Case Study: Transparency Agency

Solution

Looking to, “. . . bring some relevance to the band’s online presence in a fresh new way, rather than a run of the mill social campaign,” Transparency Agency joined forces with bio tech company BioBeats to collaborate on creating a custom app. After all of the components for the groundbreaking concept were in place, there was only thing left to do: broadcast live on Ustream.

“I wanted to get as many eyeballs as I could.” For Park, “. . . knowing that Ustream gets the traffic it does,” the choice was clear.

After setting up a custom channel, and spreading the word about the broadcast, Far East Movement fans around the globe joined in an experiment broadcast live on Ustream whereby all fans logged into in to the app — contributing their own heartbeats to the project.

- and the results? With over 1.5 million ‘heartbeats’ contributed, Park considers the event “A big success.”