

Consumer Brands

LiveCLIQ enables consumer brands to create advocate user communities around their products and services.

The introduction of new products and services benefit from user advocates spreading the word and showing why they are delighted customers. Imagine a product launch with an accompanying contest provoking user media contributions from your first adopter customers.

The result is a successful viral campaign that produced highly supportive customer media that you can now include in subsequent advertising on mobile, web and broadcast platforms.

You have successfully created a media conversation with your customers that yield the powerful benefits of:

- transforming anonymous customers into your brand advocates
- igniting viral interest and buzz around your product or service
- augmenting your available advertising inventory with relevant user reality media
- including real-time reality media throughout your mobile, online and broadcast properties

LiveCLIQ Platform

Media properties, consumer brands, live event producers and network operators can now create media campaigns that provoke responses from their viewers and customers in the form of live and recorded video streams from their mobile phones and computers. This theme-focused contributed user media can be edited and published to web destinations, mobile phones and broadcast streams.

LiveCLIQ's Digital Media Platform includes:

- 3 Screen support for professional and user media to and from mobile, web and broadcast platforms
- Full featured mobile client for content capture and media playback
- Comprehensive web-based content, community and event management tools
- Easy to use playlist manager allows you to quickly create custom playlists
- Media player manager controls and configures your media player for easy embedding in blogs, websites, social networks and other media destinations

Embedded media player that supports custom branding, location support and community features.

