CROWDZILLA

TAG YOURSELF

FIND FRIENDS

SHOP ONLINE

SHARE

TWEET

PIN

WHAT IS CROWDZILLA?

An ultra high definition crowd image built into a social media marketing platform, allowing sponsors and producers to engage attendees & their social networks beyond the event with photos posted to Facebook and Twitter.

RELIVE THE EXPERIENCE

Capture the live event experience by allowing fans to zoom-in, tag and explore every corner of the stadium in incredible detail.

FIND, TAG AND SHARE!

Users can use their Facebook account to tag themselves in the image and instantly share the experience with their entire social graphs.

VALUE TO SPONSORS

•Reach key demographics by effectively communicating through the fans' social networks.

•Extend the sponsorship beyond the event by creating thousands of additional impressions to those not in attendance.

•Brand alignment with attendees passion points allows for data capture they would not get with basic venue programs.

•Creates consumer goodwill by providing fans with a tangible (free) memento.

POST EVENT EXPOSURE

Branding and promotional messages are integrated within the image and throughout the sharing process. As fans share photos, sponsors receive earned media exposure from each post interaction on Facebook and Twitter.

BRAND ACTIVATION

Let them know!
- •SMS shortcode (Opt-In)
- •Email Newsletters
- •Ticket Partner Emails & App Alerts
- •Alerts on the team's/artist's iPhone app
- •Branded banner at event
- •Chair signage
- •Flyers/Stickers
- •Event Programs
- •Video on videoboard (Jumbotron)
- •PA Announcement

CROWDZILLA FEATURES

- •Contests
- •Hidden Object Games
- •Branded Sharing Modules
- •Custom Tagging Icons
- •eCommerce Integration
- •Data Analytics
- •Surveys
- •Embedded Audio and Video
- •iPad Application Development

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