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**MySelfie Live™ Uses Marketing Know-How to Connect Brands with ROI
Platform generates real time and post event engagement for sponsors in a crowded market**

Sponsors know that major events attract big crowds, but the challenge with event-specific marketing has been that there's not much way of knowing how many of them you've reached and how long you've kept them engaged.

MySelfie Live™ (MSL) demonstrates how an ad agency is better positioned than tech companies to design strategies to address this problem. "After so many years working on client deliverables, we understand that brands want to create a unique experience that cuts through the clutter of all of the other activations happening at the same time," says Glenda McKinley, CEO of MySelfieLive.

MSL is a proprietary platform with two years of proof of concept and performance in creating relationships between brands and audiences at major events that last well beyond the events themselves. At the annual Zulu Coronation Ball, MSL generated 1.6 million social media impressions in a few hours. At the 2015 Bayou Classic, it took just 15 minutes to generate almost half a million impressions.

Clients like the Bayou Classic have partnered with MSL for a second time and MSL has been awarded an exclusive media partnership with the Allstate Sugar Bowl—both events take place in the Mercedes-Benz Superdome, which has the biggest big screens in the NFL.

There are other platforms like MSL, but none that offer media engagement in real time with such a small footprint and simple design. With MSL, sponsors give fans the chance to see their selfies on the big screen by using a brand- and event-specific hashtag and posting to Instagram or Twitter. In addition to immediate audience engagement, sponsors get access to new audience data as well as content that will resonate with audiences well after the event.

Selfies remain one the hottest social media trends with the highest integration into mainstream culture. MSL uses selfie ubiquity to create audience and brand connections like no other.

Sponsors spend millions of dollars to get their name out at events, but typical offerings include place-based banners and event press that cannot provide a good measure of ROI. MSL costs little to activate but has measurable results in real time and post event.

Launched by an ad agency to solve the problem of ROI for event sponsors, this New Orleans start-up is changing the game of guerrilla and social media marketing, creating viral explosions, promoting brands and events, and entertaining audiences with their fresh approach to advertising in the digital age.

About MySelfie Live™

MySelfie Live™ creates an easily deployable viral marketing platform for the fastest growing segment of the digital media industry and is able to be deployed almost anywhere. By using proprietary technology to receive, edit and display images in real-time, MySelfie™ creates a unique, scalable platform that stands apart from place-based media offerings. Like MySelfieLive on Facebook and follow their feed on Twitter and Instagram, @MySelfieLive. Process Patent applied for.