

CASE STUDY

OVERVIEW

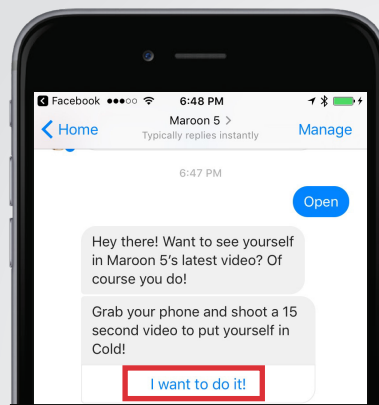
In today's world, if your product doesn't seamlessly enable consumer sharing, it's as good as broken. Even if that product happens to be a multi-Platinum, Grammy Award-winning recording artist like Maroon 5. That's why Maroon 5, their management team, and the band's record label turned to Vivoom to give their fans a whole new way to interact with the band, and to promote their hit single, Cold.

In a first-of-its-kind digital experience, Maroon 5 made every fan a star. Powered by Vivoom's white label consumer sharing solution and exclusive, AR-enabled special effects engine, Maroon 5 fans could actually shoot, upload and embed 15-second video clips of themselves directly into scenes from the music video—all from a vanity url included on the band's social channels, web site, Facebook Messenger chat bot, and fan email.

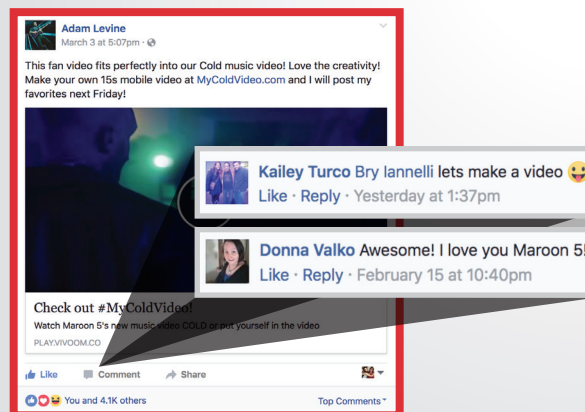
The band has rights to all of the incredible fan content and republished their favorite videos, as part of "Fan Video Friday", on Maroon 5 and lead singer Adam Levine's social channels as well as the band's website.

Sharing has become second nature for most fans — Maroon 5 is delivering the seamlessly shareable product experiences that fans expect as part of all future product releases, including tours, new albums and more! Together with Vivoom, Maroon 5 is redefining what it means to successfully keep fans engaged in today's fragmented music business.

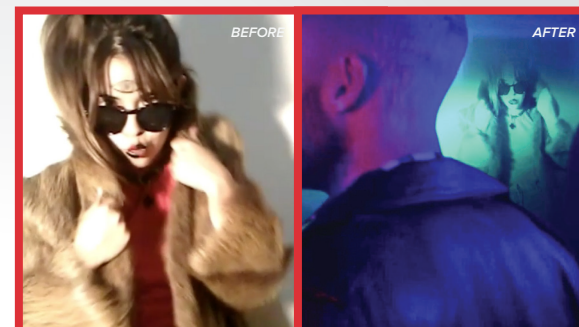
1 ACTIVATION



3 REPUBLISHING



2 BEFORE & AFTER



4 RESULTS

11%

CLICK THROUGH RATE

- ✓ Ability to control the fan content and data
- ✓ Ability to control the fan experience
- ✓ Engaged fans
- ✓ Wide range of sharing options for fans

