

Entertain, Engage, & Enrich your customers using Teamitt "Product Poll" Game



Product Brochure
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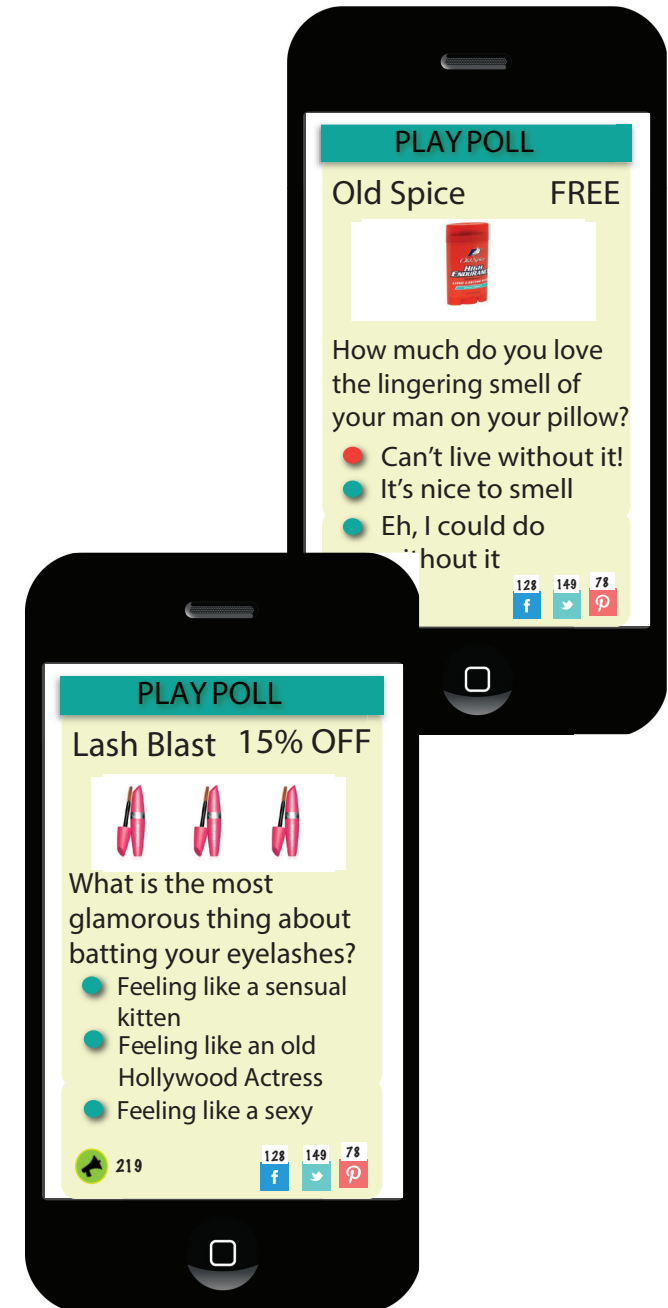
Entertain

Marketing campaigns with **entertainment value** are sticky and viral

Producing a marketing campaign with entertainment value is expensive and time consuming. Existing social networks only help with making an existing entertaining marketing campaign go viral but they do not provide tools to add entertainment value to marketing campaigns.

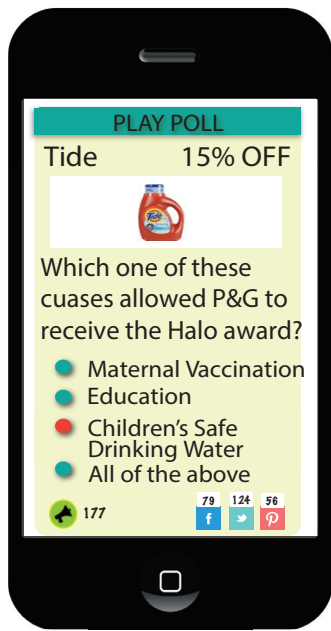
These days “on-the-go” social games on mobile and on web are gaining viral popularity. Teamitt platform gives tools to add entertainment value to your marketing campaigns in the form of product poll games. Using teamitt, you can create a ‘product poll game’ around your products by using pictures of the product and by attaching a poll to that picture. You can either construct a funny poll on your own, or get help from our database of comical poll question formats. Marketing managers can launch a marketing campaign with a ‘product poll game’ and other users can attach new polls to this ‘product poll game’ and invite their friends to “guess” the response of their “poll game” and the friends in turn create their own poll game as a response.

Teamitt platform is not only giving tools to marketing managers to add the layer of entertainment value to their marketing campaigns but it is also allowing players of the game to be part of the creation process resulting in an emotional bond between the player and the product.



Marketing campaigns that are 'action-oriented engagement'-that result in immediate customer actions

Engage



Team it helpsto create action-oriented engagement with your customers. Unlike comments and tweets, due to the structured nature of the 'poll data' it is easier to assimilate it and translate it into immediate actions. Knowing that their inputs are taken into consideration and acted-upon customers get more motivated to participate in "poll games" both by creating the polls and by answering the polls and use this channel to voice their opinions and concerns in a one-on-one manner. This channel also provides a great opportunity to educate the customers about product innovations and social responsibility initiatives beyond just posting on Facebook pages since the game player has to guess the right answer. This more understanding likely can translate into building a long-term relationship with the brand, and are more likely to recommend the company or product to someone else.

Enrich

Marketing campaigns that extends and expands the brand product experience

Team it helpsto extend and expand the product experience beyond the use of the product. It is helping users to unleash their creativity, to have fun with their friends creating magical and memorable experiences. These "poll games" can be used to learn about hopes and aspirations of consumers at a granular level specific to different demographic groups in ways that was not possible before. The information about the users' hopes and aspirations can be used to create marketing campaigns that resonate with the users and also to build product road map that is grounded in market needs and demands.

