



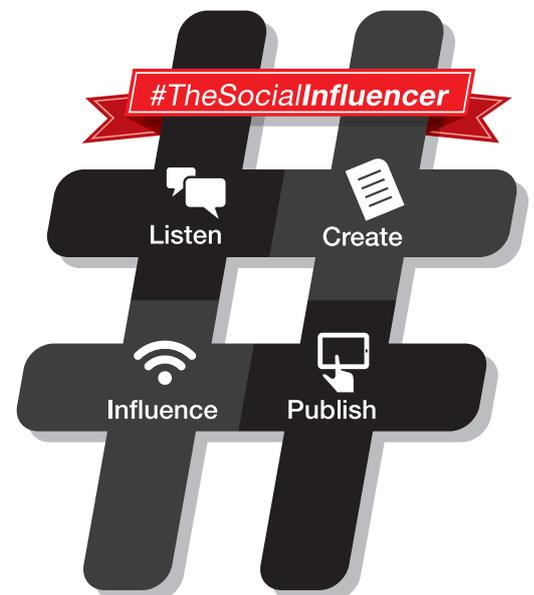
**We've chosen six Social Champions** - including in-house marketing professionals, agency heavyweights, consultants and self made social media superstars - to compete to become Europe's Social Influencer 2014!

Over the next four months, our six Social Champions will be blogging, Facebooking and Twitter chatting their insights into the future of social media marketing. Focused around four core pillars of social best practice...

## Listen, Create, Publish and Influence

... we'll give practical tips on what's working at leading socially-engaged businesses for CMOs, digital marketing professionals, PRs and social media managers.

We're also carrying out a market leading survey, polling Europe's social media marketers on their confidence levels in various social media strategic and engagement skills. To get the results of the survey for free, all you have to do is take part! The report will be a vital resource to benchmark your team, develop social strategies and inform your future social media skills development.



## Who are the Social Champions?

The six Social Champions hail from across Europe: including two from the UK and one each from France, Germany, the Nordic countries and the Benelux region.

Each of our champions wowed us with their level of audience engagement and reach, as well as their independent brand value.



## How will the winning Social Champion be chosen?

The campaign will conclude with a live Google hangouts debate - where we will crown one of the six Social Champions as **Europe's Social Influencer 2014!**

Additional awards will be presented for top achievement:

- ✓ **Most creative content**
- ✓ **Most engaging content - social shares, views and comments**
- ✓ **Highest level of user conversions - survey and debate participation**

---

It's your chance to engage with Europe's most influential social champions, benchmark your skills and in house capability and ultimately decide who will be #TheSocialInfluencer 2014 - get involved!

Find out more at [Oracle.com/TheSocialInfluencer](http://Oracle.com/TheSocialInfluencer)

