

# WEB masterz

REGLEMENT DU CONCOURS  
LES CADEAUX EN DETAIL

**Des cadeaux par milliers !**

Le Marché Central vous invite à choisir, un à un, vos cadeaux préférés dans sa montagne de cadeaux, jusqu'à concurrence de 5 000 \$. Il vous suffit de cliquer sur les articles désirés.

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**Catch the Wave**  
[www.MarcheCentral.com](http://www.MarcheCentral.com)

Shoppers in Montreal, Quebec, are busy picking out gifts online and Marché Central couldn't be happier. Until December 24, Marché Central is running the Catch the Wave interactive online contest, which gives customers a chance to create and win their personal gift list from a roster of prizes that center retailers have donated, up to a total value of \$5,000.

A brain child of the SGMarketing agency, Catch the Wave is offered in both English and French, and is promoted through Web advertising on selected sites. According to agency project manager, Adèle Nauray, there were already 14,000 people registered for the contest by December 10. The center hopes to get many more participants by offering anyone who invites up to five people to enter the contest an additional chance of winning each time one of their friends submits a gift list.

VANITY FAIR

VF Insider Gift Finder Download Widget Sweepstakes Wish List Register Log In

## VF INSIDER

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**Vanity Fair Holidays**  
[www.VFInsider.com](http://www.VFInsider.com)

Readers of *Vanity Fair* are used to flipping through the pages of the magazine to find funky gift ideas alongside in-depth news articles, fashion ads, personality profiles and the latest celebrity gossip. This shopping season, however, the gift ideas are coming to them via *Vanity Fair's* downloadable desktop widget, which allows users to preview and order the featured Product of the Day straight from their desktop. Readers will find the widget on *Vanity Fair's* VFInsider.com Website, which also features a Gift Finder tool that Siite Interactive developed. It uses a "slider" interface to help shoppers select the gifts most appropriate for each person on their list, based on criteria such as the nature of the relationship and the recipient's personality traits. VFInsider.com also includes a wish-list creator tool and details on the MasterCard Holiday Trends 2007 Sweepstakes, in which participants have a chance to win a \$500 MasterCard gift card and shop the holiday trends.

Welcome to Pictown

The Story The People The Pictures The Nikon D40 Enter to Win

**Nikon Pictown**  
[www.StunningNikon.com/pictown](http://www.StunningNikon.com/pictown)

You've probably heard of the viral marketing trick in which someone stops you on the street and asks you to take a picture of them with their oh-so-easy-to-use camera, right? The person then casually tells you all about the camera's great features. Well, Nikon has found an even better way to get people to talk about cameras—specifically, about its own Nikon D40 compact cameras. Nikon gave away 200 of the cameras to people in the small town of Georgetown, South Carolina, and then set up Pictown, an online gathering spot where visitors can check out the pictures that these amateur photographers have taken and witness how an entire town was transformed. Pictown is "where ordinary people take extraordinary pictures," Nikon says. And until January 31, those who visit the site have a chance to win an all-expenses-paid, first-class trip for two to the photogenic medieval hill towns of Tuscany, Italy.

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[www.Topshop.com](http://www.Topshop.com)

Topshop is willing to play personal stylist to the common fashionista, and it's using an online widget to deliver daily service to customers. Anyone who visits the Topshop.com Website can download a widget (for either PC or Mac computers) that enables them to receive the Topshop Daily Fix right to their desktop. "Let us do the thinking for you," Topshop tells its customers. If they like the fashion pick of the day, as well as its price, then they simply click the "BUY" button, right below the picture of the featured item. Our suggestion: work with your food, entertainment and service tenants to develop this kind of feature on your Website to help support sales promotions and increase center productivity. ■