

Development and launch of Mobile Social Location App www.flowd.com

Flowd*

OUR CLIENT IS...

www.Digia.com – a large Finnish company, supplying business and consumer software services.

OUR CLIENT NEEDED...

To develop and launch a mobile social network application (www.Flowd.com) in the UK.

THE SOLUTION...

Was for MarketingBOOST to fully manage UK Product, Marketing and Business development.

**Marketing
BOOST**

Sparking growth in you and your business

THE RESULTS...

Are built on 12 years of mobile product experience, industry connections and market insights that continue to contribute to the development of Flowd. MarketingBOOST are defining the Mobile App customer experience, securing consumer partnerships and managing mobile advertising campaigns for Digia.

Flowd was soft-launched in August 2010 by the hottest boy-band in the UK 'The Wanted' through Facebook. A successful UK Marketing and PR launch followed in December 2010, announcing Flowd for iPhone, Android

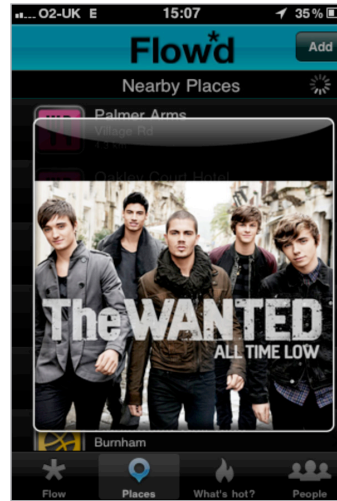
and Nokia smartphones. The high profile launch included the Number 1 (Armin Van Buuren) DJ in the world, who is using Flowd to connect with his huge audience of fans. MarketingBOOST have also secured the signings of other World Top 10 DJ's into Flowd.

Integrated with Facebook and Twitter, Flowd combines social networking with communication and location features to bring everyday consumers into direct contact with their favourite music artists.

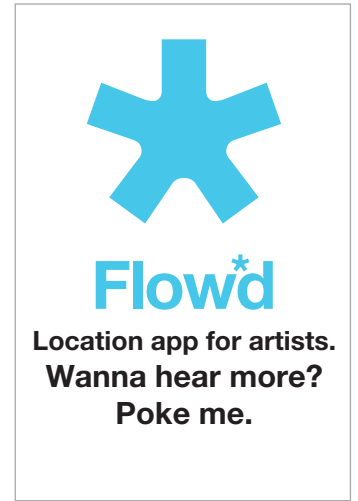
1.



2.



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4.



“Mark’s tactical ‘let’s get it done’ attitude and strategic thinking is second to none. Throw him any problem and he will tackle it with great results.”

Wilhelm Taht, Digia

COVER: Ferry goes full-on in Ibiza

1: Launching Flowd with The Wanted

2: Mobile screenshot of the Flowd launch

3: T-shirt design for the launch party

4: Fusing Social, Mobile and Locations networks



MarketingBOOST specialises in Digital Marketing, helping you promote your business in a cost-effective way. Through mobile apps, social media or your website, MarketingBOOST helps you identify the best solution, define your customer experience and maximise the return you receive from your Marketing investment. Get in touch to spark growth in your business

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