

At a Glance

A few of the customers we have been fortunate to work with



The ViewTube Solution engages your fans with media, social utilities like YouTube, Facebook and twitter and advanced mobile apps.

Highlights:

- Used by over 500,000 fans
- Delivered over 650,000 videos
- Mobile apps downloaded over 15,000 times

Key Elements:

- **Engage:** we aggregate videos, bios and pictures of all artists to help visitors discover what you have to offer
- **Personal:** Fans can create their own personal list of favourites which they can share with friends
- **Social:** Friends can see each other's calendars, check-in to locations and events, find their friends and much more
- **Mobile Apps:** Super Engaging social mobile apps (iPhone and Android)

You have many fans so we built the ViewTube Festival Solutions to help you leverage their passion by integrating your web presence with leading social utilities like Facebook, twitter, YouTube and Flickr and empowering fans to spread the joy via web and mobile. This leads to more attendees and improved sponsorship opportunities.

"FaveQuest's Bluesfest ViewTube has made a dramatic difference for us in terms of increasing fan engagement and providing an interactive means for them to enjoy all that the festival has to offer."

Mark Monahan - Executive Director, Ottawa Bluesfest

Success: More Engagement, More Traffic, More Mobile

The ViewTube solution has seen substantial success in the marketplace with leading customers like The Cisco Ottawa Bluesfest, Just for Laughs Festival, Canada's Walk of Fame Festival, The Black Sheep Inn, Rochester Events, Winterlude and many more.

Our tools often triple the time fans spend on our customers' sites by providing them engaging features like videos, a personal calendar they can share with friends and for 2011, a brand new trivia contest module. The social elements are leading to a sharp increase in mentions on Facebook and twitter and an increase in highly targeted traffic to our customers' sites from social networks.

Social Calendar

The core element of the Viewtube solution is the Social Calendar module which you can easily add to your existing site.

It allows fans to explore what you have to offer, add interesting elements to a list of favourites and an ability to share that list with friends. They can even explore what their friends are interested in allowing them to discover even more. This invariably leads to more attendees.

Mobile Apps

FaveQuest's bi-lingual festival mobile apps are truly among the most advanced on the market.

Fans can browse events and add them to their calendar, share what they discover on Facebook and twitter, watch videos and find their way around your festival site. They can see what their friends are planning to attend, and even check-in to various locations and events so that friends can find each other on site! Very cool.

We're now working on contests and games, notifications and group messaging to really turn our apps into super engaging must have tools for festival goers. We love mobile.



Facebook integration:

- Automatically create Facebook events
- Integrate the social calendar into your Facebook Page
- Built-in Facebook commenting system to give fans a voice

Popular:

- Rapidly growing client list with marquee clients like Ottawa Bluesfest, Winterlude and Just for Laugh Comedy Festival and Canada's Walk of Fame Festival
- FaveQuest named "Startup to Watch" by Ottawa Business Journal
- Winner of 2011 Bootstrap Awards

We Deliver:

- Extensions and drop-in modules for your website
- Enhancements for your Facebook page
- Sites and Microsites
- Mobile Apps
- Custom development and complete site design and execution

Deep Facebook Integration

Viewtube goes far beyond Facebook and twitter share buttons seen on most sites. We take full advantage of Facebook events, pages and comments to generate event more fan interaction and social mentions:

- Our tools can automatically create **Facebook events** when you add an event to your website! All our customers think that's pretty cool!
- The social calendar can be exported to your **Facebook page** as a widget to further drive loyalty, engagement and awareness for your events.
- You can optionally enable **Facebook commenting** within the ViewTube Calendar as a way to draw out reviews and thoughts from fans. It makes them feel good and creates increased awareness for your events.

Contests and Trivia

In April 2011, we are launching a brand new way to engage and reward fans while also enticing them to explore what you have to offer. The contest and trivia functionality allows you to easily launch a large variety of trivia questions including simple text, images or video.

For example, you could launch a different contest every week. One week, it could be a simple question with multiple choice answers. Another week, you can post an art piece and have fans share their thoughts. You can even use a video as the question.

To get visitors to explore your site, you can provide hints such as "check out Bono's profile page for clues". Players can share their answer with friends and entice them to try to their luck. Winners are selected and given prizes of your choice.

How We Can Help

FaveQuest has developed a set core functions that can be easily adapted to specific requirements. This technology foundation and our experience in social media and the event market can be leveraged to create something special for you very quickly and typically at a fraction of the cost others can offer. We can develop and deliver:

- **Extensions to your website:** You can easily add Viewtube to an existing page or a new a page on your site. Simply drop in the embed code ... just like a YouTube video. You have full control over the content and the look and feel to ensure complete integration with your site.
- **Exportable Calendar widget:** The ViewTube calendar can be made available for others to embed into their sites. This can be limited to partners (sponsors, media such as newspapers, radio, t.v.) or made generally available to anyone.
- **Enhancements to your Facebook Page:** Add the ViewTube calendar to your Facebook page. It stays in perfect synch with your site automatically.
- **Complete Sites & Microsites:** We can deliver complete sites or microsites with all the advanced viewtube built-in functionality. This can be a full turnkey solution, including graphics or we can build the functional site and your team applies your graphics and brand.
- **Mobile Apps:** Fans expect festivals to have mobile apps. We can deliver mobile apps that work with your existing site even if you don't use our Viewtube Social Calendar.

We look forward to exploring innovative ideas with you.