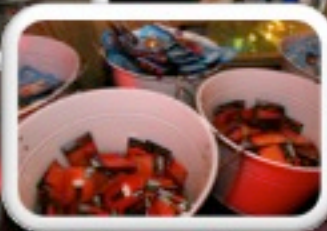
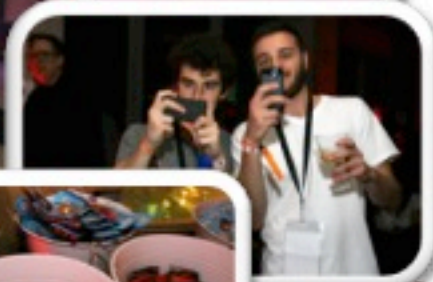
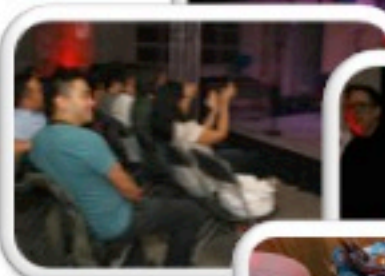


GIRL POWER



POWERED BY CHIRPBUG



Our Assignment

Take Crickets.TV, an on-line comedy club, and turn it into a real-time social metric and social TV tool.

The tool crowd-sources audience sentiment, allows for a natural, non-disruptive social engagement, works with a variety of pre-recorded and live content. Works on the web and mobile. Also, offers back-end reporting.

Our Strategy

Create a soft launch of Crickets.TV , now Chirpbug , during SXSW Interactive in March, 2011. At SXSW, we were able to introduce Crickets.TV to the interactive marketing community in a fun and engaging way. As well as, gauge the user experience with a tech savvy audience, and potential future users.

Our Execution

We created Girl Power at the Power Plant, a custom event at the Seaholm Power Plant. While the main area was being prepped for a surprise celebrity music concert, we converted the former executive office into a comedy club. Using sexy lounge furniture, cool lighting, and a small stage. Attendees were encouraged to download the Crickets.TV app using a QR code by Scanbuy. The event featured comedians from all across the country being streamed in, as well as, local Austin talent performing live. The audience used Crickets.TV to interact with the comedians in a whole new way and had an awesome time doing it. The event was packed with influencers from Apple, Vimeo, Vevo and many more. Sponsored by PepsiCo, Dos Equis, Starbucks, Scanbuy, & Ionic Pro Clean.

To find out more about Chirpbug, please contact DigitalFlashNYC