

They can also develop:

- Apps for bb, iphone, ipad, sms that make browsing the episodes easier and keep the viewer updated with the latest news.
- More developed video game
- Ads on airplanes on MEA
- The new digital billboards
- Ads in malls
- Participation in festivals



[nature (beta... (beta)]

Were about to start... the building and then we...
We don't think shankaboot has enough audience to start selling products
It's not a bad idea
But if they waited until they reached a very large number, products will be more
desired (they can add to the collection: mugs, hats, laptop skins, telephone
skins...)

[Products:]

We believe that products were released too soon (t-shirts)
We don't think shankaboot has enough audience to start selling products
It's not a bad idea
But if they waited until they reached a very large number, products will be more
desired (they can add to the collection: mugs, hats, laptop skins, telephone
skins...)

[The main problem shankaboot is facing:]

Their marketing campaign isn't
that strong to capture a large
number of audiences.

[Suggestion:]

Suggestion:
- having a huge marketing
campaign in places where young
people are (Universities, schools,
movie theatres...)
- They can launch a campaign, a
one month campaign perhaps
where they attend each school and
university for 2 or 3 days and they
distribute dvds of a few episodes,
set up computer stations where
students can watch episodes, talk
to the students, have a conference,
ask the students what they're
looking for... and accordingly work.
It will cost a lot of money but we
believe it's worth it.

Thecasesolutions.com

Shankaboot: Extending the Web Series from Lebanon to Other Arab Countries

Thecasesolutions.com

The drama series takes us into the beating heart of modern Beirut street life in season one and the Bekaa valley in season two through the eyes of Suleiman, a 15 year old, happy go lucky delivery boy, along with a host of other memorable characters.

TV appeal

Participating in TV shows is a great way to watch tv saw it and learn from it. But the target audience is not the most probably the older audiences who need Show TV trailers of the series to increase awareness for the TV series. All about the series and its characters.

Suleiman, the character who is the main focus of the website, where topics of each episode are discussed on the website.



Thecasesolutions.com

- The world's first Arabic Web Drama Series

Shankaboot is produced by Batoota Films in Association the BBC World Service Trust

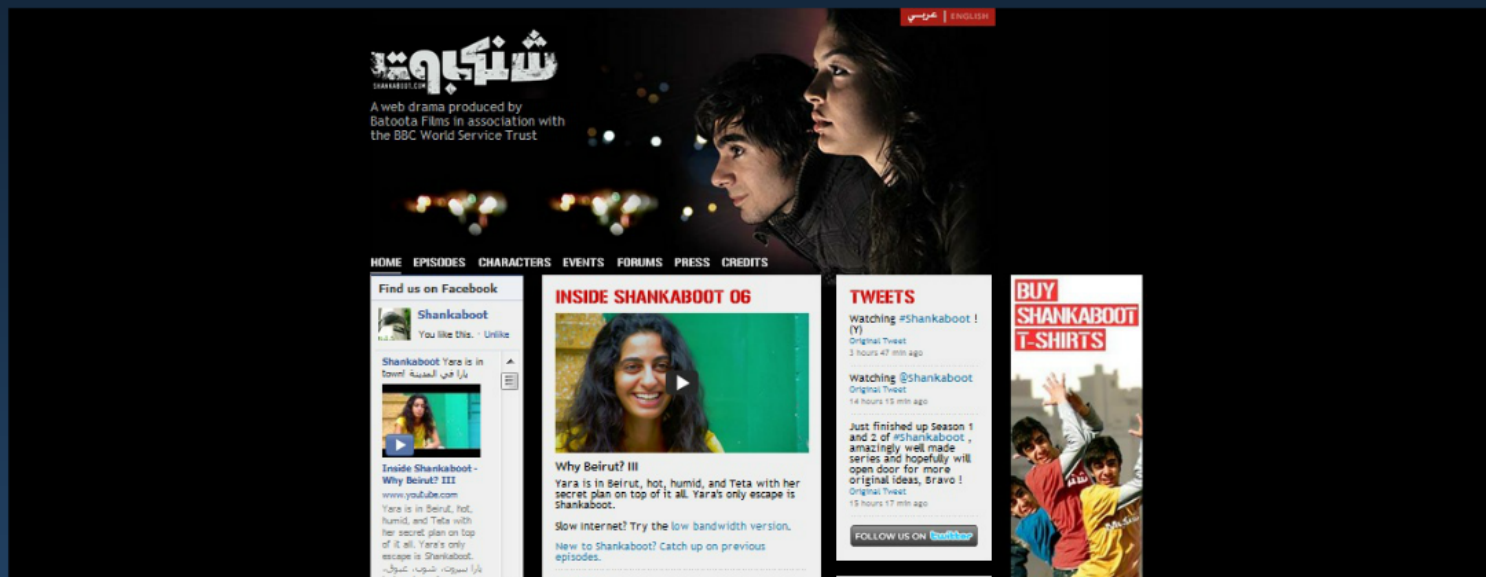
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Thecasesolutions.com
Shankaboot's multiplatforms:

Thecasesolutions.com Website :

Shankaboot episodes are available on www.shankaboot.com with features and trailers on you tube



Suggestions:

The Home page contains a lot of information that might get a New visitors lost and confused. It might get them uninterested.

They could put a brief introduction about Shankaboot b4 showing all these info.

We have a bad internet connection in Lebanon. Some surfers wait more than half an hour to download an episode.

Shankaboot had to conform to the formatting needs of the internet and to lessen the downloading time and to keep the viewer's attention span, each episode had to be not more than 5 minutes.

Create competitions: best own shankaboot episode (the viewer should create his own shankaboot episode, the viewers vote for their best episode and the winner will act in the official shankaboot series as well as prizes.

The website should open its chat forum where fans can vote on and suggest plot changes, which the writers will then use to create future episodes.

The episodes of Shankaboot should be accompanied by their own Point and Click game allowing fans to interact with the characters.

Youtube channel

It has Organized Videos and pl

[Youtube channel]

It has Organized Videos and playlists

Customized background/appealing

Everything is clear and visible and not confusing

<http://www.youtube.com/user/Shankaboot?blend=2&ob=I#p/p>

The extra videos shankaboot are preparing are interesting and are a good way to keep the show in the minds of the audience as they prepare the new seasons

Thecasesolutions.com