

Interactive Merchandise

powered by **R★EVOLUTION**

CASE STUDY:

CLIENT:

underride - National Touring Band, Seattle WA

PROJECT:

Activate and engage mobile music fans over mobile-social networks to build band buzz, connect with more fans and deliver new music, videos and pics direct-2-mobile before, during and after each live concert.

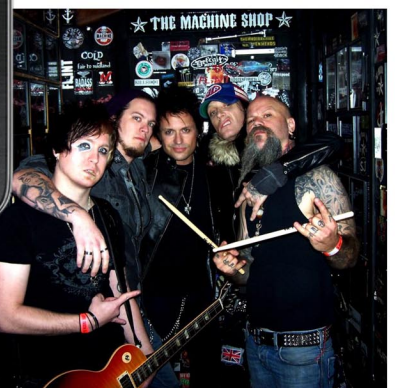
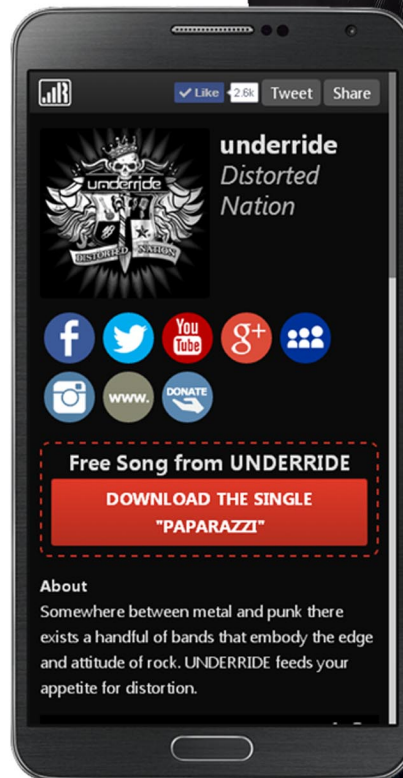
STORY:

This scrappy rock band was heading out on three national tours and needed an edge to rise above the rest. To fuel the tour and stand out from other bands, underride deployed interactive band tees from R-Evolution.

Interactive band tees combine music and merch into one product allowing the band to distribute controllable music downloads with each shirt. They sold more merch at higher prices while saving costs through the elimination of CDs.

INTERACTIVE MERCHANDISE BENEFITS:

- Drives Mobile Fan Engagement via Merch Budget
- Delivers Direct-2-Fan Controllable Music Downloads
- Connects into Ecommerce Web Store & Social Media
- Gathers Fan eMail Scan Data & Social Demographics
- Extends Fan Experience Beyond the Concert
- Enhances Fan Merchandise Experience & Connection



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