

Project Overview – Digital Activation for Bikeroftheyear

Strategy & Implementation

- Design & Development of Micro-portal
- Development of Facebook Application & Facebook Campaign
- Twitter Contest Campaign

Goal

Develop a robust micro-portal for xBhp.com, India’s largest biking community which allows bike-lovers across the nation to participate in hunt for “Biker of the Year”. Post-launch the campaign was actively promoted via the Social Media platform.

What is ‘Biker of the Year’?

‘Biker of the Year’ contest is to ‘Bikers’ what ‘Miss India’ is to ‘Fashion’. Biker of the Year is a movement to put men before the machines, to acknowledge and reward the contribution of the biker towards the betterment of the biking society in India, rather than the motorcycle. It aims to identity the motorcyclists within country belonging to different sections of biking, be it touring, racing, or stunting, and bring them together on a platform from where their work and contribution to the field of motorcycling is visible to the rest of the world.



Platform

Programming Language: PHP

Database: MySQL

Framework: E-framework

Client-side scripting: Jquery, CSS/HTML

System Features

- Facebook login
- Avataar creation
- Create you garage
- Voting section
- Social media profiles integration
- Contestant nomination
- Back-end admin section for approval/rejection of bikers

Development Phases

Phase 1 – Development of user registration, profile creation etc.

Phase 2 – Development of Facebook application for user-registration, back-end admin section

Phase 3 – Development & integration of voting & nomination section

Time-Frame

Month		Phase 1	Phase 2	Phase 3
1	Week 1	0.75 months		
	Week 2			
	Week 3			
	Week 4			
2	Week 5		1 month	
	Week 6			
	Week 7			
	Week 8			
3	Week 9			0.75 months
	Week 10			

Ifford's role in system development (Key Features)

In summary, the whole platform has been developed by Ifford with xBhp team pioneering the system design. While the functionality of the system is quite broad, let us look at the touch-points of social integration:

The Login Screen

This is the login section! As shown in the screen below, a user can login using his Facebook account or create a new profile assuming he is not present on Facebook.

SO YOU THINK YOU HAVE IT IN YOU ?

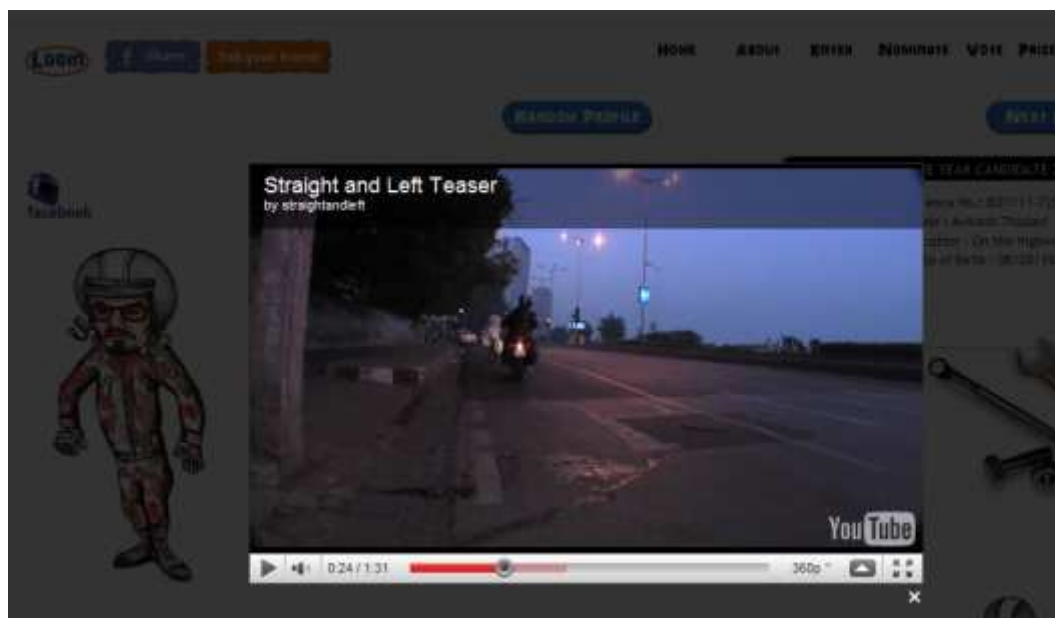


OR YOU THINK THAT SOMEONE ELSE MIGHT BE A BETTER CANDIDATE?, THEN NOMINATE SOMEONE!

Dual Login - You can use FB or create an account

Media Integration

Any contest entry will remain in-complete without the integration of images + video. To enable a smooth process of embedding video and flickr image gallery, we thought of making it super-easy for the bikers during the application step. So the only thing that a biker has to do is give the URL of the Youtube profile or the flickr gallery and boom!! His entire video/image collection is embedded as a thumbnail strip.



Profile Sharing

Once a biker's profile is approved by the administration team, he can login to his dashboard and use the social media profile sharing options to share his profile on Facebook. Another simple feature is that apart from doing the normal share on his FB profile he can also share it on the xBhp fan-page.



This is how it appears when a profile is shared on the xBhp fan page:



Community Engagement through Campaigns & Contests

Using the Facebook tab, contests aimed at increasing user’s awareness about the game were been organized.



Facebook Tab Contest - BOTY is the King

Campaign – Create your Avatar FB Application

The core system is supported by applications & activities which enhance a participating biker’s experience and also keep him engaged during the contest.

One such critical piece is the ‘Create your Avatar’ Facebook application which shortens your road to the application submission. By using this FB app, you can directly move to step 3 of the application process, thereby over-riding the Step 1 & Step 2 which include creating username & mail verification.



Create your Avatar - Facebook Application

Community Engagement through Facebook Posts

Tips aimed at advising the participants about making their applications better were posted.



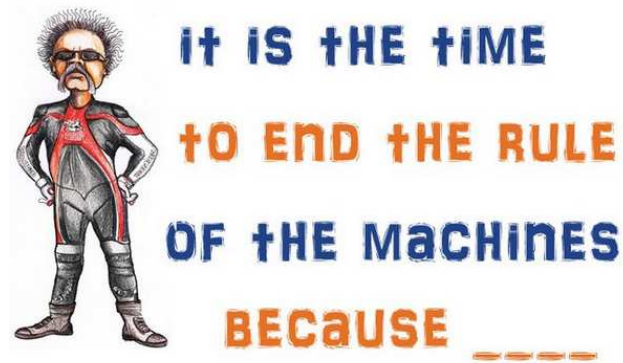
xBhp

Biker of the Year Tip: Step 4 of your application is very interesting as here you can explain your riding experience in different avatars e.g. Racing, Touring, Stunting. If you were looking for a space to define yourself as a biker, make sure that this step is completed properly!



Wall Photos

Small fun-games on the wall like complete the line generated a huge response from bikers all over!



It is time to end rule of the machines because ____

Twitter-Campaign

Goal

The purpose of twitter contests was:

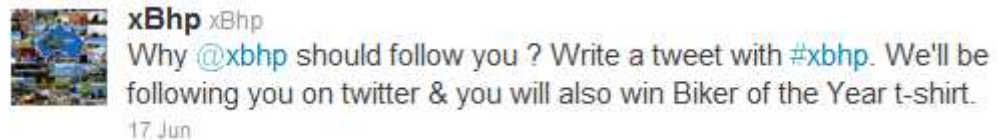
1. Spread the buzz around the launch of “Biker of the Year Competition”.
2. Increase the follower base on xBhp in general.
3. Use ‘Twitter’ as an engagement tool to interact with motorcycle enthusiasts across India.

Campaign Background:

Contest 1: We launched a contest through a tweet asking fans to follow @xBHp on Twitter and to retweet the same tweet.



Contest 2: At the start of this campaign @xbhp was not following any account. The contest was about asking people why **xBhp should** follow them. This was aimed to bring creativity out of bike lovers and to map the popularity of xBhp among the biker community.



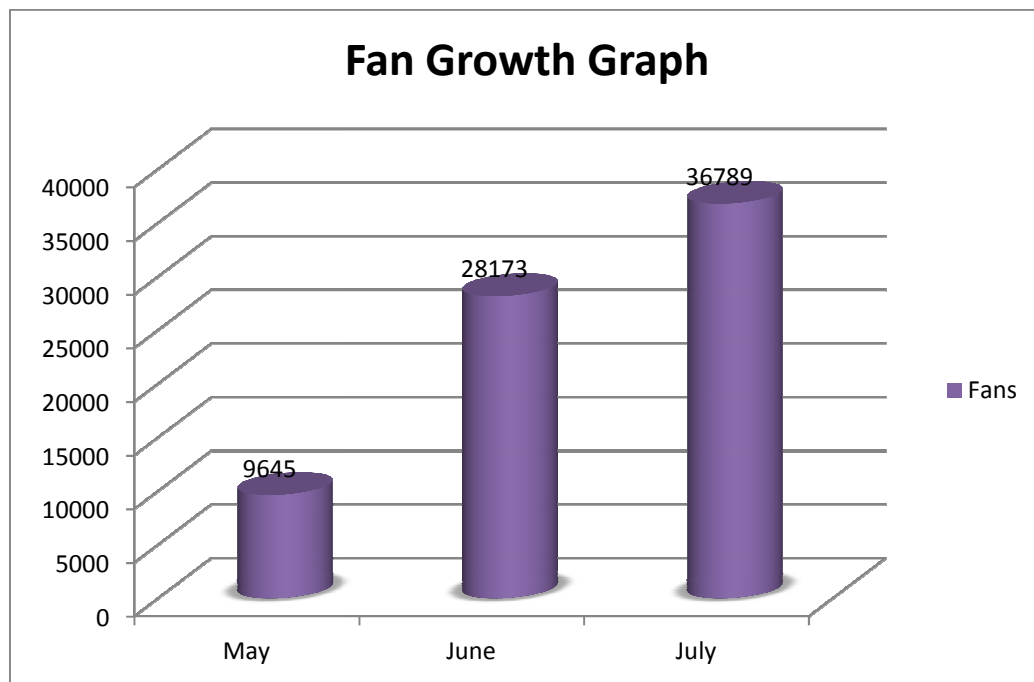
Contest 3: In the contest we've asked our fans to vote for their favorite biker out of top 20 bikers of 'bikeroftheyear'. The main aim of the contest was to drive traffic to bikeroftheyear.in website and to encourage people for voting top 20 bikers selected by the jury.



Impact & Results

There was a growth of around 25K fans on Facebook by the end of Bikeroftheyear campaign and around 2K fans engaged with xBhp in this period of time.

Bikers as well as all those who were passionate about bikes actively participated in the campaign.



Snapshots of some active participation:



Anand Andy
I want to be the Biker of the Year 2011
Like · Comment · 16 June at 00:09 ·

Sachin Satheesh likes this.



Rishabh Sood
I want to be the Biker of the Year 2011
Like · Comment · 16 June at 00:01 ·

Sachin Satheesh likes this.



Zeeshan Ashraf
Before posting ask yourself do u have it in u, i asked n here i am
"I want to be the Biker of the Year 2011"
Like · Comment · 15 June at 23:54 ·



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Nitin Gupta

Even at office: xBhp



Like · Comment · 15 July at 22:20 ·



Prabhu S Kurtakoti

the 1st thing i was suppose to do wen i entered my home in Delhi after 2 nights journey in train (returning from a month vacation to home, Bellary, Karnataka) was to SHIT.....instead of that i tried the Xbhp's T shirt U guys sent me.....THE BEST WELCOME present i got. THANK YOU GUYS.....LETS KEEP ROLLING



Like · Comment · 19 July at 14:09 ·



Rohit Giri

Hey Guys..I've Been Nominated & Participating In The XBHP "Biker Of The Year Awards" Please Click On The Link Below & Cast Ur Vote For Me...And U Need To Confirm The Vote Which U Receive In Ur Email Id...Thank You... :-)



Rohit Giri - Biker of the Year 2011

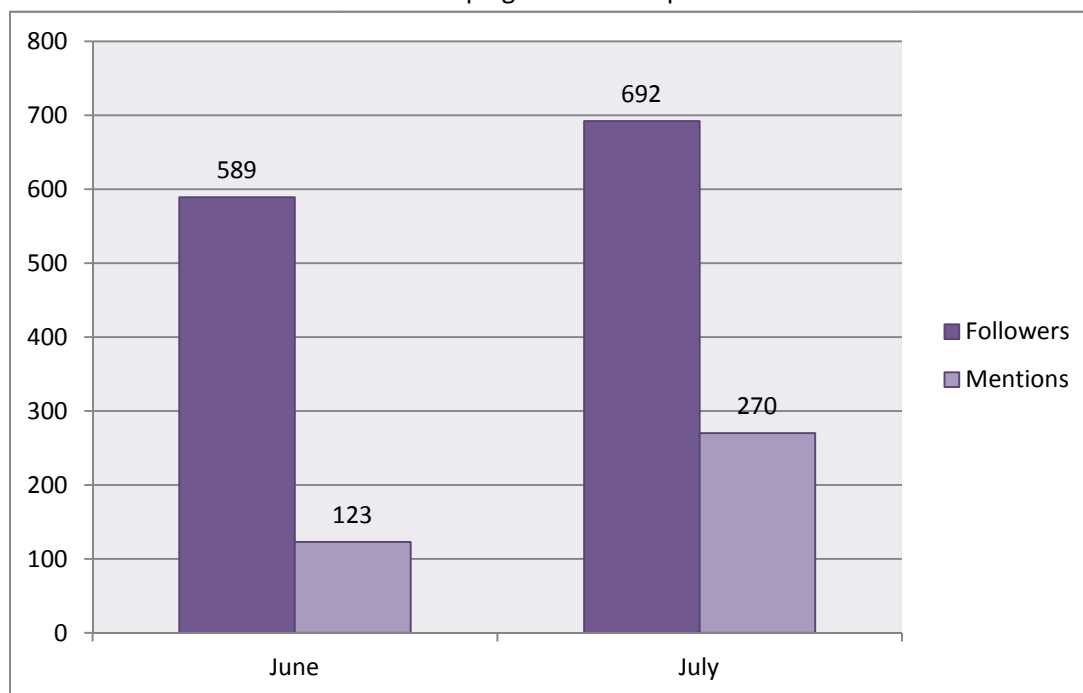
bikeroftheyear.in

Rohit Giri's Profile for Biker of the Year 2011! : Hey Guys! Check out my profile with Biker of The Year 2011 Contest! This is India's Most Prestigious title for any motorcyclist and you can help me winning it by giving me enough votes!

Like · Comment · 9 July at 19:59 via Biker of the Year ·




There was a growth of about 100 twitter followers and around 150 twitter users participated by the end of the "Biker of The Year" campaign in a time span of 1 month.



Snapshots of some active participation:



xBhp xBhp
Follow @xBhp and RT this tweet to win an exciting Biker of the Year T-Shirt. HURRY!! #Contest ends at 2 P.M tomorrow.
bikeroftheyear.in
15 Jun ☆ Favorite ↩ Reply 🗑 Delete



xBhp xBhp
Kudos !!After watching your awesome response we are throwing away two T-Shirts today. Results in few minutes . #Contest #India
16 Jun




manan3230 manan3230
I want to be the Biker of the Year 2011 @xBhp :D
15 Jun



AnkitKhandelwal Ankit Khandelwal
@xBhp w00t! I would love to win that tee. #fingerscrossed
16 Jun



bikerharis Harish Madhu ↻ by xBhp
#xBhp made me responsible and helped me to become a real Biker. I'm proud to say that I'm a part of this wonderful community.
17 Jun



TheAnand Anand Subramanian ↻ by xBhp
Will Indias' largest motorbike community follow me on Twitter? #xBhp and give me a free tee? :)
17 Jun



satyenpoojary Satyen Poojary ↻ by xBhp
Because it connected me with many more xTreme Biking Happy People! #xBhp
17 Jun ☆ Favorite ↻ Undo Retweet ↩ Reply



Nick Scorpion Nikhil Kumar Sharma  by xBhp

I will start to tweet more frequently about my tours on two wheels and the race track experience I am soon gonna get and #xBhp should know.

23 hours ago