

brickfish® snapshot

ENGAGEMENT IS EVERYTHING

What is Brickfish?

Brickfish® is a performance-based, cross-social Media Distribution Platform that powers peer-to-peer brand engagement. With unparalleled metrics and reach, Brickfish programs help you reach your consumers everywhere across the Social Web. Brickfish programs offer extensive analytics and reporting surrounding all activity on the Social Web including unmatched ROI for your brand over all other forms of display, online or offline. Brickfish is a 2008 Red Herring Global 100 winner and a 2009 OMMA Award winner for Best Viral Campaign.

Brickfish programs energize viral sharing among consumers via the Social Web. Consumers create brand friendly UGC and virally share that content with their vast social networks through widgets, blogs, IM's, and more. All engagements are tracked with patent-pending Viral Map® and Geo View technologies, which provide detailed, real-time data on reach, engagement, frequency, and viral activity across the entire Social Web and geographically. You don't have to choose just one Social Media site – Brickfish reaches them all.

Proven Results.

Brickfish understands that your customers are your greatest marketing asset, which is why it utilizes the most trusted form of advertising– direct consumer-to-consumer advocacy. Word of mouth is the most compelling form of advertising, making your customers' social networks an essential channel in achieving your marketing goals. This is exactly what Brickfish programs do. Our Viral Map® and Geo View technologies show you everywhere your program has been shared across the Web and around the world in real-time. Additionally, Brickfish delivers comprehensive reports, which surpass all forms of display advertising, detailing your program's viral activity including demographics, geographics, engagements, time spent with your brand and social actions taken. Brickfish is the only solution that combines guaranteed display engagement with our Cost Per Engagement model (CPE), is brand safe with around-the-clock moderation, provides SEO amplification, and houses user-generated and professional content that will live on forever.

Who's Using Brickfish?

The Brickfish Social Media Distribution Platform has run more than 350 programs for some of the world's premier brands including Microsoft, MTV Networks, Nike, Victoria's Secret, Samsung, Coach, The North Face®, Estee Lauder, Intuit, Qualcomm, and many more, generating over 200 Million engagements.

Learn More.

Brickfish is a four-year-old Social Media company based in San Diego, with offices in New York, Chicago, San Francisco, and Los Angeles. Brickfish is a pioneer in the Social Media space, and a member of the Interactive Advertising Bureau (IAB) and the Social Media Advertising Consortium (SMAC). Brickfish has invested millions of dollars in proprietary technology to create a superior, comprehensive, end-to-end Social Media Distribution Platform.

Whether you are a brand, an agency or a publisher looking for a world class Social Media Distribution Platform, call or email Brickfish today to learn more about the results it can deliver for you.

Email: engage@brickfish.com

Phone: 858.587.2530

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Web: www.brickfish.com

Start the conversation

Consumers create branded content

Consumers share with, and influence friends

Track with Viral & Geo maps

Detailed reporting & documented ROI

THE SOCIAL MEDIA SOLUTION™