

MAKE YOUR EVENT INTERACTIVE
(ON-SITE AND ONLINE)

SOCIAL PROMPTER

CASE STUDY: GRAMMY'S 2012 EVENT



SERVICE OVERVIEW

Our social media services contribute to a unified message across all media outlets, in turn strengthening and growing an organic buzz around a given objective. Branded screens provide instant gratification for guests as they share their thoughts and join the conversation in real time via personal twitter accounts. Detailed post-event metrics are provided to give clients a well-rounded view of their event's success in the digital space.

CLIENT DESCRIPTION



An event produced by a prestigious talent management agency, Red Light Management. Their artist list includes: Alicia Keys, Ben Harper, and Faith Hill.

Teamed up with Google Music for the promotion of this event, looking for a new and fresh way to promote their brands using on-site and online social media marketing.



EVENT OBJECTIVES

- Generate an on-site and online buzz about the Google Music service by encouraging live Twitter engagement at the official Grammy party, maximizing brand exposure and reach via twitter.

- Display screens throughout event space for optimum viewing of the Google Music branded tweet machines, displaying social network activity at the party in real-time.



SOLUTIONS PROVIDED

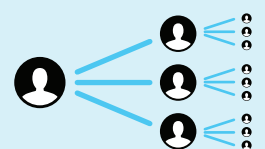
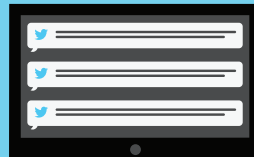
- Set up 7 x 50" plasma screens to display a live twitter feed with the #GoogleMusic hashtag.
- Displayed tweets by users present at the event and those following it online.
- Tweets appearing on tweet machine are automatically filtered for foul language.

RESULT SUCCESS

Metrics report showed:

- Prior to the event: Little-to-no traffic for the chosen hashtag (#GoogleMusic)
- During event: Exposure reached over 6 million Twitter users.
- Post-event: Steady use of hashtag by twitter users, as a result of the successful exposure.

EVENT EXPERIENCE



LET'S GET STARTED!

We've got a ton of ideas tailored just for you. No two events are the same, so let's speak on the phone or in person.

CONTACT US FOR A FREE ASSESSMENT & QUOTE:
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