Creative Technology. Creative Solutions.

Some Work We've Done

SOUTHPARK ANNIVERSARY

The Situation

Southpark wanted to celebrate its anniversary with a big digital push through the end of 2011.

The Solution

A social widget and microsite to celebrate the event bringing together the all the best of the South Park brand. The social widget had Facebook Chat, Group Chat and real-time Twitter Stream. The microsite featured interactive polls and social games to drive engagement and promote featured programming. Within first 2 weeks of launch the experience received more than 100,000 users

The Technology

Deployment of Ejabberd XMPP cluster on Amazon Cloud, with more than 15 instances running. Integration with Twitter and Facebook API

VIACOM/MTV NETWORKS

the Situation

Viacom has a number of disparate app products and needs to continually build solutions to better connect consumers with Viacom content across platforms

The Solution

Develop several iPhone, Android, Verizon Fios and HTML5 components to be used in apps and connected TVs for several Viacom brands, including Nickelodeon, MTV, South Park, Comedy Central and VH1. Components included cross selling tools, social gaming tools(achievements and high score) and chat applications.

The Technology

XMPP (Extensible Messaging Presence Protocol), Objective C, Python, PHP, Java, REST APIS, REST API, Amazon EC2, HTML5, CCS3 and Sencha Touch
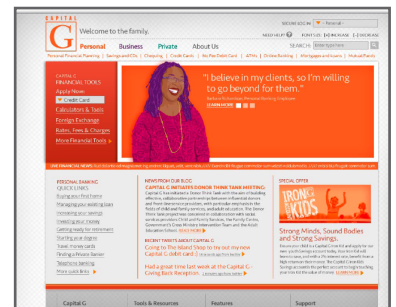
Work Done At Previous Companies

CAPITAL-G BANK

The Situation

In 2008 The Concept Farm launched a new brand campaign for Capital-G bank, a young but growing local bank in Bermuda that needed to take itself to the next level. The positioning, the concept and integrated executions all worked in concert. But, the bank's website lacked updated branding, had an ill-conceived information architecture, and inconsistent navigation. This created an inferior consumer experience and spawned negative brand perception beyond Bermuda.

The Solution

We identified the key business objectives, which included bringing the current brand look to the site, creating a best-in class banking portal that could support deep content from 3 major lines of business all done with a simple content management structure that allowed ultimate control of messaging and navigation by the marketing team.

The Technology

Drupal was used for the front end , Pressflow for the CMS and 'semantic' web technology Open Calais was used to boost SEO performance.

ALPINE MEADOWS RESORT

The Situation

The Concept Farm launched "We know what you're thinking," a bold campaign to drive lift ticket sales to Alpine Meadows. To deliver additional brand engagements, capture more user information, we then wanted to extend the campaign into the social arena.

The Solution

We developed a customized Facebook app that produced "branded content" using real Alpine fans. With "The Alpinizer," we pushed Facebook engagement beyond linking and wall posts to inspire repeat usage and take advantage of Facebook's network effect. With the app, visitors can "Alpinize" and post their own Facebook photo, selecting one of seven mountains from the Alpine Meadows range.

The Technology

Flash Actionscript 3.0, Box2d, Facebook Open Graph API, Zend Framework, MYSQL

BNY MELLON

THE SITUATION

The BNY Mellon Asset Servicing sales team had become overly reliant on large, 'static' presentations to communicate with new and existing clients. However the rapidly evolving expertise and market conditions required a more forward thinking, flexible sales and client communication tool.

THE SOLUTION

A presentation platform specifically built for the iPad. Taking full advantage of native interactivity, the application supports both linear and non linear ways for presenter and audience to navigate critical information. By allowing a meeting audience to interact with the presentation and discover content on their terms, BNY Mellon Asset Servicing will establish itself as an innovative partner, in their expertise and the way in which they communicate.

TECHNOLOGY
Objective C, Open GL ES, Python Django, MySQL

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