

Content Inventory (by Type)

CONTENT INVENTORY (by Content Type)

CONTENT TYPE	SUB-CATEGORY 1 (CURRENT AND FUTURE)	SUB-CATEGORY 2 (CURRENT AND FUTURE)	SUB-CATEGORY 3	DESCRIPTION	Priority - H	Priority - M	Priority - L	FORMAT	QTY.	UPDATE FREQUENCY	SOURCE	NEW WINDOW?	NOTES	SAMPLE URLs
Site Landing Page				Landing page for entire site.	X			HTML	1					http://www.[Client].com/en/
Interactive Flash Application	Model Showcase			Interactive application with call to actions focusing on showcasing main models. The "drive up" display (most models showing as driving up to central area of screen, while displaying relating vehicle info).				Flash	4					
Link-Out: External	Kelley Blue Book			"How much is it worth?"		X		HTML	1			Yes	Similar to Price & Locate > Trade in Value	http://www.[Client].com/en/
Link-Out: Microsite	Compare [Client]			Comparison of [Client] models to competitors. Includes video testimonials.		X		HTML	1			Yes	Links to microsite: http://compare[Client].com/. Different from Research > Compare Vehicles	http://www.[Client].com/en/
Link-Out: Microsite/Campaign	Imported from Detroit			Focuses on videos and imported from Detroit apparel.		X		HTML	1				Links to: http://www.[Client].com/en/ffd/index.html; Link within site goes to [Client] Collection.	http://www.[Client].com/en/
Link-Out:Microsite	The Collection			Link to [Client] branded apparel and other items.		X		HTML	1			Yes	Link to: http://www.[Client].com/exitpage/index.html?name=[Client]_collection&url=http://www.collection.[Client].com/&message=true	http://www.[Client].com/en/
Embedded Site	The Community			Embedded Social & Media content		X		HTML	1				Contains content similar to "Social & Media" section.	
Product Summary				View All			X	HTML	1				Presents vehicles listed in horizontal navigation. Exact replica of "Build My Own" entry page except does not include the words "Build My Own"	http://www.[Client].com/en/lineup/
Landing Product Page	[Client] 200			Displays model example with purchase cost, lease cost, etc.	X			HTML	1				Page indicator: "Vehicle Info", "Overview & Color"	http://www.[Client].com/en/2011/200/#/default/
Web Service Call	[Client] 200	Models		Model Highlights - comparison			X	HTML	1		AutoData		Link out to AutoData fed app	http://www.[Client].com/hostc/vsmc/vehicleSpecModels.do?modelYearCode=CUC201109
interactive Flash Application	[Client] 200	Gallery	Exterior	Car images	X			Flash	17				Images seem random, no cohesion or logical progression. Link to exterior images on right, interior on left (opposite in 200 Convertible)	
Interactive Flash Application	[Client] 200	Gallery	Interior	Car images	X			Flash	5					
Embedded Site	[Client] 200	Specs		Car specifications			X	HTML	1 (with several tabs)		AutoData		Rollover navigation links to AutoData fed app.	http://www.[Client].com/en/2011/200/elegant_design/distinctive_styling/
Embedded Site	[Client] 200	Build		Build My Own			X	HTML	1		AutoData		Link out to AutoData fed app displayed in iFrame. Tertiary horizontal menu disappears when in this module.	http://www.[Client].com/hostc/models/CUC201109/bmo/selectModel.do
Form	[Client] 200	Quote		Quote based on vehicle model, with dealer listing based on zip entered.			X	HTML	1		AutoData		Link out to AutoData fed app	http://www.[Client].com/en/gaq/index.html?family=200&zip=&year=2011&dealer_id=
Interactive Flash Application	[Client] 200	Configurator	Exterior	View exterior color options.	X			Flash	6 Colors					
Interactive Flash Application	[Client] 200	Configurator	Wheels	View wheel options.	X			Flash	1 Wheel				Only one wheel choice.	
Interactive Flash Application	[Client] 200	360°		360 Car View	X			Flash	1					
Interactive Flash Application	[Client] 200	Highlights	Safety & Security	Fly-Out specific to car model.	X			Flash	5				"Highlights" link will toggle menu on/off. Off state returns user to initial landing page look.	
Interactive Flash Application	[Client] 200	Highlights	Innovation	Fly-Out specific to car model.	X			Flash	4					
Interactive Flash Application	[Client] 200	Highlights	Design	Fly-Out specific to car model.	X			Flash	5					
Interactive Flash Application	[Client] 200	Highlights	Performance	Fly-Out specific to car model.	X			Flash	5					
Landing Product Page	[Client] 200 Convertible			Displays model example with purchase cost, lease cost, etc.	X			HTML	1				Page indicator: "Vehicle Info", "Overview & Color"	http://www.[Client].com/en/2011/200_convertible/#/default/
Web Service Call	[Client] 200 Convertible	Models		Model Comparison	X			HTML	3		AutoData		Link out to AutoData fed app. Extra (4th) column looks out of place.	http://www.[Client].com/hostc/vsmc/vehicleSpecModels.do?modelYearCode=CUC201100
Interactive Flash Application	[Client] 200 Convertible	Gallery	Exterior	Car images	X			Flash	11				Link to exterior images on left, interior on right (opposite in 200)	
Interactive Flash Application	[Client] 200 Convertible	Gallery	Interior	Car images	X			Flash	9					

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Embedded Site	[Client] 200 Convertible	Specs			X						AutoData?		GAP: Specs not available for 200 Convertible. Scheduled for update on June 17th.	
Embedded Site	[Client] 200 Convertible	Build		Build My Own			X	HTML	1		AutoData		Link out to AutoData fed app displayed in iFrame. Tertiary horizontal menu disappears when in this module.	http://www.[Client].com/hosto/models/CUC201100/bmo/selectModel.do
Form	[Client] 200 Convertible	Quote		Quote based on vehicle model, with dealer listing based on zip entered.			X	HTML			AutoData		Link out to AutoData fed app	http://www.[Client].com/en/gaq/index.html?family=200_convertible&zip=02474&year=2011&dealer_id=
Interactive Flash Application	[Client] 200 Convertible	Configurator	Exterior			X		Flash	6 colors					
Interactive Flash Application	[Client] 200 Convertible	Configurator	Wheels			X		Flash	1 wheel					Only one wheel choice.
Interactive Flash Application	[Client] 200 Convertible	360°	360 Car View			X		Flash						
Interactive Flash Application	[Client] 200 Convertible	Highlights	Safety & Security			X		Flash	4					"Highlights" link will toggle menu on/off. Off state returns user to initial landing page look.
Interactive Flash Application	[Client] 200 Convertible	Highlights	Innovation			X		Flash	5					
Interactive Flash Application	[Client] 200 Convertible	Highlights	Design			X		Flash	5					
Interactive Flash Application	[Client] 200 Convertible	Highlights	Performance			X		Flash	5					
Landing Product Page	[Client] 300			Displays model example with purchase cost, lease cost, etc.	X			HTML	1				Page indicator: "Vehicle Info", "Overview & Color"	http://www.[Client].com/en/2011/300/#default/
Web Service Call	[Client] 300	Models		Model Comparison			X	HTML	3		AutoData		Link out to AutoData fed app. Extra (4th) column looks out of place.	http://www.[Client].com/hosto/vsmc/vehicleSpecModels.do?modelYearCode=CUC201101
Interactive Flash Application	[Client] 300	Gallery	Exterior	Car images	X			Flash	26				Link to exterior images on right, interior on left (different in other models)	
Interactive Flash Application	[Client] 300	Gallery	Interior	Car images	X			Flash	8					
Embedded Site	[Client] 300	Specs		Car specifications			X	HTML	1 (with several tabs)		AutoData			http://www.[Client].com/en/2011/300/elegant_design/distinctive_styling/
Embedded Site	[Client] 300	Build		Build My Own			X	HTML			AutoData		Link out to AutoData fed app displayed in iFrame. Tertiary horizontal menu disappears when in this module.	http://www.[Client].com/hosto/models/CUC201101/bmo/selectModel.do
Form	[Client] 300	Quote		Quote based on vehicle model, with dealer listing based on zip entered.			X	HTML			AutoData		Link out to AutoData fed app	http://www.[Client].com/en/gaq/index.html?family=300&zip=02474&year=2011&dealer_id=
Interactive Flash Application	[Client] 300	Configurator	Exterior	View exterior color options.	X			Flash	6 colors					
Interactive Flash Application	[Client] 300	Configurator	Wheels	View wheel options.	X			Flash	7 wheels					Only one wheel choice.
Interactive Flash Application	[Client] 300	Configurator	Grille	View grille options.	X			Flash	5 grilles					
Interactive Flash Application	[Client] 300	360°	360 Car View		X			Flash						
Interactive Flash Application	[Client] 300	Highlights	Safety & Security	Fly-Out specific to car model.	X			Flash	5				"Highlights" link will toggle menu on/off. Off state returns user to initial landing page look.	
Interactive Flash Application	[Client] 300	Highlights	Innovation	Fly-Out specific to car model.	X			Flash	4					
Interactive Flash Application	[Client] 300	Highlights	Design	Fly-Out specific to car model.	X			Flash	4					
Interactive Flash Application	[Client] 300	Highlights	Performance	Fly-Out specific to car model.	X			Flash	5					
Landing Product Page	Town & Country			Displays model example with purchase cost, lease cost, etc.	X			HTML	1				Page indicator: "Vehicle Info", "Overview & Color"	http://www.[Client].com/en/2011/town_country/#default/
Web Service Call	Town & Country	Models		Model Comparison			X	HTML	3		AutoData		Link out to AutoData fed app. Extra (4th) column looks out of place.	http://www.[Client].com/hosto/vsmc/vehicleSpecModels.do?modelYearCode=CUC201108
interactive Flash Application	Town & Country	Gallery	Exterior	Car images	X			Flash	10				Link to exterior images on right, interior on left (different in other models)	
interactive Flash Application	Town & Country	Gallery	Interior	Car images	X			Flash	10					
Embedded Site	Town & Country	Specs		Car specifications			X	HTML	1 (with several tabs)		AutoData			http://www.[Client].com/en/2011/town_country/elegant_design/distinctive_styling/
Embedded Site	Town & Country	Build		Build My Own			X	HTML	1		AutoData		Link out to AutoData fed app displayed in iFrame. Tertiary horizontal menu disappears when in this module.	http://www.[Client].com/hosto/models/CUC201108/bmo/selectModel.do
Form	Town & Country	Quote		Quote based on vehicle model, with dealer listing based on zip entered.			X	HTML	1		AutoData		Link out to AutoData fed app	http://www.[Client].com/en/gaq/index.html?family=town_country&zip=02474&year=2011&dealer_id=
interactive Flash Application	Town & Country	Configurator	Exterior	View exterior color options.	X			Flash	8 colors					
interactive Flash Application	Town & Country	Configurator	Wheels	View wheel options.	X			Flash	1 wheel					Only one wheel choice.
interactive Flash Application	Town & Country	360°	360 Car View		X			Flash	1					

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Interactive Flash Application	Town & Country	Highlights	Safety & Security	Fly-Out specific to car model.	X			Flash	5				"Highlights" link will toggle menu on/off. Off state returns user to initial landing page look.	
Interactive Flash Application	Town & Country	Highlights	Innovation	Fly-Out specific to car model.	X			Flash	5					
Interactive Flash Application	Town & Country	Highlights	Design	Fly-Out specific to car model.	X			Flash	5					
Interactive Flash Application	Town & Country	Highlights	Performance	Fly-Out specific to car model.	X			Flash	5					
Link-Out: Microsite	Research	Compare Vehicles		Vehicle Model comparison with equivalents from competitors.			X	HTML	1		Autodata	Yes		http://www-hostc-origin.[Client].com/Compare/comparetool/Compare.html#selectview_yearCode=C10
Web Service Call	Research	Safety & Security		Safety and security technology.			X	HTML	1		Autodata?			http://www.[Client].com/en/safety/
Web Service Call	Research	MPG Rating					X	HTML	1		Autodata?		No page title. Only one vehicle year can be chosen.	http://www.[Client].com/en/performance/2011/
Web Service Call	Research	Flex Fuel					X	HTML	1		Autodata?		Vehicle years out of date. Remove page?	http://www.[Client].com/en/flexfuel/
Web Service Call	Research	Towing Capacity					X	HTML	1		Autodata?		No page title. Only one vehicle year can be chosen.	http://www.[Client].com/en/towing_payload/2011/
Link-Out: Microsite	Research	Service Contracts					X	HTML	1		Service Contracts Microsite			http://www.[Client].com/en/service_contracts/
Form	Research	Newsletter Signup		eNewsletter Updates			X	HTML	1				Unclear who owns this page.	http://www.[Client].com/signup/
Form	Research	Get A Brochure		Obtain brochure based on vehicle selected.			X	HTML	1				Presents vehicles listed in horizontal navigation. Exact replica of "Build My Own" entry page excepts includes the words "Get A Brochure"	http://www.[Client].com/en/lineup/index.html?app=brochure&showslider=false
Embedded Site	Research	Vehicle Quick Tips		Initial landing page.		X		JS/HTML	1				Interaction run via javascript. HTML looks very old for all 'Quick Tip' sections.	https://www.[Client].com/hostb/crossbrand/owners/en/vehiclequicktips/[Client]/
Embedded Site	Research	Vehicle Quick Tips	200			X		JS/HTML	1				Inaccurate data - 200 Convertible is available.	https://www.[Client].com/hostb/crossbrand/owners/en/vehiclequicktips/[Client]/model.php?vehicle=15
Embedded Site	Research	Vehicle Quick Tips	200 Convertible "Coming Soon"			X		JS/HTML	1					https://www.[Client].com/hostb/crossbrand/owners/en/vehiclequicktips/[Client]/model.php?vehicle=16
Embedded Site	Research	Vehicle Quick Tips	300			X		JS/HTML	1					https://www.[Client].com/hostb/crossbrand/owners/en/vehiclequicktips/[Client]/model.php?vehicle=14
Embedded Site	Price & Locate	Build My Own					X	HTML	1		Autodata		Link out to AutoData fed app displayed in iFrame.	http://www.[Client].com/en/lineup/index.html?app=bmo&showslider=false&year=2011
Form	Price & Locate	Get a Quote		Quote based on vehicle selected, with dealer listing based on zip entered.			X	HTML	1		Autodata		Inconsistent labeling - same as 'Quote' link on Product Pages	http://www.[Client].com/en/gaq/index.html?family=&zip=02474&year=&dealer_id=
Embedded Site/Form	Price & Locate	Current Incentives		Vehicle incentives			X	HTML	1				Unclear who is responsible for this content. Selecting an incentive links to additional information and a different 'get a quote' function.	http://www.[Client].com/en/incentives/
Embedded Site	Price & Locate	Estimate Payments		"Price Estimator"			X	HTML	1		Autodata		Looks similar to 'Build Your Own' except for label change.	http://www.[Client].com/hostc/models/CUC201109/pe/selectModel.do
Link-Out: External	Price & Locate	Trade-In Value		Spawns separate window out to Kelly Blue Book.			X	HTML	1		Kelly Blue Book	Yes		http://www.[Client].com/exitPage/index.jsp?tname=trade_in_value
Web Service Call	Price & Locate	Find a Dealer		Lists dealers based on zip code.			X	HTML	1		Autodata			http://www.[Client].com/hostc/fad/findDealers.do?zipCode=02474&dealerCode=&city=&state=&dealerName=
Web Service Call	Price & Locate	Search New Inventory		Finds car available at particular dealers based on model, color, etc.			X	HTML	1		Autodata		Looks similar to 'Build Your Own' except for label change.	http://www.[Client].com/en/lineup/index.html?app=newinventory&showslider=false&zipcode=02474&dealerid=
Form	Price & Locate	Schedule a Test Drive					X	HTML	1				Links to 'Find a Dealer' module.	http://www.[Client].com/en/satd/index.html?family=&zip=02474&year=&dealer_id=
Link-Out:Microsite	Price & Locate	Search Pre-Owned		Spawns separate window - search for used cars.			X	HTML	1			Yes		http://www.[Client].com/hostc/cpov/vehicleSearch.do?zipCode=02474&dealerCode=
Link-Out: External	Price & Locate	Apply for Credit		Spawns separate window out to "ally".			X	HTML	1			Yes		http://www.[Client].com/hostc/cpov/vehicleSearch.do?zipCode=02474&dealerCode=
Interactive Flash Application	History			Provides history of [Client] with associate model images for specific time periods.		X			1				There are several images provided for each time period. Which images to migrate?	http://www.[Client].com/en/history/
Landing Page	Social & Media			Links to events, news, plus social media sites.			X	HTML	1					http://www.[Client].com/en/social/
Image	Social & Media	Events		Image asset highlighting recent event.			X	Image	1 (?)				It looks like there should be additional images available in same frame, but clicking on the one blue (?) box in lower left hand corner does not seem to work.	http://www.[Client].com/en/social/
List	Social & Media	News: From Us		Press Releases			X	Link	98				Assuming these link to internal press releases. Clicking on a link yields "fever bar" activity with no specific resulting page.	http://www.[Client].com/en/social/
List	Social & Media	News: From Them		External news coverage			X	Link	99				Links to external news articles.	http://www.[Client].com/en/social/

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List	Social & Media	Facebook		Recent Facebook posts.			X	Facebook	24				Clicking on Facebook icon takes user to Facebook [Client] site.	http://www.[Client].com/en/social/
List	Social & Media	Twitter		Recent Tweets			X	Twitter	16				Clicking on Twitter icon takes user to Twitter [Client] site.	http://www.[Client].com/en/social/
List	Social & Media	Youtube		Highlights specific Youtube video.			X	Video	1		Youtube(?)		Clicking on Youtube link takes user to Youtube [Client] site.	http://www.[Client].com/en/social/
Landing Page	Commercial					X		HTML	1					http://www.[Client].com/en/commercials/
List	Commercial			Questions		X		Video	1		YouTube		After a video plays, the next choice is not always what is displayed on the list. (Perhaps due to YouTube hosting?)	List last updated 5/20/2011; Specific video format unknown.
List	Commercial			Rise from the Ashes		X		Video	1		YouTube			
List	Commercial			Fatchance 2.0 - Sprint to Spring Fest		X		Video	1		YouTube		After a video plays, the next choice is not always what is displayed on the list. (Perhaps due to YouTube hosting?)	http://www.youtube.com/watch?v=yqLPNU7WMA4&feature=player_embedded
List	Commercial			Imported From Detroit - Attitude		X		Video	1		YouTube			
List	Commercial			Imported From Detroit - Homecoming		X		Video	1		YouTube			
List	Commercial			Fatchance 2.0 - Special Delivery		X		Video	1		YouTube			
List	Commercial			Spring Fest 6 Teaser		X		Video	1		YouTube			
List	Commercial			2011 [Client] 200 - Raise Your Standards		X		Video	1		YouTube			
List	Commercial			2011 [Client] 200 - 29 MPG		X		Video	1		YouTube			
List	Commercial			Imported From Detroit - Voices		X		Video	1		YouTube			
List	Commercial			Imported From Detroit - We Believe		X		Video	1		YouTube			
List	Commercial			Imported From Detroit - Perseverance		X		Video	1		YouTube			
List	Commercial			Imported from Detroit - Dedication		X		Video	1		YouTube			
List	Commercial			The American Secrets Talk About Imported From Detroit at SXSW		X		Video	1		YouTube			
List	Commercial			The 2011 [Client] Premiere Event		X		Video	1		YouTube			
List	Commercial			Reinventing the Wheel		X		Video	1		YouTube			
List	Commercial			Fatchance 2.0 - From Sketch to Street		X		Video	1		YouTube			
List	Commercial			Meet Fatchance		X		Video	1		YouTube			
List	Commercial			[Client] "Game On" Blogger Road Trip: The Big Game		X		Video	1		YouTube			
List	Commercial			300C Walk Around With John Fortuno at NAIAS 2011		X		Video	1		YouTube			
List	Commercial			[Client] "Game On" Blogger Road Trip: The Final Destination		X		Video	1		YouTube			
List	Commercial			[Client] "Game On" Blogger Road Trip: "Dem Boos"		X		Video	1		YouTube			
List	Commercial			[Client] Town & Country - "Whisper"		X		Video	1		YouTube			
List	Commercial			[Client] "Game On" Blogger Road Trip: 4th Leg Intro		X		Video	1		YouTube			
List	Commercial			Blogger Profile: Brad and Heather		X		Video	1		YouTube			
List	Commercial			[Client] "Game On" Blogger Road Trip: "French Quarter Boogie"		X		Video	1		YouTube			
List	Commercial			[Client] "Game On" Blogger Road Trip: A Quick Pit Stop		X		Video	1		YouTube			
Policy Statement	Privacy			Link to Privacy Statement			X	HTML	1			Yes	Is this used across all brand sites?	http://www.[Client].com/universal/privacy.html
Policy Statement	Copyright			Link to Copyright Statement			X	HTML	1			Yes	Is this used across all brand sites?	http://www.[Client].com/universal/Copyright.html
Website Listing (Non-US)	International			Link to semi-interactive map of non-US [Client] websites ([Client], Jeep, Dodge).			X	Javascript	1			Yes	Is this used across all brand sites?	http://www.[Client].com/crossbrand/intl_site_locator/index.html
Site Map	Site Map			Site map for [Client].com website.			X	HTML	1					http://www.[Client].com/en/site_map/
FAQ	Contact Us			FAQ style page with [Client] Contact Information.		X		HTML	1					http://www.[Client].com/webselfservice/[Client]/index.jsp
Policy Statement	Ad Choices			Advertising policy statement (pop-out).			X		1				Format to be verified.	

CONTENT TYPE	SUB-CATEGORY 1 (CURRENT AND FUTURE)	SUB-CATEGORY 2 (CURRENT AND FUTURE)	SUB-CATEGORY 3	DESCRIPTION	Priority - H	Priority - M	Priority - L	FORMAT	QTY.	UPDATE FREQUENCY	SOURCE	NEW WINDOW?	NOTES	SAMPLE URLs
Policy Statement	Legal, Safety and Trademark Information			Disclaimer information that pops down at bottom of page.		X		HTML	1				Appears in footer in higher level pages only.	