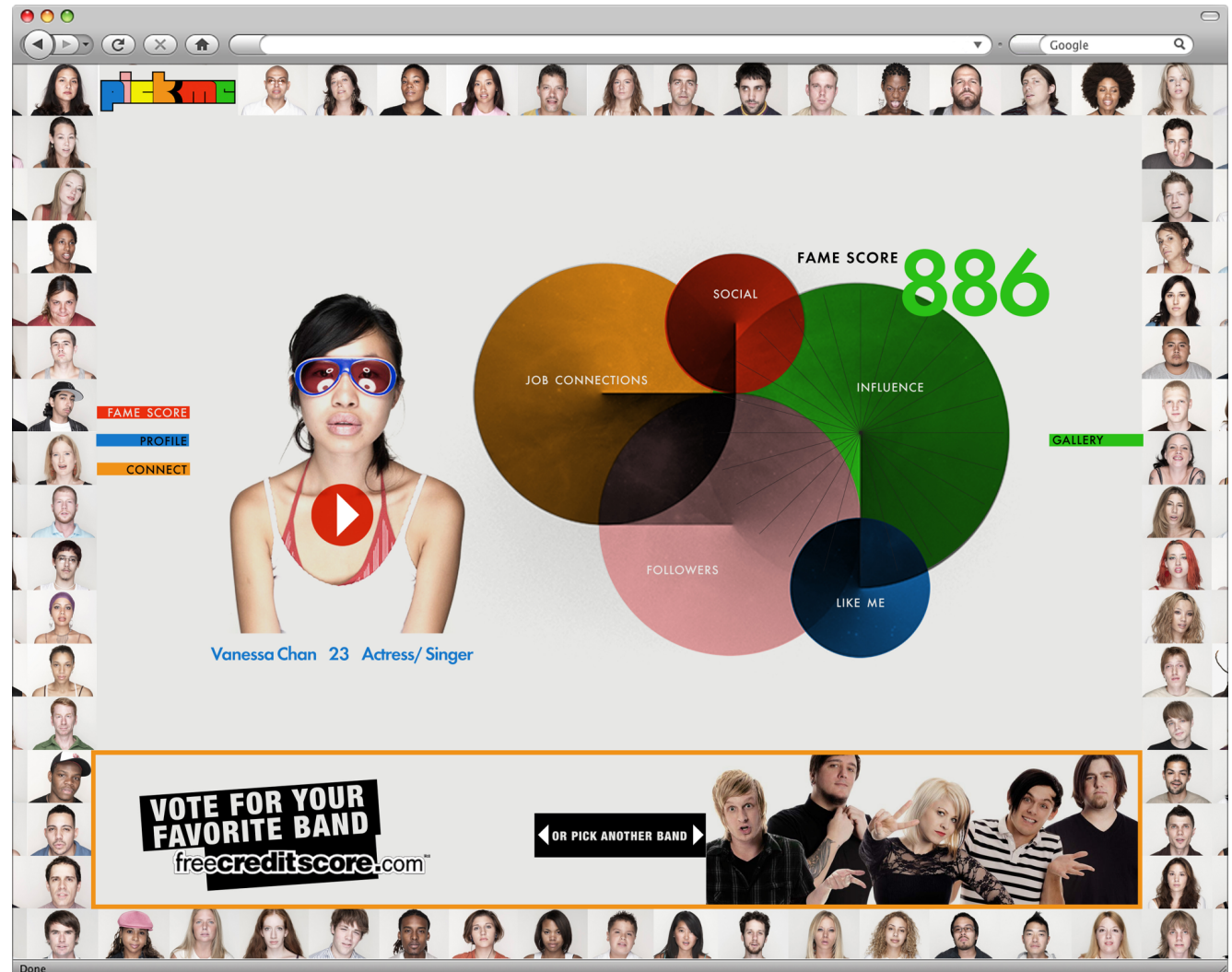


Registration gives you an idea of how your current interactions and contributions to the web have resulted in status:



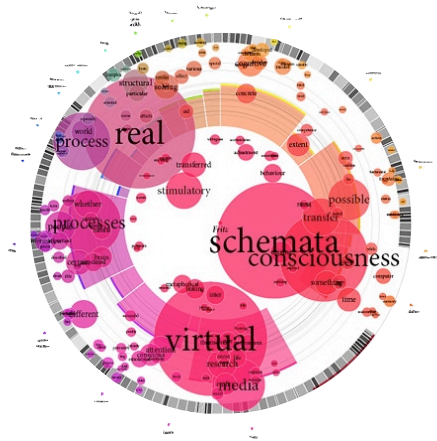
Upon joining,
your fame
score is
immediately
calculated.

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

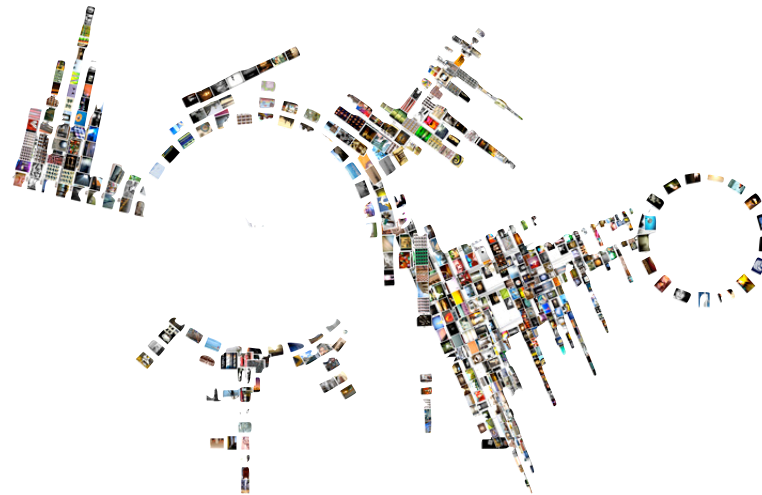


Tools provide you with an idea of where and with whom you have influence and give you a clear understanding of what actions to take to reach your desires (e.g., become a musician, actor, writer, etc.).

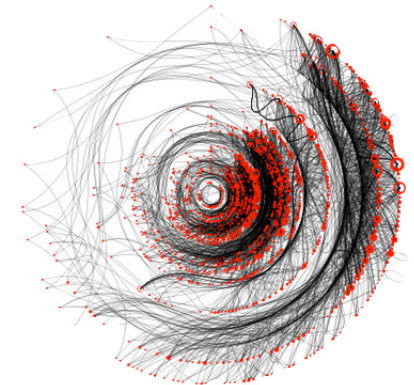
TOPICS



FRIENDS



FOLLOWERS



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

VOTE x

FAME SCORE

PROFILE

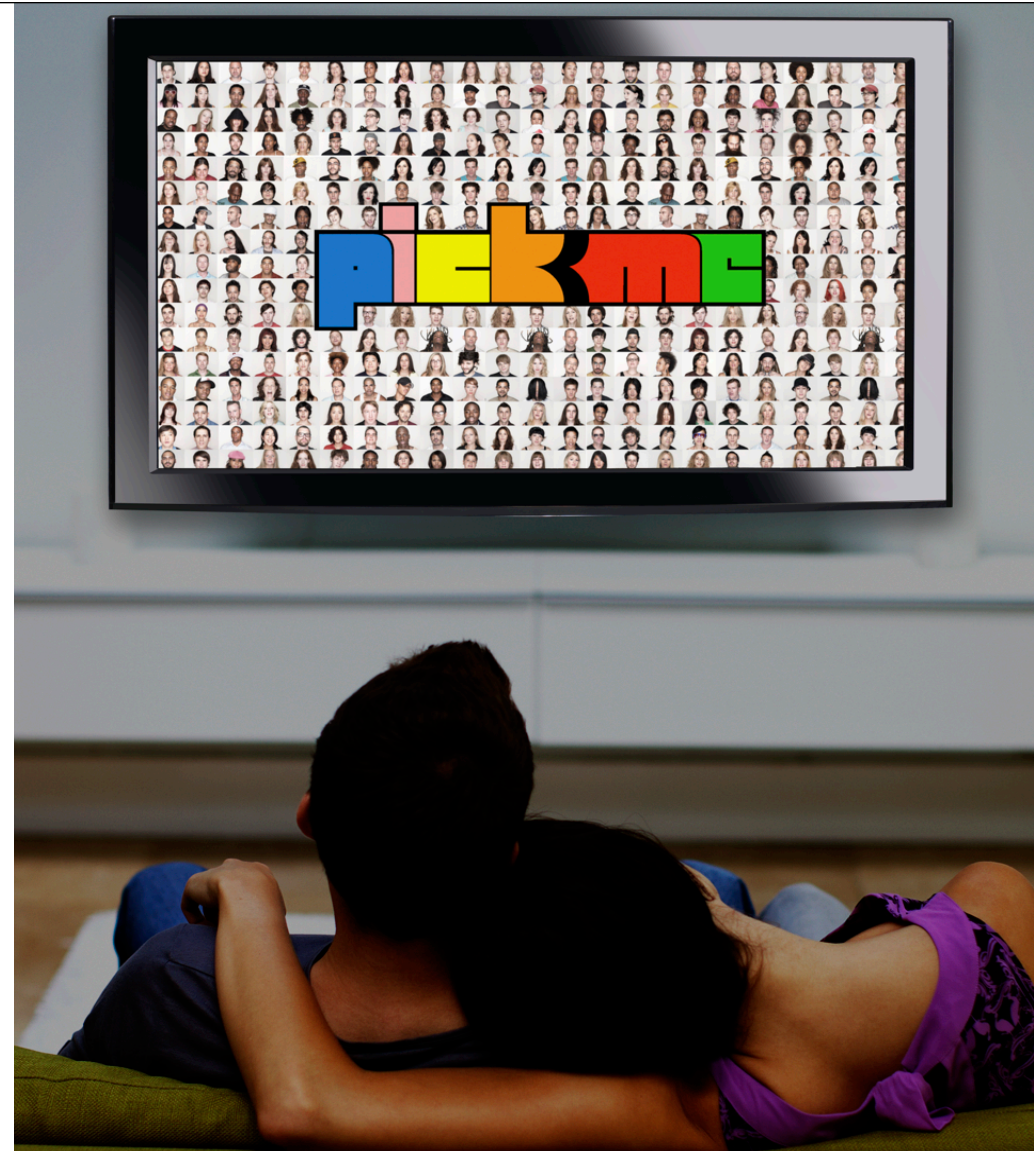
CONNECT



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.

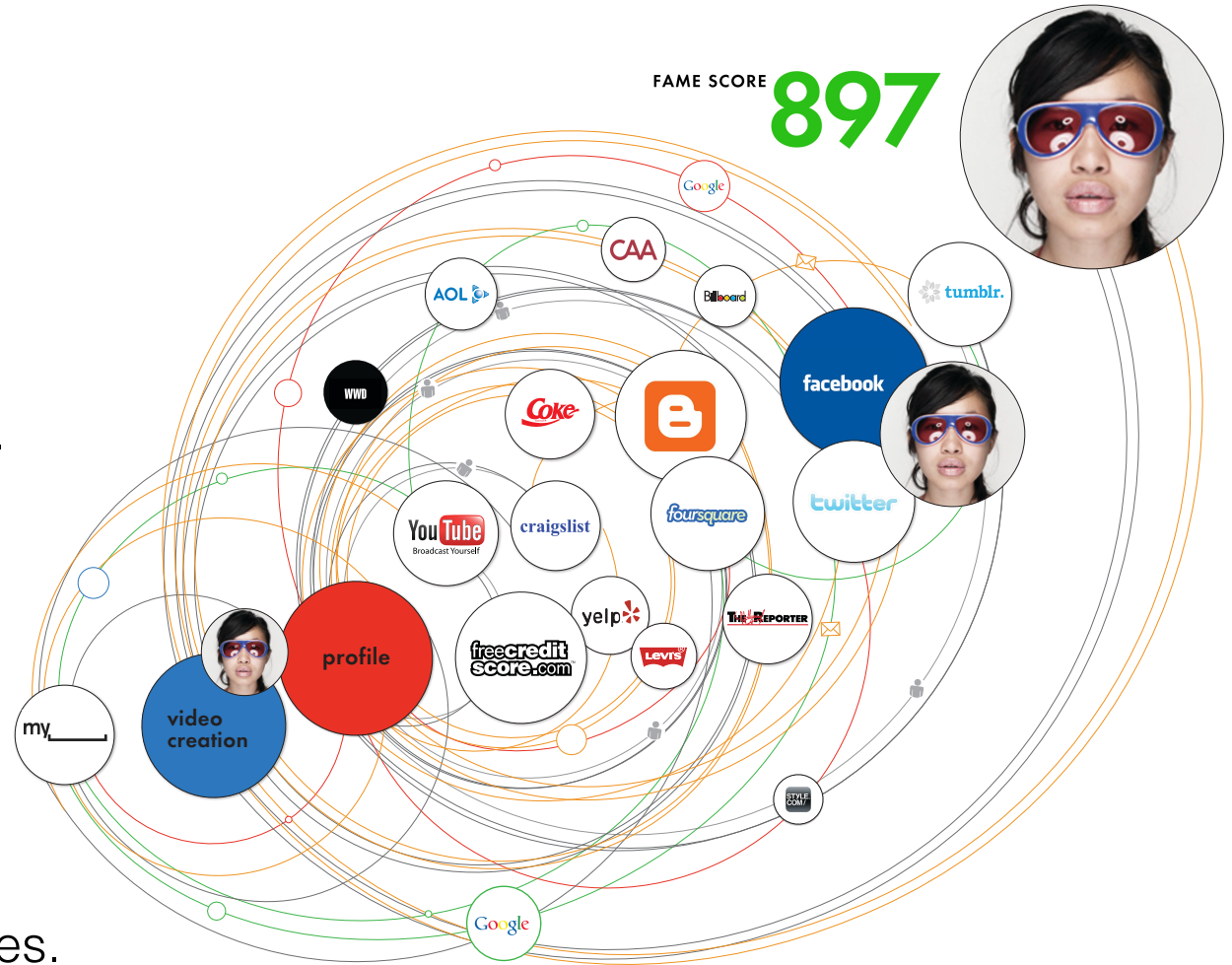


TV is not the end goal
but rather the start of
something greater.

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



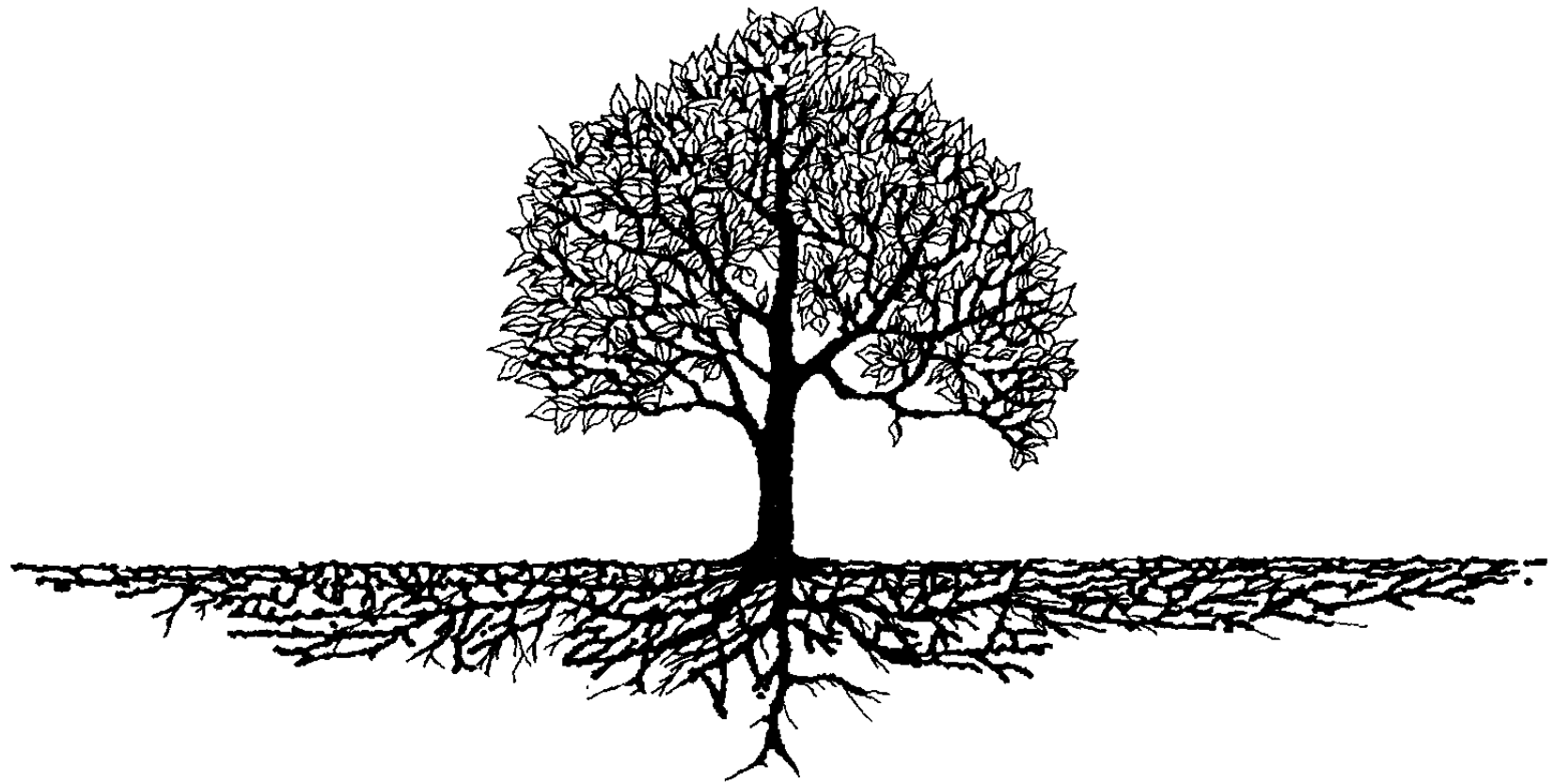
PICKME will also redefine the nature of content distribution.

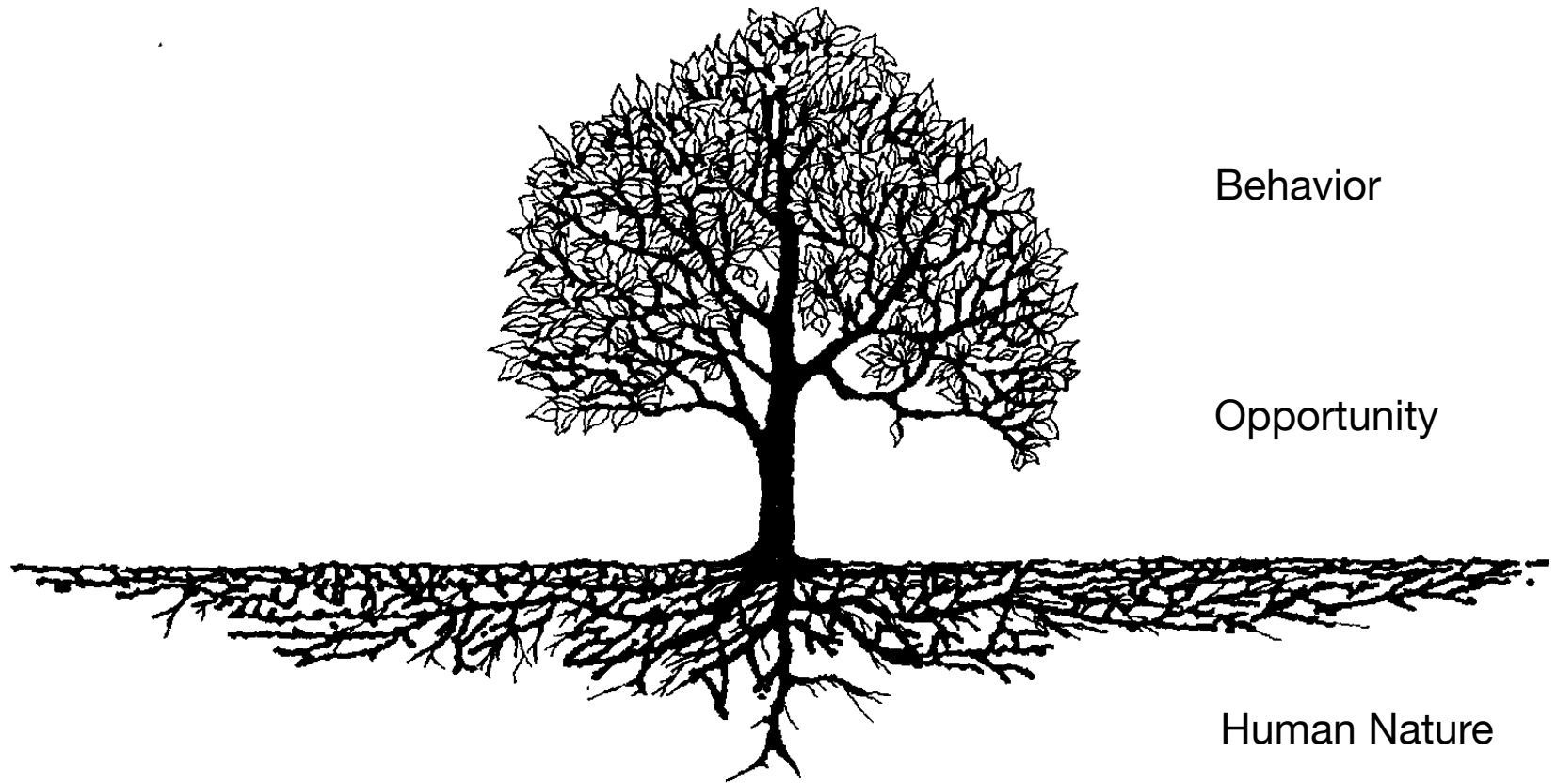
The Martin Agency will leverage its relationships with key content distributors to determine the best fit for online presence and broadcast.



Ok, fine.

So why the hell are people going to get involved?





Behavior

Opportunity

Human Nature

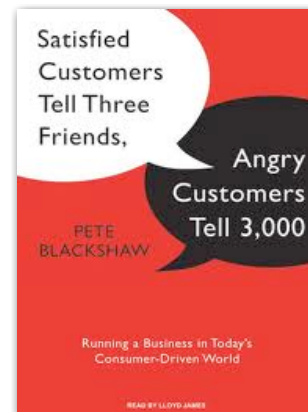
Branches



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.

MOBILENECKING: 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 "Eyeavoidance," 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 ballroom stalls. According to social guru Kevin Dugan (@prblog), there's even a [Flickr](#) group dedicated to this.

APPFUSION: An inevitable outcome of app overload. Very common among iPhone users who download so many apps they can't find their address book. Appfusion 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.

APPTOSTERONE: 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 Apptosterone.

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.)

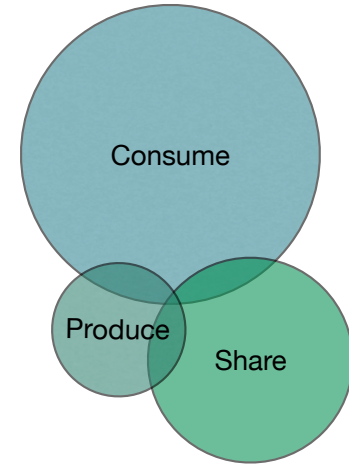
DIGITAL DETOX: What we all need -- at least in doses. As we've learned, total digital immersion has side effects. Let's all pursue a roadmap for balance in 2010. (This is likely the topic of my next book, so send feedback.)

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.

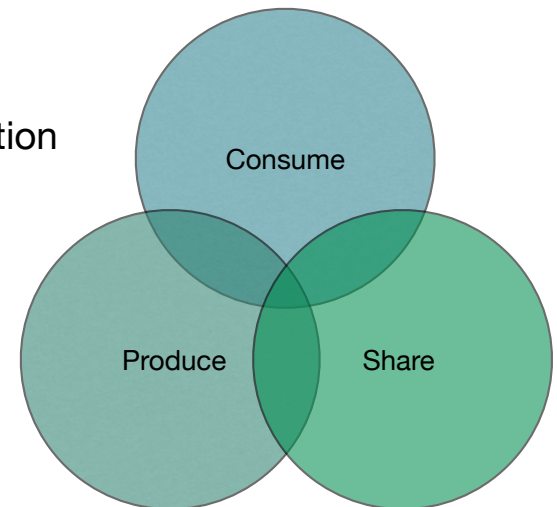
APP RAT: A relentless app collector who is known to download apps and then leave them to gather cobwebs. Related to [Appotato](#), a compulsive app addict.

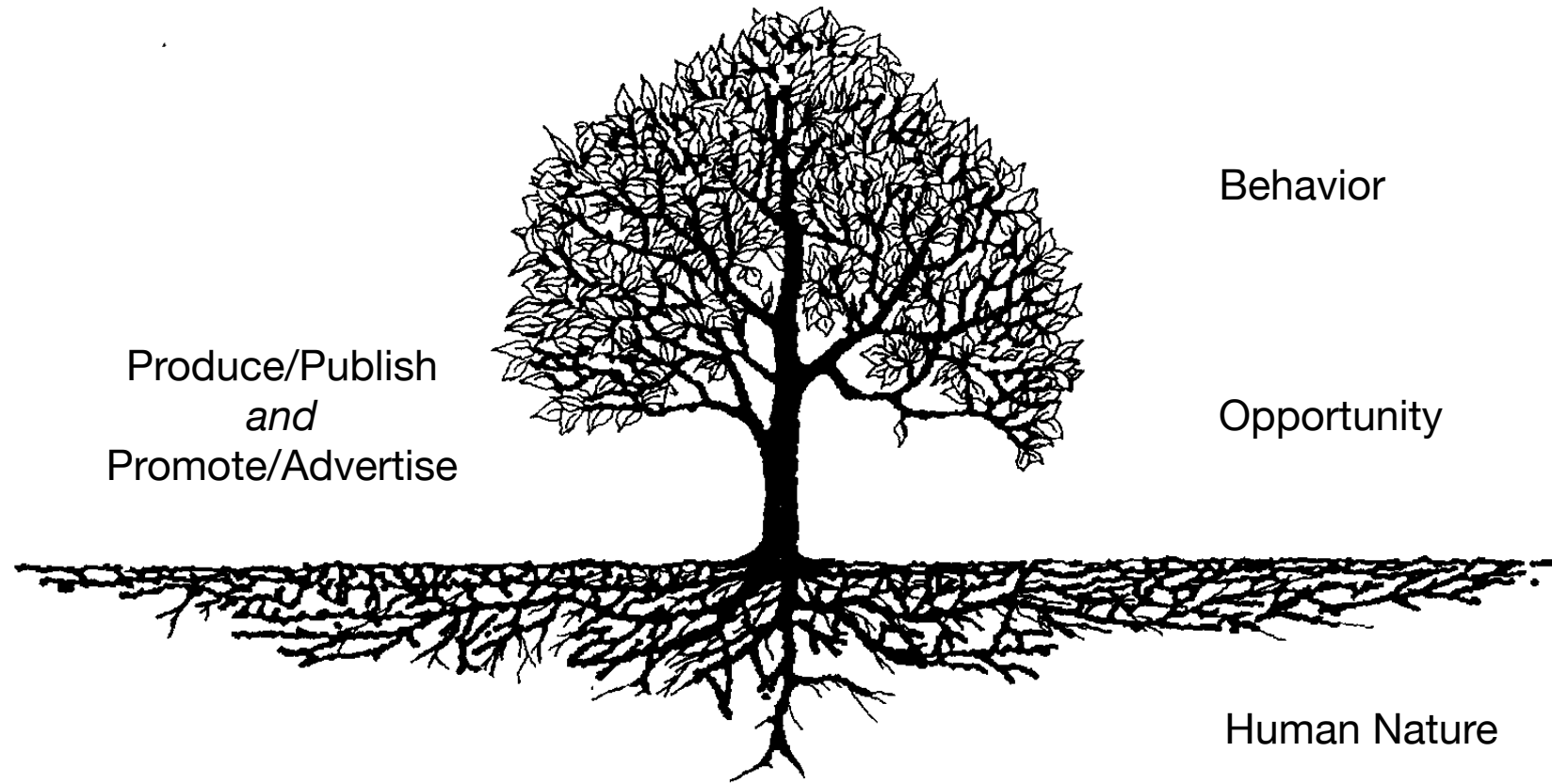
Trunk

Industrial
Age



Information
Age



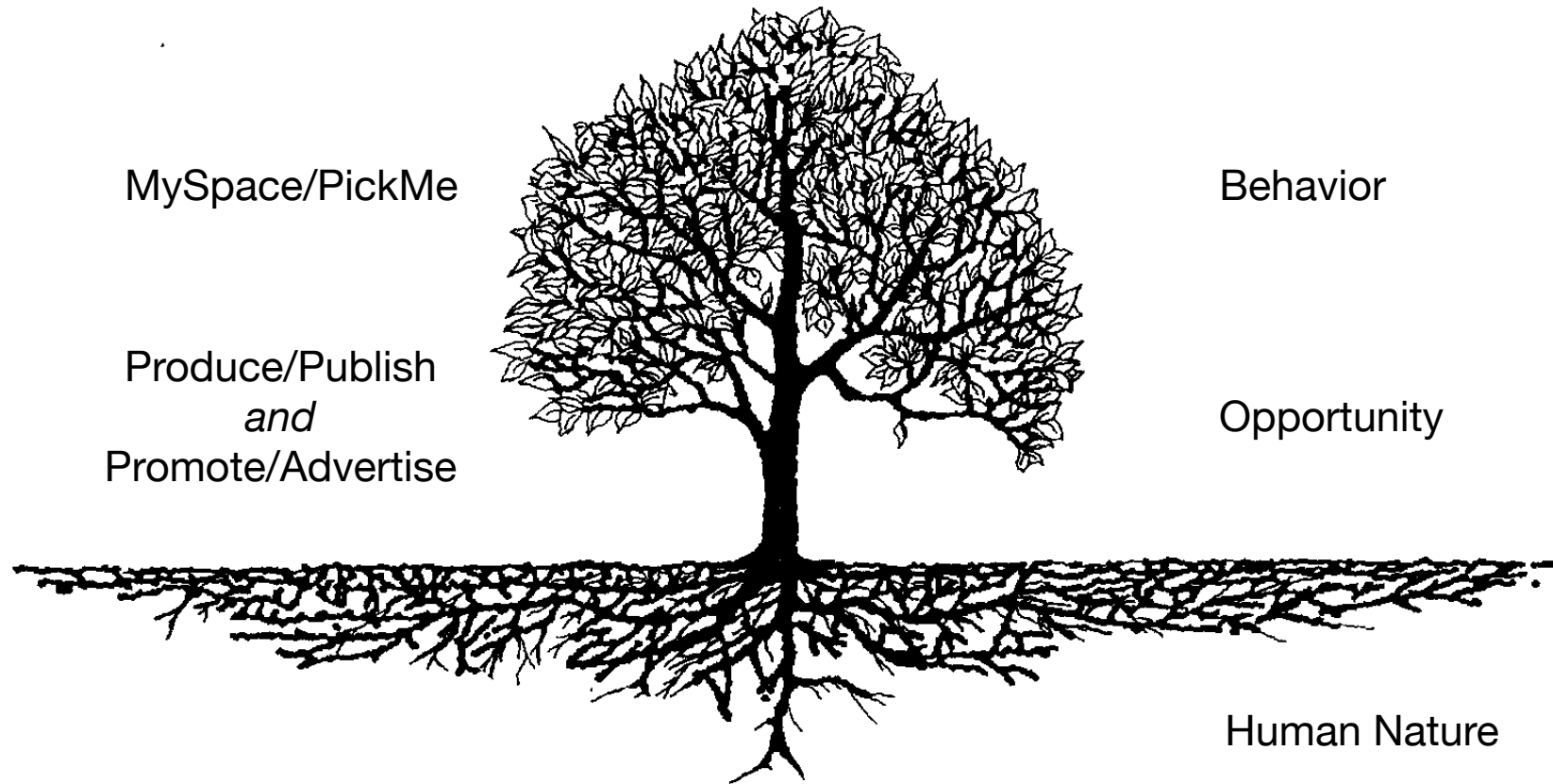


Produce/Publish
and
Promote/Advertise

Behavior

Opportunity

Human Nature



MySpace/PickMe

Produce/Publish
and
Promote/Advertise

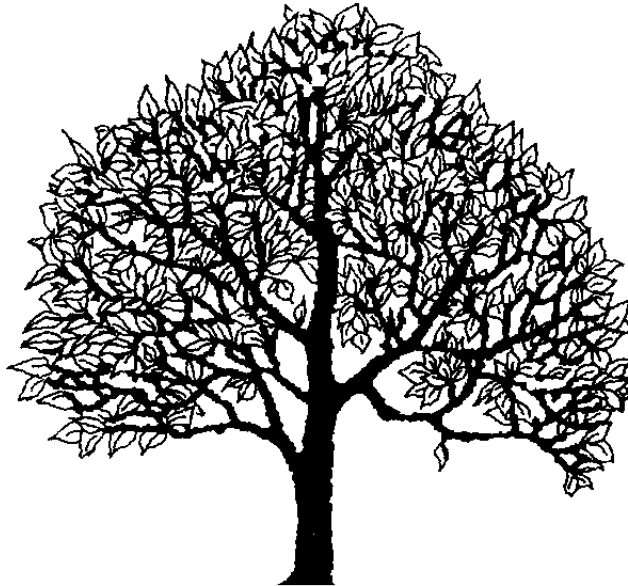
Behavior

Opportunity

Human Nature

MySpace/PickMe

Produce/Publish
and
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Behavior

Opportunity

Why?

Human Nature

Human Ecology



Systems Design



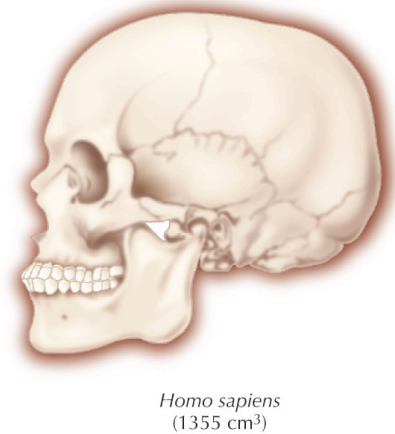
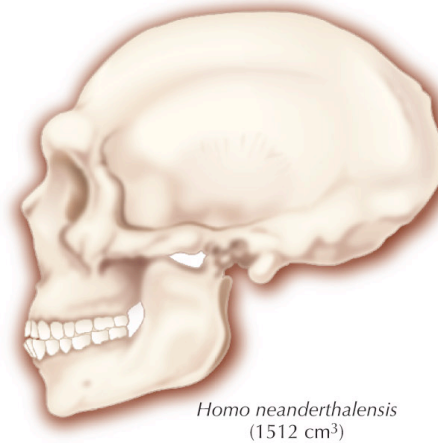
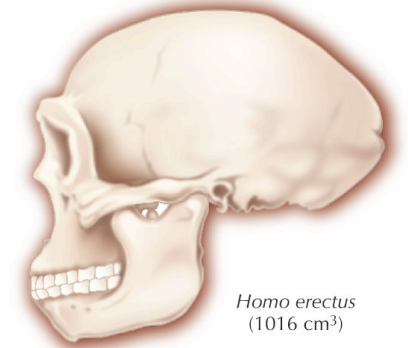
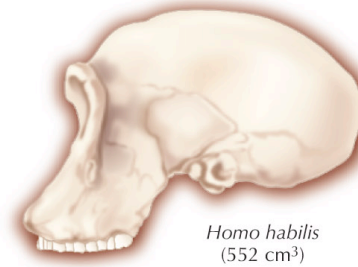
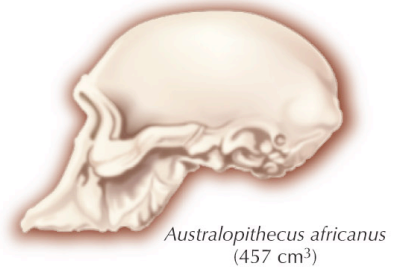
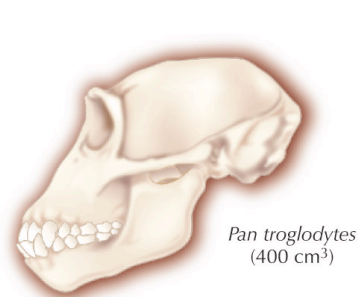
Evolutionary Psychology



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

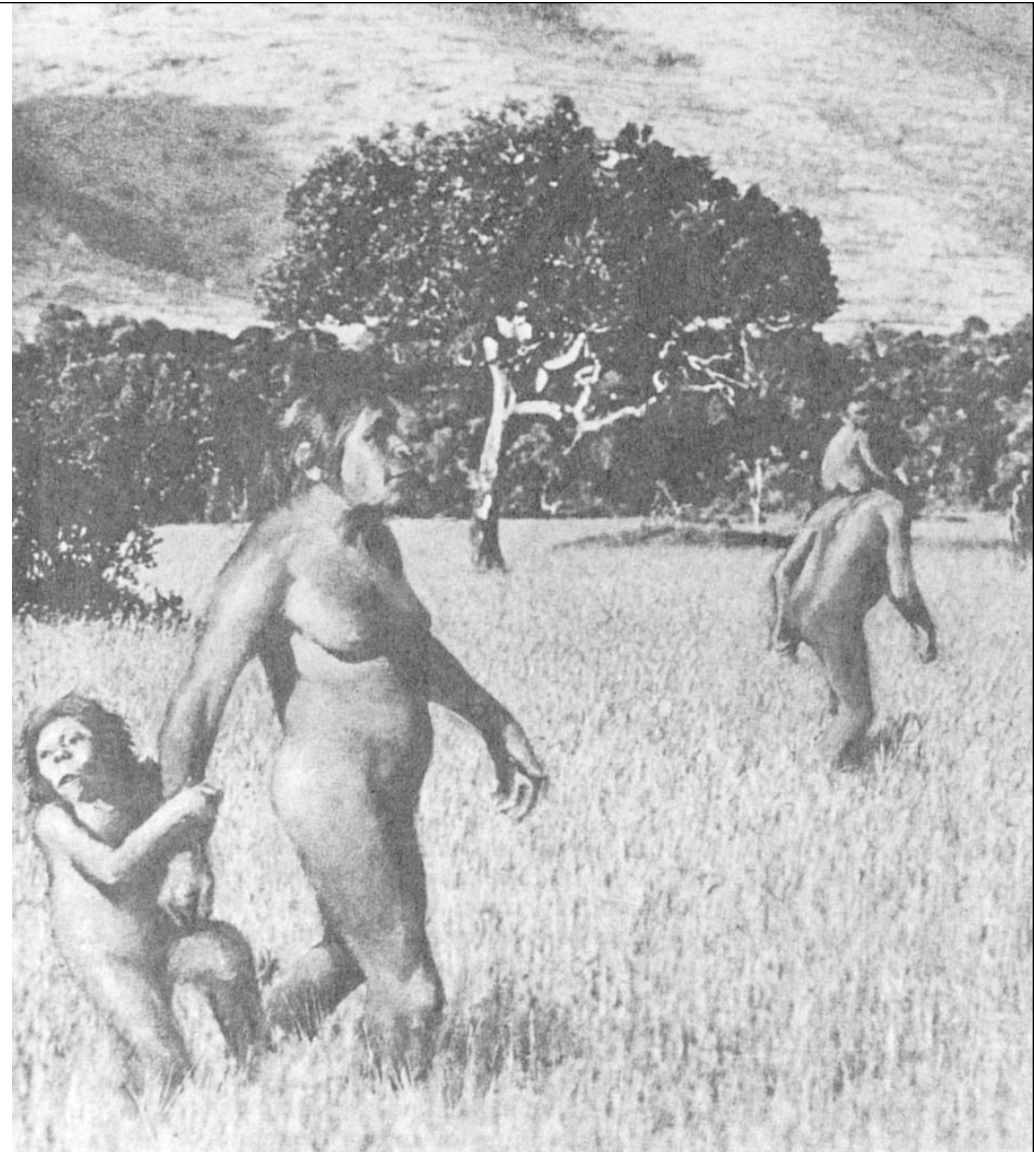
The mind is a collection of many special-purpose programs, each with its own rules.



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





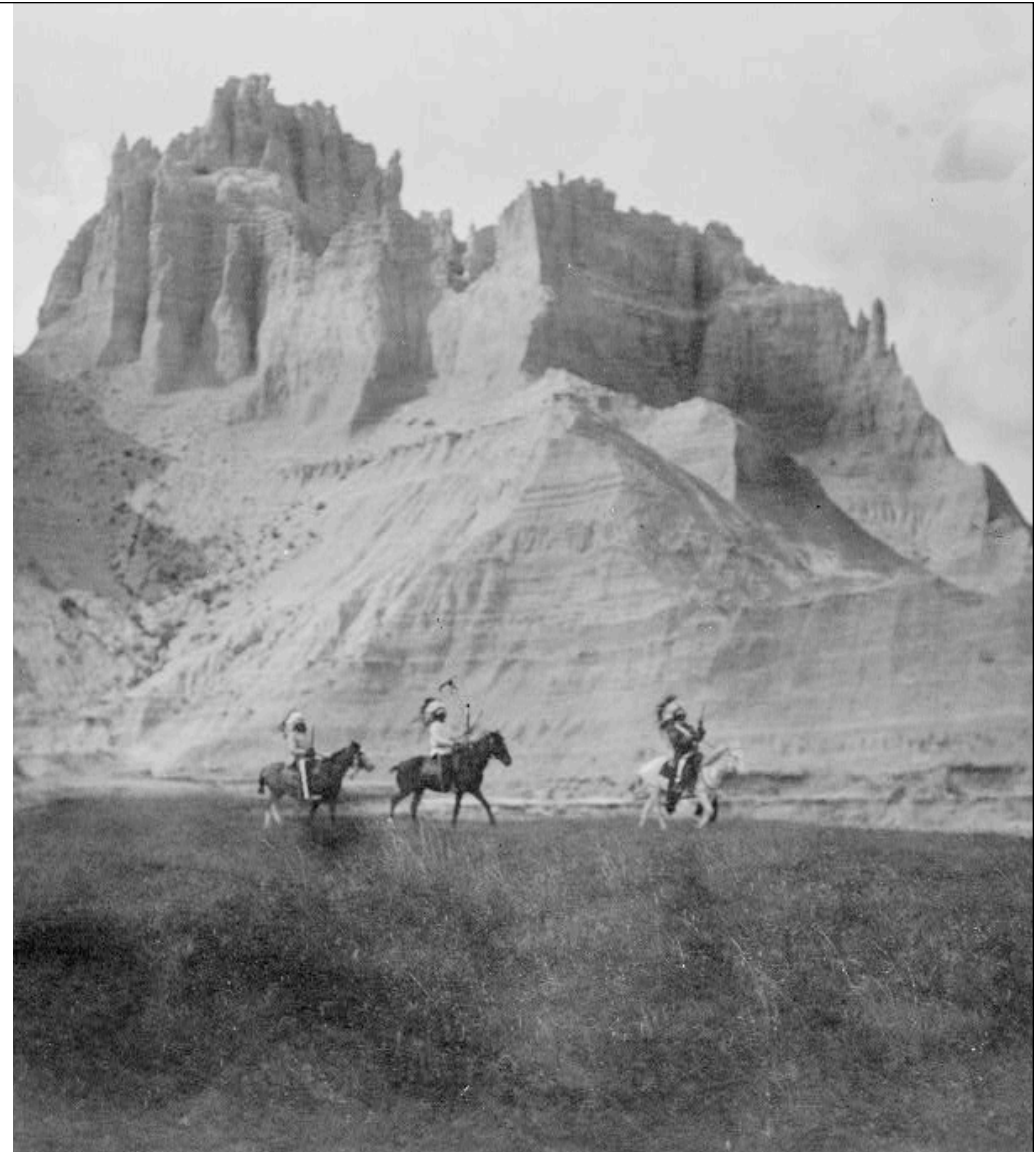




Friendship and Pecking Order

Friendship and Pecking Order

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.



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font with a thin white outline.

Friendship and Pecking Order

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

The Amazon logo, with the word "amazon" in black lowercase letters and a yellow curved arrow underneath it.The Blogger logo, featuring an orange square icon with a white stylized 'B' and the word "Blogger" in blue, with a small trademark symbol.The LinkedIn logo, with the word "Linked" in black and "in" in white lowercase letters inside a blue square, followed by a small registered trademark symbol.

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

Friendship and Pecking Order

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



Accountability and Unity

Accountability and Unity

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



Accountability and Unity

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.

Accountability and Unity

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

Most organizations have been built on shared interests, but few enforce accountability.



facebook

Accountability and Unity

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

Most organizations have been built on shared interests, but few enforce accountability.

Fewer have established rituals.



MATCHUP

TEAM

LEAGUE SCOREBOARD

Week 16

Montell Jordan (how we do it)

(4-9) Ron Villacarrillo

To Play: 9

In Play: 0

Proj: 92

Total Score: 0

Philip Rivers, SD

@ Ten, Fri 7:30 ET

0

QB

Joseph Addai, Ind NYJ

Sun 4:15 ET

0

RB

Matt Forte, Chi Min

Mon 8:30 ET

0

RB

Anquan Boldin, Ari STL

Sun 4:05 ET

0

WR

Kevin Walter, Hou @Mia

Sun 1:00 ET

0

WR

Kenny Britt, Ten SD

Fri 7:30 ET

0

WR

Antonio Gates, SD @Ten

Fri 7:30 ET

0

TE

Dolphins D/ST, Mia Hou

Sun 1:00 ET

0

D/ST

Robbie Gould, Chi Min

Mon 8:30 ET

0

K

Isaac Bruce, SF Det

Sun 4:05 ET

0

BE

Vince Young, Ten SD

Fri 7:30 ET

0

Justin Fargas, Oak @Cle

Sun 1:00 ET

0

Frank Gore, SF Det

Sun 4:05 ET

0

Terrell Owens, Buf @Atl

Sun 1:00 ET

0

Larry Fitzgerald, Ari STL

Sun 4:05 ET

0

Vincent Jackson, SD @Ten

Fri 7:30 ET

0

Visanthe Shiancoe, Min @Chi

Mon 8:30 ET

0

Cardinals D/ST, Ari STL

Sun 4:05 ET

0

Steven Hauschka, Bal @Pit

Sun 1:00 ET

0

Mewelde Moore, Pit Bal

Sun 1:00 ET

0

MATCHUP SMACK

LEAGUE SMACK

	billy mays fan club Just for Fun 168 members	Join Group
	Billy Mays Fan Club Common Interest 160 members	Join Group
	BILLY MAYS FAN CLUB Just for Fun 137 members	Join Group
	Billy Mays Fan Club Common Interest 114 members	Join Group
	Billy Mays Fan Club Organizations 111 members	Join Group
	Billy Mays Fan Club Common Interest 105 members	Join Group
	Billy Mays Fan Club Just for Fun 49 members	Join Group
	Billy Mays fan club Entertainment & Arts 49 members	Join Group
	Billy Mays Fan Club Just for Fun 92 members	Request to Join
	Billy Mays fan club Common Interest 54 members	Join Group

Accountability and Unity

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

foursquare



Accountability and Unity

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

Others are backing into it fearful of the consequences.

foursquare



Google™

+

facebook



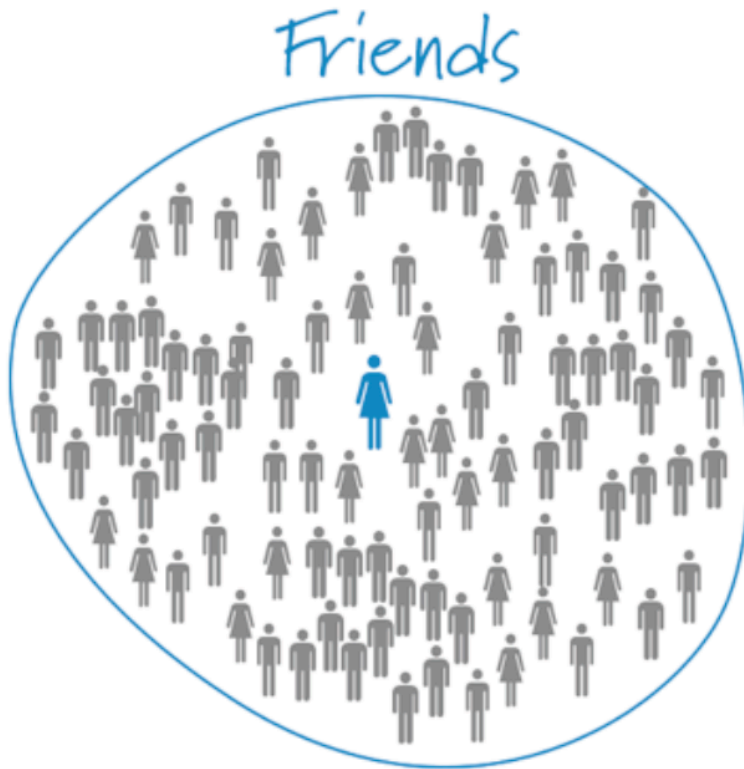
Accountability and Unity

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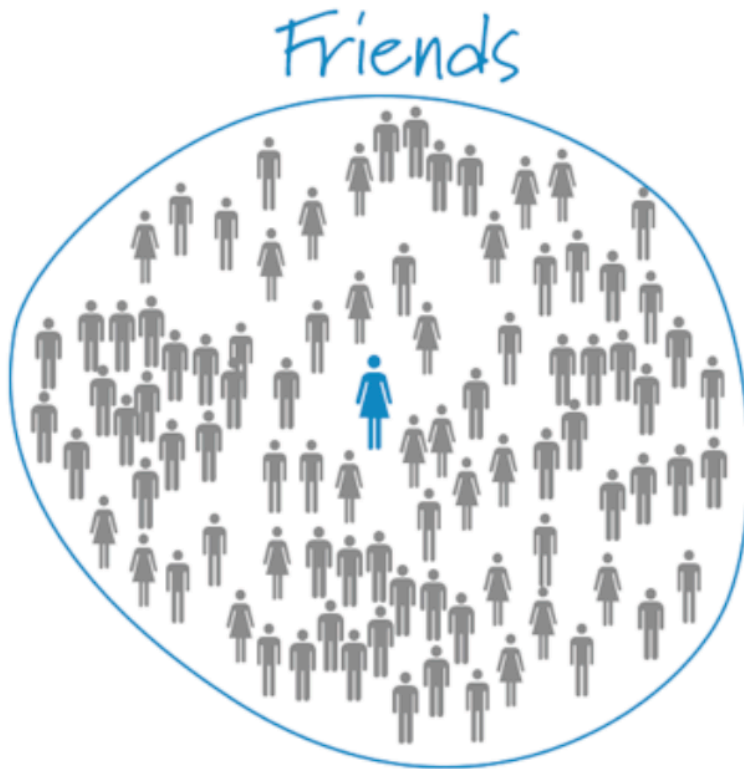
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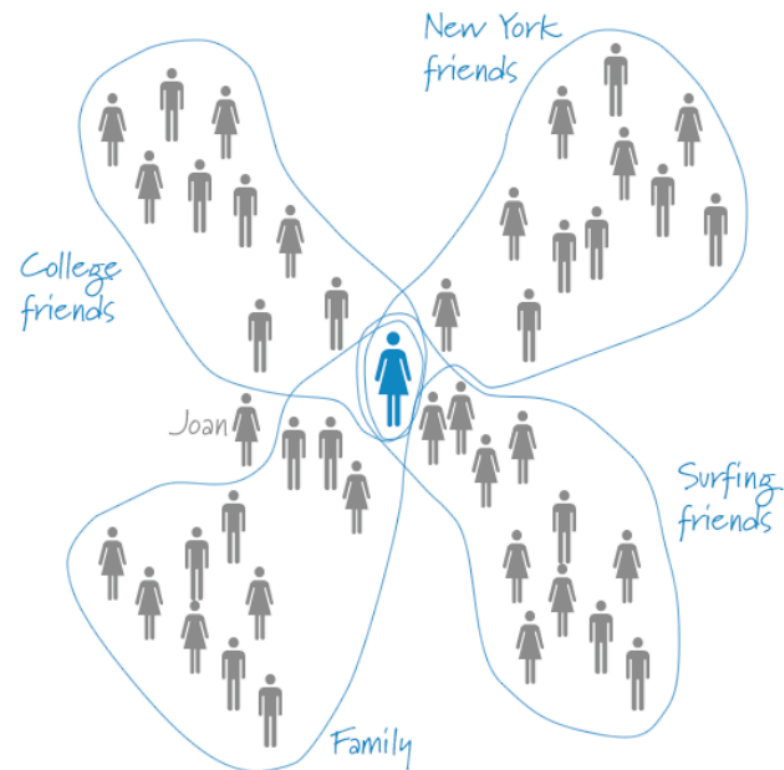
Digital networks today...



Digital networks today...

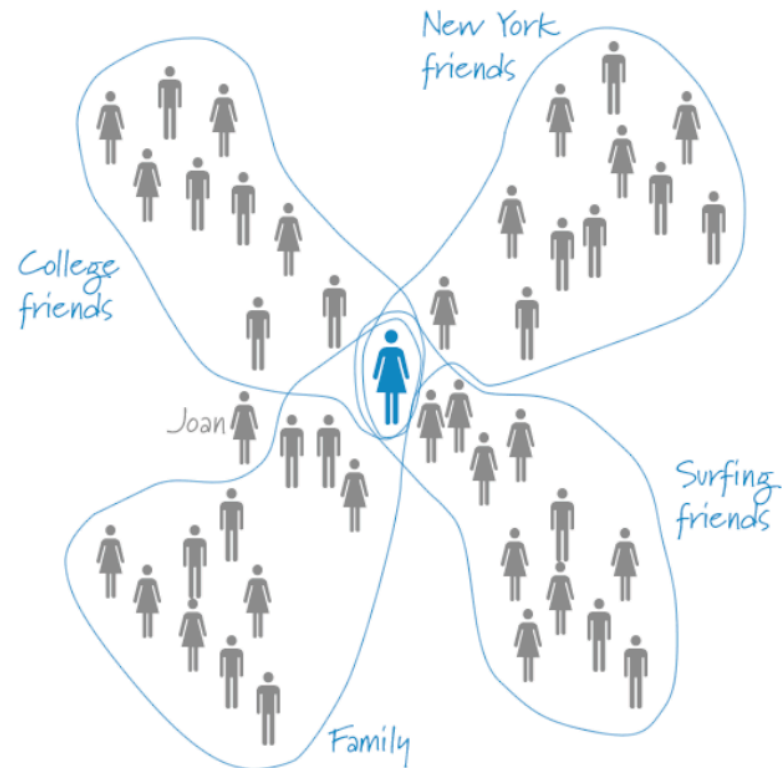


...and tomorrow.

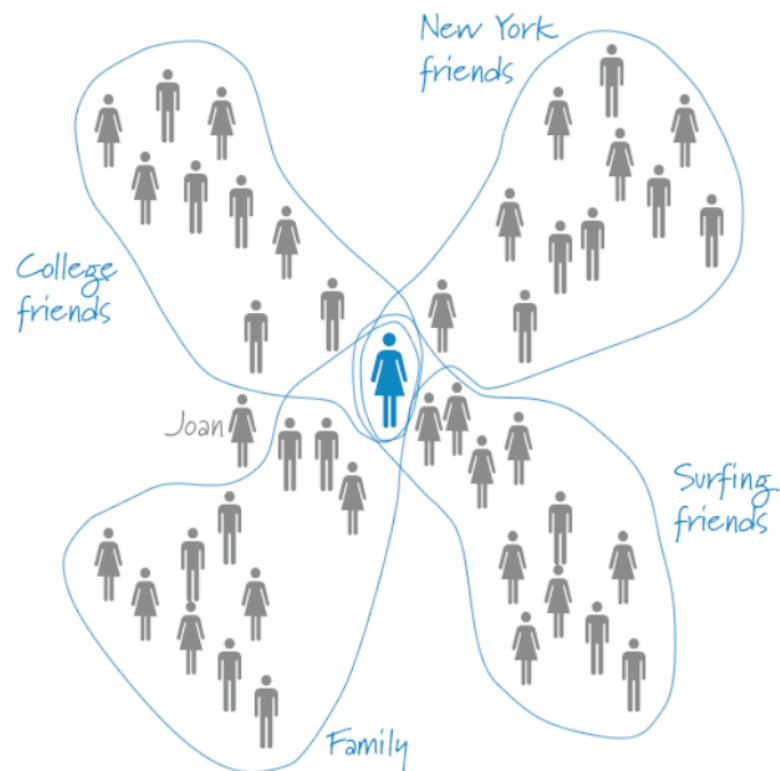


facebook

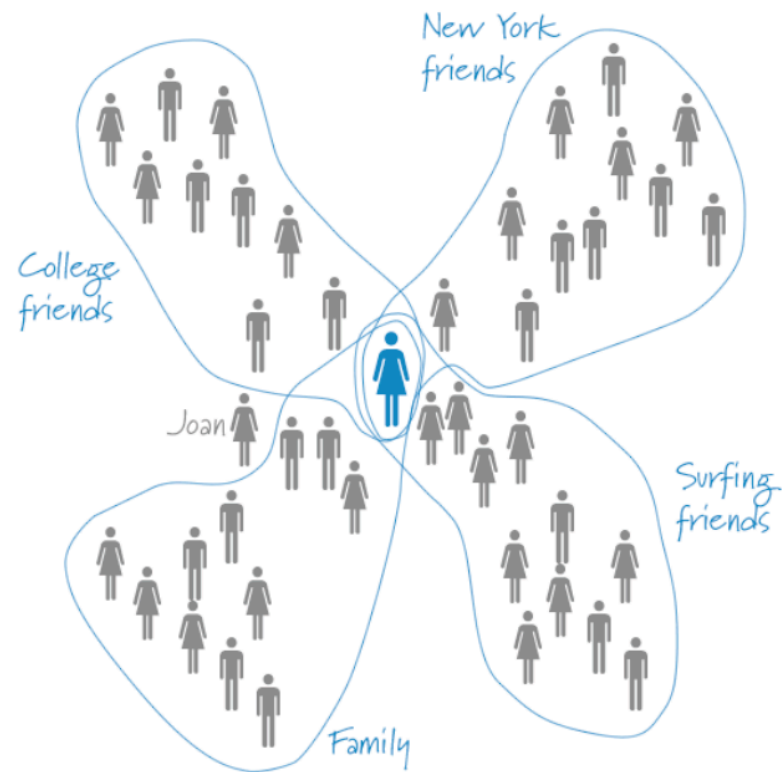
FAIL



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

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

We reward reciprocity and allegiance and punish a lack of.

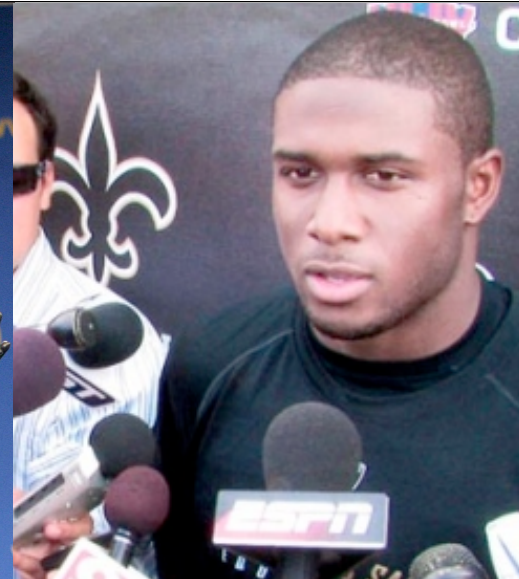


Reciprocity

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.

Reciprocity

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

We praise and punish with ratings and reviews.



$$\frac{\text{Positives}}{\text{Positives} + \text{Negatives}}$$

This member's 12 Month Feedback ratings
Positives: 1 Negatives: 0

This member's Positive Feedback percentage

$$\frac{1}{1 + 0} = 100.0\%$$

Reciprocity

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

We praise and punish with ratings and reviews.

We validate opinions by sharing the good/bad news.

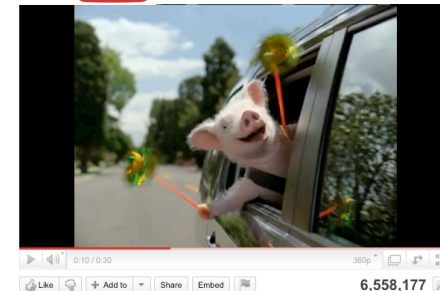


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Reciprocity

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

We praise and punish with ratings and reviews.

We validate opinions by sharing the good/bad news.

But apprehension is often at odds with instant gratification.



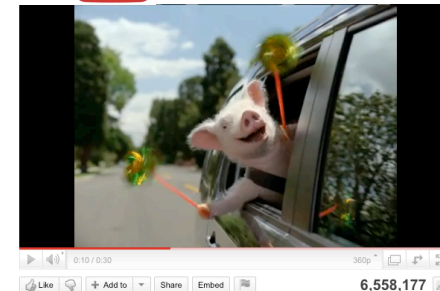
Positives
Positives + Negatives

This member's 12 Month Feedback ratings
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$$\frac{1}{1 + 0} = 100.0\%$$

YouTube



PostSecret

Sunday Secrets

Unnatural



Natural



Like



Dislike

Unnatural



Closer



Buy now



There It Is



Buy now



12:38:54
remaining

Here It Is



livingsocial®

threadless™
Nude No More

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

Enter “everyday politics.”

We have learned to read a room.



Mind Reading

Enter “everyday politics.”

We have learned to read a room.

We keep things close to the vest.



Mind Reading

Enter “everyday politics.”

We have learned to read a room.

We keep things close to the vest.

Sometimes we cheat.



Mind Reading

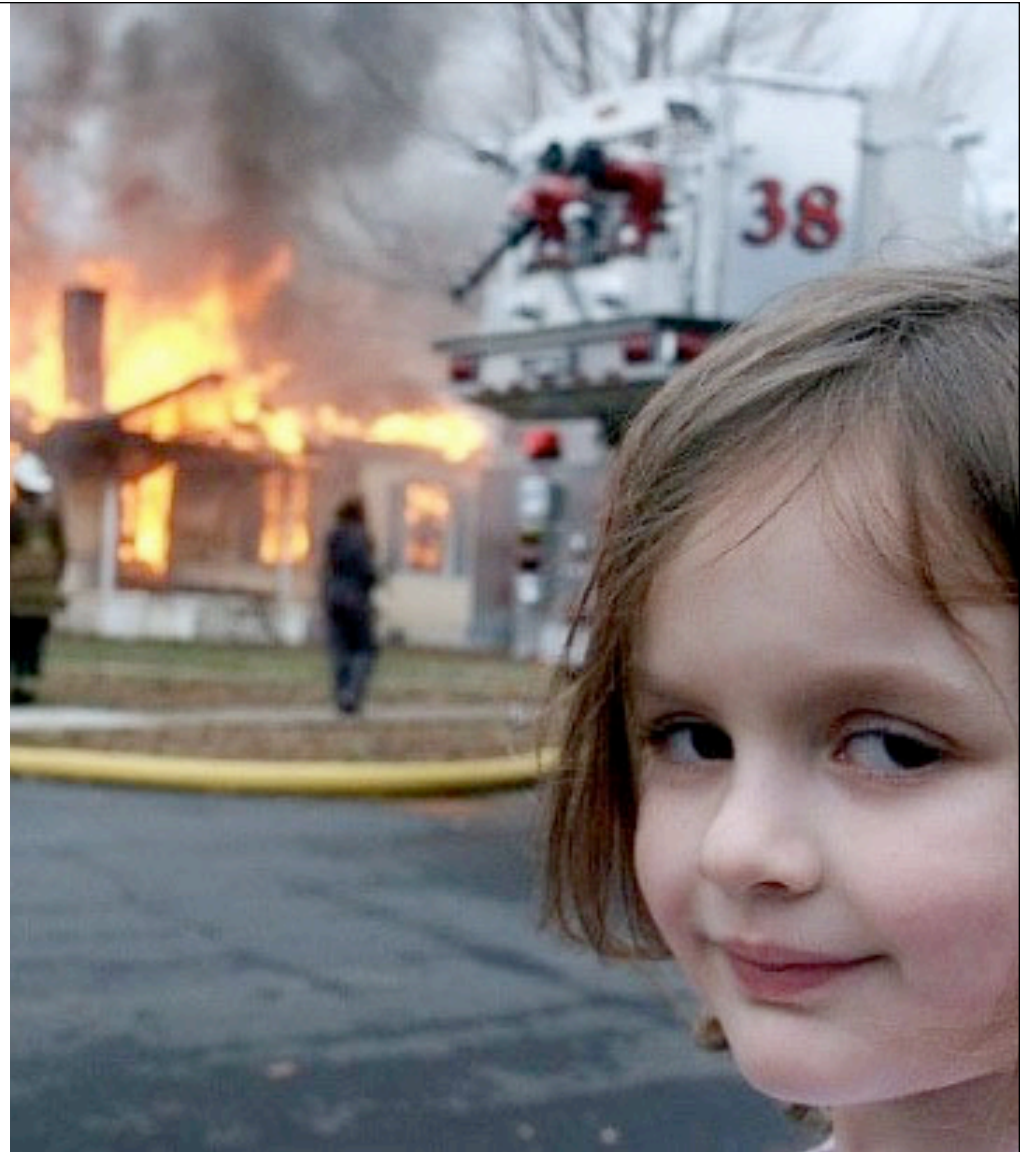
Enter “everyday politics.”

We have learned to read a room.

We keep things close to the vest.

Sometimes we cheat.

Sometimes we deceive.

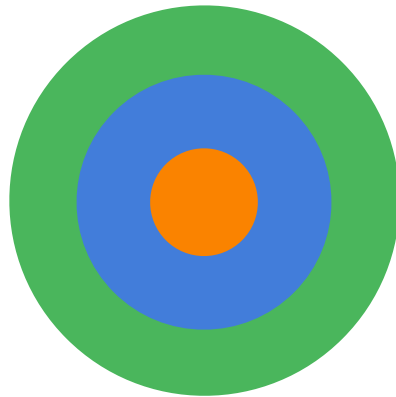




Fear not.

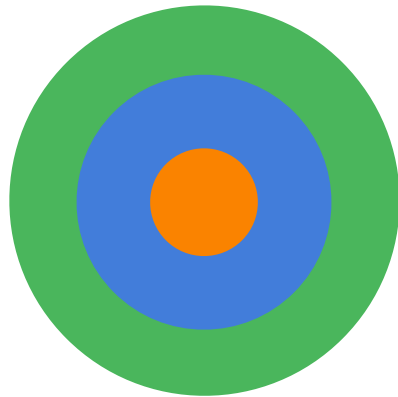


Industrial
Age

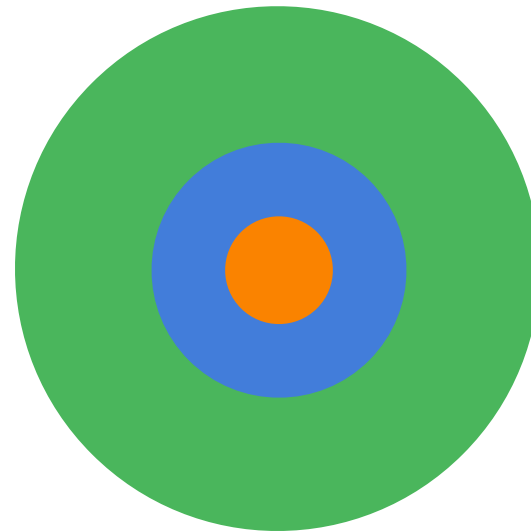


- Core Ties
- Significant Ties
- Total Network

Industrial
Age

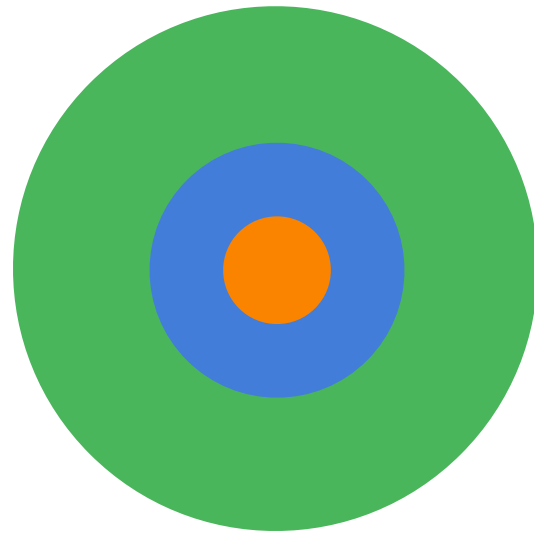


Information
Age



- 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.

