TDA®_Boulder

In the Holiday spirits? Avoid over-sharing.

MOBILE MEDIA PROMOTION FACT SHEET

Client:	**Webroot**, Broomfield, Colo
Agency:	**TDA_Boulder**, Boulder, Colo.
Brief:	Extend Webroot's positioning as "digital protector."
Target:	Party-goers.
Execution:	**"The Holiday Party Sobriety Test"** Free mobile app. www.webroot.com/sobrietytest
What it is:	A mobile adaptation of Webroot's "Social Media Sobriety Test," introduced in late 2010. Though unable to lock out smartphone online access (as the original Sobriety Test did with computers), the Holiday version tactfully suggests out-of-home occasions when you might be better off sharing a bite to eat than an ill-advised tweet.
What it does:	On opening, the app asks you to spin the wheel to select one of five random sobriety tests (hold phone level and still, "roll" an onscreen ball, align two images, a shootout game). Score too low and the app uses Google technology to locate a convenient pizza, pharmacy, taxi or motel, depending on your impairedness. (Score too high and it suggests nearby hot spots where one so sober as you might have more fun. A bookstore, maybe?)
Phone compatibility:	Android, iPhone (iOS 5 only)
Publicized via:	Facebook, Android Market, App Store
ACD/CW:	Jeremy Seibold
AD:	Barrett Brynestad
Interactive Designer:	Wes Schauble
CDs:	Jonathan Schoenberg, Thomas Dooley
Mobile programming:	**Rage Digital**, Boulder, Colo.
Programming:	**14four**, Spokane, Wa.
Breaks:	December 12