



TORNADOS **Full Force Your Face!**

Add a Full Force Face for a chance to **Win!**

Earn points toward: Skydiving Simulation / Digital Cameras / Coupons / Tornados Gear / And More!

-  Challenge Home
-  All Full Force Faces
-  My Profile
-  Friends' Stuff

55
MY POINTS

PICK A PRIZE

PRIZE VAULT

Wii Raffle

NINTENDO



WII RAFFLE

GET IT!

Camera Raffle

CAMERA



RAFFLE

GET IT!

Tornados Coupon



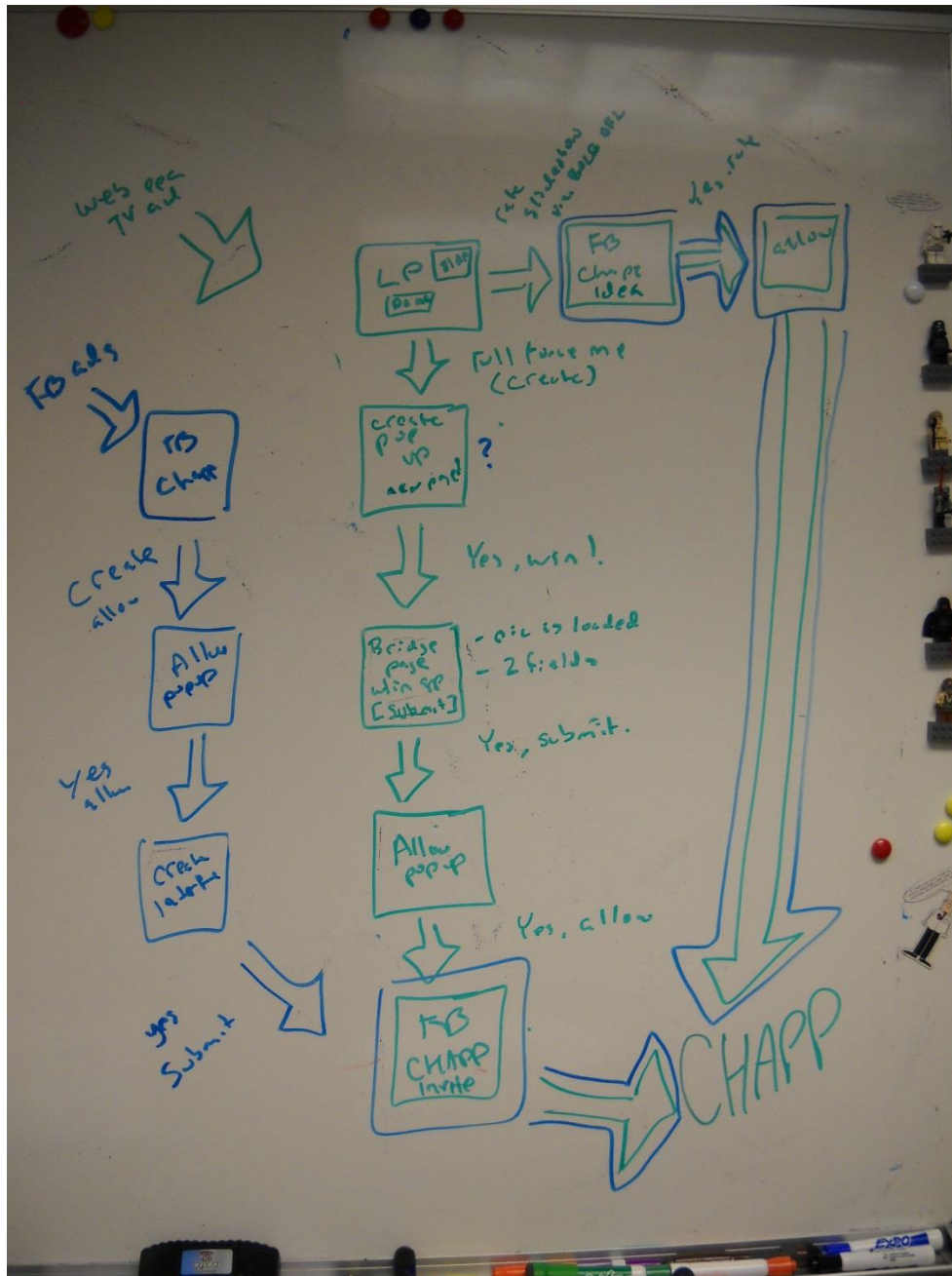
FREE BOX

18.33% (55 / 300)

LEARN MORE

Wireframe and copy for social app
(Campaign hosts at Facebook.com/Tornados and MyTornados.com)

Initial user flow diagram



Sample wireframes and copy

DOT.COM LANDING PAGE

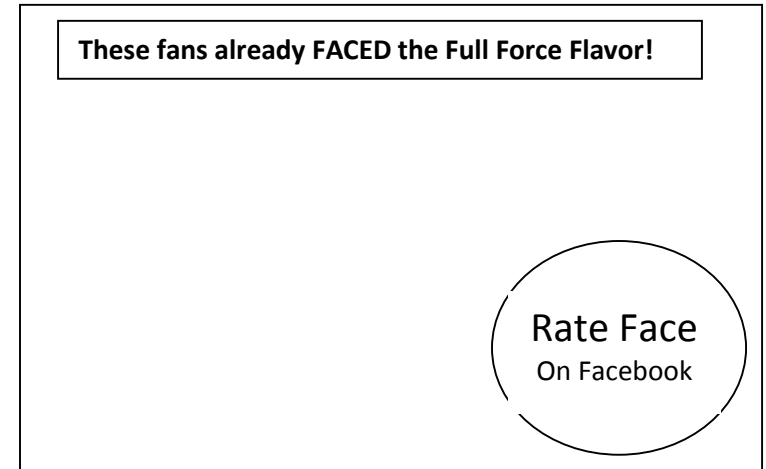
The box element on the right is a slideshow of top-rated faces. The button should show current rating with link to actual bulb on Facebook. This should include a link back to mytornados.com home.

Full Force Flavor. Full Force Fun.

Tornados pack a whirlwind of in-your-face flavor in every bite. Can you handle the snack that blows all others away?

Full Force your face – or your friend’s face – to find out!

Full Force Your Face!
<button to app pop-up>



What are Tornados?

<box shot>

Full Force Flavor

A whirlwind of flavor rolled into a crispy seasoned crust!

Link: mytornados.com/whataretornados
(in new tab)

Where can I get 'em?

<map>

They're Everywhere

Get 'em at grocery and convenience stores nationwide!

Link: mytornados.com/wheretogethem/
(in new tab)

How do I win?

<full forced face OR pile o' prizes>

Full Force Your Face

Win an instant Buy 1 Get 1 coupon and other great prizes!

Link: button to app pop-up

Sample wireframes and copy

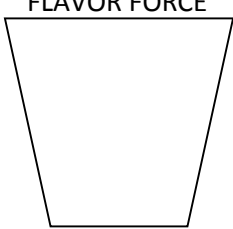
CREATE POP-UP FOR DOT.COM

The copy on the second bullet needs to align with the actual image widget. If the mouse pointer is not a crosshairs, "Aim" may not work. On the flavor force slider, we should incorporate "Flavor Force" perhaps as replacement for "Tornados Zone".

Full Force Your Face!

Can you handle the snack that blows all others away? Full Force your face – or your friend's face – to find out!

1. Upload a photo. [Upload icon or button]
2. Aim the Tornado and adjust flavor force.
3. WIN great prizes on Facebook!

<p><IMAGE WIDGET> <IMAGE WIDGET> <IMAGE WIDGET> <IMAGE WIDGET> <IMAGE WIDGET></p>	<p>Click to upload your photo. (Or pick a friend's pic. We won't tell!)</p>	<p>FLAVOR FORCE</p> 
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Reset Print Share: Facebook Twitter MySpace Email

WIN great prizes on Facebook!

Enter to WIN XXXXXXXXXXXX, YYYYYYYYYYYY and more on Facebook. You'll get a Buy 1 Get 1 FREE coupon just for entering!

Who's in the pic? First name and state only!

<Text field 1>

What's your idea of Full Force Fun?

<Text field 2>

Enter to Win! <button>

Sample wireframes and copy

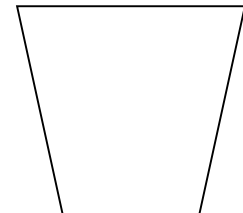
CREATE PAGE IN FACEBOOK

The copy on the second bullet needs to align with the actual image widget. If the mouse pointer is not a crosshairs, "Aim" may not work. On the flavor force slider, we should incorporate "Flavor Force" perhaps as replacement for "Tornados Zone".

Full Force Your Face!

Can you handle the snack that blows all others away? Full Force your face – or your friend's face – to find out!

1. Upload a photo. [Upload icon or button]
2. Aim the Tornado and adjust flavor force.
3. Click "Enter to Win!" below!

<p><IMAGE WIDGET> <IMAGE WIDGET> <IMAGE WIDGET></p> <p><IMAGE WIDGET> <IMAGE WIDGET></p>	<p>Click to upload your photo. (Or pick a friend's pic. We won't tell!)</p>	<p>FLAVOR FORCE</p> 
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Sample screen shots

