

WeLove Media Kit:

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4. Step-by-step guide to WeLove

Fact Sheet

WeLove.net

- Web Application <http://welove.net>
- Users can show their “love” for things or places (coffee, sushi, beaches, parks etc) in South Africa
- Users can post reviews for things or places on the site.
- Users can upload pictures on to the site.
- Users can vote for reviews on the site.
- iPhone, Blackberry and Android app in production

Competition

- 19th Nov – 22nd Dec
- South African Residents only
- People need to register and upload content to win
- Wildcard prize for active users in the timeframe: iPhone 4
- The user with the most votes wins a Canon 550D Camera
- Best review will win an HP Notebook

WeLove
About Us:

Because sometimes Like isn't enough.

Remember the moment you found that perfect cup of coffee? The aroma, the smoothness, the dark syrupy goodness? You wanted to tell the world how amazingly perfect it was. It felt, well... a bit like falling in love.

That's what WeLove is all about – sharing the places and things that get your pulse racing. The stuff you're l've-never-felt-this-way-before passionate about. And it's about sharing it with people who care as much as you do. People who are sad when their sushi is too sticky or their coffee is scorched. People who will let you know where to find the love and when the love is gone.

Truly dedicated “lovers” will even be rewarded for their loyalty, and if you own one of the most-loved places or things, you'll have real people spreading their love for you.

So take a look, share your passion and discover someone else's.

Sign up. Share the love. Enjoy the rewards.

WeLove is about sharing the places & things that you LOVE in SA, and getting connected with people who feel the same. Visit welove.net & start sharing the love.

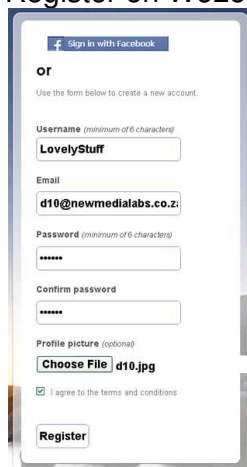
Project: We Love Competition
Date: November 2010

Show your love – WIN a Canon 550D, an iPhone 4 & an HP Notebook!

WeLove.net is about finding and reviewing South African places and things you're passionately in love with. Does PE have the best beach or is it Durbs? Is a Cape Town coffee spot the ultimate or is the caffeine capital in Joburg? Can Pretoria's jacarandas beat Bloem's roses? Tell us all about it to enter.

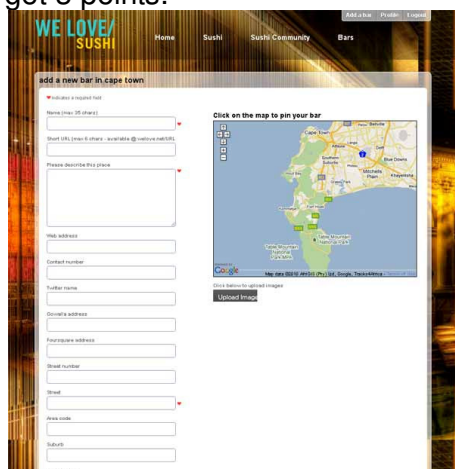
How to win:

1. Register on WeLove.net



The screenshot shows the registration page on WeLove.net. It features a 'Sign in with Facebook' button at the top. Below it, there is an 'or' section with the instruction 'Use the form below to create a new account.' The form includes fields for Username (filled with 'LovelyStuff'), Email (filled with 'd10@newmedialabs.co.za'), Password (masked with asterisks), and Confirm password (also masked). There is a 'Profile picture (optional)' section with a 'Choose File' button and 'd10.jpg' listed. A checkbox for 'I agree to the terms and conditions' is checked. A 'Register' button is at the bottom.

2. Add local places, shops, restaurants, objects or products you love. Upload a picture or three and tell us exactly why you love it. Fill in all the info and you'll get 3 points.

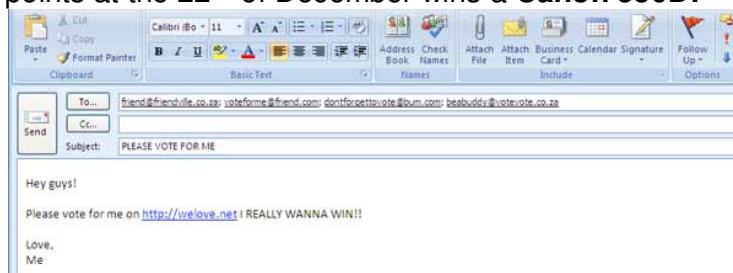


The screenshot shows the 'add a new bar in cape town' form on the WeLove.net website. The page has a dark background with a map of Cape Town. The form includes a 'Name (max. 255 chars)' field, a 'Short URL (max. 6 chars - available @ welove.net/)' field, a 'Please describe this place' text area, and several address fields: 'Full address', 'Contact number', 'Further name', 'Company address', 'Municipality address', 'Street number', 'Street', 'Area code', and 'Suburb'. There is a 'Features' section at the bottom. A map on the right side is titled 'Click on the map to pin your bar' and shows a map of Cape Town with a red pin. A 'Upload images' button is also visible.

Or simply add a review to your favourite location that already exists on **WeLove.net** and you'll get **1 point**



3. Tell your friends to show their love by voting for the reviews or places you've added. Each time you get a vote, you get a point. The WeLover with the most points at the 22nd of December wins a **Canon 550D!**



4. Vote for stuff other people love too and you could win the wild card prize – a brand new **iPhone 4!**
5. Make your review special with amazing pictures or beautiful words, because the best review will win an **HP Notebook!**

Competition runs from the 19th November to the 22nd of December 2010. Terms & conditions apply. Visit <http://welove.net/competition> to find out more about the competition.

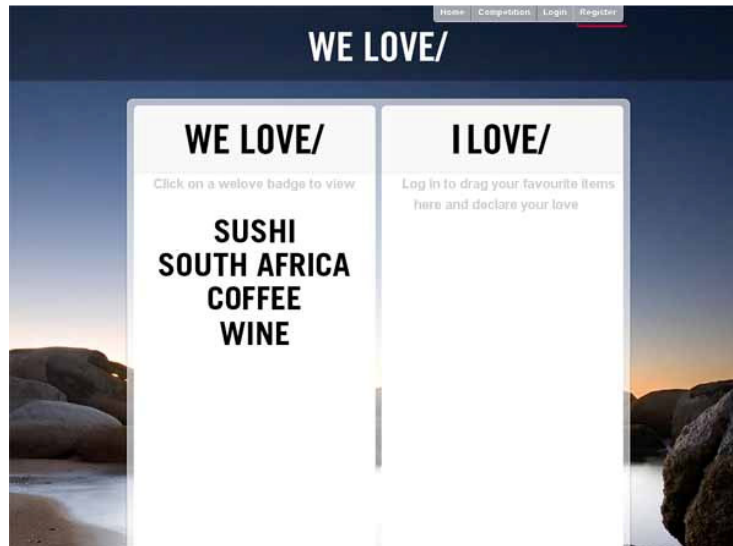
Visit <http://welove.net/about> to find out more about WeLove

How does WeLove work?

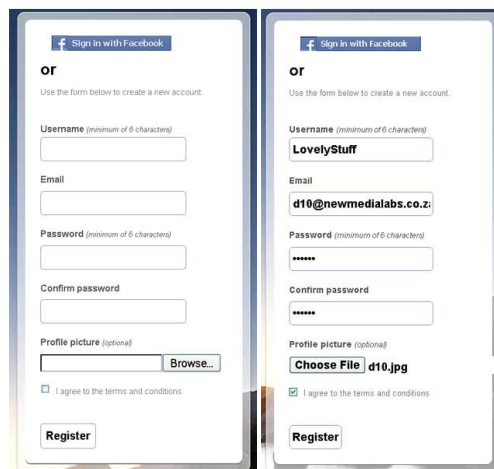
A Step by Step guide...

Hello and welcome to WeLove. Here's how it works.

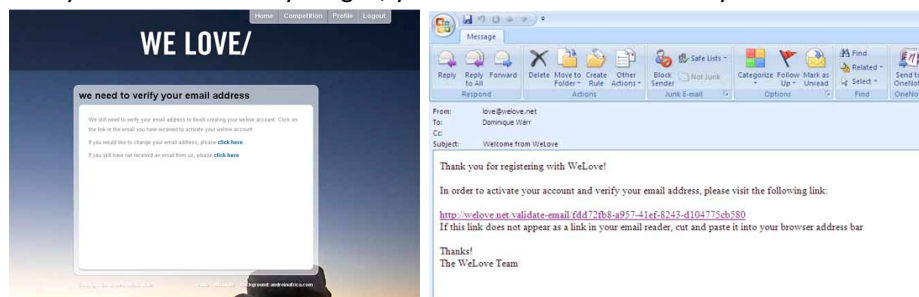
Register:



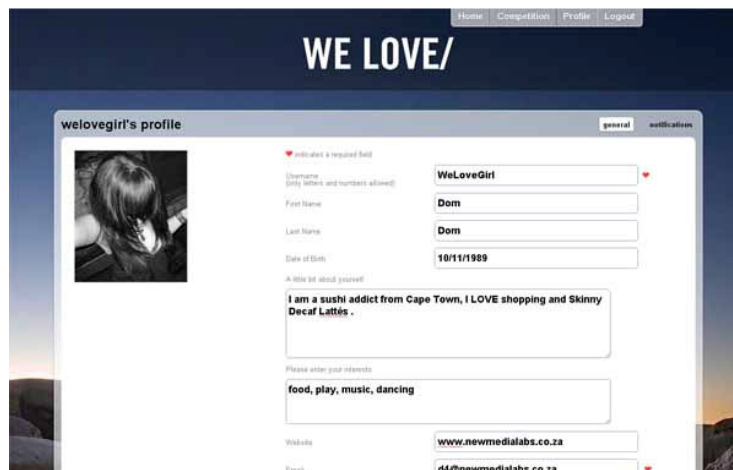
You can choose to register using Facebook or fill in your details to create a new profile:



Once you have filled everything in, you will be asked to validate your email address:

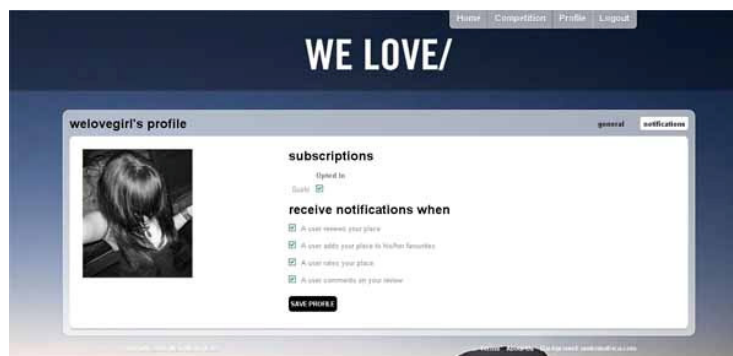


You can view your profile and edit it at any time:



We suggest you fill in all your details after you register.

You can also adjust your notification settings and choose what you would like to get a notification for (these are sent to your email address)



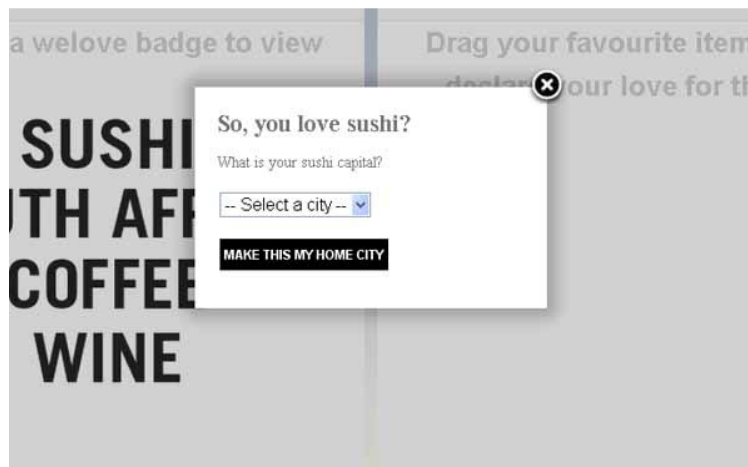
Now to declare your love!

This is the Home Page:



Drag your category from the left column to the right (you can add as many as you like.) I chose Sushi for this guide.

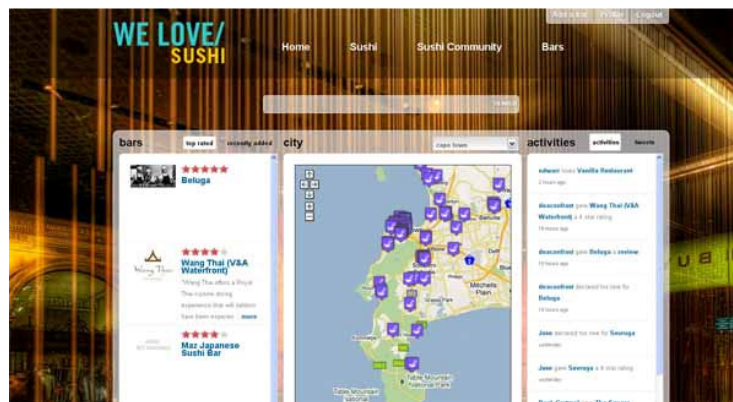
You will be asked to choose your capital (your location)



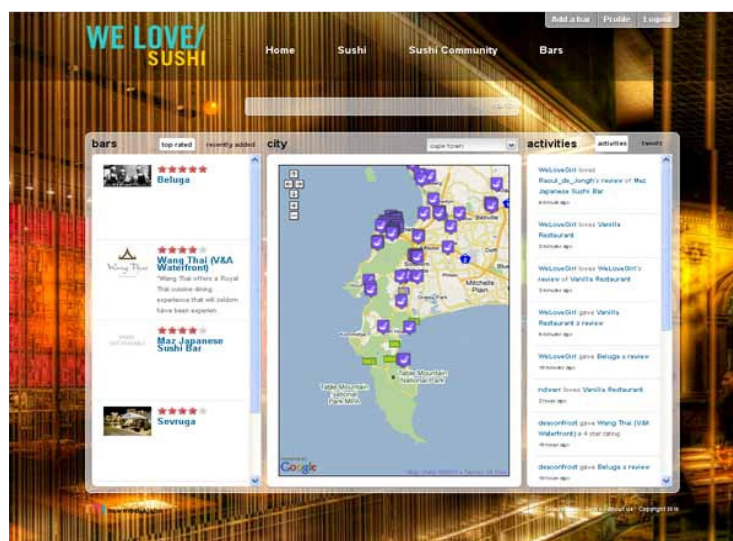
Once that is done "Sushi" will be added to your "I Love" column on the right.



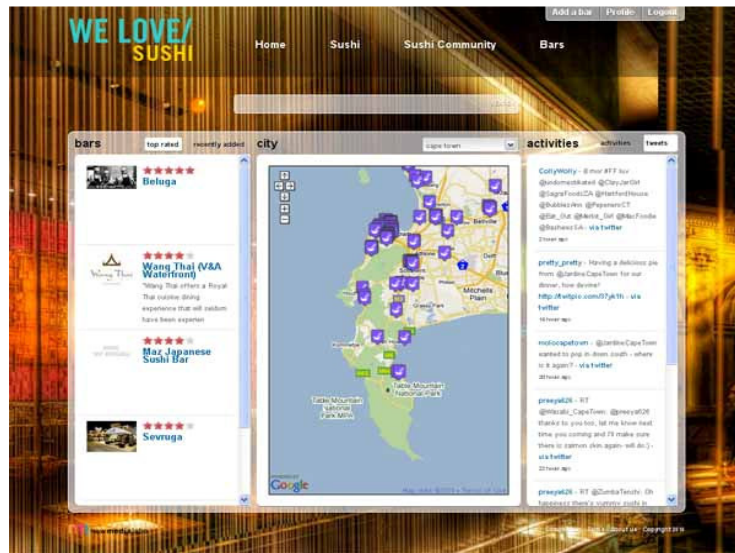
From here, click on Sushi to view the Sushi Home Page:



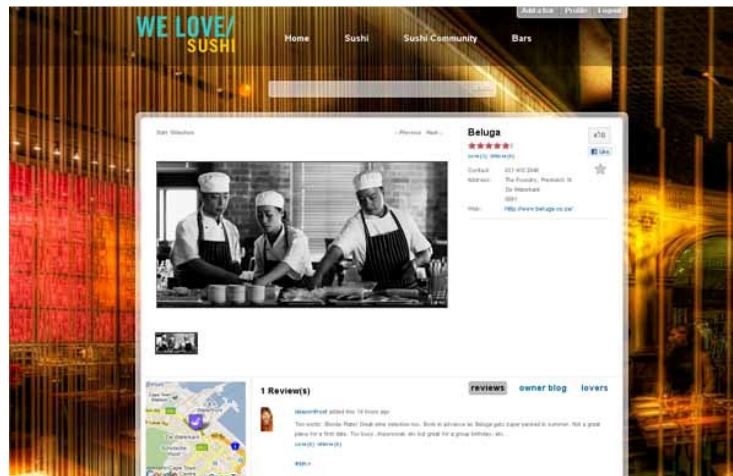
On the left, you can see your community's activity feed:



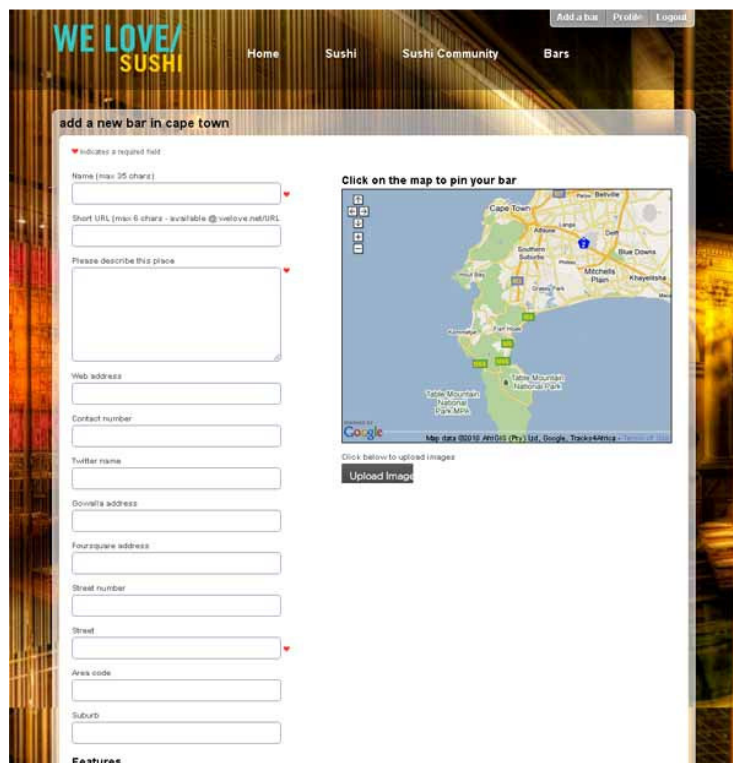
Or you can select tweets and the community's twitter feed will be displayed:



Click on a restaurant to view its profile:



If your favourite bar/restaurant/place isn't already on WeLove, add it:

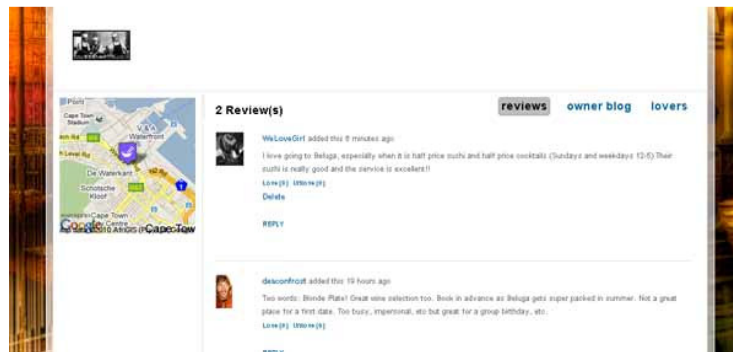


All content that is uploaded onto WeLove is moderated before it goes onto the site.

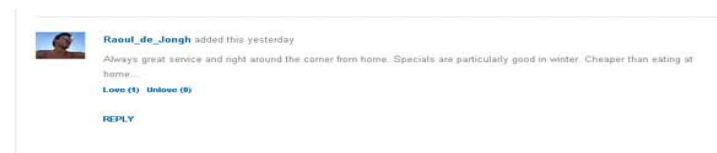
Once it's on, add your review:



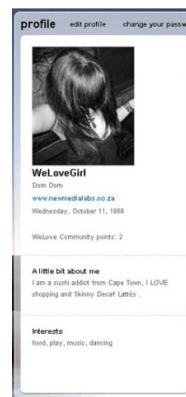
Once your review has been approved, it will appear on the bar's profile



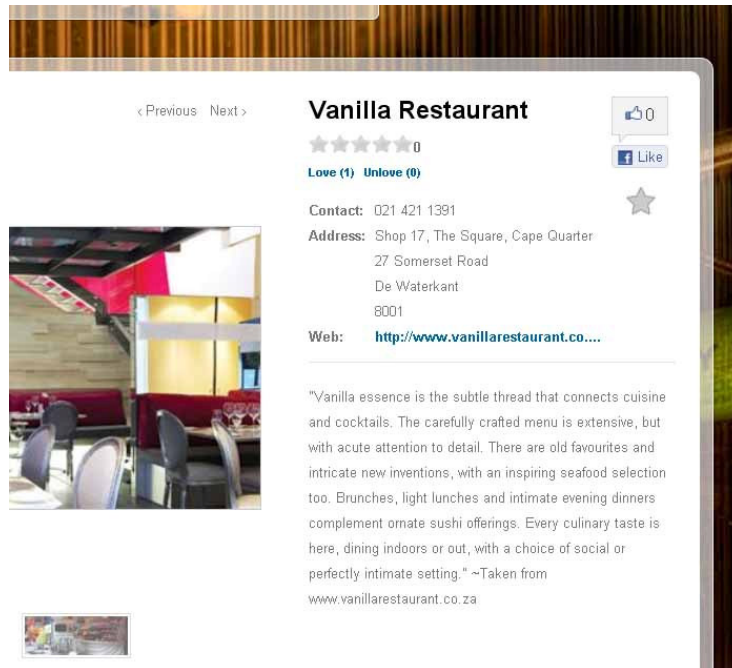
People can "Love" your review and this will give you "lovepoints." The more points you have, the more chance of a reward.



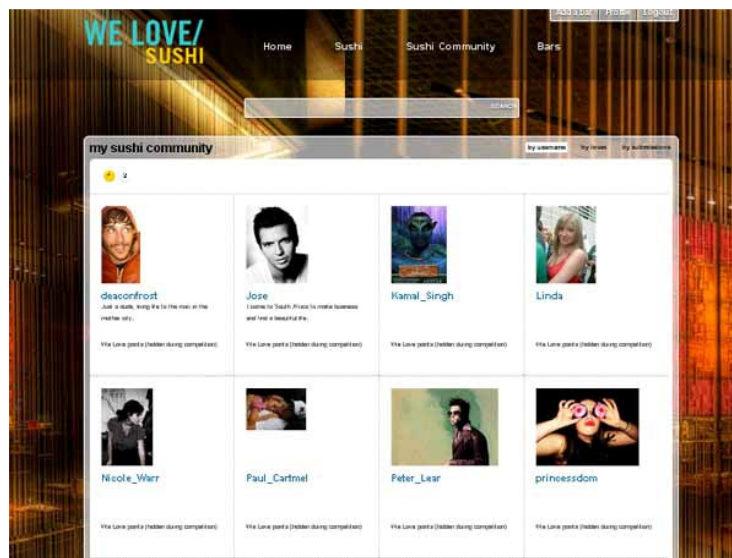
You can view your points on your profile underneath your picture:



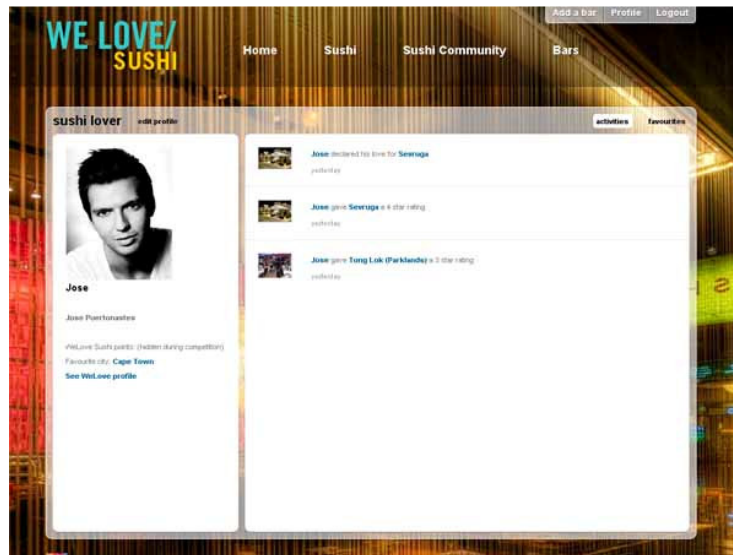
You can give your favourite bar a lovepoint, “like” it on Facebook and give it a rating, all on the place’s profile:



Now to browse other people in your community:

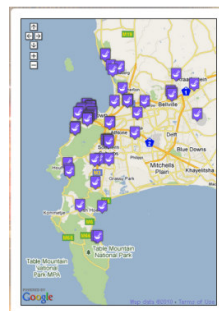
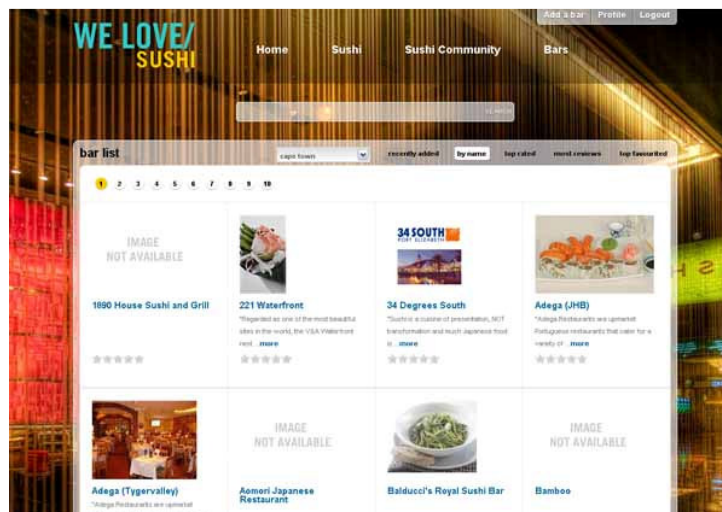


You can click on these to go to their profile and see their activity feed:



You can also browse the different bars in your area if you're looking for something new to try.

You can do this by looking at the "Bar List"



Or searching on the map:

There you go!

Time for you to go play around on the site. If you have any queries, please don't hesitate to contact us.

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- raoul@newmedialabs.co.za
- paul@newmedialabs.co.za