

X E N S E

• • • P R O P O S A L • • •



problem 1

Behavioural **Challenge**



problem 2

Closed **Web**



solution

# **Interactivity** Gamification





## **Objectives**

Reduce  
Ad Block use



## **Strategy**

Reward  
Ad Viewing



## **Concept**

Penny Jar



**PENNY**

**Key**



**Gov.UK Verify**

**No Direct  
Information**



**Key  
Information**

**Generate  
Unique  
Number**



# PENNY

Let's Watch **Video** 





# PENNY

The browser plugin that reward you  
for watching ads

INSTALL FOR SAFARI



Sponsored by



Resources

[Acceptable Ads](#)

[Documentation](#)

[Prizes](#)

[Privacy policy](#)

[Legal notice](#)

Community

[Announcements](#)

[Blog](#)

[Forum](#)

[Development builds](#)

Development

[Source Code](#)

[Roadmap](#)

[Tools](#)

Follow us



CONTINUE TO SITE >

## Forbes QUOTE OF THE DAY

"No matter how senior you get in an organization, no matter how well you're perceived to be doing, your job is never done."

- Abigail Johnson



**We notice you are using Adblock.**  
Did you know that by installing **PENNY**  
you could be earning prizes  
by viewing ads?

 **PENNY**  
www.penny.co.uk


## Facebook Banner

Facebook interface showing a post and two sponsored ads.

**Facebook Header:** Search Facebook, Marina, Home, [Profile], [Messages], [Globe], [Lock]

**Post:** Adam Poskitt at Ministerstwo Kawy. Yesterday at 11:15am · Instagram · [Public]

That's "lunch" sorted.



**Sponsored Ad 1:** PENNY www.penny.co.uk

If you can see this, you should be earning prizes

Up To 54% OFF!  
www.romwe.com  
Up To 54% OFF! Free Shipping On Orders +US\$50! Save 60% OFF On First Order!

**Sponsored Ad 2:** FIRST OUTFIT FROM £22 + FREE DELIVERY

First Outfit From £22!  
www.fabletics.co.uk  
Get A Complete Activewear Outfit by Kate Hudson from only £22. Take the Lifestyle Quiz for...



If you can see this,  
you should be earning prizes

CLICK TO DOWNLOAD

A screenshot of the IMDb website interface, overlaid with several gold coins embossed with logos like Netflix, Spotify, Amazon, and iTunes. The website header includes the IMDb logo, a search bar with the text "Find Movies, TV shows, Celebrities and more...", and navigation links for "Movies, TV & Showtimes", "Celebs, Events & Photos", "News & Community", and "Watchlist". The main content area features a video player titled "Trailer Commentary: 'Hardcore Henry' Revealed" with a play button. Below the video is a text block: "Director Ilya Naishuller gives IMDb exclusive commentary about the trailer for his latest film, *Hardcore Henry*, a first-person action movie told from the eyes of a man resurrected from death with no memory." and a link "Watch the trailer with commentary »". To the right is an Amazon Prime advertisement for "THE MAN IN THE HIGH CASTLE" with the text "STREAM ALL EPISODES ON amazon Prime". Below the ad is a section titled "UK Opening This Week" with a list of movies: "10 Cloverfield Lane", "Risen", "The Boy", and "High-Rise". The footer contains "Latest News" and navigation links for "UK Top", "Movies", and "Celebs".



If you can see this, you should be earning prizes



**PENNY**  
www.penny.co.uk

free become a member sign in subscribe search

jobs dating more ▾ UK edition ▾

# theguardian

UK world politics sport football opinion culture business lifestyle fashion environment tech travel

browse all sections

## headlines

Monday  
14 March 2016

Now 9°C

19:00	22:00	01:00	04:00
5°C	3°C	3°C	3°C

Leeds

## Ankara attack / Officials blame PKK as air force strikes Kurdish targets

Officials say one of perpetrators of attack that killed 37 in Turkish capital was female member of outlawed group

**Erdoğan's Turkey** / A disintegrating ally and imaginary friend



**Video** / Turkish ministers defiant after Ankara attack

Australian ambassador was 20 metres from bomb blast



## Germany 'won't change policy' after gains for anti-refugee AfD party

'A warning for Merkel - not a far-right triumph'

1,304



We notice you're using an ad-blocker. Perhaps you'll support us another way?

Become a supporter today →



# Youtube Video Ad

Collect Penny  
Everytime You  
Watch An Ad

**PENNY**

What's this?  
Watched Ads  
5 on this page  
187 in total

50p

Skip Rewards ▶

Ad · 0:23 penny.co.uk

The advertisement features a yellow background with a dark grey rounded rectangle containing a 'PENNY' rewards pop-up. The pop-up shows a settings gear, the word 'PENNY', and a pill bottle labeled '50p' with 'Watched Ads 5 on this page 187 in total'. To the right, a computer monitor displays a video player with a 'Skip Rewards' button. A large arrow points from the monitor to the text 'Collect Penny Everytime You Watch An Ad'.

## BATMAN V SUPERMAN: DAWN OF JUSTICE Final International Trailer (2016) Ben Affleck Superhero Movie HD



JoBlo Movie Trailers

Subscribed 1,183,611

12,220

Add to Share More

1,175 47

### Up next

Autoplay



**HOT FUZZ Bloopers Gag Reel (Uncensored)**  
Simon Pegg, Nick Frost  
JoBlo Movie Trailers  
234,385 views



**CAPTAIN AMERICA: CIVIL WAR Final Trailer (2016)**  
Chris Evans Marvel Movie HD  
JoBlo Movie Trailers  
395,720 views



**CAPTAIN AMERICA: CIVIL WAR Final Trailer (2016)**  
Marvel Movie [4K ULTRA HD]  
JoBlo Movie Trailers  
297,631 views



**Star Wars Minute: Episode 30 - Blu-ray details, Hamill talks Daisy Ridley, Young Han**  
JoBlo Movie Trailers  
9,083 views



**Michael Shannon Exclusive Interview for MIDNIGHT SPECIAL**  
JoBlo Movie Trailers  
369 views



**HYENA ROAD Exclusive Movie Clip - Car Bombing (2016)**  
JoBlo.com  
JoBlo Movie Trailers  
5,260 views

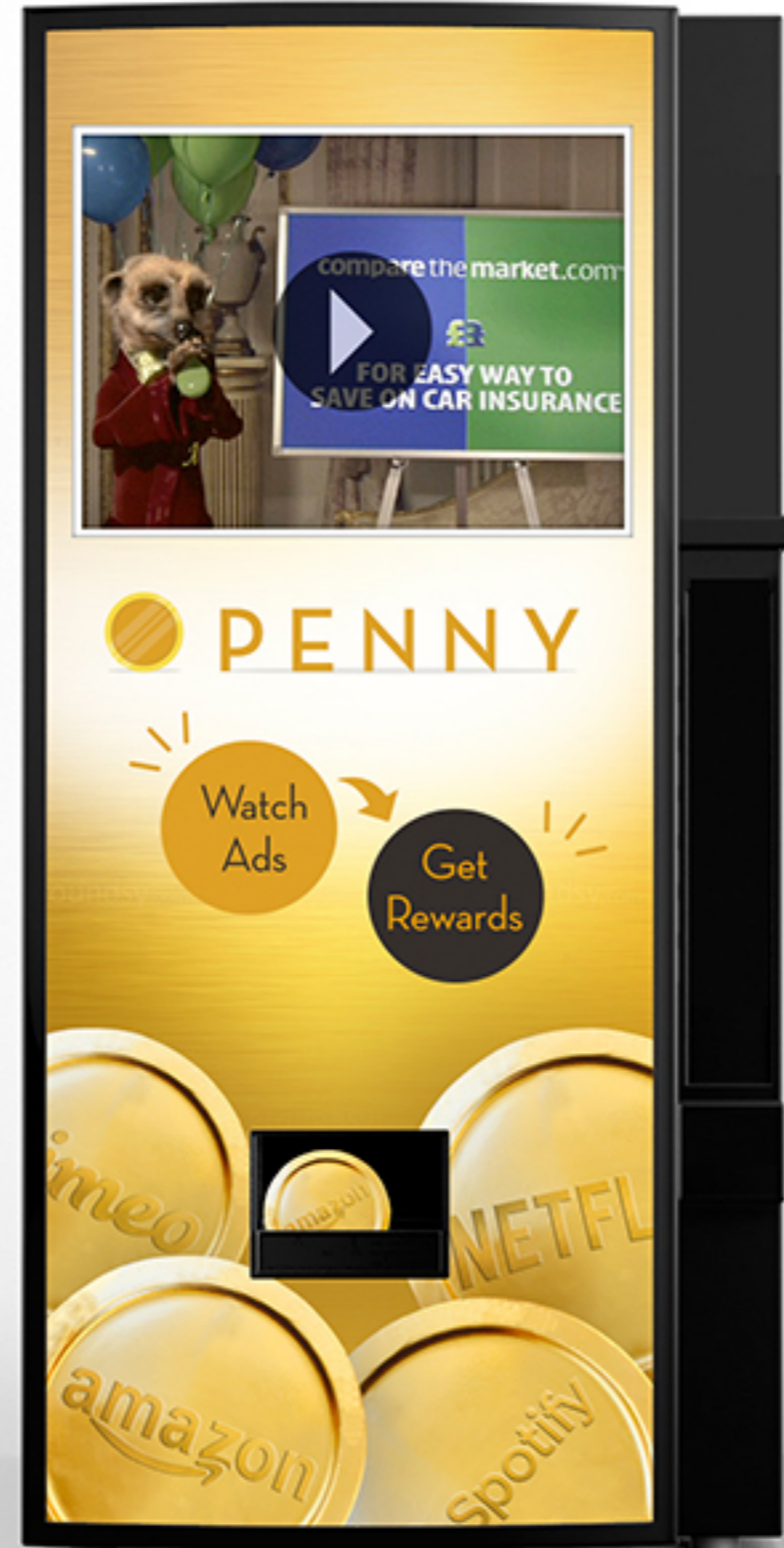


**10 Cloverfield Lane - Movie Review**  
JoBlo Movie Trailers  
26,646 views



**A HOLOGRAM FOR THE KING Official Trailer (2016)**  
Tom Hanks Drama Movie HD  
JoBlo Movie Trailers

## Ambient Media Promotion



Get instant prizes from our promotional vending machine.

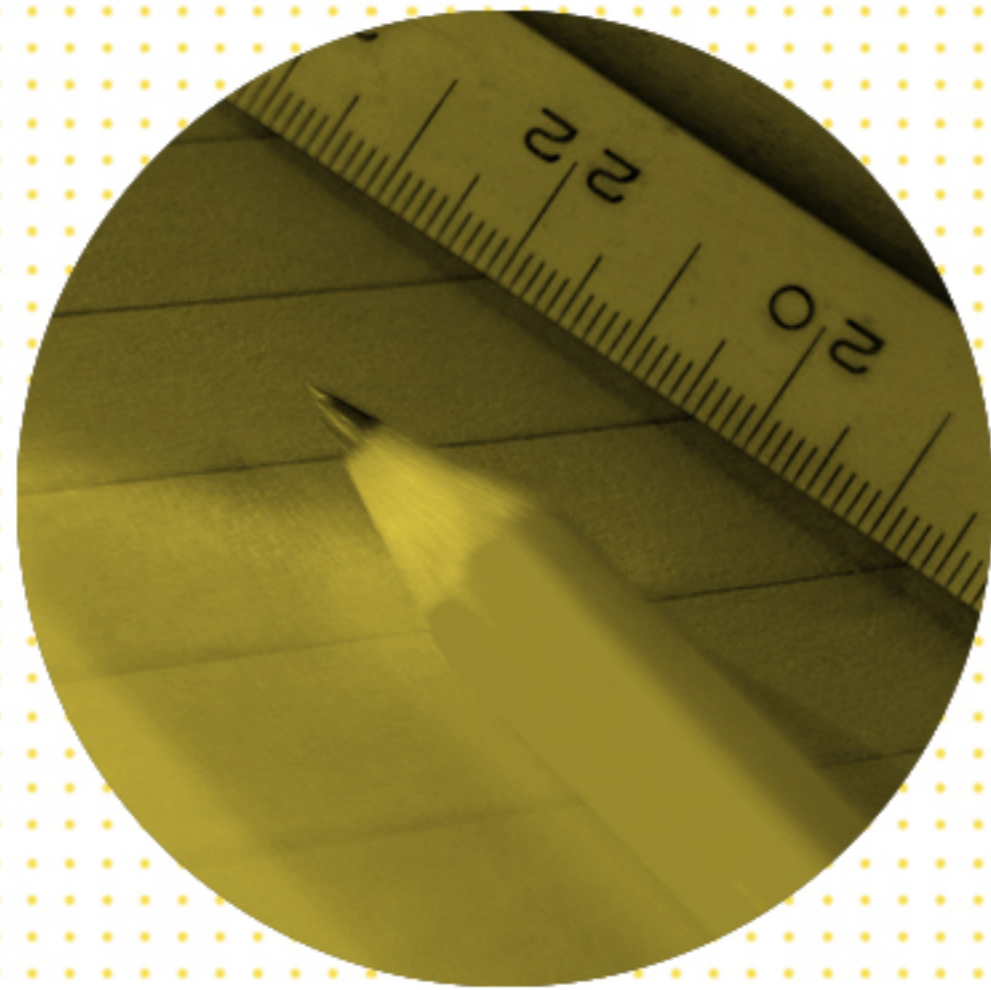


## **Rewards**

Premium Content

Sponsored by Content Providers





Measurable  
**Impact**

That's Common **Xense**



**Thank You**  
Got Questions?