



BzzAgent: Word of Mouth Solutions

BzzAgent is a word-of-mouth media firm
that creates **brand advocacy**
through **guided product experience**,
then provides advocates with tools
to **share opinions** – in person
and throughout their online social networks.

Tropicana

JIM BEAM

Palmolive

bp



CVS
pharmacy

600K+

Agents Worldwide



Kellogg's

600
Campaigns

BURT'S
BEES



10MM
Purchases

~100MM
Conversations

Nestlé



PHILIPS



Our Simple 5-Step Process

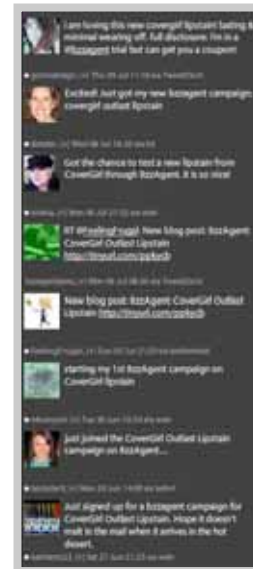


SPONTANEOUS WOM



Agents Bzz naturally:

- In person
- Twitter
- YouTube videos
- Social networks



We guide Agents to Bzz by:

- Throwing parties
- Tweeting at the same time
- Forming an online community
- Joining your Facebook fan page



GUIDED WOM



WOM Enriches Social Media

Agents submit WOM testimonials and collect/create digital content about your brand ...

... which is then distributed over social networks, websites and the places people congregate



Campaign Execution Options

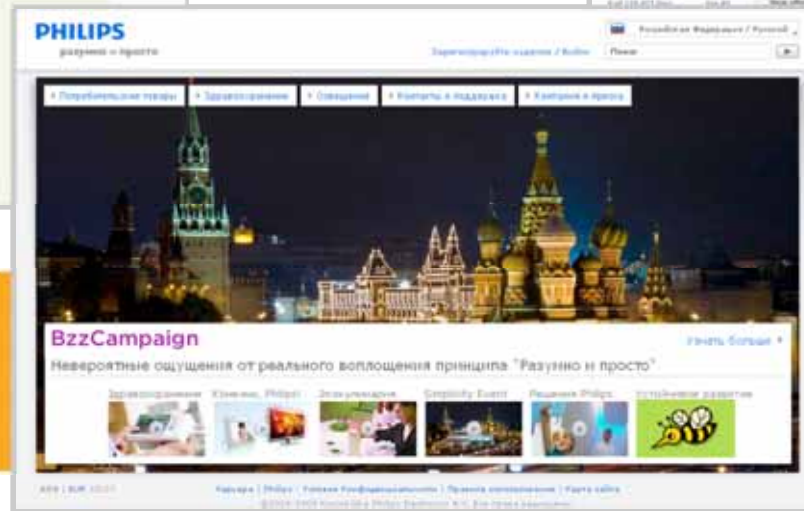
Campaigns can be run on our website...



...via a Facebook fan page...



...or on your website or micro-site



BzzScapes: Extending Share of Social

- Consumer-generated brand communities
- Fans collect, create, rate brand content (reviews, pictures, videos, articles, etc.)
- Marketers distribute consumer-supplied content on social Web (Facebook, Twitter, RSS feeds, etc.)
- Fosters advocacy and activity before, during and after BzzCampaign



BzzCampaign Measurement



Reach

- Track number of conversations generated
 - On average, 1 Agent generates 56 communications
- Demonstrate wide-reaching recommendations across the web



Impact

- Shifts in opinion, purchase intent and likelihood to recommend
- New “triers”, units purchased during campaign, estimated future purchases
- ROI modeling in collaboration with client
- Actual sales and coupon redemption data as provided by client



Insights

- Deep qualitative insights unique to the BzzAgent process (key themes discussed; most frequently discussed attributes; most positively received)
- Profile of the best promoters
- Barriers to trial and adoption



Check it out for yourself at
BzzAgent.com

