
a thousand **words**

Recap...

A Thousand Words is an interactive video campaign promoting a safer drinking culture amongst young women. Users are recruited through cards given out at bars and on Polaroids taken of users in town by our photographer scouts. These give a suggestion of our campaign and feature scenarios outlined on the back which women can then free text their answers in to win a free drink. The cards and texts feature links to our website and a unique code that can be used to log in. It is here the users can go through our interactive video narrative (which changes each week) and/or anonymously share their own experiences.

Through linking users real life experiences to our video narrative we allow a dialogue to be set up - users can comment on the videos meeting others and live chat online to our staff if they are troubled. Each user has their own specific profile that logs their interaction on the site. Feedback is given from each stage, which can link each member to others through the results and also to different areas of the site.

Each time they go through the narrative they are gaining credits, which can in turn be used to “purchase” sponsored products online such as makeup, vouchers etc and ultimately puts them into the draw for the major prizes such as the bartended party and free gigs.

The “Hook In...”

1.



3.



2.




1. Girls are given our cards out at cooperating bars when they make a purchase.
2. Girls are approached by A Thousand Words scout photographers in town, have their picture taken and their polaroid given to them. All the information is printed on the back of the photo.
3. Photo booths are set up at events (specifically ones hosted by A Thousand Words) and the photos contain all the information leading to the website and video narrative.

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Polaroid Cards...

stay safe and win



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Free 2TEXT
59837

HE'S HOT. BUT HE
HAS A GIRLFRIEND.

WHAT WOULD YOU DO?
a. keep on dancing with him anyway
b. tell him where to go

Scratch and Win
C43D63L0

FREE TEXT YOUR ANSWER AND UNIQUE CODE TO 59837
WIN INSTANT PRIZES AND MORE!

BEFORE A NIGHT OUT TRY WWW.ATHOUSANDWORDS.CO.NZ

logo

Terms and Conditions
Offer valid from the 11th - 17th October 2010. One time use only, not valid towards previous or future a thousand words gift credits or prizes. For more information visit our website.

stay safe and win



a thousand words

Free 2TEXT
59837

YOU'RE WASTED. BUT YOUR
FRIENDS ARE DOING SHOTS.

WHAT WOULD YOU DO?
a. join in with your friends
b. stop drinking and chill out for a while

Scratch and Win
549QL7A220

FREE TEXT YOUR ANSWER AND UNIQUE CODE TO 59837
WIN INSTANT PRIZES AND MORE!

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Free 2TEXT
59837

YOU'VE BEEN DITCHED. BUT
YOU HAVE TO GET HOME.

WHAT WOULD YOU DO?
a. walk home by yourself
b. catch a taxi home

Scratch and Win
TH4LQV44

FREE TEXT YOUR ANSWER AND UNIQUE CODE TO 59837
WIN INSTANT PRIZES AND MORE!

BEFORE A NIGHT OUT TRY WWW.ATHOUSANDWORDS.CO.NZ

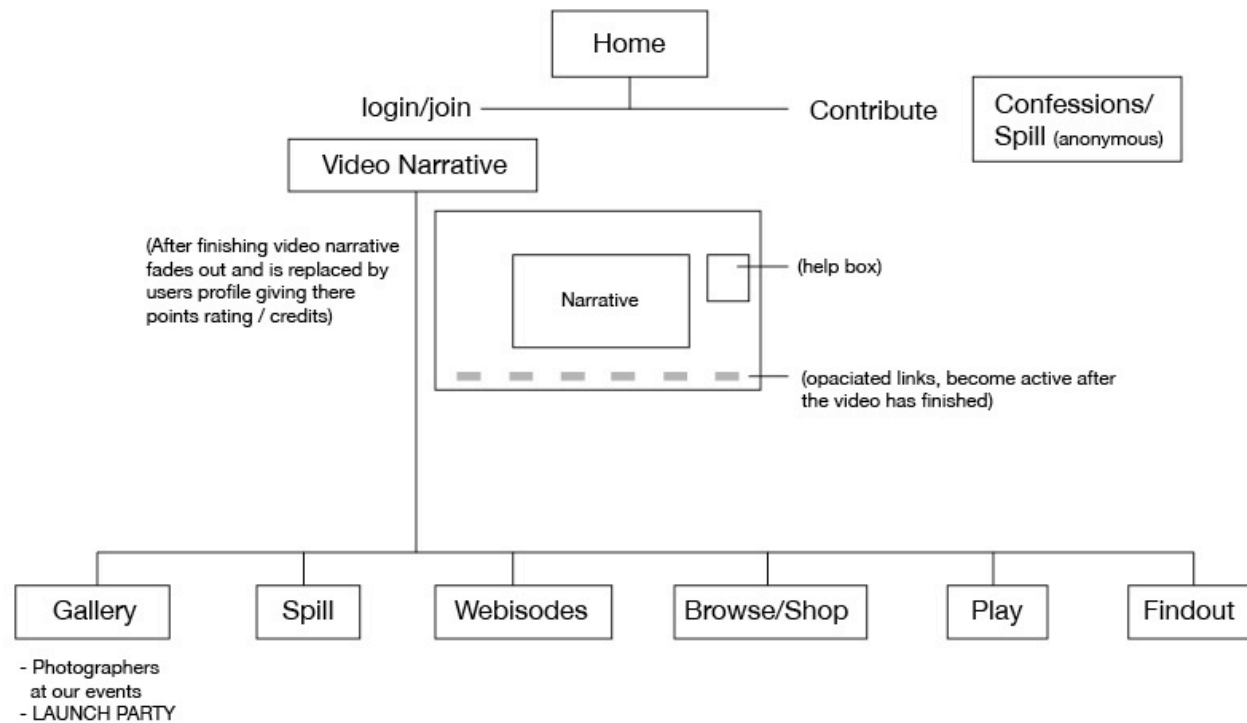
logo

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Site Map...

WEBSITE MAP



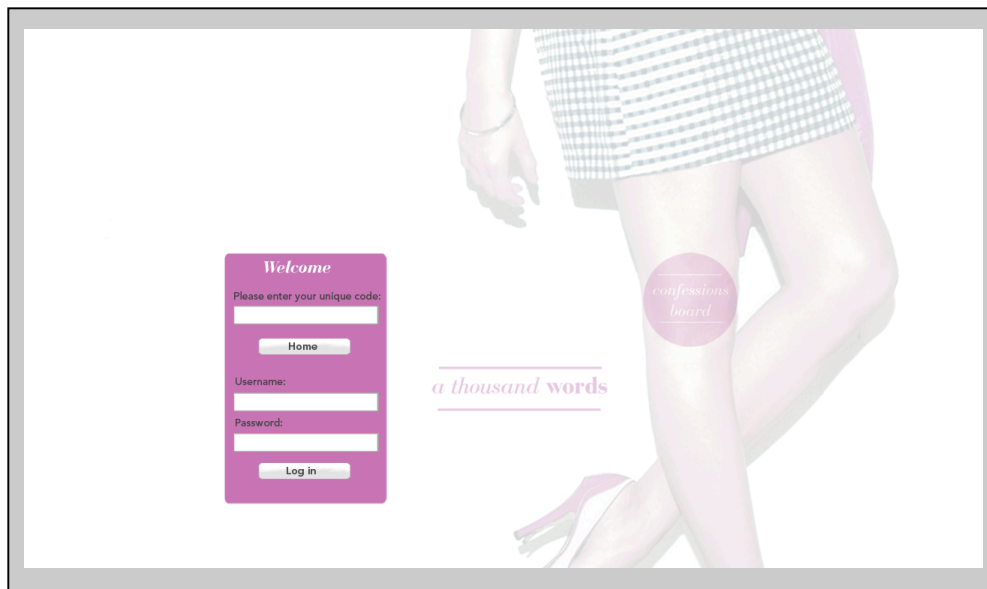
Website...



Main/Enter Page

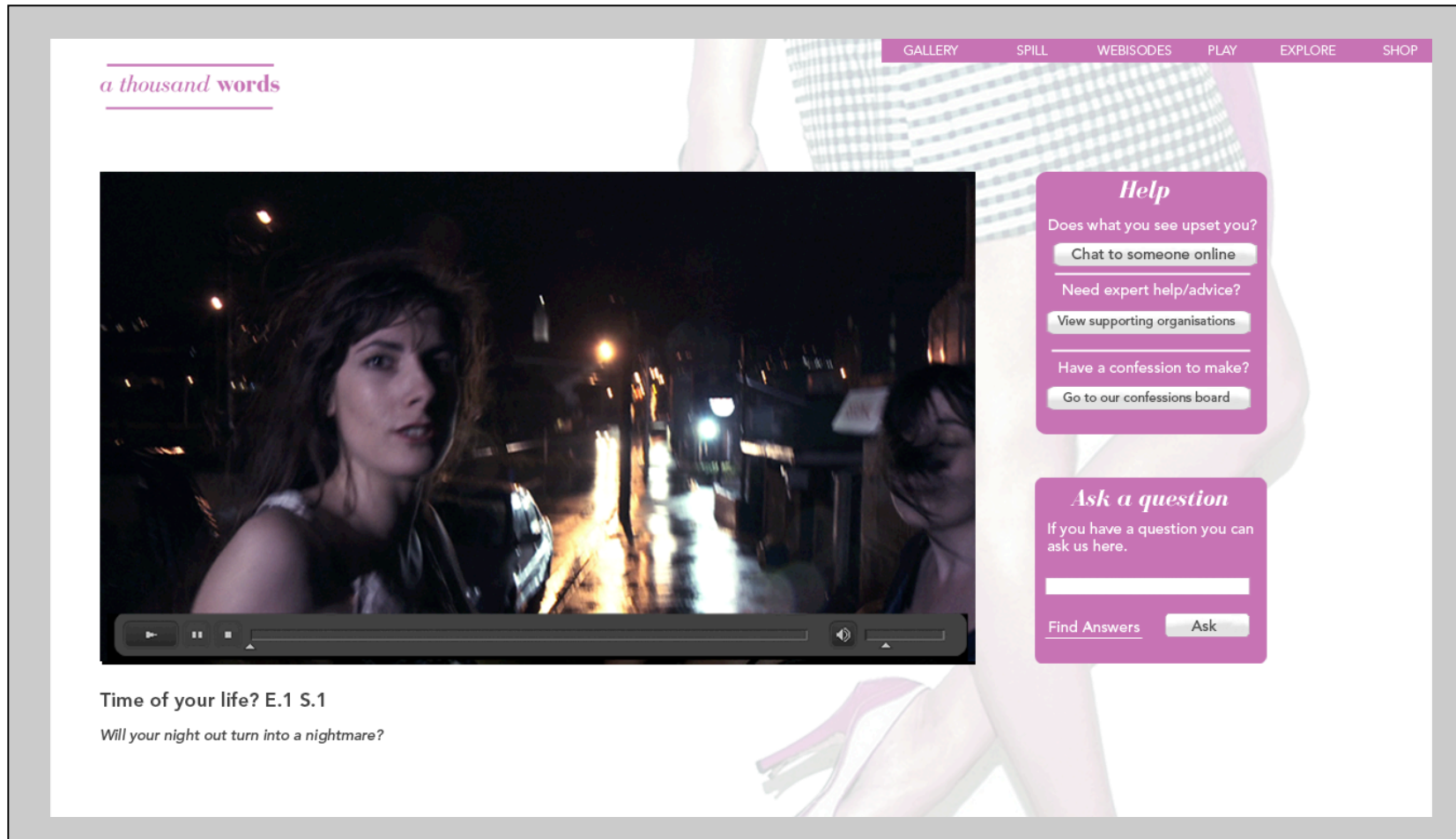
This is the first page the users see - they are given two options which they can navigate towards. These are:

- Log in/Join - here they enter their unique codes (from the cards) into a drop down menu. If they have previously logged in they just need to enter their account details.
- Confessions Board - As we are aiming to include the community as a whole we have created an anonymous confessions board where users can "spill their secrets." They do not have to be a member to do this.



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Website...



Video Narrative

If it is a user's first time visiting A Thousand Words then the video narrative comes straight up - likewise if a new weekly "webisode" has been uploaded which they haven't viewed. A help section with links to other pages/options is included to protect vulnerable users. You can also ask questions regarding the game.

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[GALLERY](#)
[SPILL](#)
[WEBISODES](#)
[PLAY](#)
[EXPLORE](#)
[SHOP](#)

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Nixie

Female, 18 yr.
Wellington, New Zealand.

Last Login: 16 Hours

FRIENDS:

Nixie has 128 friends

Jason Clegg	Aaron Minikin	Philip Stairmand
Jesse Smart	Rachel Arubdel	Kate Nausett
Stacey Taylor	Alysha Savage	Steph Pearce

TAGGED THOUSAND WORD PHOTOS:

ABOUT ME:

Status: Single

Zodiac Sign: Virgo

Interests: Partying, tennis, Hanging with my girls, movies, texting, fashion

Movies: Sex and the City 2, Mean Girls, Confessions of a Shopaholic

Music: Drum and Bass, Electro, House music, Dubstep

Fave Club(s): Lotus, Red Square, Bettys, Mish Mosh

Send Message

Add as Friend

Instant Message Me

Add to my Group

Forward to Friend

Add to my Favourites

Block this Person

Rank this Person

STATISTICS:

1 100

Nixie currently holds a 66% average on all quizzes and video narratives taken. This places her in the top 72% of A Thousand Word Subscribers.

CREDITS:

Nixie has:

35 credits remaining

RECENT RESULTS:

TEST RESULTS ARE OUT AND...
You are KATY PERRY!

Did you kiss a girl and like it? You know how to have fun but are sensible about it. Keep it up!

COMMENTS:

Babe! You going to the Thousand Words Gig to-night? DJ Jedster's playing! Text me xxx

Behaving yourself Nixie Pixie?

Your free party was soooo sweet Nixie Pie!!!! It was soooo good having yummy drinks but not getting so wasted we ended up in bed with mingas eewwww. <3 you xxx

Ohhhh! I just got enough credits to buy that sweet purple Mac Nail Polish I've wanted for ages but couldn't afford!

Help

Something on your mind?

Chat to someone online

Need expert help/advice?

View supporting organisations

Have a confession to make?

Go to our confessions board

News Feed

Bonnie is LINDSAY LOHAN - yikes! Girl you better calm down!

A Thousand Words is proud to announce JESSICA HARRINGTON as the winner of this months free party!

The Safe way is always the best way!

Rewards

120 credits

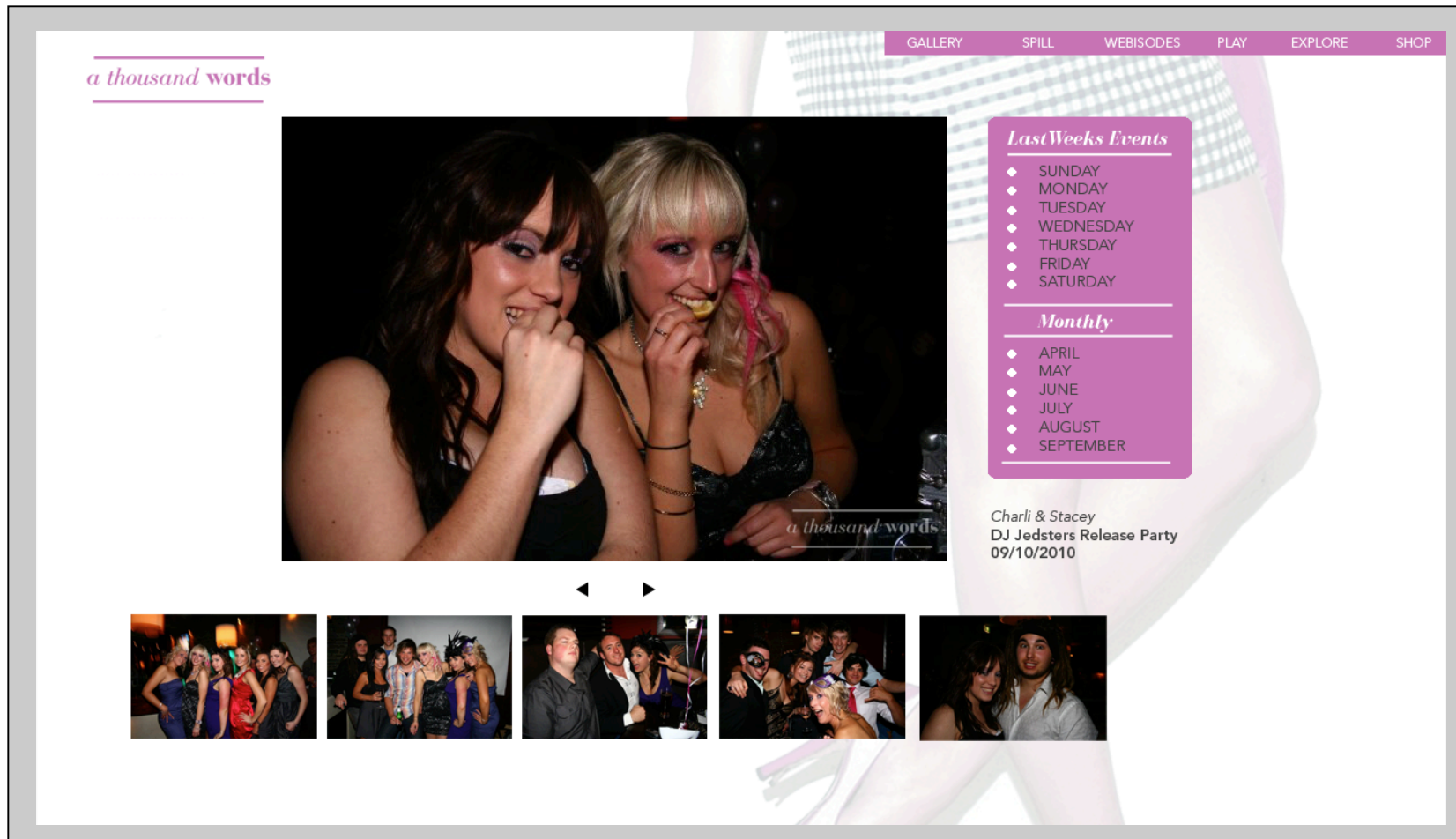
Mocktail Recipe Book

Check out our rewards

Once that is completed the user is taken to their personal profile, where they can see their placement in the overall statistics, amount of credits, friends and converse in a similar manner to social networks (community element - change in groups).

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Website...

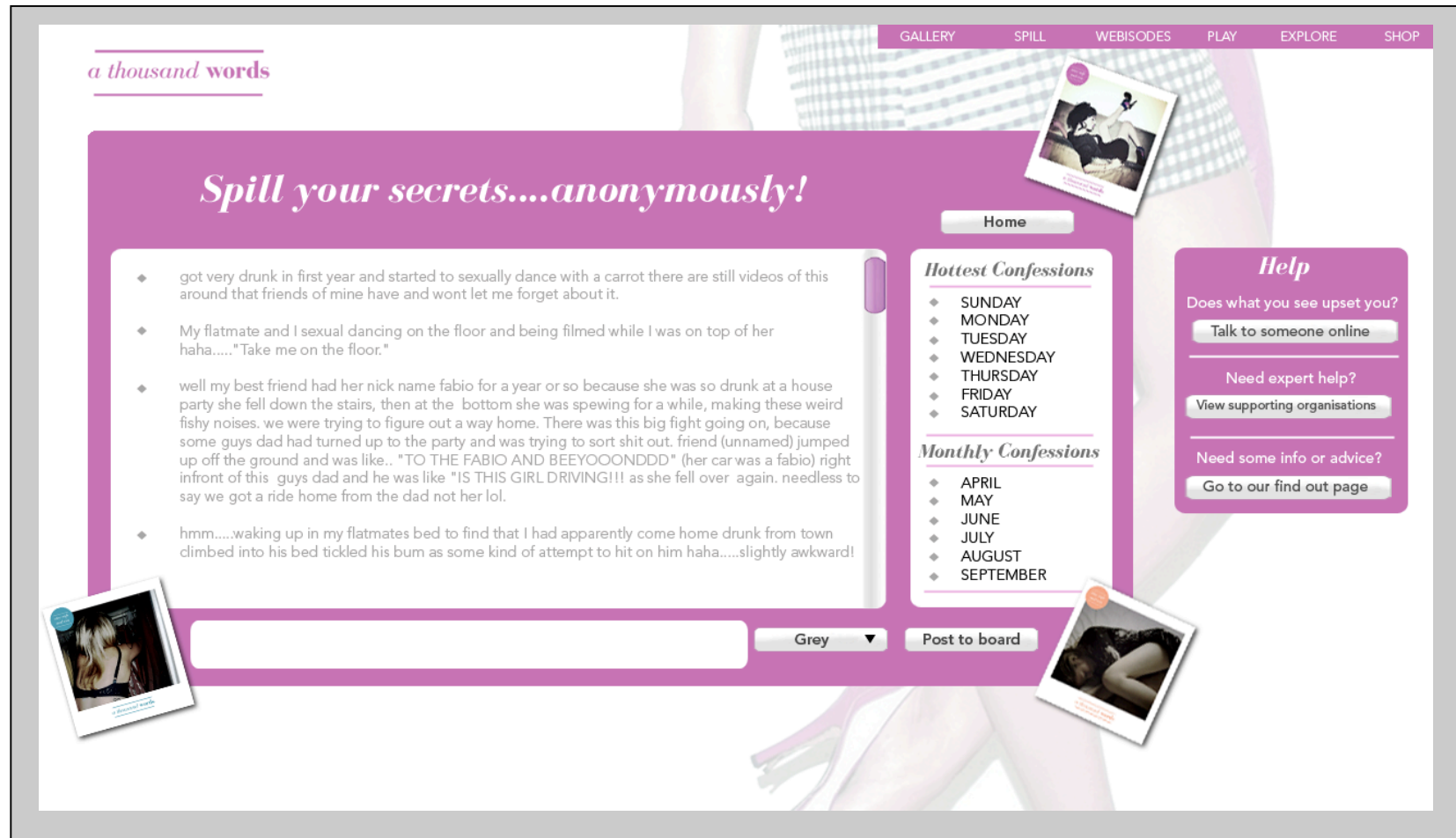


Gallery Page

This is where photos taken from the photo booths at A Thousand Word events and by scout photographers around the city are placed. Users can then tag themselves in the images, having a reminder of the awesome, well-behaved time they had!

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Website...

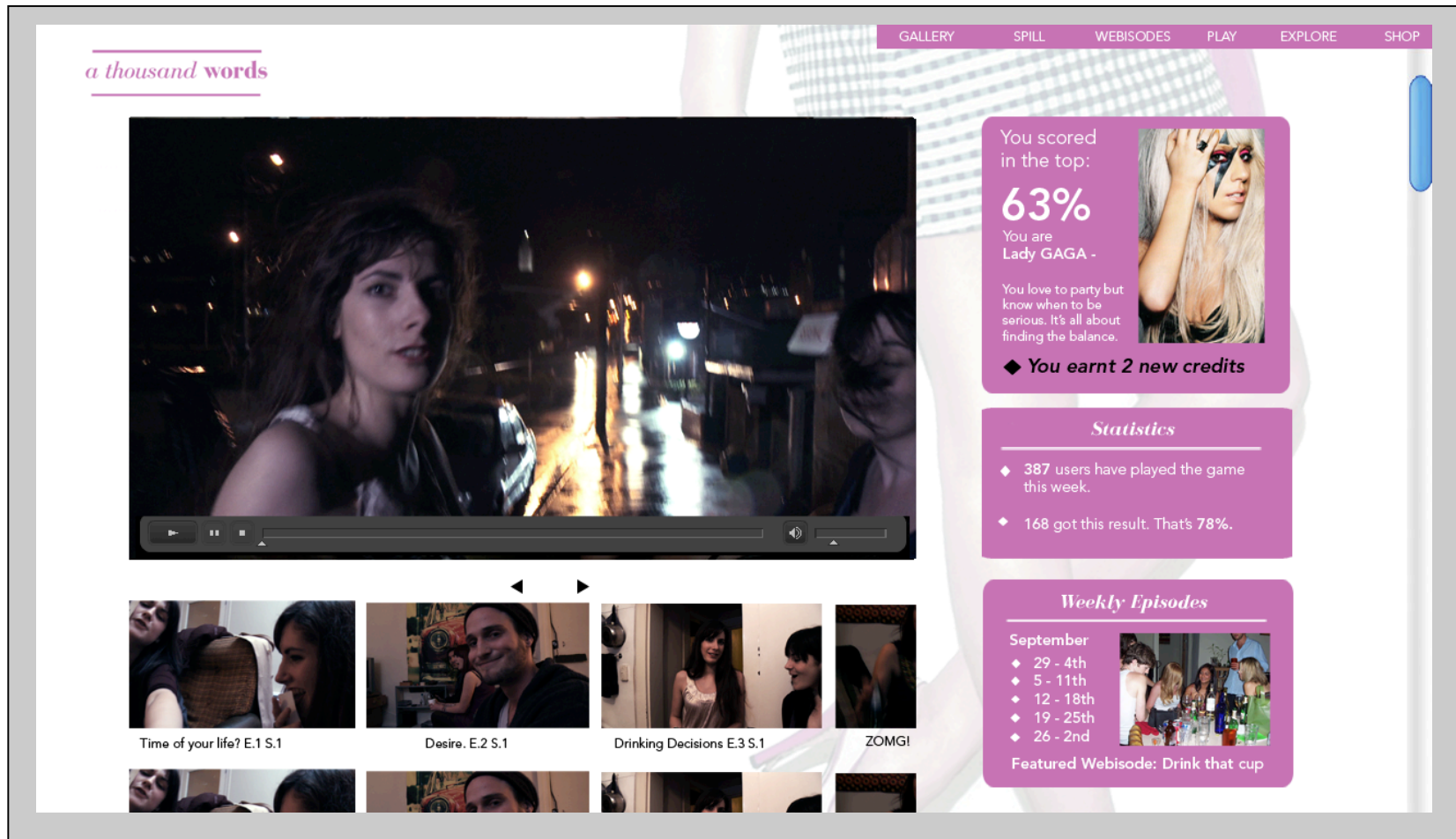


Anonymous Confessions Board

Users can get to this via their homepage or on the enter page. It is completely anonymous. There is also a help menu on the side in case users get distraught from what they see/need comfort as their confession is a "big" one. It is also for more specified advice with linked organisations.

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Website...

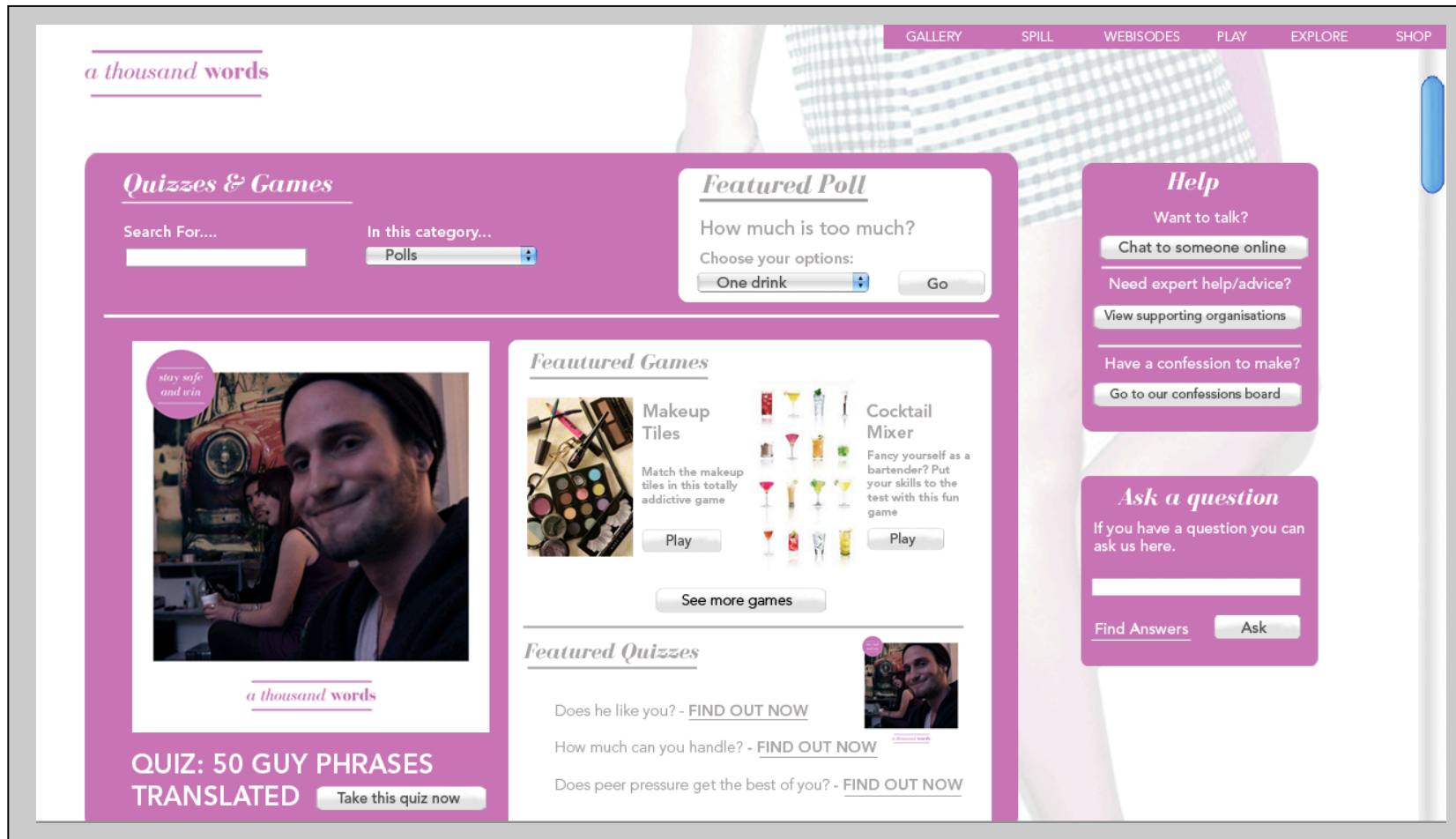


Webisodes

this is where the users can review the video narrative and also look through previous "episodes." This makes it contain more of a game element and also allows them to be educated on drinking cultures that they may or may not have experienced. They can also see their personal rating and statistics of the general A Thousand Word user population.

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Website...

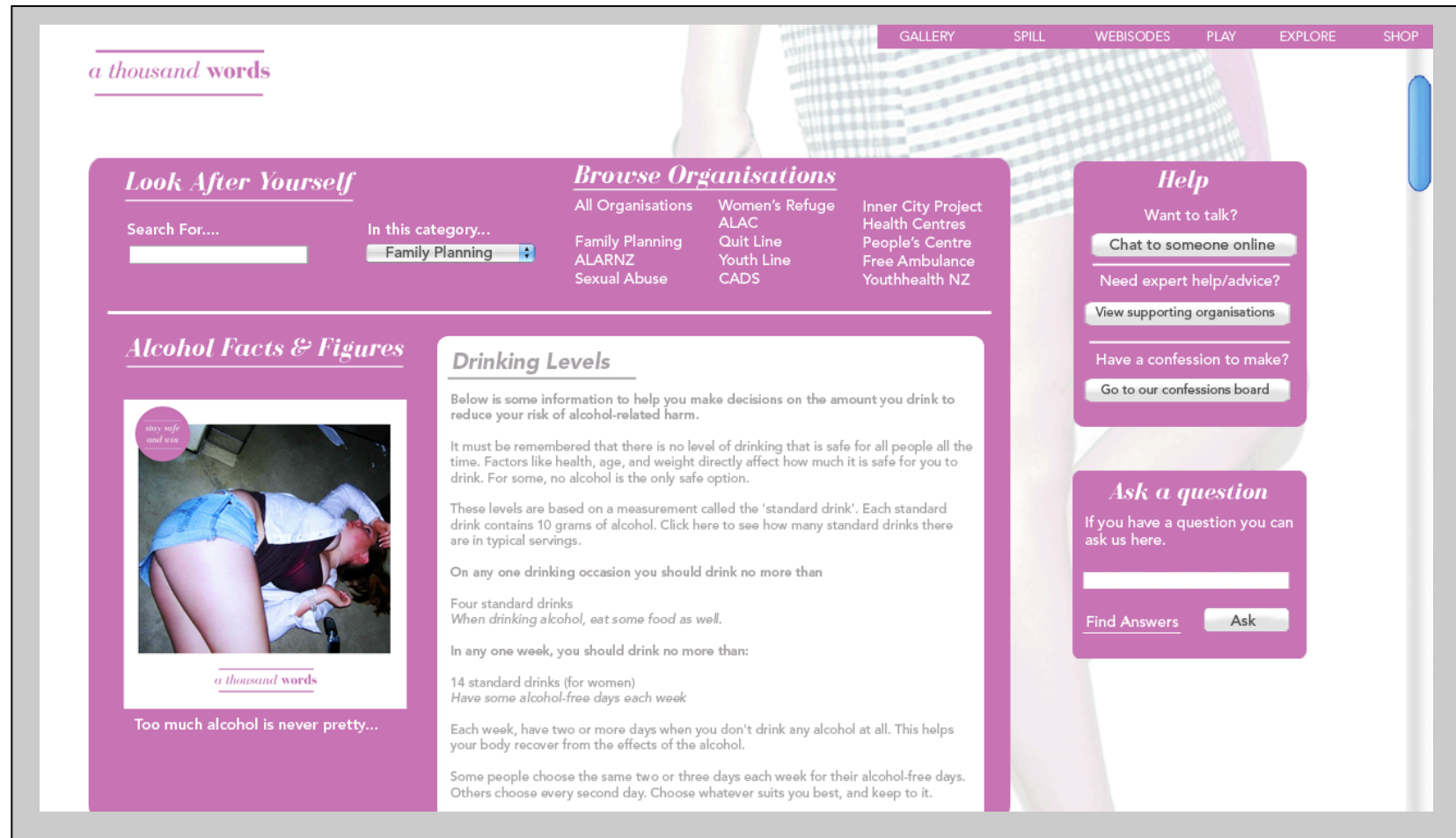


Play

contains quizzes, polls and games that users can play to engage them further into the topic. Also includes games for hair/makeup etc - all things girly to keep them interested and create repeat visitors.

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Website...

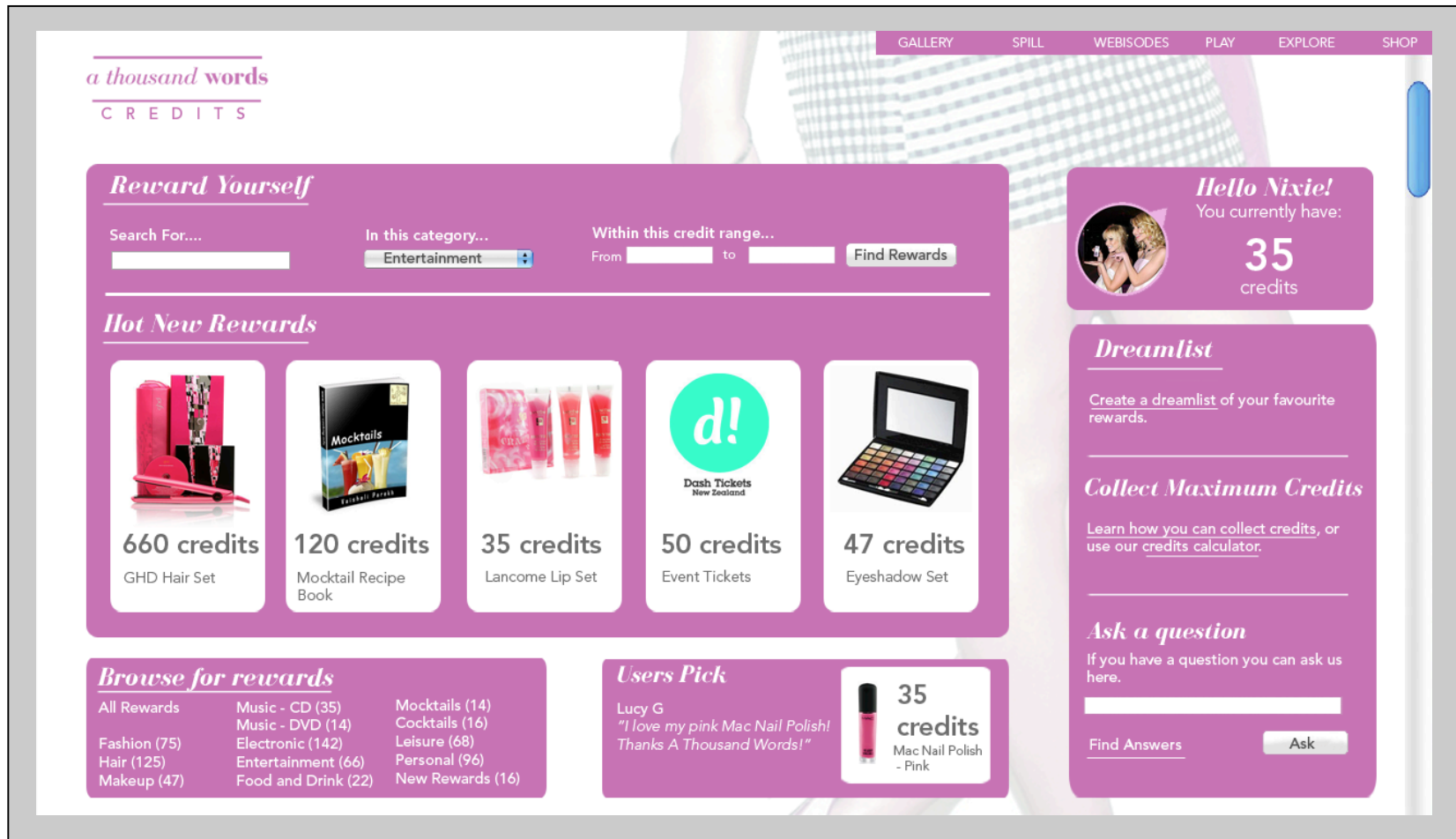


Explore

this is where users can explore issues relating to alcohol and also browse through hooked on organisations that are there to provide assistance where we cannot.

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Website...



Shop

Users can browse through "rewards" - see the newest ones, other users feedback, search for rewards and even create lists of dream items that they can aspire towards! Perhaps contributing towards altering their behaviour.

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User Group

- Dealing with Stress

Sophie is a 19 year old who found the “athousandwords” website through being tagged in one of the photos on a night out with the girls. As binge drinking was very prevalent in her group of friends, Sophie was curious as to what it was so she joined the site and went through the narrative. As she could relate to the scenarios Sophie ended up with the pregnant result. Due to her recent passionate encounter with a guy, Sophie is now paranoid that she is pregnant.

HOW A THOUSAND WORDS CAN HELP HER:

- Provided a help menu alongside the video narrative that links to other pages. Here she can chat to someone online, contact support organizations (such as family planning) or go to the confessions board to share her experience. Through the confession she is a part of our community and is not alone.
- Sophie can also enter a question into the site, which our staff will endeavor to answer. This is confidential.
- She can also go to the “explore” page and search our database, get advice from articles featured and browse through organizations that could help her where we cannot.

User Group

- Educational Aspect

Sarah is a socially awkward female high school student that doesn't see the fuss about binge drinking and is not easily persuaded by common trends and social norms. However she is quite interested to discover what the hype is about to make up her own decision on the issue. She discovered a link to the interactive site, whilst searching for information on the New Zealand drinking culture.

Throughout Sarah's interactive video experiences, she generally makes sensible decisions choosing to not drink as much and stay at the party as apposed to going to town. This leads her video experience on a good note, with her final outcome resulting in her talking to the "Hot Guy" at the end of night.

HOW CAN A THOUSAND WORDS HELP HER?

- Provides her with an in-depth insight of the NZ binge drinking culture that cannot be taught by an educational institute.
- Sarah can navigate to the "explore" section and find out facts and statistics on alcohol.
- Shows Sarah the unglamorous side of binge drinking so she doesn't feel she needs to conform to this culture.
- If Sarah stays true to her video narrative choices she could end up feeling empowered and possibly gain confidence to be more interactive with her peers. The online profile and test results linking system can also allow her to become more social.

User Group

- Cheaters/No Fussers

Tash goes out to Courtenay place on a Saturday night and gets smashed. She gets handed a card in town and is lured in by the possibility of free stuff. She goes home that night and flicks through the video not really caring just trying to win something. Once going through the video narrative with her random selection of answers she gets enough credits for a free lip-gloss voucher (instant gratification). Seeing she can win more stuff on the website she sets her aim on the free bar tender party which is drawn each month. She returns to the site twice a week for the next three weeks gaining credits but not caring about the content.

HOW CAN A THOUSAND WORDS HELP HER?

- By incorporating a community-wide statistic into the game, Tash needs to also rely on everyone's good behavior in order to win. This would encourage behavioral changes within groups and in turn, the community.
- Remind her of her personal aspirations. This is in the form of the credit system. She can create a dream list of her desired products to purchase and change her ways to do so.
- By seeing others having a good time and her friends being tagged, Tash will hopefully change her ways and catch on to the system. The play section may also keep her hooked, as it offers tips, games, quizzes and polls on hair/beauty etc as well as alcohol.
- Empower her and appeal to her need of independence and rebellion

User Testing - Feedback



Charli Corrigan GIRLS!!! Play our interactive game mock up (still in very rough stages) – Feedback would be very much appreciated!!! Thanks to all who helped out :)
<http://www.youtube.com/watch?v=epkhilZwp2A> – p.s. BOYS – you can play too if you want :P

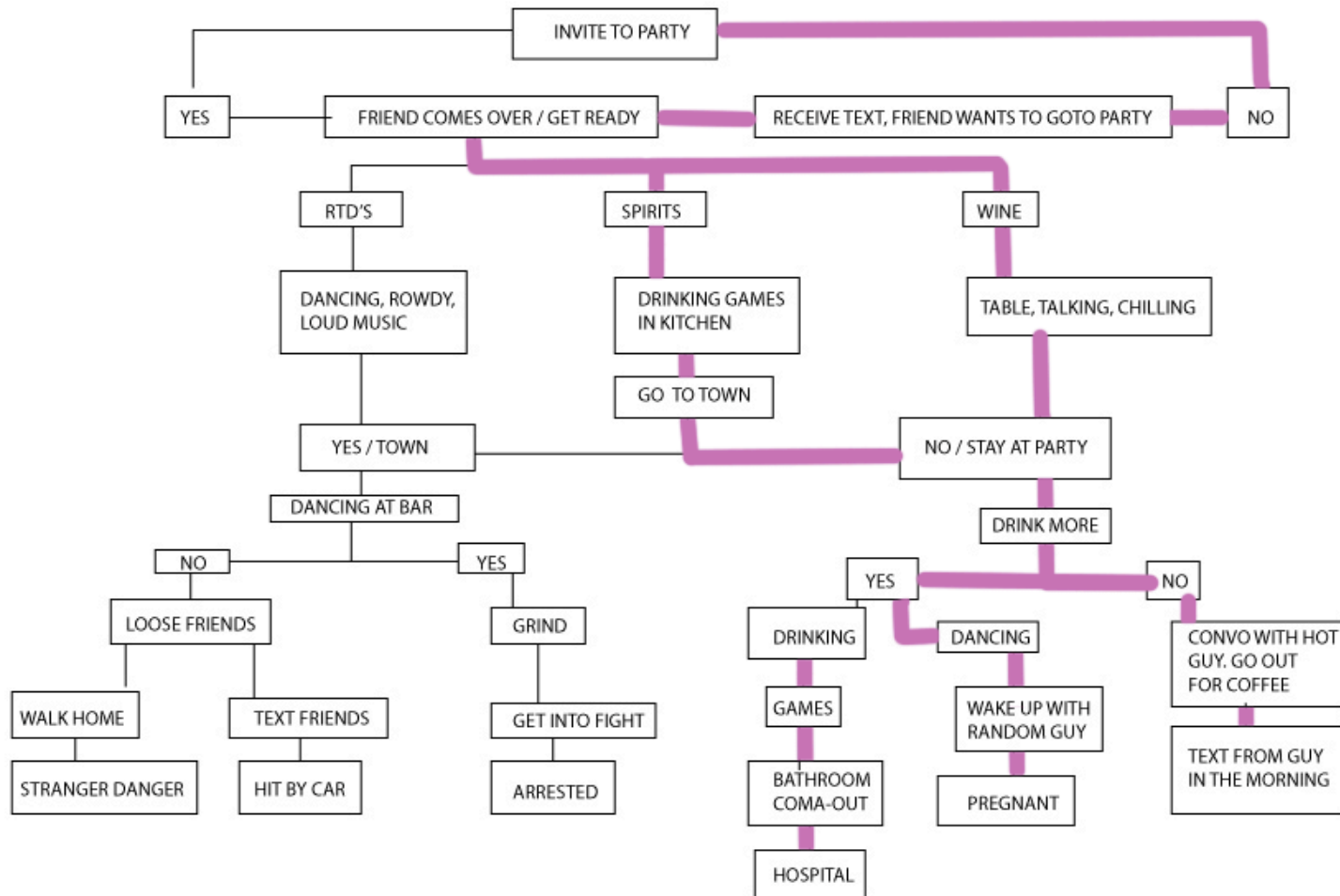


START HERE! A Thousand Words – Let's get ready!
www.youtube.com
START HERE – Part One. A pick-a-path video narrative that explores the issue of binge drinking amongst girls aged 16 – 23 in New Zealand. Done as part of an assignment for the Play, Research and Design paper at Massey University, Wellington. 2010.

7 hours ago · Comment · Like · Share

- * awesome!
- * actually turned out really well - wicked idea
- * alcohol poisoning nearly killed me.
- * ow no, alcohol poisoning almost killed me :O
- * I am Lindsay Lohan!!! and Katy perry... and jamie lynn Spears!! its good i wanted play more :) may be hit up town next time haha
- * HAHA! I love Fynn's character. He makes we all warm inside.
- * aaah its so awesome, i want more! Lol
- * I got katy perry and i won a date with fynn hahah :D
- * I chose not to drink more and head to the lounge
And got pregnant
Guts
- * got pregnant wow that was fast
- * im Lindsay lohan ! the shame ! wow charli this so great
- * Oooh Oooh i won a date with my crush :D and i am KATY PERRY wooh lol...that is such an AWESOME idea whoever came up with that!!
- * AMAZING! That guy is hot, I'd stop drinking for him haha
- * Love it.
- * Ewww Lindsay, gross. Better change my ways....

Narrative Structure...



Game Play Results...

Congratulations!
You win a date with your crush.

stay safe
and win



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You scored
in the top:
85%

You know how to have fun
but are sensible about it.
That kinda attitude will get
you what you want, fast!



You are **Katy Perry!**

[View other users who got this result.](#)

Statistics

- ◆ 388 users have played the game this week.
- ◆ 291 got this result. That's 75%.

Well Done!

Everyone's good behaviour allows you to go into
the draw for a **free party!**

Congratulations!
Alcohol poisoning nearly killed you.

stay safe
and win



a thousand words

You scored
in the bottom:
35%

Yikes girl! You better calm
down - your boozy habits
are leading you on a down-
hill trip to skankville!



You are **Lindsay!**

[View other users who got this result.](#)

Statistics

- ◆ 388 users have played the game this week.
- ◆ 194 users got this result. That's 50%.

Uh oh!

Your actions have kept you from entering in the
major prize draw - you better change your ways!

Go you!

You have earned:

0

credits

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Time to play...

Use your cards to log onto our site and make your way through!