



merge





Company Name	Brand Colors	Target Market	Typeface	Art Elements	Interface Aspects	Brand Words/ Tag line
Facebook	Blue, light blue, white	College age, high schoolers, active people, members of a group	Simple, sans-serif, clean	Colors and text, few images used	Profiles, friends, groups, walls, like option	"...helps you stay connected and share with the people in your life."
MySpace	Blue, white	Ages 14+, interests include movies and music	Sans-serif, clean	"people" logo, movies/music backgrounds	Custom profiles, numerous Apps (entertainment based)	Join for free, view profiles, connect with others, blog, rank music, and much more; a place for friends
Friendster	Green, white	Older, popular in Asia	Sans-serif	Swirly logo, bright abstract graphics	250 Apps, ability to e-mail a non-member	N/A
Bebo	Red, black, blue, white	Young, looking for a place to belong/connect with people with same interests	Both serif and sans-serif	Cool logo, pictures of young happy people	Custom profiles, games	Free and fun experience; connect with your friends through discussion, entertainment, discovery and expression
Twitter	Blue, white	Celebrities, college age, causes	sans-serif, clean, cool logo	Bird, text-based	140 character blogs, mobile access, following	"Discover what's happening right now, anywhere in the world."



## Brand

simple social networking for all; it's all here

## Marketing/Advertising Campaign

Will communicate ease of use alongside custom profiles and in-site video chat to target market

## Target Market

Sex  
Age Range  
Generation  
Characteristics

Both

15-34

Generation Y

Comfortable with loose family structure, education is expensive and life-long process, grew up with internet and are used to things happening at the speed of light, tolerant and open minded, diverse, intolerant of abuse and environmental damage, prefer clever humor and word-of-mouth endorsements

## Lifestyle Demographics

Total American Population..... 79,075,615

Racial make-up of target market

White..... 18%

Hispanic/Latino..... 4%

Black/African American..... 4%

American Indian/Alaska Native..... .3%

Asian..... 1.3%

Native Hawaiian/Pacific Islander..... .05%

Other..... 2.2%

Married & living together..... 30%

Single..... 63%

Graduated High School..... 63%

Bachelor's Degree of Higher..... 14%

Median Annual Income..... 36,535

Homeowners..... 37%

Computer in Home..... 62%

Internet Access in Home..... 53%

What do they buy with their disposable (extra) income:

New clothes, movies, music, computers/technology, music players, eating out, trips

What do they do for fun and entertainment:

Dining out, spending time with friends/family, movies, concerts, video games, sporting events, trips, night life

### **Potential Target Markets**

males and females, ages 13+, those involved with specific clubs/activities, people who want a way to organize social life, someone looking to reconnect, median-low income, access to internet

### **Possible Creative Directions**

groups, Custom profiles, in-site video chat

### **Benefits associated with industry**

ability to stay connected with friends and family, relieve boredom, get involved in society, marriage/dating opportunities, share interests/experiences, support groups

### **“Zany” Creative Ideas**

sound record to record own sounds to play with profile, App allowing user to virtually beat up friends, picture editor, member pass to special profiles/games/events

### **Negatives associated with industry**

waste of time, stalking potential, creates anti-social people, false sense of reality

### **Visual Characteristics**

clean, simple, comfortable, links, profiles, text, pictures, video

### **Emotions associated with industry**

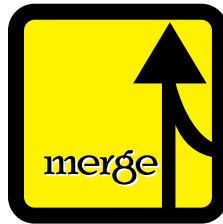
involvement, happiness, satisfaction, invaded sense of privacy, popular

### **Sounds**

'ding' notifications, music, friends voices

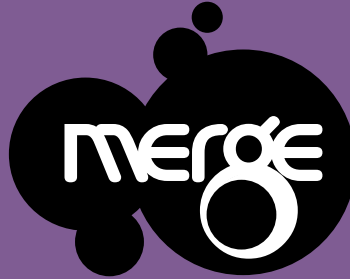
Name & Typefaces

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Primary Logo



Black & White



Reversed

Tagline

It's all here.  
Simple, straightforward  
social networking, your way.

Typeface

*Salsa Mangos Btn*

Staging

All elements must remain a minimum  
of "a" height away from logo



Colors

Spot



Pantone 7447 C  
White

Process



48C 72M 0Y 40K  
0C 0M 0Y 0K

Web



#623E72  
#ffffff

## Color Scheme



Pantone  
7447 C



Pantone  
525 C



Pantone  
667 C



White



Pantone  
7409 C

## Art & Design Elements



## Photography





2010 Annual Report





Free video chat  
worldwide.

Outside

Fully customizable  
profiles.



Personalized groups.

Think you know  
everything there is  
to know about the  
social network?

Instant mobile  
updates.

Inside

Custom privacy  
settings.

Think again

The deal on  
what's happening  
in your area.

Go to  
[www.merge.com](http://www.merge.com)

to discover simple  
social networking,  
your way.

Enter code: *directmail*  
and receive 10 free MP3 downloads

*Free video chat  
worldwide.*

Finished Product



The most comprehensive social networking site around.  
Why go anywhere else? **It's all here.**





Friends

Fun & Games

Local Events

Music

Movies

Scott Pumpernickel

Personal Info

Fun File



"If there are mushrooms on the pizza, I send it back."

What do you have to say?



Just got off of work and my my my am I very sweaty!

Sat 10/2/10 9:39p.m.



OMG! Just watched the youtube video for "Peacock" by Katy Perry. It's INSane!!!

Sun 9/26/10 9:39p.m.



FML!!!!

Sun 9/26/10 9:39p.m.

Welcome back Scott.  
We love you lots.

Start Chatting

Click above to be connected with a random member of Merge.

Full Screen

Available for Video chat  
Stacey Carlson  
Melissa Nelson  
Andrea Gunderson  
Brad Friske  
See More...

Available for Basic chat  
Xavier Glenn  
Amanda Moore  
Abbe Fosbinder  
Paul Sutter  
See More...



