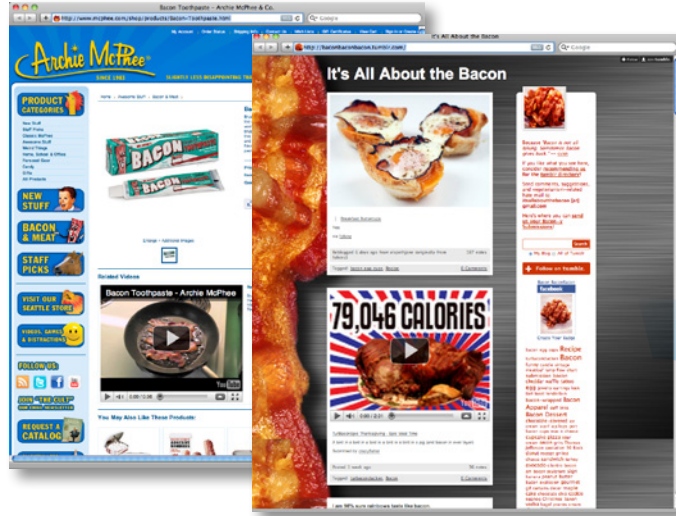






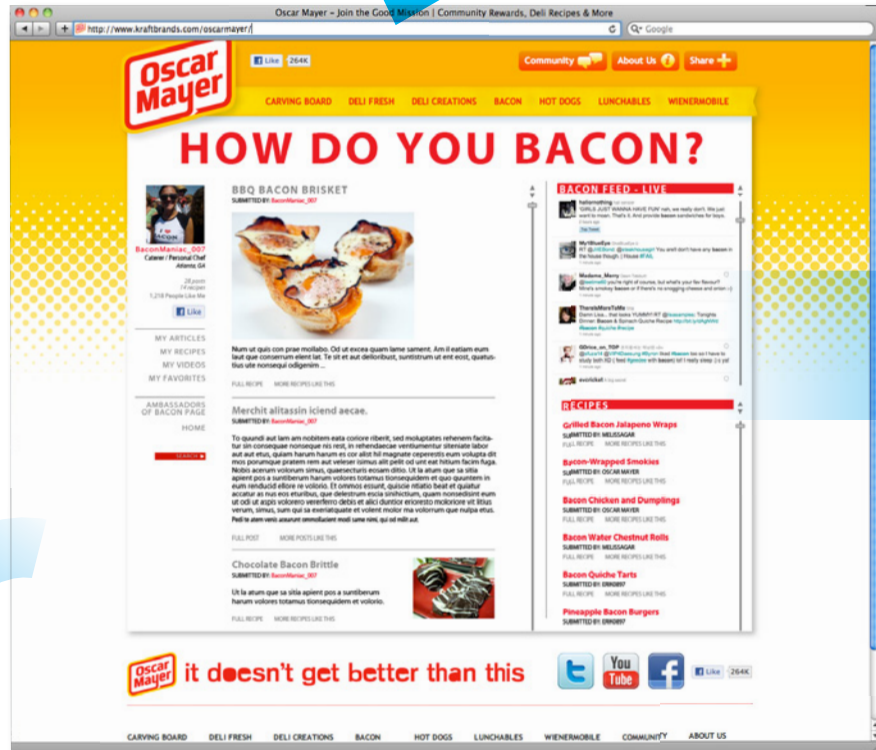
1.



1. Find Expert Users who are already active in these conversations, and empower them as the new voices of Oscar Mayer Bacon.

2.

2. Expert Users populate How Do You Bacon site via personal OM blog pages, uploading articles, recipes and how-to videos.

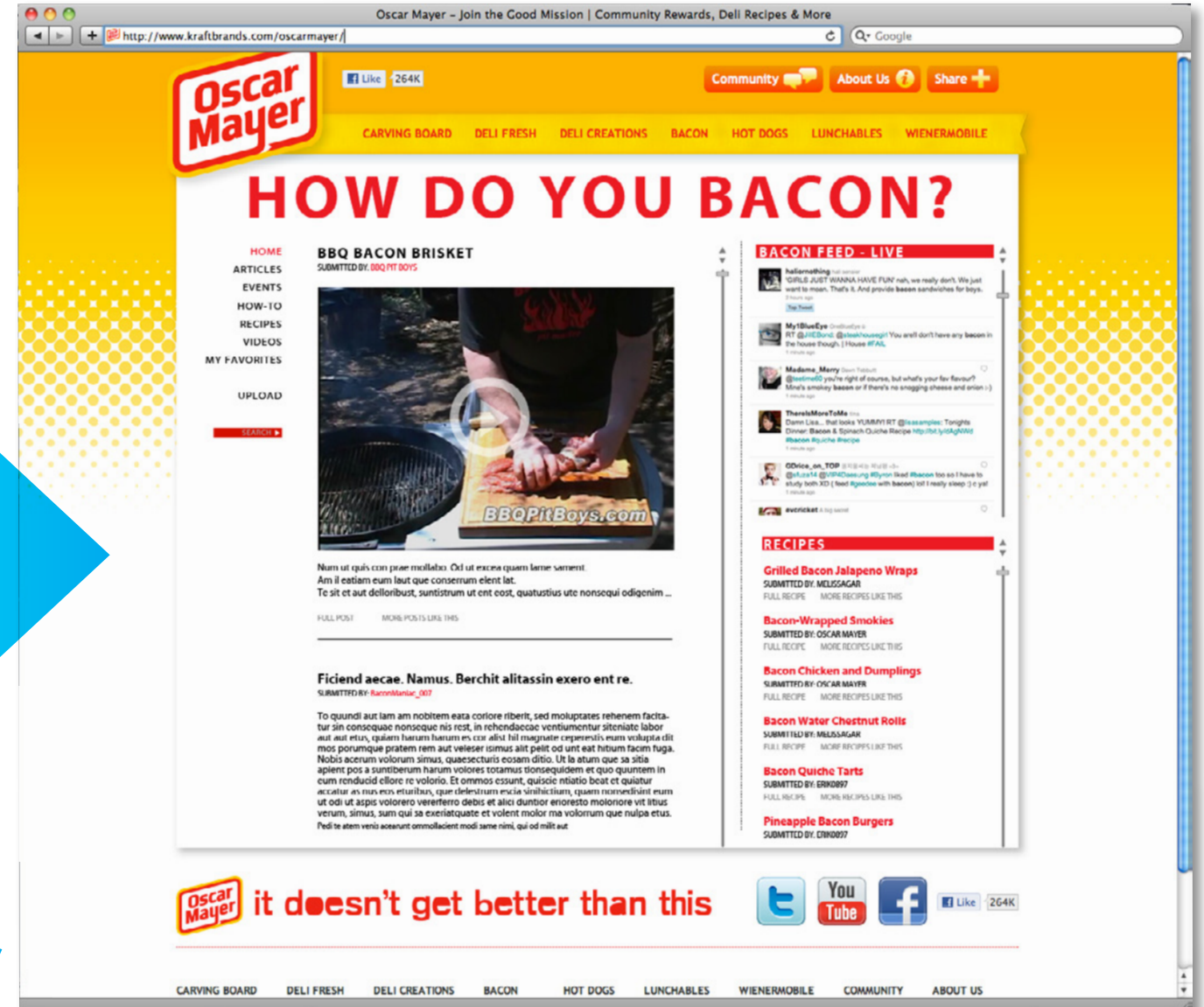


3.



3. Content created by the Expert Users is then used to advertise and attract Public Users, who can then upload their own content through display pieces and OM How Do You Bacon.

4.



4. Using the content amassed from both Expert and Public Users, shift How Do You Bacon into a self-sustaining hub of activity around online bacon conversations, living on past the half-life of the campaign and making Oscar Mayer the Brand Voice of Bacon.