

Step 1: Joe / Jane gets a promo card at NSLC store.

Step 2: Joe / Jane enters URL on his smartphone and goes to the microsite.

Step 3: Joe / Jane gives permission to access his Facebook profile.

Connect with Facebook

Step 4: Joe / Jane watches slide show while waits for video to generate. Also contest invite and SHARE experience invite (link to microsite / not their video).

Step 5: Joe / Jane looks at the video (mobile launches video player / desktop plays directly in web page).

Step 6: Joe / Jane comes back to show the video to friends. Also contest invite and SHARE experience invite (link to microsite / not their video).

