



A Critique By

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Executive Summary

In the digital entertainment distribution industry, there are pioneers, innovators, and heavyweights. SpiralFrog, both pioneer and innovator, is far on its way to becoming a heavyweight. Pioneering the ad-supported download model, the company takes digital music full circle to consumers' predisposition toward FREE entertainment. Broadcast radio and television have always been free. Why not digital music and video?

The following document first offers observations of strengths, weaknesses, opportunities, and threats facing SpiralFrog.com in its current state. In addition, as the core of a dot-com is its web presence, a follow-on Web Review offers observations tied directly to each page of the website.

Strengths

- The company's advocacy for security and virus protection is an asset, shunning both adware and spyware.
- Competitors such as iTunes, Napster, Rhapsody, Zune, Amazon, Wal-Mart, Beatport, and Perfect Beat have the headache of dealing with subscription transactions or a-la-carte micropayments and sharing that headache with consumers.
- As the key to effective online advertising is relevancy, SpiralFrog's requiring users to renew subscription on a monthly basis allows the company to understand its user base better than any existing competitors. In addition to the requisite age, gender, and zip code, monthly data collection may be used to champion relevant ad serving.
- SpiralFrog clearly embraces the value of viral marketing, as demonstrated by the Send To A Friend feature and SpiralFrog Club campaign. Just as JibJab has grown an entire business on entertaining Flash messaging, the SpiralFrog Club campaign integrates humor, personalization, and interactivity to drive traffic to SpiralFrog.com.

Weaknesses

- In September 2007, *TechBlogr.com* covered the official launch of SpiralFrog, stating that the company's goal was to attract users who usually go to online file-swapping services with a legal alternative. Three major drawbacks were highlighted:
 1. Files cannot be burned to CD or DVD for playback
 2. The content does not work on Apple's Macintosh computers or iPods
 3. Files cannot be copied to more than two portable devices or mobile phones at one time

- SpiralFrog's content library is smaller than competitors'. TechBlogr.com quoted that the company planned to have 2 Million+ songs in the coming months. Eight months later, the library is still at 1.2 Million songs.

Opportunities

- The company is poised for expansion into additional content. Because the SpiralFrog brand does not lean toward music, the company may be able to expand into ad-supported download of sitcoms, short films, movies edited for commercial breaks, and short-form user-generated videos (e.g., YouTube).
- Social networking features such as profile pages, messaging, chat, blogging, and user-rated content could increase brand loyalty and grow awareness exponentially.
- As SpiralFrog collects user data over time, an additional revenue stream may include selling aggregate user data to labels and research firms.

Threats

- As with any distribution service, dependency in suppliers is crucial. SpiralFrog must continue to maintain top-level relationships with major labels to continue to have access to the latest hits and backfill popular tracks.
- Competitors with large installed bases and more capital could launch their own ad-supported models fairly easily.
- Savvy consumers with audio capture applications could bypass Windows DRM protection and pirate SpiralFrog's audio content. Once one smart consumer recaptures a track and posts it on Limewire, it's open season for illegal sharing. SpiralFrog can combat such activity by maintaining and improving its easy, attractive user interface, and opening access to as many portable devices as possible (e.g., iPod, Windows Mobile, and additional mobile phones) to dissuade unauthorized sharing.

Web Review

The primary navigation of the site is very logical and user-friendly. The gradient green border and clean, white page background allows content to "pop." Multiple rich media advertising opportunities, subscribing to IAB standards, allow for most advertisers to take advantage of placement. The immediate search function, accessible to both anonymous browsers and signed-in users, creates instant value for all visitors. Furthermore, the use of tags at the base of each page helps SpiralFrog maintain high search engine ranking.

The **Home** page may benefit from a more obvious call to action and a louder statement of benefits. In addition, contests may receive more entries if they are promoted in the Feature/Flash area rotation. (See Pages 7-8)

The **Sign In** page is a high-traffic page. The current page layout utilizes a skyscraper ad, which may not be the most effective ad size for this page. The page is lengthened by “invisible” content which most users will never see on this page. The “wasted space” beneath the sign in form may be an excellent position for a landscape banner. (See Page 9)

The **Create An Account** page is an excellent opportunity to ask registrants, “Where did you hear about SpiralFrog?” on a drop-down menu. As the company utilizes more offline marketing, this sourcing question will help ascertain effectiveness of traditional media campaigns and offline promotions. (See Page 10)

The **Install** page is the first time a user is presented with the download requirement. As consumers are becoming increasingly leery of adware and spyware, a confirmation of PC safety and performance would help to encourage installation. Again, the skyscraper ad format is probably not best choice for this page. (See Page 11)

The **Welcome** page is rather lackluster. After creating an account and going through the process of installing the Download Manager, this welcome screen could be more exciting. (See Page 12) Some suggestions may include:

1. A “test download” so users can verify that the system works and SpiralFrog can propagate some “audio branding.”
2. Icons and/or Flash animation may be used to highlight the places to get started. This may also be an excellent opportunity to introduce SpiralFrog Club.

The **FAQs** section is well-designed and chock full of valuable information. Placing the Help Desk navigation at the top of the page would provide for a better user experience. (See Pages 13-14). The Compatible Devices section of FAQs certainly offers many hardware options for playback. Nonetheless, as Microsoft is an advertiser on this page and files are downloaded in WMV format, it is surprising not to see Windows Mobile devices listed as compatible devices. While it may be assumed that these devices are not supported due to DRM constraints, a partnership opportunity may exist to integrate and subsequently cross-promote SpiralFrog at www.windowsmobile.com. (See Page 15) Lastly, on the Contact Us section of FAQs, a checkbox offering the option to copy the sender on communications sent to SpiralFrog would be a nice touch. (See Page 16)

The **Genres** section is comprehensive, but labeling the first 9 genres of music as “Main Genres” may convey site bias. The drop-down list of genres might possibly be replaced with a horizontal, looping list of genres with arrows (<>) to move through all 21 genres. (See Page 17) Certain genres pose opportunities for niche music enthusiasts. For example, Electronica is an excellent opportunity to speak out to the DJ community. The power of these industry influencers should not be overlooked, and may synergize well with the MixList feature. (See Page 18)

The **Artists** section shows most room for improvement. Overall, these pages are way too difficult to navigate, requiring tremendous amounts of end-user scrolling. Some of these pages are the longest pages on the site – over 500 inches long! Perhaps an interactive search function which breaks down artist names by first, second, and even third letter may yield less results than 27 number/letters. Popular DVR TiVo allows browsing, but narrows search results with each letter clicked. For example, users searching for Aerosmith could begin by clicking the first letter “A” and then clicking the second letter “E” to drill down to Aerosmith. In addition, the “Available” column might be enhanced by listing the number of items available, instead of just an icon. (See Pages 19-20)

When viewing the “Albums” tab for certain artists, such as Britney Spears, some albums listed are unavailable for download on SpiralFrog. A bonus would be to allow users to request content and then acquire the most requested content. (See Page 21) Furthermore, for some artists, many remix versions exist of their songs. If such versions are available from the label, SpiralFrog may benefit from acquiring them. A popularity indicator based on download frequency (similar to iTunes, but in different graphical format” may be more helpful to users than the Top Downloads tab. (See Page 22)

Following the “Songs” tab, the tab label “Other” doesn’t clearly tell users what to expect. (See Page 23) The “Top Downloads” tab does not remain consistent with the “Songs” tab; the columns do not separate Song Title from Album Title when presenting data from the database. (See Page 24)

On the “Videos” tab, the disappointing message that no Britney Spears videos are available may be an excellent time to gather user-requested content. (See Page 25) Lastly, on the “Discography” tab it is unclear whether the Ratings column represents SpiralFrog editor ratings or end-user download frequency. The layout presents a future opportunity to allow users to rate singles and albums by clicking on the 5-star rating graphic. While this functionality would be an excellent feedback tool, it currently would require editors to post the discography prior to rating. Other than the “Contact Us” link, might there be a way for users to add Albums, Songs, and Video requests here? (See Page 26)

The **New Releases** section does not specify whether Top Downloads are Songs or Videos. Similar to the Discography tab, this section may be an opportunity to allow users to rate singles and albums by clicking on the 5-star rating graphic. (See Page 28)

The **Videos** section may present another viral campaign opportunity. As streaming video is already integrated into the site, users may enjoy the ability to create playlists of videos, save the playlists to their profiles, and share playlists with their friends. Once a playlist is created, it could be set to auto-play in the background while users are at work, etc. Audio/Video ads and SpiralFrog branding can be inserted between streamed tracks. (See Page 29)

The **Concerts** (now **Live Music**) and **News** sections appear to be strong with advertising and sponsorship opportunities. (See Pages 30-31)

Users may respond to the **Your Profile** section if it were labeled “My Profile,” indicating first-person ownership. (See Page 32)

The process for creating a **MixList** appears to have some technical glitches. First, there is a typo on the Make a MixList page where “MixList” is spelled “MistList.” (See Page 34) Next, when populating the search fields and hitting ENTER instead of clicking SEARCH, the Name, Description, and Type of MixList disappear from view. The response message “We found X results for Y by Z” is missing a quote after the song title. Multiple, identical results are returned from the search, which may lead to user confusion. Lastly, the font in the MixList search results section is noticeably larger than the standard 8 point used throughout the rest of the site, giving a feeling of inconsistency. (See Page 35)

The **Search Results** pages from the top line search engine yield some placeholder artists. The strategy of offering placeholder artists is not clear. (See Pages 41-42)

Viral features, such as **Send To A Friend**, appear to have been expanded since this review was initiated. Bravo! (See Page 43)

The **Download Queue** could potentially offer a time/percentage remaining for each requested download. This time remaining typically involves a dynamic observation of the user’s bandwidth. (See Page 44)

The **Membership** renewal pages clearly explain how SpiralFrog can afford to offer FREE downloads. The most recent questionnaire, however, did not offer Windows Mobile devices in the response list when asking, “Which of the following do you use to play music?” Furthermore, a subsequent question utilized radio buttons instead of checkboxes and the responses were not mutually exclusive. A user may BOTH plan to purchase a cell phone that plays music in the next six months AND already own one. (See Pages 46-48)

Under **Contests**, it is not clear whether Ticketmaster is cross-promoting SpiralFrog or not. If not, such contests as *Win \$5,000 in Concert Tix* may also be excellent co-sponsorship and cross-promotion opportunities for one of the site's other sponsors, such as AT&T. (See Page 49)

A page entitled **Media Usage Rights Acquisition** has a typo – there is a double word “a” in the first sentence. In addition, as this page was delivered to a mobile device’s browser,

it may be beneficial to have an alternate mobile layout for the message which is targeted at the user's browser type. (See Page 49)

The **Advertise** page targets a business audience. Therefore, B2B content and graphics may be a better choice for the right side of the page. Also, perhaps the page would be better received by a business audience if it were served at <http://corp.spiralfrog.com>. (See Page 50)

Some of the page titles on the **Site Map** page are not consistent with the titles in the site's navigation menus. Specifically, "Video" should be spelled "Videos," "Charts" leads to "Top Downloads," and "Emerging Artists" leads to "Breakout Bands." The site map may also benefit from the addition of a "Renew" link under "Membership." (See Page 51)

A separate, **Corporate Site** at <http://corp.spiralfrog.com> keeps www.spiralfrog.com uncluttered with B2B content and allows the company to address a business audience. With the exception of the tagline and smaller print content, visitors may not pick up SpiralFrog's true passion for music. Some additional music-oriented imagery in the margins of the page may strengthen such an impression. In addition, photos of the management team are a nice touch. A more unified corporate image might include a photographic standard for such photos, such as a common backdrop, black & white, or green tinted photography. Furthermore, if the mission of SpiralFrog includes FUN and a passion for music, it might be nice to include management's favorite songs or playlists on the corporate site. (See Pages 52-53)

The **SpiralFrog Club Campaign** is HOT!!! Well executed, fun, interactive, and viral – the company should have great success with it. Perhaps a partnership could be arranged with JibJab.com to cross-promote the campaign. (See Pages 54-58)

Home (Signed In)



Rich media advertising opportunities

Immediate search function, whether signed in or not

Indication of successful login

Promotion is lost on the page – better placement would be in the Feature/Flash area rotation, creating a association between SpiralFrog and the drawing. Currently, this treatment could be confused with a third-party banner ad.

Use of Tags to rank high in search engine results

Sign In



Rich media advertising opportunities

Immediate search function, whether signed in or not

Call to action

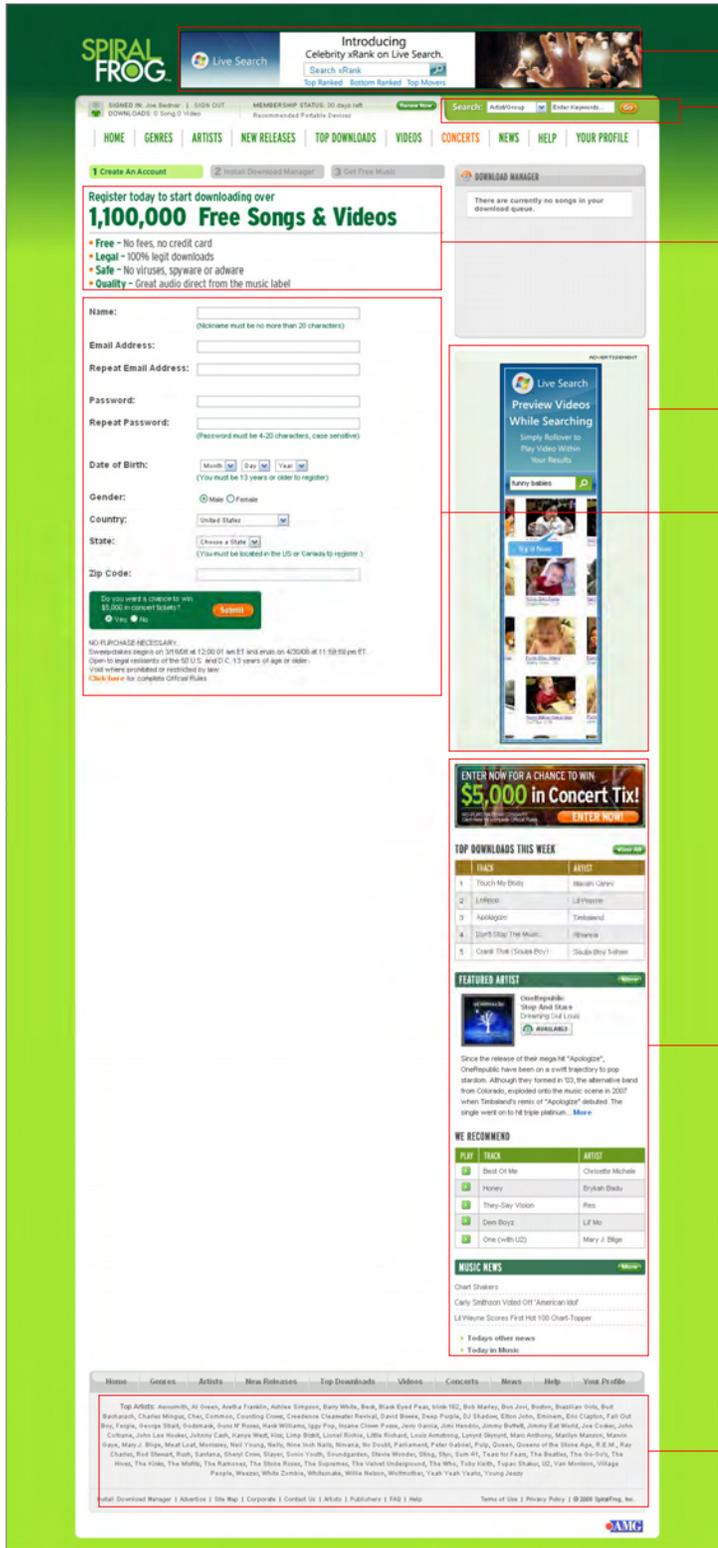
Skyscraper is clipped – users will not scroll down

Wasted space on a high-traffic page

"Invisible" content

Use of Tags to rank high in search engine results

Create An Account



The screenshot shows the registration page for Spiral Frog. Key elements include:

- Header:** Spiral Frog logo, Live Search, and an advertisement for "Introducing Celebrity xRank on Live Search".
- Navigation:** Home, Genres, Artists, New Releases, Top Downloads, Videos, Concerts, News, Help, Your Profile.
- Registration Form:** Fields for Name, Email Address, Repeat Email Address, Password, Repeat Password, Date of Birth, Gender, Country, State, and Zip Code. A "Create Account" button is at the bottom.
- Benefits:** A box titled "Register today to start downloading over 1,100,000 Free Songs & Videos" lists benefits: Free (no fees, no credit card), Legal (100% legit downloads), Safe (no viruses, spyware or adware), and Quality (great audio direct from the music label).
- Download Manager:** A section showing "There are currently no songs in your download queue."
- Preview Videos:** A section titled "Preview Videos While Searching" with a search bar and video thumbnails.
- Concert Ticket Giveaway:** A banner for "\$5,000 in Concert Tix!" with an "ENTER NOW!" button.
- Top Downloads This Week:** A table listing tracks and artists.
- Featured Artist:** A section for the band OneRepublic with a bio and a "WE RECOMMEND" list of tracks.
- MUSIC NEWS:** A section with headlines like "Chart Shakers" and "Carly Smithson Voted On 'American Idol'".
- Footer:** Navigation links, copyright information, and a logo for "AMC".

Rich media advertising opportunities

Immediate search function, whether signed in or not

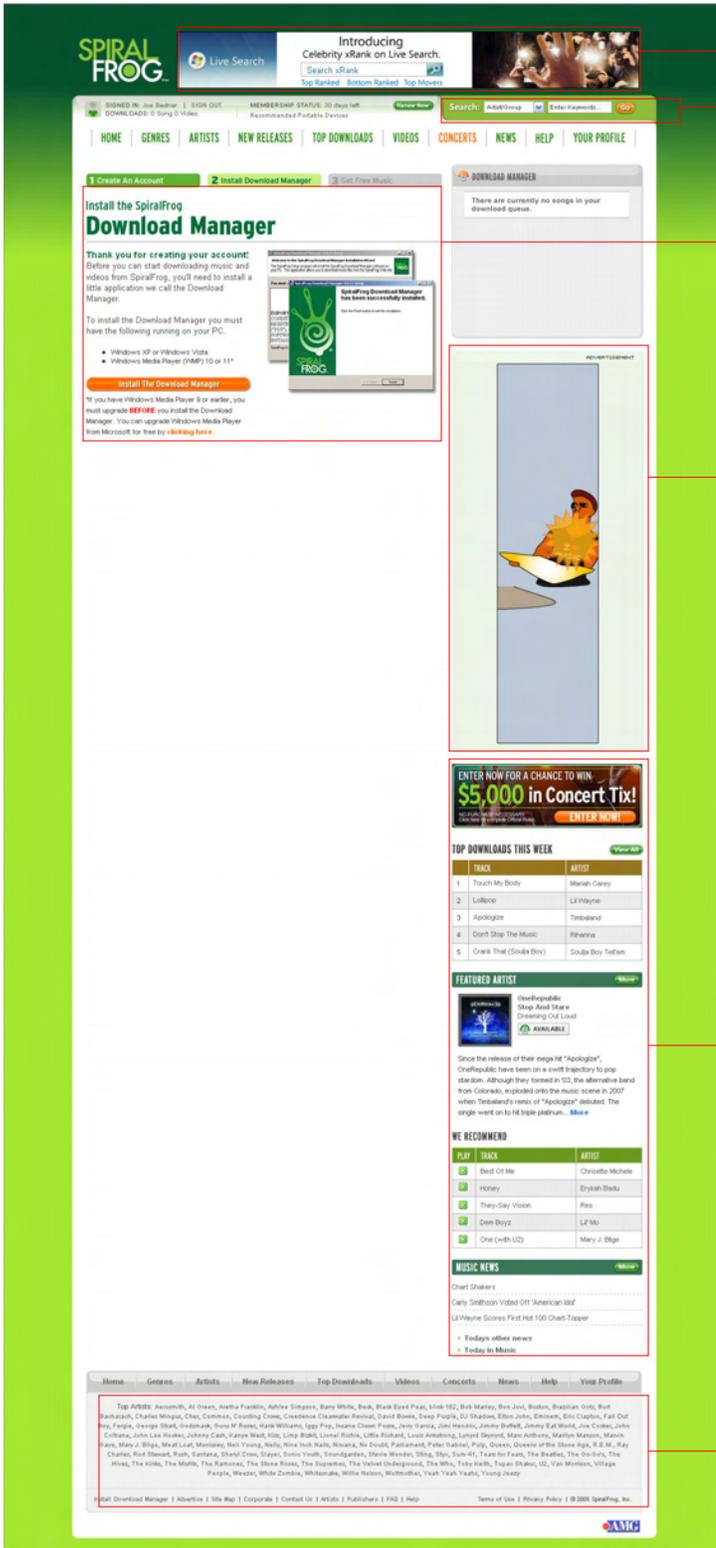
Benefits of registration are clear here, but why are they not obvious on the homepage?

Missed opportunity to ask, "Where did you hear about SpiralFrog?" on a drop-down menu

"Invisible" content

Use of Tags to rank high in search engine results

Install



Rich media advertising opportunities

Immediate search function, whether signed in or not

This is the first time user is presented with the download requirement. As consumers are becoming increasingly leery of installing software on their PCs, a confirmation of PC "safety and performance" would encourage installation.

Skyscraper is clipped – users will not scroll down

"Invisible" content

Use of Tags to rank high in search engine results

Welcome



Rich media advertising opportunities

Immediate search function, whether signed in or not

After creating an account and going through the process of downloading and installing the Download Manager, this welcome screen could be more exciting. Some suggestions may include:

1. A "test download" so users can verify that the system works and SpiralFrog can propagate some "audio branding."
2. Icons or Flash animation highlighting the places to get started.

"Invisible" content

Use of Tags to rank high in search engine results

FAQs – Support



Rich media advertising opportunities

Immediate search function, whether signed in or not

Help content

Placing this navigation at the top of the page would provide for a better user experience

Use of Tags to rank high in search engine results

FAQs – FAQs



Rich media advertising opportunities

Immediate search function, whether signed in or not

Help content

Placing this navigation at the top of the page would provide for a better user experience

Use of Tags to rank high in search engine results

FAQs – Compatible Devices

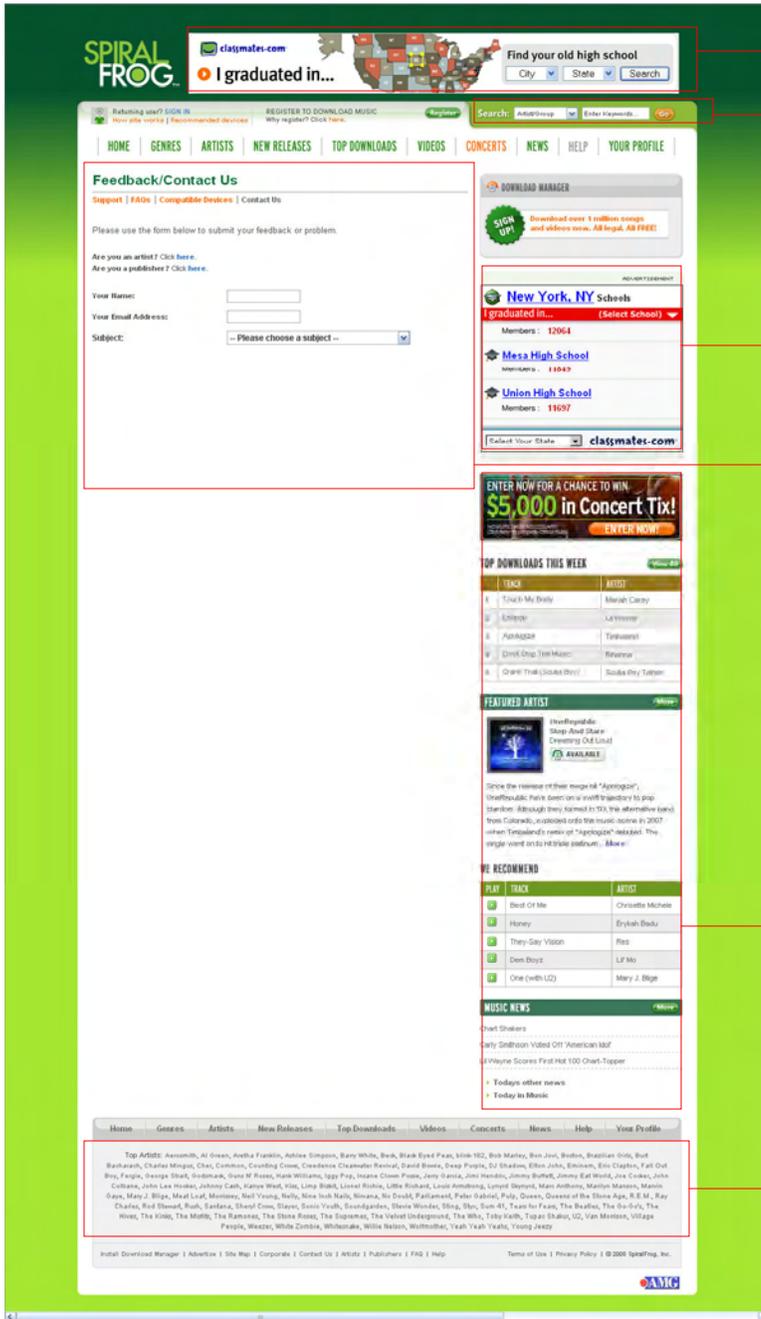


Rich media advertising opportunities

Immediate search function, whether signed in or not

As Microsoft is the advertiser on this page and files are downloaded in WMV format, it is surprising not to see Windows Mobile devices listed as compatible devices. While it may be assumed that these devices are not supported due to DRM constraints, a partnership opportunity may exist to integrate and subsequently cross-promote SpiralFrog at <http://www.windowsmobile.com>

FAQs – Contact Us



Rich media advertising opportunities

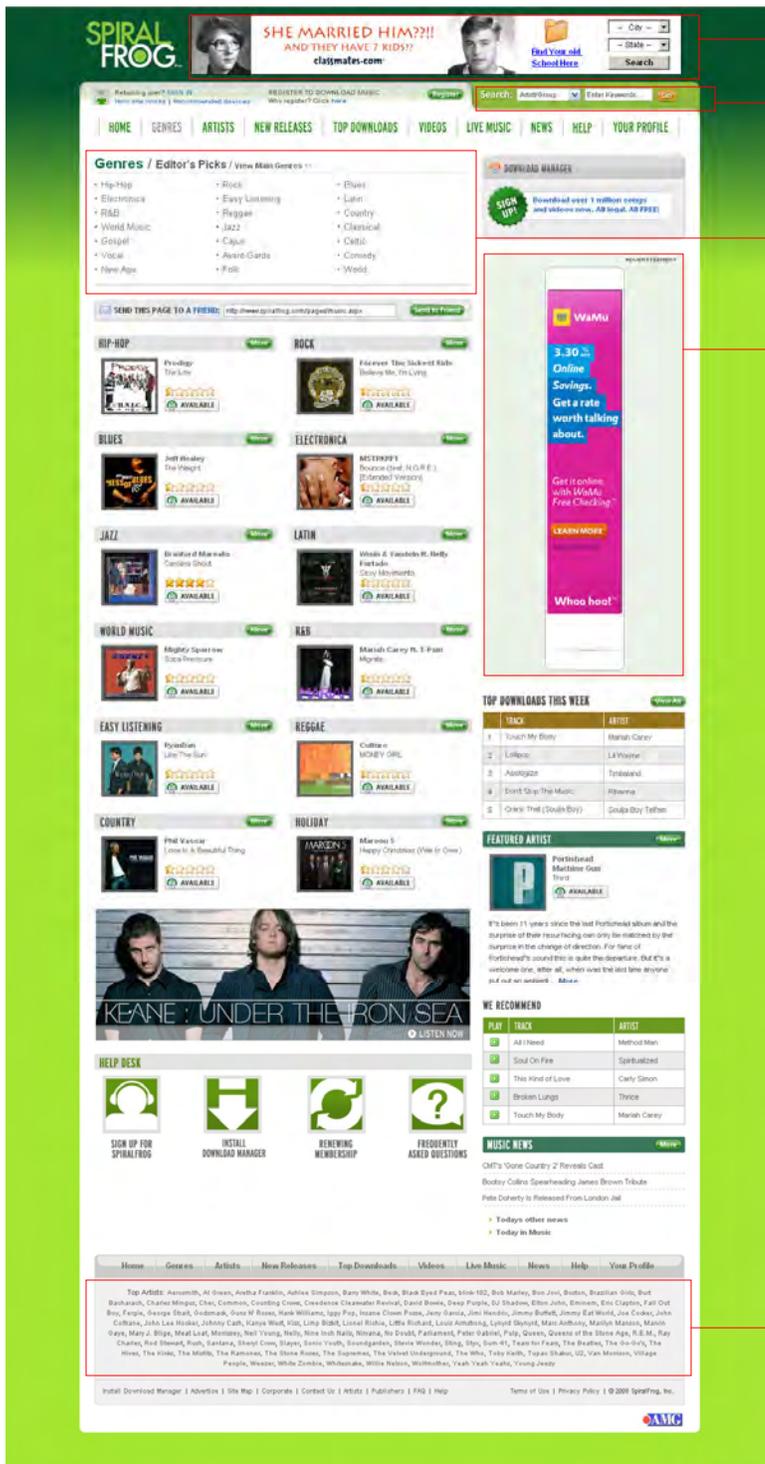
Immediate search function, whether signed in or not

A checkbox offering the option to copy sender on communications sent to SpiralFrog would be a nice touch

"Invisible" content

Use of Tags to rank high in search engine results

Genres



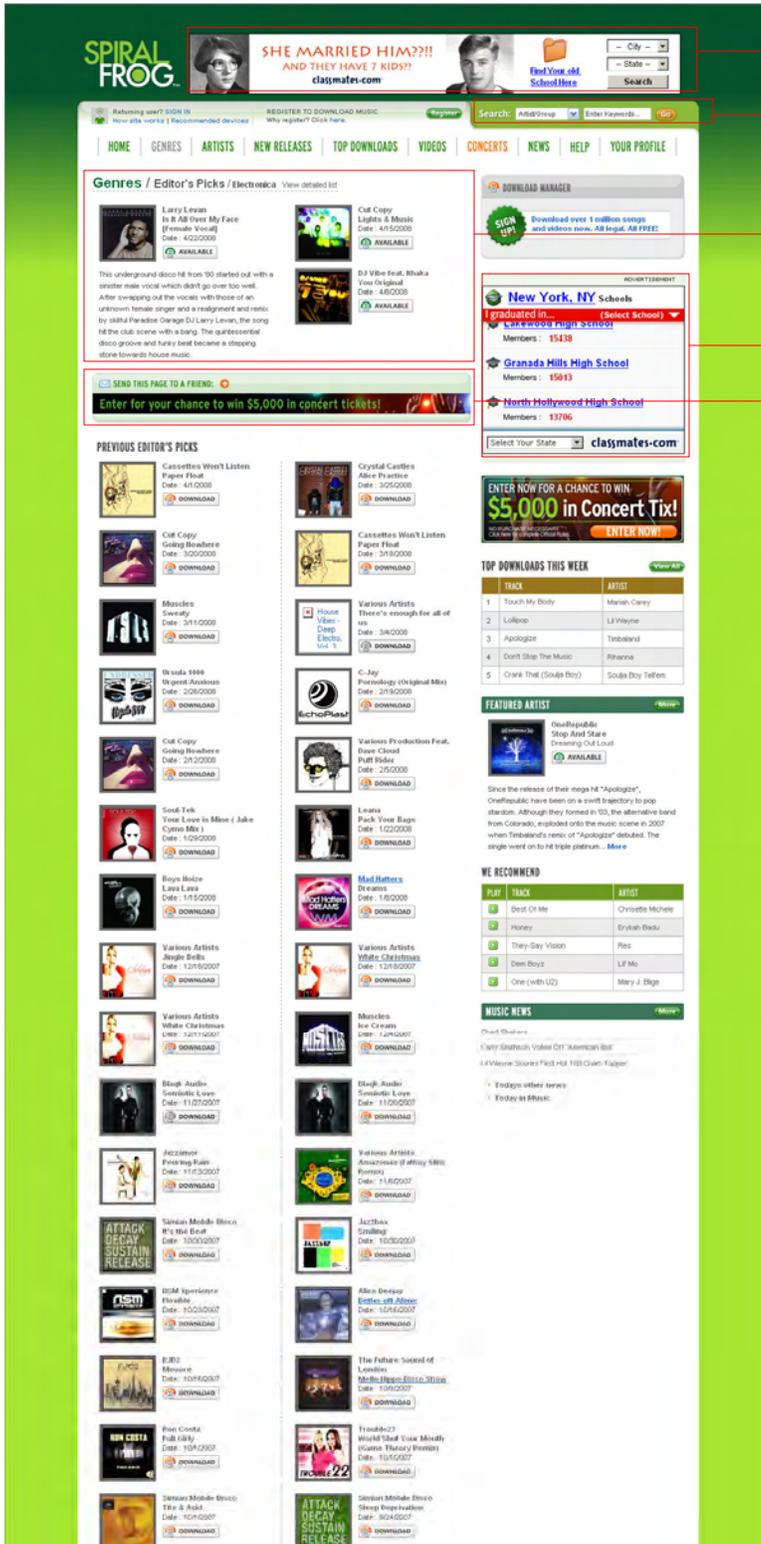
Rich media advertising opportunities

Immediate search function, whether signed in or not

Labeling the first 9 genres of music as "Main Genres" may indicate site bias. The drop-down list of genres might possibly be replaced with a horizontal looping list of genres with arrows (< >) to move through all 21 genres.

Use of Tags to rank high in search engine results

Genres – Electronica



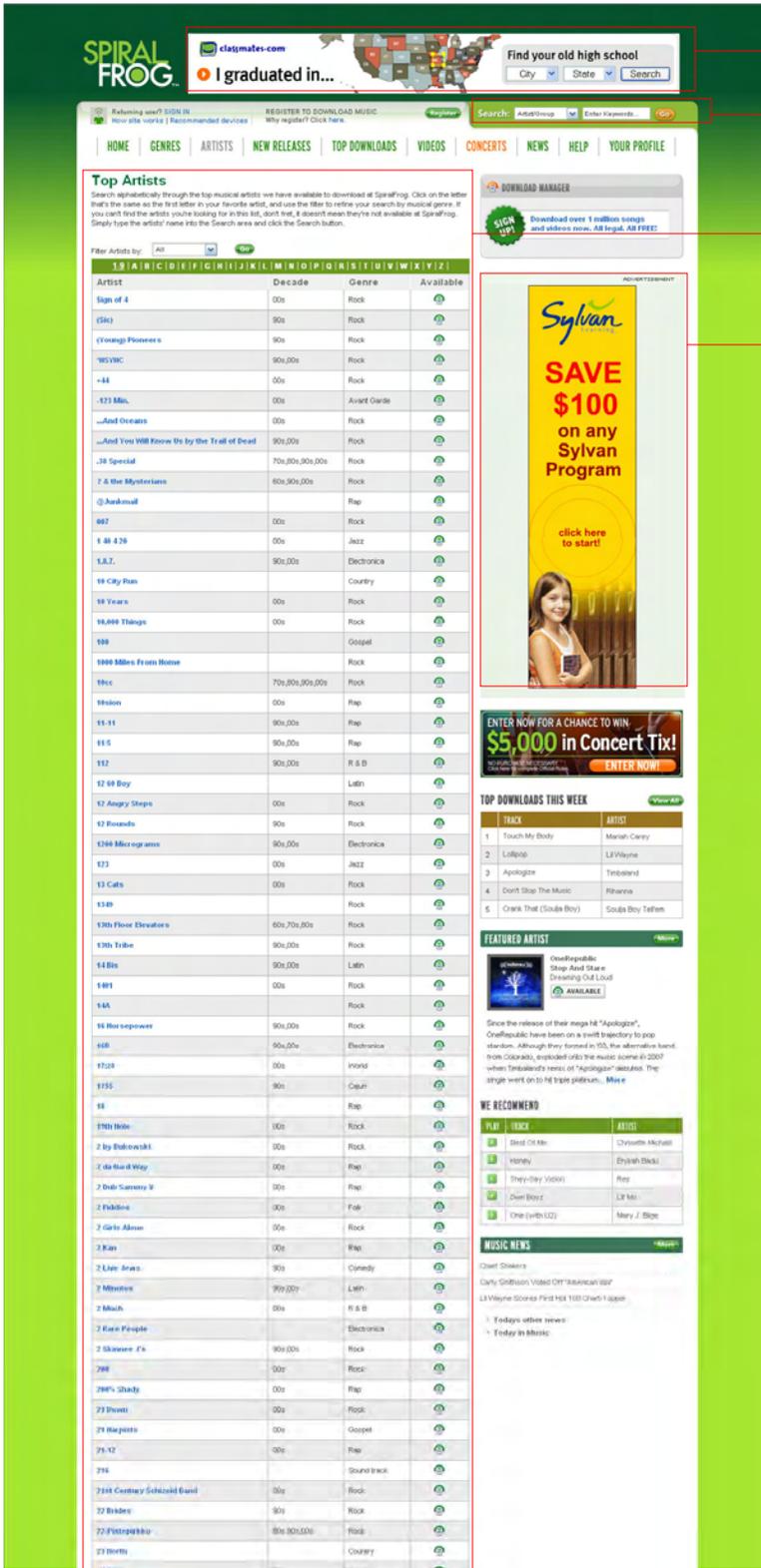
Rich media advertising opportunities

Immediate search function, whether signed in or not

This section is an excellent opportunity to speak out to the DJ community. The opportunity should not be overlooked, and may synergize well with the MixList feature.

Viral features, such as “Send this Page to a Friend” are key

Artists



Rich media advertising opportunities

Immediate search function, whether signed in or not

The "Available" column might be enhanced by listing the number of items available, instead of just an icon.

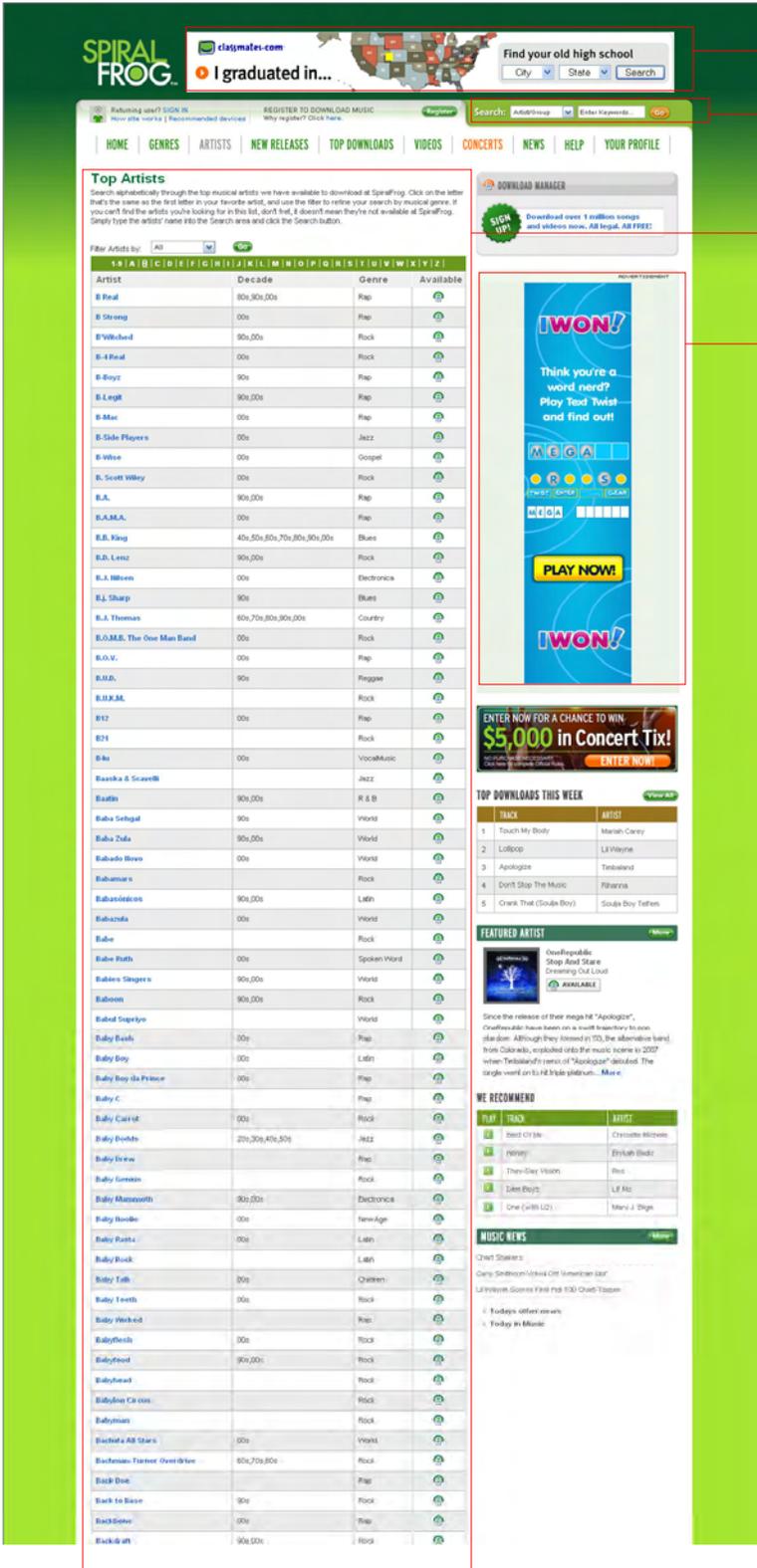
Overall, this page is way too long for end-user scrolling. Perhaps a drop-down menu which breaks down artist names by first and second letter may yield less results than 27 numbers/letters.

Popular DVR TiVo allows browsing, but narrows search results with each letter clicked.

For example, users searching for Aerosmith can begin by clicking the first letter "A" and then clicking the second letter "E" to drill down to Aerosmith.



Artists – S



Rich media advertising opportunities

Immediate search function, whether signed in or not

The “Available” column might be enhanced by listing the number of items available, instead of just an icon.

Overall, this page is way too long for end-user scrolling – it is the longest page on the site, over 500 inches long!!!

Perhaps a drop-down menu which breaks down artist names by first and second letter may yield less results than 27 numbers/letters.

Popular DVR TiVo allows browsing, but narrows search results with each letter clicked.

For example, users searching for Aerosmith can begin by clicking the first letter “A” and then clicking the second letter “E” to drill down to Aerosmith.



Artists – Britney Spears – Albums

The screenshot shows the SpiralFrog website interface. At the top, there's a navigation bar with 'HOME', 'GENRES', 'ARTISTS', 'NEW RELEASES', 'TOP DOWNLOADS', 'VIDEOS', 'CONCERTS', 'NEWS', 'HELP', and 'YOUR PROFILE'. A search bar is located on the right. Below the navigation, the main content area features a large banner for Britney Spears with her album 'My Prerogative' and 'Baby One More Time'. A 'DOWNLOAD MANAGER' section is visible, along with a 'SEND THIS PAGE TO A FRIEND' button. A 'RECOMMENDED ALBUMS' table lists 'Maximum Britney' by Orchard. A 'TOP DOWNLOADS THIS WEEK' table lists tracks like 'Touch My Body' by Mariah Carey. A 'FEATURED ARTIST' section highlights 'Apologize' by Timbaland. At the bottom, there's a 'WE RECOMMEND' section with a table of tracks and artists.

Rich media advertising opportunities

Immediate search function, whether signed in or not

Some albums listed are unavailable for download on SpiralFrog. A bonus would be to allow users to request content and then to acquire the most requested content.

Viral features, such as “Send this Page to a Friend” are key

Use of Tags to rank high in search engine results

Artists – Britney Spears – Songs

The screenshot shows the SpiralFrog website interface. At the top, there is a search bar and a navigation menu. The main content area features a profile for Britney Spears, including her album 'Greatest Hits: My Prerogative' and a bio. A table titled 'RECOMMENDED ALBUMS' lists various albums with their release years and ratings. Below this is a 'DISCOGRAPHY' section with a table of songs and their release years. A 'TOP DOWNLOADS THIS WEEK' section lists popular tracks. A 'FEATURED ARTIST' section highlights OneRepublic. At the bottom, there is a 'GROUP MEMBERS' section with a list of artists.

Rich media advertising opportunities

Immediate search function, whether signed in or not

Some albums listed are unavailable for download on SpiralFrog. A bonus would be to allow users to request content and then to acquire the most requested content.

Viral features, such as “Send this Page to a Friend” are key

Many remix versions exist of these songs. If such versions are available from the label, SpiralFrog may benefit from acquiring them.

A popularity indicator based on download frequency (similar to iTunes, but in different graphical format) may be more helpful than the Top Downloads tab.

Use of Tags to rank high in search engine results

Artists – Britney Spears – Other



Rich media advertising opportunities

Immediate search function, whether signed in or not

Some albums listed are unavailable for download on SpiralFrog. A bonus would be to allow users to request content and then to acquire the most requested content.

Viral features, such as “Send this Page to a Friend” are key

Overall, the label “Other” doesn’t tell users what to expect.

Use of Tags to rank high in search engine results

Artists – Britney Spears – Top Downloads

The screenshot shows the SpiralFrog website interface for the artist Britney Spears. Key elements include:

- Search Bar:** Located at the top right, with a search button and a 'Find your old high school' link.
- Navigation Menu:** Includes Home, Genres, Artists, New Releases, Top Downloads, Videos, Concerts, News, Help, and Your Profile.
- Artist Profile:** Features a photo of Britney Spears, her genre (Rock), and album information such as 'Greatest Hits: My Prerogative' (Original Release: 11/9/2004) and '...Baby One More Time' (Original Release: 1/21/1999).
- Download Manager:** A section on the right side of the artist page.
- Recommended Albums:** A table listing albums by Maximum Britney, including titles like '...Baby One More Time', 'New York, New York', and 'In Sync With N-Sync'.
- Top Downloads This Week:** A table with columns for Track and Artist, listing songs like 'Touch My Body' by Mariah Carey and 'Lollipop' by Lil Wayne.
- Send this page to a friend:** A feature with a 'SEND THIS PAGE TO A FRIEND' button and a promotional message about winning concert tickets.
- Group Members and Similar Artists:** Lists other artists and bands, such as Backstreet Boys, Mariah Carey, and Justin Bieber.
- Footer:** Contains copyright information and a list of top artists.

Rich media advertising opportunities

Immediate search function, whether signed in or not

Some albums listed are unavailable for download on SpiralFrog. A bonus would be to allow users to request content and then to acquire the most requested content.

Viral features, such as “Send this Page to a Friend” are key

The columns on the Top Downloads tab do not separate Song Title from Album Title, as on the Songs tab.

Use of Tags to rank high in search engine results

Artists – Britney Spears – Videos



Rich media advertising opportunities

Immediate search function, whether signed in or not

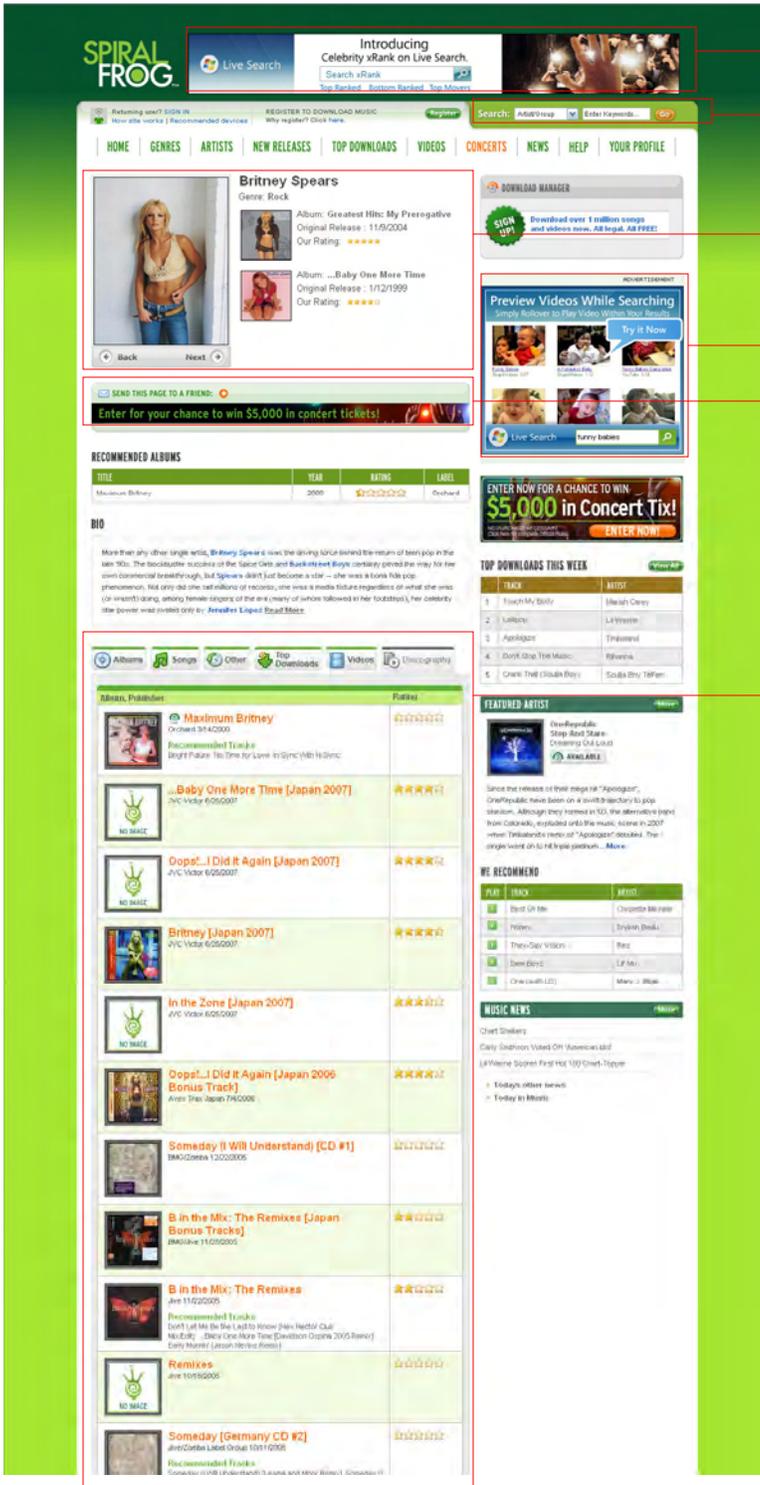
Some albums listed are unavailable for download on SpiralFrog. A bonus would be to allow users to request content and then to acquire the most requested content.

Viral features, such as “Send this Page to a Friend” are key

The disappointing message that no Britney Spears videos are available may be an excellent time to gather user-requested content.

Use of Tags to rank high in search engine results

Artists – Britney Spears – Discography



Rich media advertising opportunities

Immediate search function, whether signed in or not

Some albums listed are unavailable for download on SpiralFrog. A bonus would be to allow users to request content and then to acquire the most requested content.

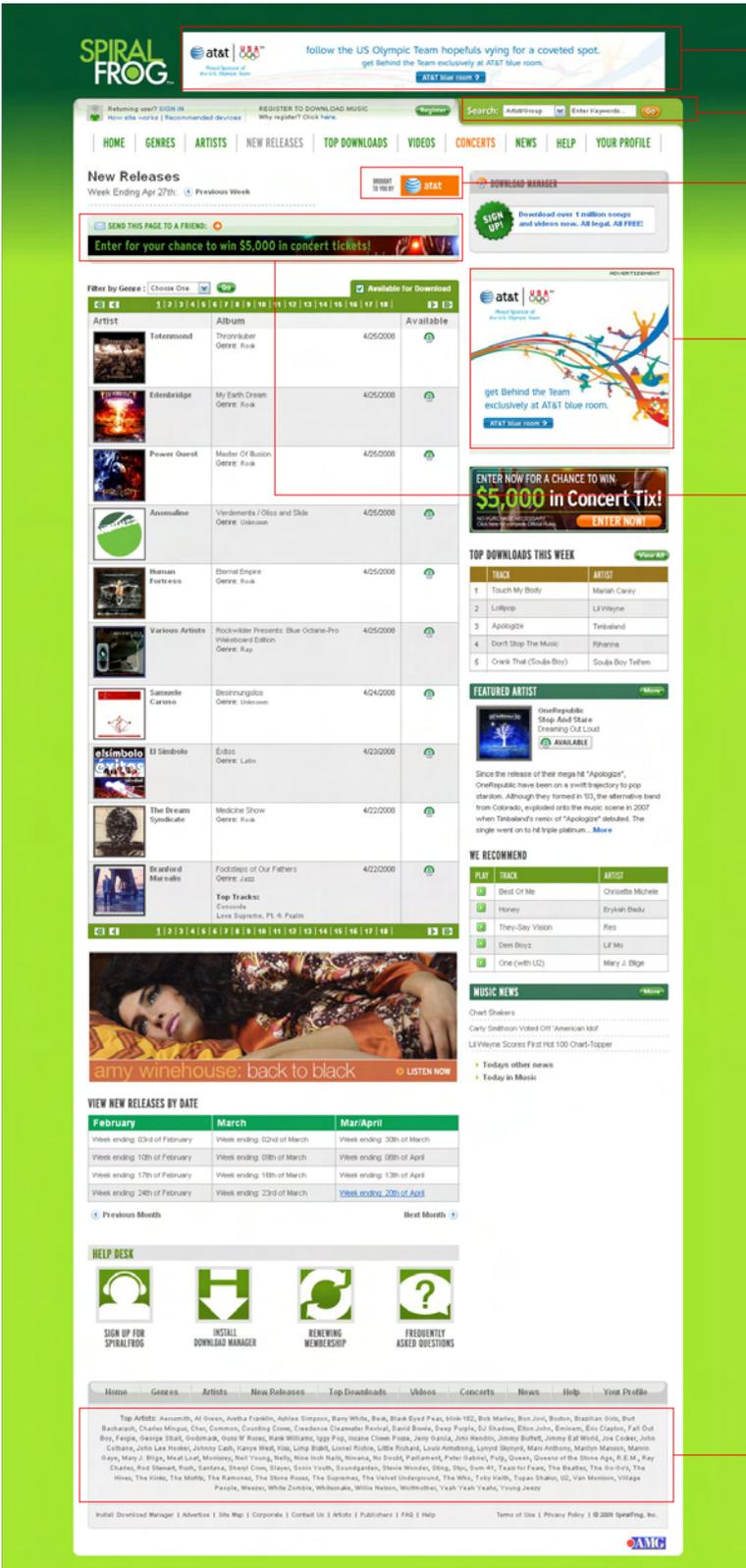
Viral features, such as “Send this Page to a Friend” are key

Allowing users to rate singles and albums would be an excellent feedback tool, but requires editors to post the discography prior to rating.

Other than “Contact Us,” might there be a way for users to add Albums, Songs, and Video requests here?

As this page is quite long, it may be advantageous to place the “request” tool between the tabs and the content.

New Releases



Rich media advertising opportunities

Immediate search function, whether signed in or not

Sponsorship opportunity (integrated with banner ads)

Viral features, such as "Send this Page to a Friend" are key

Use of Tags to rank high in search engine results



New Releases

The screenshot shows the Spiral Frog website interface. At the top, there's a navigation bar with 'HOME', 'GENRES', 'ARTISTS', 'NEW RELEASES', 'TOP DOWNLOADS', 'VIDEOS', 'CONCERTS', 'NEWS', 'HELP', and 'YOUR PROFILE'. A search bar is prominently displayed with the text 'Introducing Celebrity xRank on Live Search.' Below the search bar, there's a 'TODAY'S TOP DOWNLOADS' section featuring Mariah Carey's 'Touch My Body'. A large 'SEND THIS PAGE TO A FRIEND' button is highlighted with a red box and a promotional message: 'Enter for your chance to win \$5,000 in concert tickets!'. Below this is a table of top downloads with columns for Rank, Artist and Title, Year, Rating, and Download. A 'Download Manager' sidebar on the right offers a 'SIGN UP!' button and lists schools for a 'New York, NY Schools' section. At the bottom, there's a 'HELP DESK' section with icons for signing up, installing the download manager, renewing membership, and frequently asked questions.

Rich media advertising opportunities

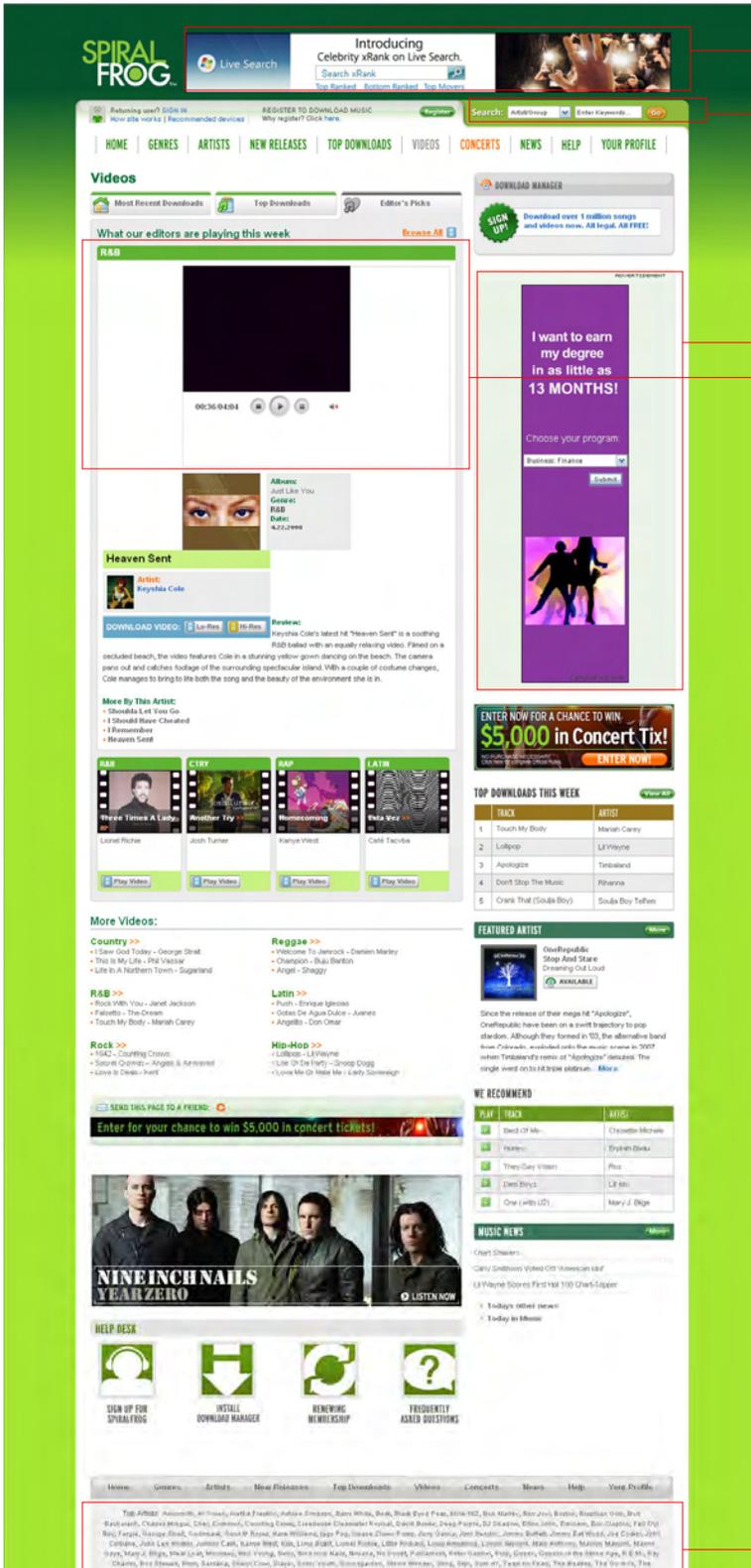
Immediate search function, whether signed in or not

Viral features, such as “Send this Page to a Friend” are key

Are the Top Downloads Songs or Videos?

Might users be given the opportunity to submit ratings by clicking on the ratings scale?

Videos



Rich media advertising opportunities

Immediate search function, whether signed in or not

As streaming video is already integrated into the site, users may enjoy the ability to create playlists of videos, save the playlists to their profiles, and share playlists with their friends.

Once a playlist is created, it could be set to auto-play in the background while users are at work, etc. Audio/Video ads and branding can be inserted between streamed tracks.

Use of Tags to rank high in search engine results

Concerts (Now Live Music)



Rich media advertising opportunities

Immediate search function, whether signed in or not

Sponsorship opportunity (integrated with banner ads)

"Invisible" content

Use of Tags to rank high in search engine results

News

The screenshot shows the Spiral Frog website interface. At the top, there's a navigation bar with links like HOME, GENRES, ARTISTS, NEW RELEASES, TOP DOWNLOADS, VIDEOS, CONCERTS, NEWS, HELP, and YOUR PROFILE. A prominent search bar is located in the top right corner, with a 'GO' button. Below the navigation, there's a 'Music News' section with a 'Download Manager' button. The main content area features several news articles, including 'This Day in Music' for April 24, 2008, 'Latest Headlines', 'Chart Shakers', 'Carly Smithson Voted Off American Idol', 'Lil Wayne Scores First Hot 100 Chart-Topper', 'Tunstall Tones Down For Campfire Tour', 'Patti Smith/Kevin Shields Live Album Due In July', 'G-Unit, The Game Push Back New Albums', 'Jennifer Lopez Set For TLC Reality Show', 'Mariah Debuts At No. 1 After Monster First Week', 'Goo Goo Dolls Plotting Next Studio Album', 'She & Him Kicks Off Short Tour In New York', 'New Social Network Targets 35-And-Older Crowd', 'Little Big Town Signs With Capitol Nashville', and 'Superchunk Rocks For Obama, Pens New Tunes'. On the right side, there are sections for 'Preview Videos While Searching', 'ENTER NOW FOR A CHANCE TO WIN \$5,000 in Concert Tix!', 'TOP DOWNLOADS THIS WEEK', 'FEATURED ARTIST', 'WE RECOMMEND', and 'MUSIC NEWS'.

Rich media advertising opportunities

Immediate search function, whether signed in or not

Your Profile – Overview



Rich media advertising opportunities

Immediate search function, whether signed in or not

Users may respond better if the navigation for this section was labeled "My Profile" instead of "Your Profile," indicating first-person ownership

"Invisible" content

Use of Tags to rank high in search engine results

Your Profile – MixLists



Rich media advertising opportunities

Immediate search function, whether signed in or not

Use of Tags to rank high in search engine results

Your Profile – MixLists – Creation Process

Overview MixList Download History Saved Items

Make a MistList

Step 1 Describe Your MixList Step 2 Create Your MixList Step 3 View Your MixList

Name:
75 character limit

Description:
250 character limit

Typo: "MistList" should be "MixList"

Overview MixList Download History Saved Items

Edit Your MixList Saved MixLists Make A MixList

Step 1 Describe Your MixList Step 2 Create Your MixList Step 3 View Your MixList

Name: Joe's Chill Mix

Description: Pop for Relaxation

Type: Song list

To add to your MixList, search for a song:

Song title:

Artist (optional):

Title	Artist	Album	Year	Remove
-------	--------	-------	------	--------

Your Profile – MixLists – Creation Process

Overview
MixList
Download History
Saved Items

Edit Your MixList Saved MixLists Make A MixList

Step 1
Describe Your MixList

Step 2
Create Your MixList

Step 3
View Your MixList

Name: EDIT

Description:

Type: list

To add to your MixList, search for a song:

Song title:

Artist (optional): SEARCH

Search for Titles
Return To MixList

We found 9 results for "touch my body by mariah" ADD SELECTED

Page 1 of 1 Go to Page GO

Add	Title	Artist	Album	Year
<input type="checkbox"/>	Touch My Body	Mariah Carey	Touch My Body	2008
<input type="checkbox"/>	Touch My Body	Mariah Carey	Touch My Body	2008
<input type="checkbox"/>	Touch My Body	Mariah Carey	Touch My Body	2008
<input type="checkbox"/>	Touch My Body	Mariah Carey	Touch My Body	2008
<input type="checkbox"/>	Touch My Body	Mariah Carey	Touch My Body	2008
<input type="checkbox"/>	Touch My Body	Mariah Carey	Touch My Body	2008
<input type="checkbox"/>	Touch My Body	Mariah Carey	E=MC ²	2008
<input type="checkbox"/>	Touch My Body	Mariah Carey	Touch My Body	2008
<input type="checkbox"/>	Touch My Body	Mariah Carey	Touch My Body	2008

Page 1 of 1 Go to Page GO ADD SELECTED

When populating the search fields and hitting ENTER instead of clicking SEARCH, the Name, Description, and Type of MixList disappear above.

Missing end quote after song title.

Multiple, identical results are returned from the search, which may lead to user confusion.

Also, the font in this section is noticeably larger than the standard 8 point used throughout the rest of the site, giving a feeling of inconsistency.

Your Profile – MixLists – Creation Process

Overview
MixList
Download History
Saved Items

Edit Your MixList
Saved MixLists
Make A MixList

Step 1
Describe Your MixList

Step 2
Create Your MixList

Step 3
View Your MixList

Name: Joe's Chill Mix EDIT

Description: Pop for Relaxation

Type: Song list

To add to your MixList, search for a song:

Song title:

Artist (optional): SEARCH

Title	Artist	Album	Year	Remove
Clumsy	Fergie	The Dutchess	2006	<input type="checkbox"/>
Another Try	Josh Turner	Everything Is Fine	2007	<input type="checkbox"/>
Touch My Body	Mariah Carey	Touch My Body	2008	<input type="checkbox"/>
Don't Stop The Music	Rihanna	Good Girl Gone Bad	2007	<input type="checkbox"/>
Shout	Tears for Fears	Chronicles	2005	<input type="checkbox"/>

View MixList
REMOVE SELECTED

You Got A MixList

[<<Return to Your MixList](#)

Joe's Chill Mix

 Share with a friend 

 Pop for Relaxation
 Created By: Joe Bednar

	Title	Artist	Album	Year	Play Clip	Download
	Clumsy	Fergie	The Dutchess	2006		
	Another Try	Josh Turner	Everything Is Fine	2007		
	Touch My Body	Mariah Carey	Touch My Body	2008		
	Don't Stop The Music	Rihanna	Good Girl Gone Bad	2007		
	Shout	Tears for Fears	Chronicles	2005		

[DOWNLOAD ENTIRE MIXLIST](#)

Your Profile – MixLists – Sharing Process

Share Your MixList

[<<Return to Your MixList](#)

Who Are You Sending It To?

Who's the lucky person you want to share your Mix with? Fill out the fields below or use your [own email application](#) and we'll send them a link back here to check it out.

Your Name: Your Friend's Name:

Your Email: Your Friend's Email:

Your Message:

Joe's Chill Mix

[Share with a friend](#)

Pop for Relaxation
Created By: Joe Bednar

	Title	Artist	Album	Year	Play Clip	Download
	Clumsy	Fergie	The Dutchess	2006		
	Another Try	Josh Turner	Everything Is Fine	2007		
	Touch My Body	Mariah Carey	Touch My Body	2008		
	Don't Stop The Music	Rihanna	Good Girl Gone Bad	2007		
	Shout	Tears for Fears	Chronicles	2005		

Share Your MixList

[<<Return to Your MixList](#)

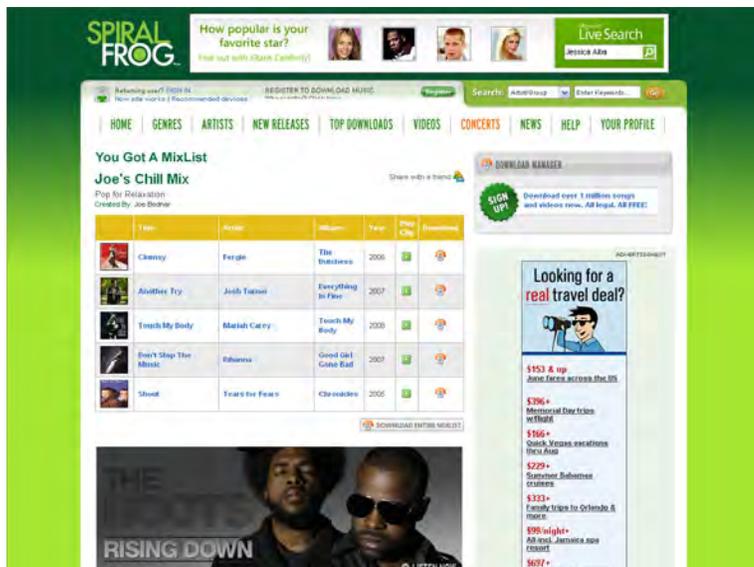
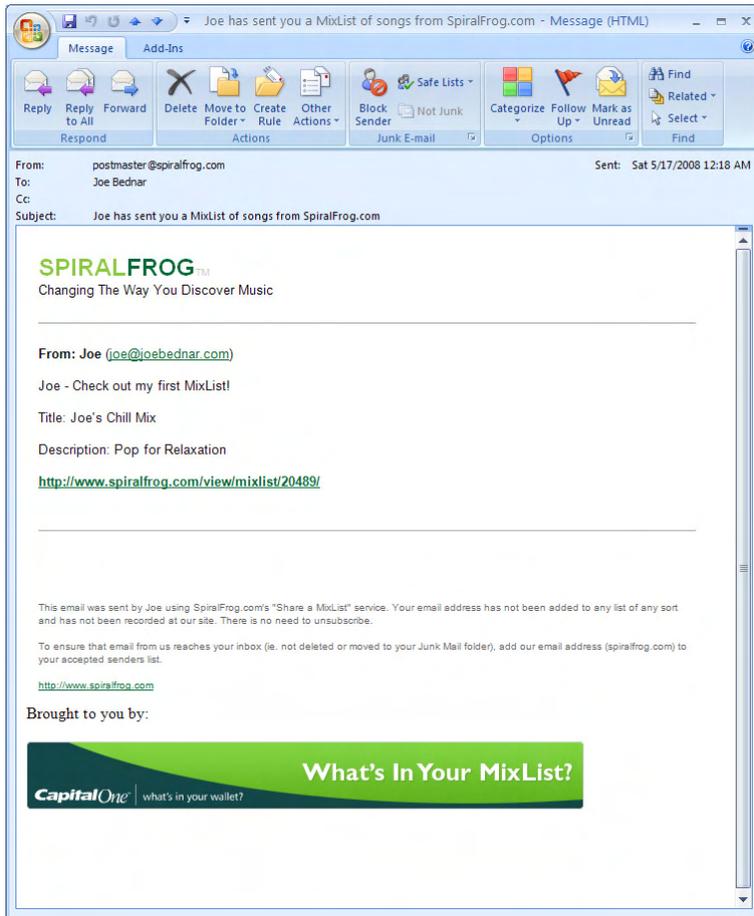
Congrats!

You've shared your MixList.

Joe's Chill Mix

[Share with a friend](#)

Your Profile – MixLists – Sharing Process



Your Profile – Download History



Rich media advertising opportunities

Immediate search function, whether signed in or not

Use of Tags to rank high in search engine results

Your Profile – Saved Items

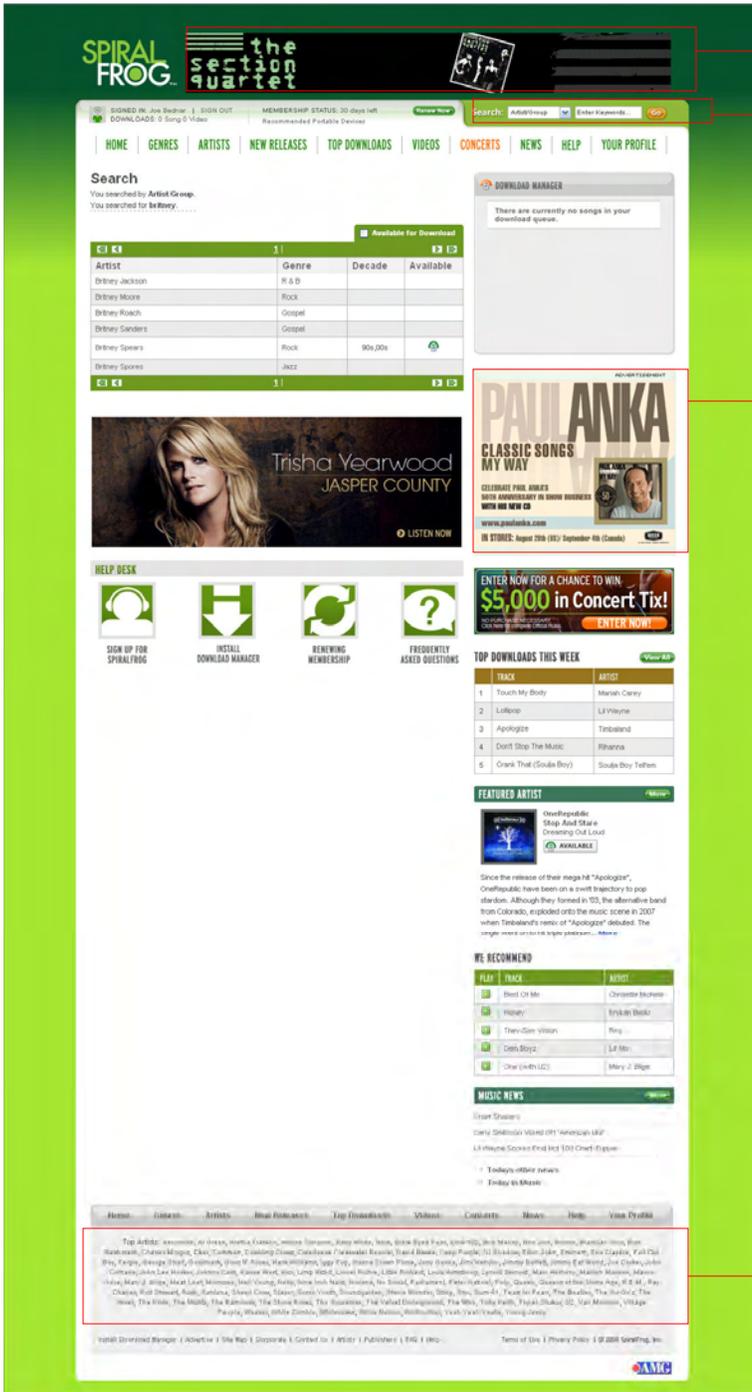


Rich media advertising opportunities

Immediate search function, whether signed in or not

Use of Tags to rank high in search engine results

Search Results – Britney



Rich media advertising opportunities

Immediate search function, whether signed in or not

Use of Tags to rank high in search engine results

Search Results – Britney Jackson



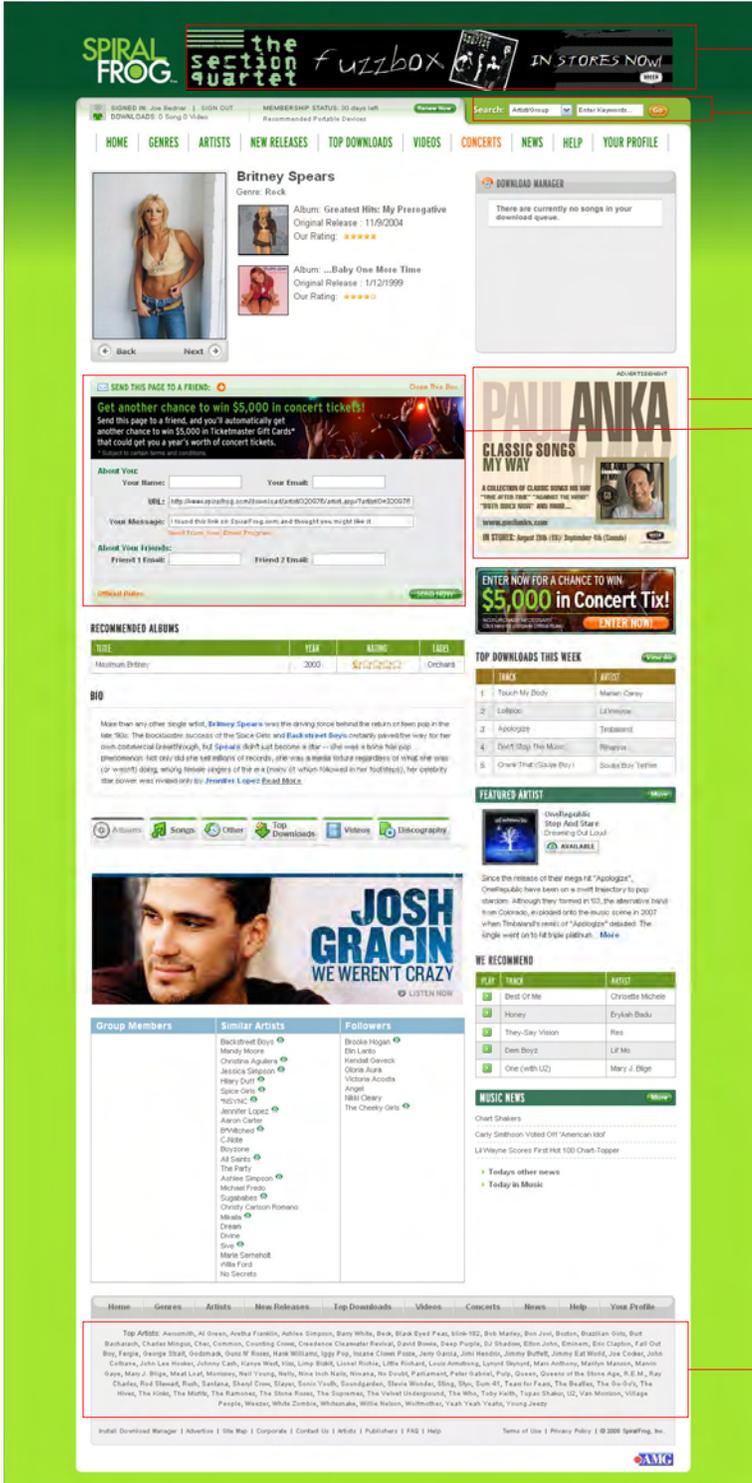
Rich media advertising opportunities

Immediate search function, whether signed in or not

The strategy of offering placeholder artists is not clear.

Use of Tags to rank high in search engine results

Send To A Friend



Rich media advertising opportunities

Immediate search function, whether signed in or not

Viral features, such as "Send this Page to a Friend" appear to have been expanded since this review was initiated

Use of Tags to rank high in search engine results

Download Queue



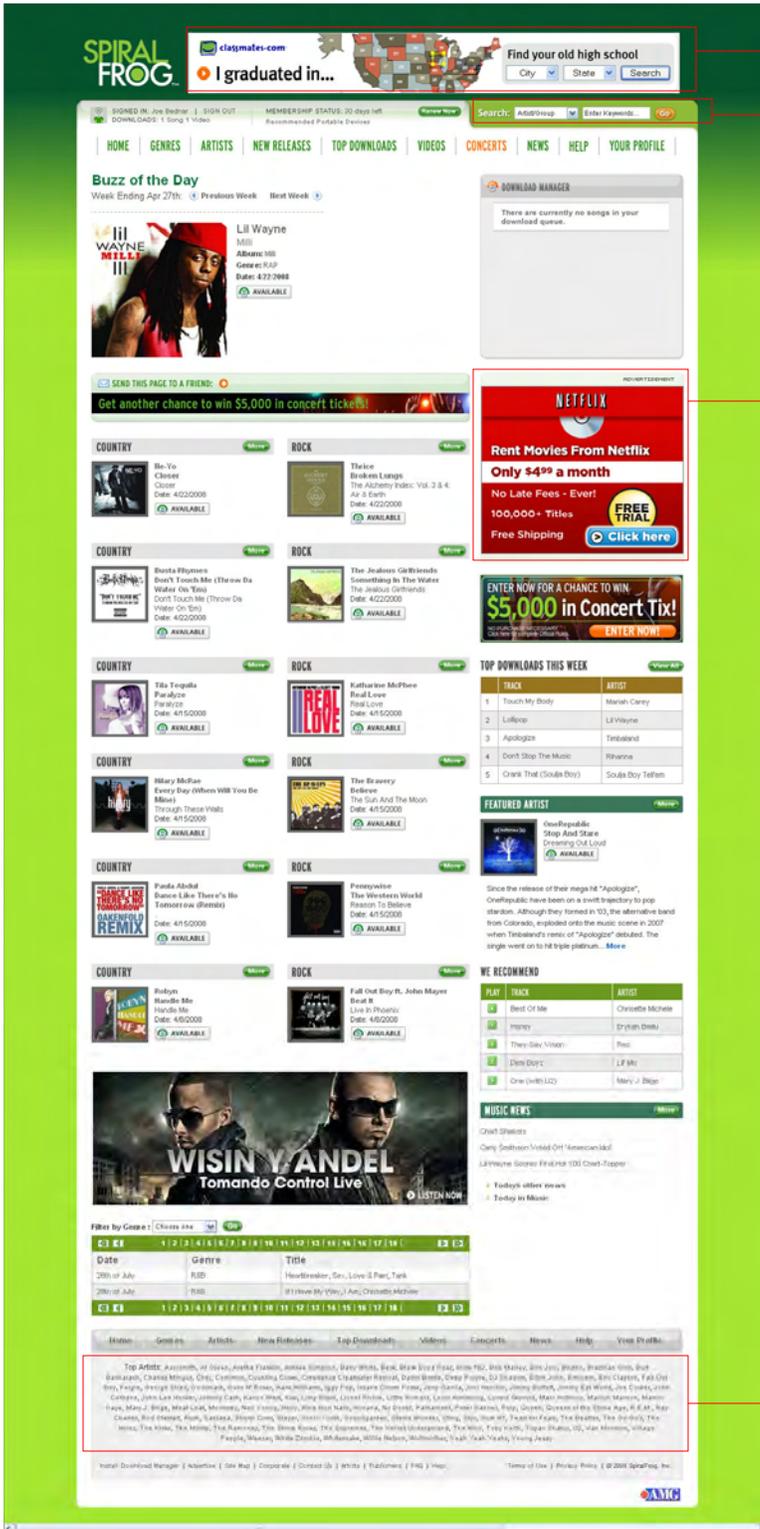
Rich media advertising opportunities

Immediate search function, whether signed in or not

The Download Manager could potentially offer a time/percentage remaining for each requested download. This time remaining typically involves a dynamic observation of the user's bandwidth.

Use of Tags to rank high in search engine results

Buzz of the Day

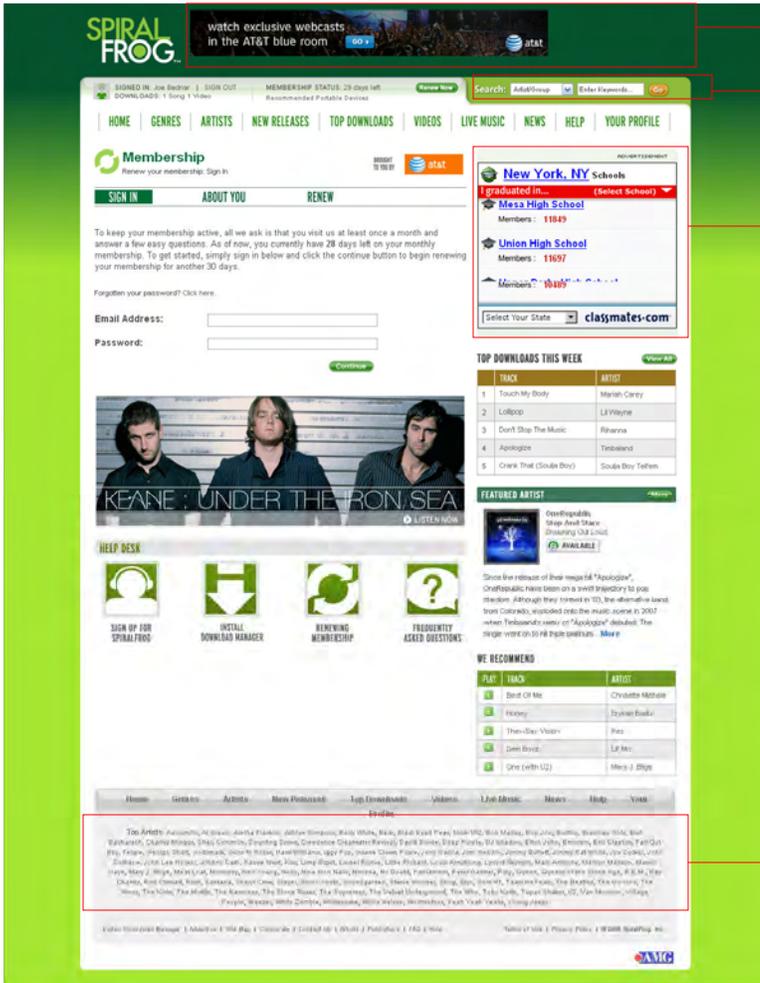


Rich media advertising opportunities

Immediate search function, whether signed in or not

Use of Tags to rank high in search engine results

Membership – Sign In

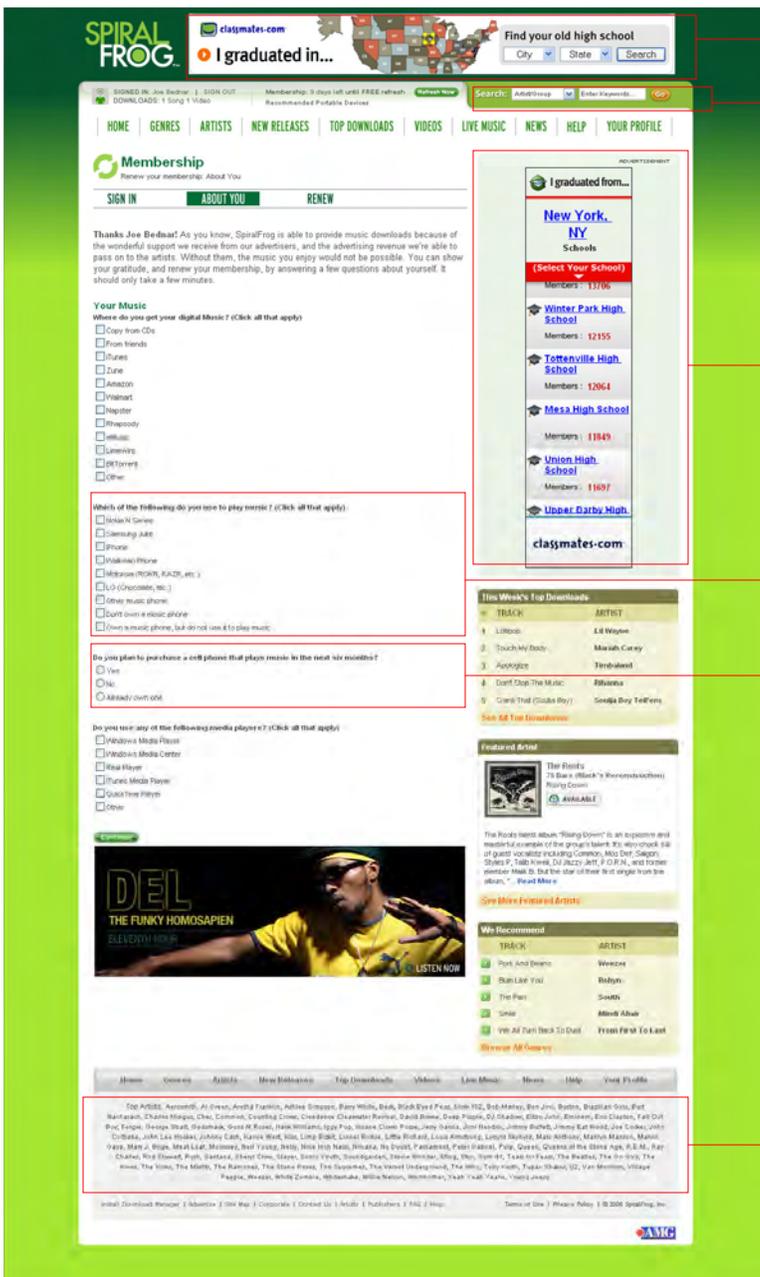


Rich media advertising opportunities

Immediate search function, whether signed in or not

Use of Tags to rank high in search engine results

Membership – About You



Rich media advertising opportunities

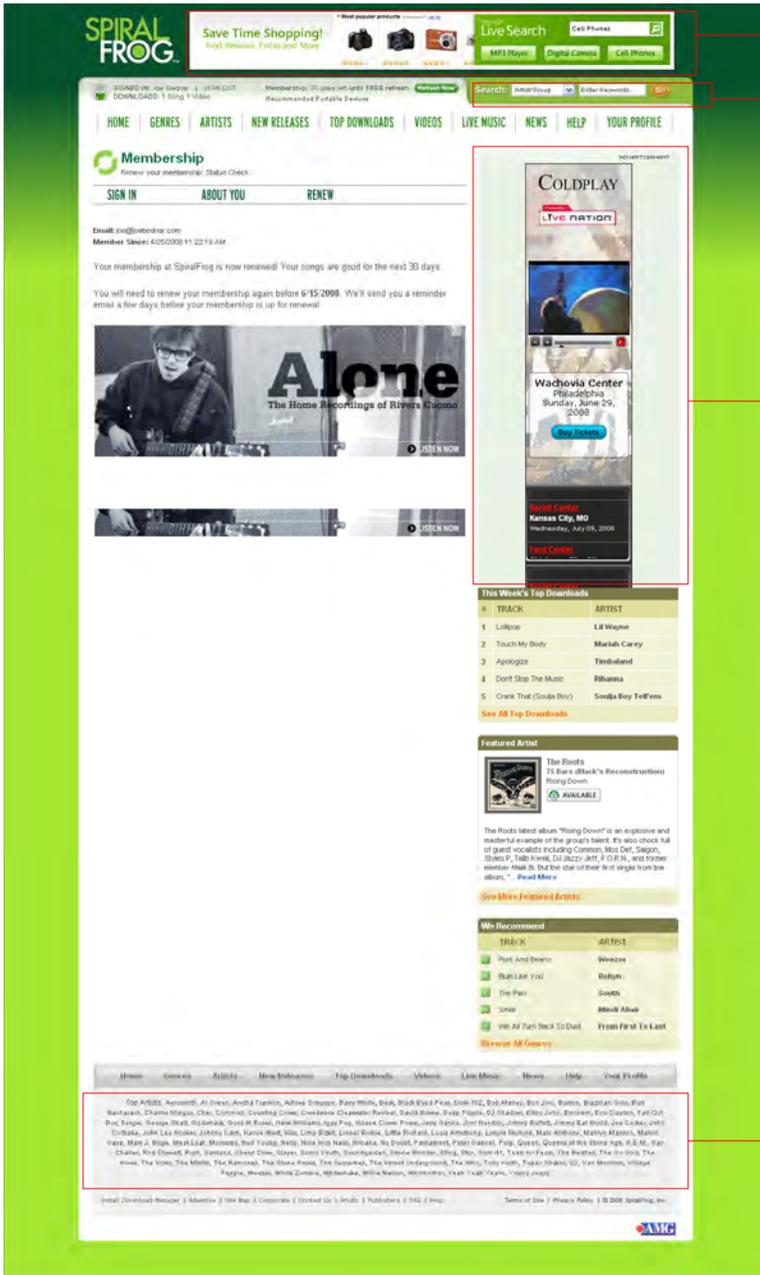
Immediate search function, whether signed in or not

Windows Mobile devices are not specified in the response list.

Responses are not mutually exclusive. A user may BOTH plan to purchase a cell phone that plays music in the next six months AND already own one.

Use of Tags to rank high in search engine results

Membership – Renew

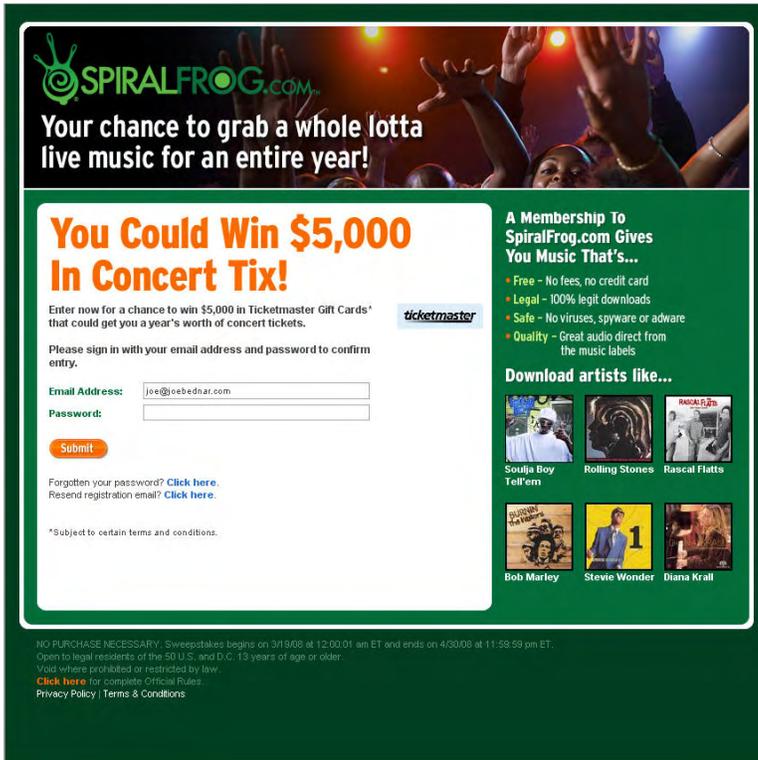


Rich media advertising opportunities

Immediate search function, whether signed in or not

Use of Tags to rank high in search engine results

Contests



SPIRALFROG.COM
Your chance to grab a whole lotta live music for an entire year!

You Could Win \$5,000 In Concert Tix!

Enter now for a chance to win \$5,000 in Ticketmaster Gift Cards* that could get you a year's worth of concert tickets.

Please sign in with your email address and password to confirm entry.

Email Address:

Password:

Submit

Forgotten your password? [Click here.](#)
Resend registration email? [Click here.](#)

*Subject to certain terms and conditions.

A Membership To SpiralFrog.com Gives You Music That's...

- Free - No fees, no credit card
- Legal - 100% legit downloads
- Safe - No viruses, spyware or adware
- Quality - Great audio direct from the music labels

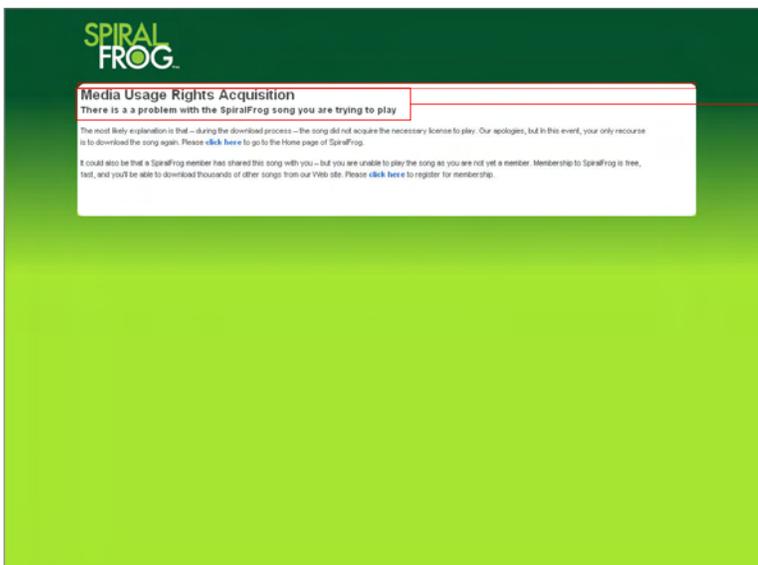
Download artists like...

Soujja Boy Tell'em, Rolling Stones, Rascal Flatts, Bob Marley, Stevie Wonder, Diana Krall

NO PURCHASE NECESSARY. Sweepstakes begins on 3/19/08 at 12:00:01 am ET and ends on 4/30/08 at 11:59:59 pm ET. Open to legal residents of the 50 U.S. and D.C. 13 years of age or older. Void where prohibited or restricted by law. [Click here](#) for complete Official Rules. [Privacy Policy](#) | [Terms & Conditions](#)

Is Ticketmaster cross-promoting SpiralFrog? If not, such contests may also be excellent co-sponsorship and cross-promotion opportunities for one of the site's other sponsors, such as AT&T.

Media Usage Rights Acquisition



SPIRAL FROG

Media Usage Rights Acquisition

There is a problem with the SpiralFrog song you are trying to play

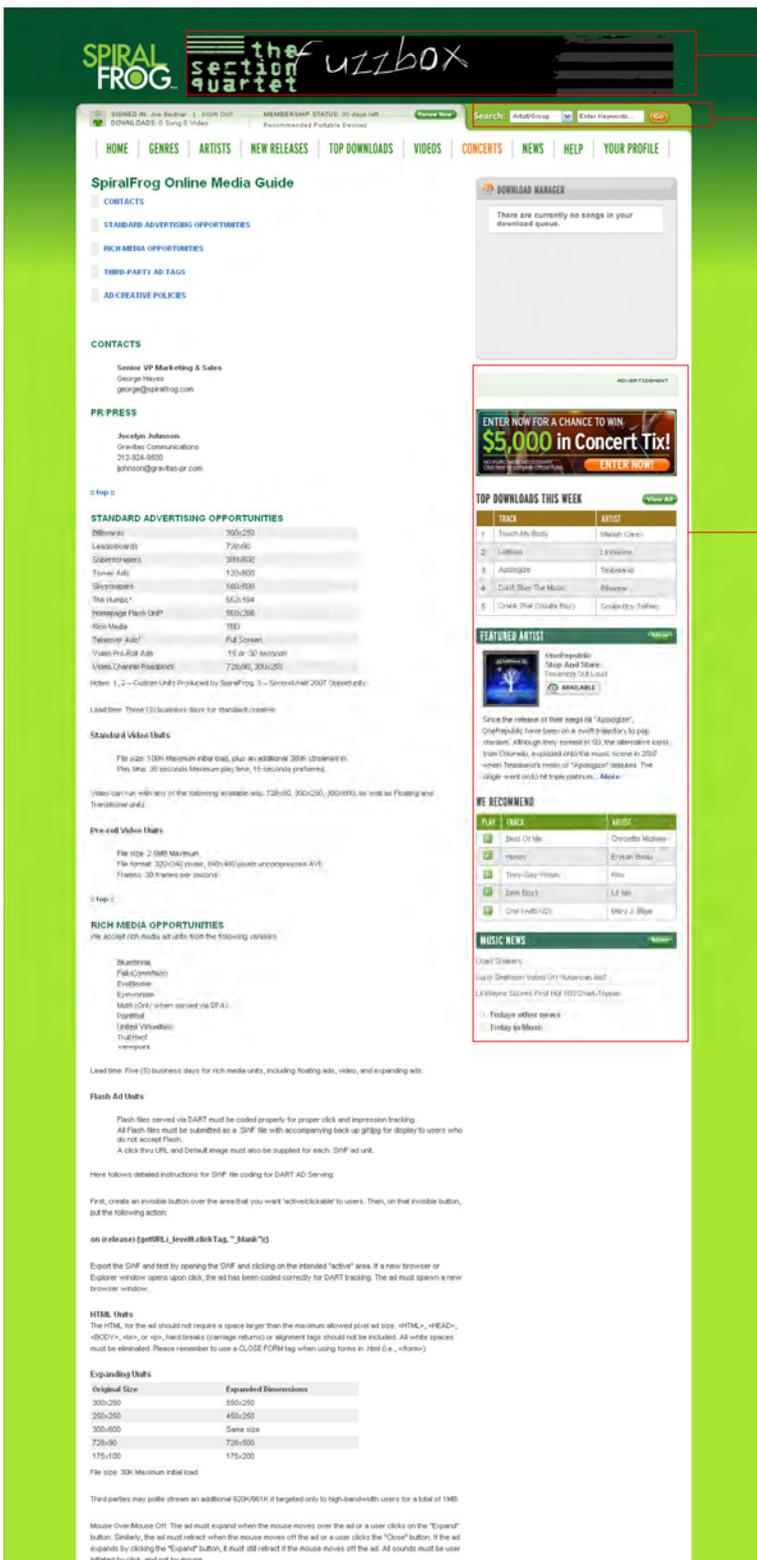
The most likely explanation is that - during the download process - the song did not acquire the necessary license to play. Our apologies, but in this event, your only recourse is to download the song again. Please [click here](#) to go to the Home page of SpiralFrog.

It could also be that a SpiralFrog member has shared this song with you - but you are unable to play the song as you are not yet a member. Membership to SpiralFrog is free, fast, and you'll be able to download thousands of other songs from our Web site. Please [click here](#) to register for membership.

Typo: There is a double word "a" in the first sentence.

As this message was received on a mobile device, it may be beneficial to have an alternate mobile layout for the message which is targeted at the user's browser type.

Advertise



Rich media advertising opportunities

Immediate search function, whether signed in or not

As this page targets a business audience, B2B content and graphics may be a better choice here.

Perhaps this page would be better received if it were served at <http://corp.spiralfrog.com>

Site Map



Rich media advertising opportunities

Immediate search function, whether signed in or not

Some of the page titles in the site map do not match the titles in the site's navigation menus.

Specifically:

- "Video" should be spelled "Videos"
- "Charts" leads to "Top Downloads"
- "Emerging Artists" leads to "Breakout Bands"

The menu may also benefit from the addition of a "Renew" link under Membership

Use of Tags to rank high in search engine results

Corporate Home



With the exception of the tagline and smaller print content, visitors may not pick up SpiralFrog's true passion for music. Some additional music-oriented imagery in the margins of the page may strengthen such an impression.

About SpiralFrog



Photos of the management team are a nice touch. A more unified corporate image might include a photographic standard for such photos, such as a common backdrop, black & white, or green tinted photography.

Furthermore, if the mission of SpiralFrog includes FUN and a passion for music, it might be nice to include management's favorite songs or playlists on this site.

Press Room



[CORPORATE HOME](#) | [ABOUT SPIRALFROG](#) | [PRESS ROOM](#) | [CONTACT US](#)

SPIRALFROG

Changing The Way You Discover Music

About SpiralFrog: Press Room

New York, April 14, 2008 - SPIRALFROG™ SIGNS LICENSING AGREEMENT WITH ROYALTYSHARE

SpiralFrog (www.spiralfrog.com), the free and legal ad-supported music experience, today announced a licensing agreement with RoyaltyShare, a premier provider of technology solutions to the entertainment industry. As a result of the agreement, RoyaltyShare's leading independent record label customers will now be able to leverage its Content Management Service to deliver content directly to SpiralFrog, making thousands of additional songs available for download on the SpiralFrog site.

[More...](#)
[Social media version](#)

New York, April 14, 2008 - SPIRALFROG™ SIGNS LICENSING AGREEMENT WITH IMPRESS RECORDS

"In an agreement with IMPRESS Records allows us to continue to expand our library of songs and feature artists that "Purchased Stage" said, Jon Mohr, founder and chairman of SpiralFrog.

[More...](#)
[Social media version](#)

New York, April 7, 2008 - ALICE KEYS DOCUMENTARY "ALICE IN AFRICA: JOURNEY TO THE MATHIAS BIRD" AVAILABLE FOR EXCLUSIVE DOWNLOAD ON SPIRALFROG™

SpiralFrog, Inc. (www.spiralfrog.com) was selected by the non-profit organization, Keep a Child Alive (KCA), to be the exclusive download partner for "Alice in Africa: Journey to the Mathias Bird," the documentary of Grammy Award-winning musician and Keep a Child Alive (KCA) Co-founder, Alice Keys, "returning to Africa to meet (unavoidable) affected by HIV and AIDS."

[More...](#)
[Social media version](#)

New York, April 3, 2008 - SPIRALFROG™ PARTNERES WITH IPI/DIGITAL TO INCREASE MUSIC COLLECTION

SpiralFrog, Inc. (www.spiralfrog.com) today announced a licensing agreement to increase its 50,000 tracks available on the SpiralFrog Website. IPI/Digital's featured labels include Sounds True, Spirit Voyage, AFM Music, Point Blank, Laughing Waters, SoulSeed, Sacred Songs, and Omega Music.

[More...](#)
[Social media version](#)

- [Board of Directors](#)
- [Management Team](#)
- [Press Room](#)
- [SpiralFrog.com](#)

Get more info:
Subscribe to our RSS feed

[RSS](#)

Join our mailing list
Your email address

The Buzz

"Imagine having over one million songs available for download right at your fingertips. Now make this an even better birthday by adding the word 'top'. Have you thought yet?"
- SpinPage.com
[More...](#)

"SpiralFrog.com just might be what the industry has been waiting for."
- ABC News
[More...](#)

"SpiralFrog is the most innovative way the music has been distributed yet."
- Mashable
[More...](#)

"As hard as it might be to believe, it's true: SpiralFrog.com allows members to download unlimited music free."
- The Fascinate
[More...](#)

"It's not OK to steal music!"
- The Clark Howard Show
[More...](#)

Contact Us



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SPIRALFROG

Changing The Way You Discover Music

Contact Us:

For more information about the SpiralFrog Website, please type in your email address below:

Your email address

PR/PRESS
Joellen Johnson
Gravitas Communications
212-924-9500
johnson@gravitas-pr.com

Advertisers
George Hayes
george@spiralfrog.com

Artists and label inquiries
Onella Maglar
718-929-0941
onella@spiralfrog.com

Click [here](#) to provide us with general feedback.

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SpiralFrog Club Campaign



SpiralFrog Club Campaign



SPIRALFROG
Changing the Way We Discover Music

LOGGED IN: Joe Bednar | SIGN OUT | MEMBERSHIP STATUS: 30 Days left | Recommended Portable Devices | [View More](#)

Visit [SpiralFrogClub.com](#) [GO >>](#)

DISCO [DOWNLOAD PLAYLIST](#)

DOWNLOAD MANAGER
There are currently no songs in your download queue.

Download the Disco PlayList

Title	Artist	Album	Year	Play Cnt	Download
Dancing Queen	ABBA	Dancing Queen	1976	0	
Land Dance	Bonnie Somerville	Bonnie Somerville Gold	2005	0	
Fun Coming Out	Stevie Nicks	Definitive Collection	2005	0	
Ladies Night	Rod & the Gang	Gold	2005	0	
I Love My Car	Gloria Gaynor	20th Century Masters: The Millennium Collection: Best of Gloria Gaynor	2000	0	
I Love The Nightlife (Disco Version)	Albie Bynum	I Love The Nightlife	1989	0	
Funkytown	Lipps, Inc.	Funkytown	2002	0	
Ring My Bell	Asha Wright	Ring My Bell	2002	0	
Disco Inferno	The Stranglers	Disco Inferno	2002	0	
He's The Greatest Dancer	Sheila Sledge	The Best of Sheila Sledge	2002	0	

[DOWNLOAD PLAYLIST](#)

SPIRALFROG CLUB [GO >>](#)

Get More FREE Music

Romantic Playlist
Created by: [Kingsley22](#)
[DOWNLOAD](#)

Fighters Playlist
Created by: [schoofed](#)
[DOWNLOAD](#)

Reggae Playlist
Created by: [josephmanning](#)
[DOWNLOAD](#)

Like These Tracks? Get 1.2 Million more songs and videos at [SpiralFrog.com](#)



SPIRALFROG CLUB [JOIN THE PARTY](#)

SCALE:

ROTATE:

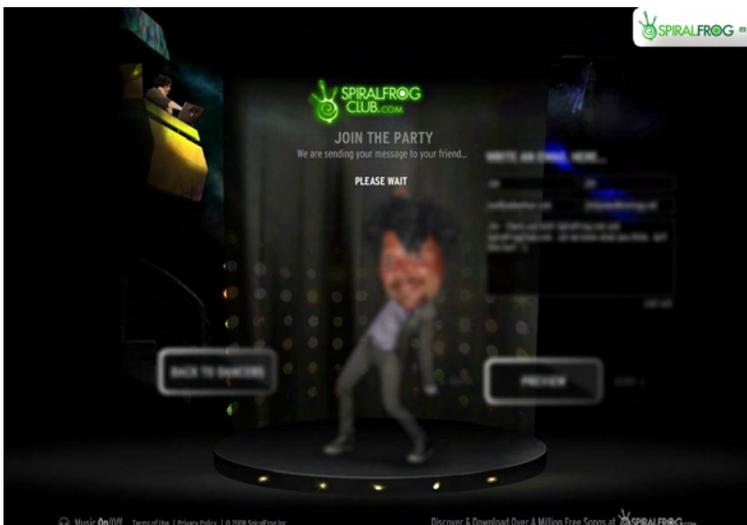
HAIRSTYLE:

ACCESSORIES:

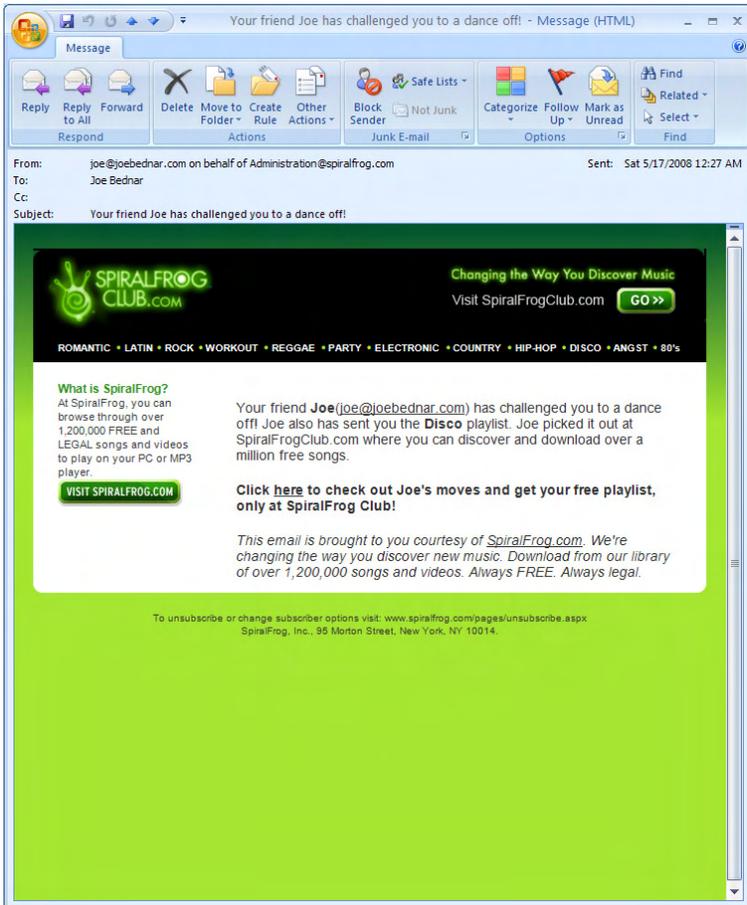
[BACK TO DANCERS](#) [BACK](#) [NEXT](#)

Music: On/Off | Terms of Use | Privacy Policy | © 2009 SpiralFrog, Inc. | Discover & Download Over A Million Free Songs at [SPIRALFROG.COM](#)

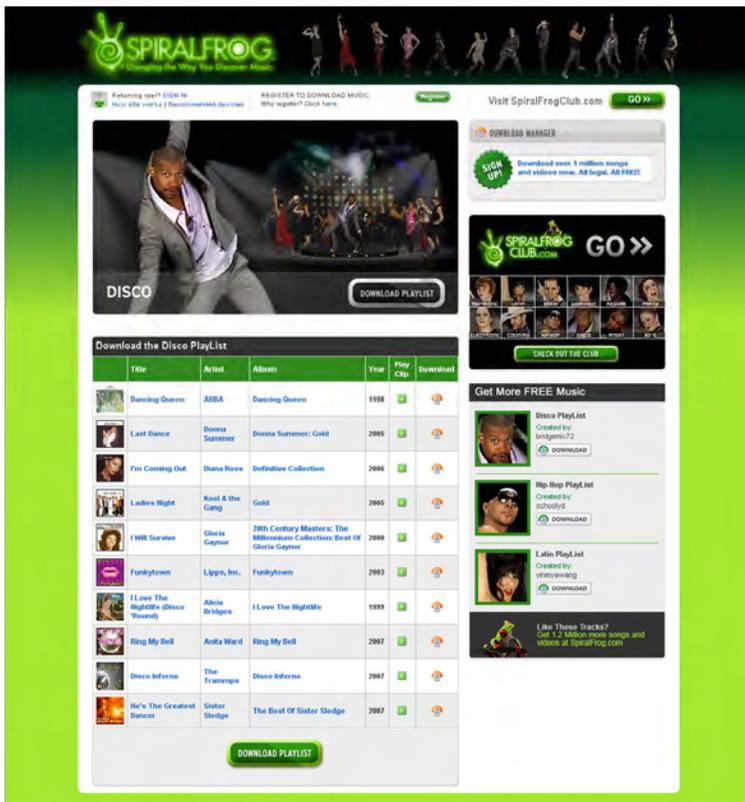
SpiralFrog Club Campaign



SpiralFrog Club Campaign



SpiralFrog Club Campaign



About the Author

Joe Bednar is a seasoned media, entertainment, and communications marketing professional with over 10 years of experience advancing the awareness and exposure of entrepreneurial start-ups and growing corporations. With specific expertise in branding, corporate messaging, and consumer campaigns, he delivers business-to-business and business-to-consumer results on a national scale. Mr. Bednar offers a unique combination of business acumen and creative skills, which allow him to both strategize and implement the science and art of marketing.



A testament to his effect with former employers, Mr. Bednar launched ***Joe Bednar Media & Entertainment Consulting*** in 2005. His most recent clients have included **Telkonet**, a public company producing power line communications (PLC) technology which enables IP communications over a building's internal electrical wiring, and **DAVE Networks**, a start-up software company producing online IPTV social networking communities around entertainment and CPG brands.

Telkonet had recently joined forces with national ISP EarthLink to trial their PLC technology in multi-dwelling unit (MDU) communities in the Washington, DC metro area. Having worked with Telkonet technology in the past, Mr. Bednar was called upon to assist **EarthLink** with end-user adoption in these newly wired communities. He developed an overall consumer marketing plan within a limited trial budget. He reviewed all existing EarthLink marketing collateral, provided recommendations for new MDU-specific collateral, designed unique pieces himself, and calculated the projected consumption schedule. During waves of campaigning, Mr. Bednar provided on-site training and assistance with all marketing events at the MDU communities.

Mr. Bednar has seen DAVE Networks through three distinct cycles of business model evolution: software/hardware platform, destination portal, and Web software toolset. By 2005, the company had developed a software and hardware platform for distributing protected content to PCs and TVs. Mr. Bednar was engaged to convert the corporate brand from DAVE Networks to DAVE TV and prepare the company for a groundbreaking exhibition at the 2006 Consumer Electronics Show (CES). Interfacing with trade show vendors and utilizing his own graphic design capacity, he developed a 20' x 20' tradeshow display, business cards, and brochures in a two-week time period.

In early 2006, the company rebranded itself as “DAVE-dot-TV” (DAVE.TV) and launched an online Flash-based destination portal at *www.dave.tv*. A hybrid collection of both video sharing and social networking features, akin to “YouTube.com meets MySpace.com,” the portal’s primary mission was to build a valuable user base through user interaction with professional content, user-generated content, and social networking tools (i.e., video sharing, profiles, and messaging). Mr. Bednar managed a pipeline of over 300 content publishers with whom he developed and executed distribution contracts, including Eye Music Network, Here! Networks, and Union. He implemented and educated his client on sales and collaboration software packages Salesforce.com and Microsoft SharePoint. He also marketed the new DAVE.TV business model at Digital Hollywood and NCTA tradeshows. Nonetheless, the company quickly learned that the marketplace valued the modular software behind *www.dave.tv* far greater than its forthcoming user base, landing its first domestic deal with MGM Studios.

Mr. Bednar recommended rebranding the company again as DAVE Networks. He instituted branding standards including logo, tagline, letterhead, and business cards. He also designed, built, and maintained all marketing materials including the corporate website, executive summary, and brochures to translate the value of over 200 software modules (APIs) into common functional language for the marketplace.

No stranger to consulting, prior to launching his own business Mr. Bednar served as a marketing consultant to competitive ISP Noment Networks. Quickly hired as Director of Marketing after three months, he was instrumental in building the company from a small Atlanta-based start-up ISP to a nationwide competitive provider of cable TV, satellite TV, high-speed Internet, and telephone services to apartment communities. Simultaneously leading all corporate and subscriber marketing efforts, he marketed services to over 130 communities in 24 states. He drove move-in capture rates as high as 91% and drove subscriber penetration at key properties from 10% to 34%, when direct competitors were at 15%.

In 2004, he saw Noment Networks through a successful merger and rebranded the resultant company as **Fusion Broadband**. He also designed and managed the corporate website, designed first-hand all collateral (i.e., contest promotions, on-site events, trade show booths, brochures, move-in kits, door hangers, signage, banners, direct mail, and property newsletter inserts), and represented the company in speaking engagements at key conferences and trade shows. Fusion Broadband is now Pavlov Media.

Mr. Bednar began his consulting career as a Media & Entertainment e-business Consultant for **IBM** post-grad, and an Advanced Media & Computing Specialist for **AT&T** while in college.

With seven years of education from Syracuse University, Mr. Bednar holds an **MBA in Marketing** from the Whitman School of Management, a **Master’s of Science in Media**

 **SPIRAL FROG Critique**

Management from the acclaimed S.I. Newhouse School of Public Communications, and a **BFA in Film Production** from the College of Visual & Performing Arts.

This broad range of experiences empowers him to make critical impact in a company's marketing development – even if he has to roll up his own creative sleeves, ditch the tie, and get dirty.