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MySelfieLive™ The New Face of Events-Based Marketing
Platform brings crowd-sourced selfies to the big screen in real time at major live events

Launched at Essence Festival in 2014, MySelfieLive (MSL) is an event-specific social media platform that gives brands an unprecedented ability to stand out from the competition and measure their ROI through engagement with an audience at an event and beyond.

Designed by an ad agency, MSL was created to increase a brands' impact when sponsoring a major event. "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.

Sponsorship spending is increasing at a faster rate than anything else in the marketing mix, exceeding \$21 billion in 2015. MSL was designed to measure the impact of sponsorship spending since there's not a clear way to determine ROI from the banners and event press typically on offer to sponsors.

MSL's unique approach has engaged hundreds of thousands of fans at large events around New Orleans including Essence Festival on the New Orleans riverfront, iHeartRadio at the House of Blues, the Zulu Coronation Ball at the Morial Convention Center, and the Bayou Classic in the Superdome, where MSL generated almost half a million social media impressions in just 15 minutes.

Social media platforms like Twitter and Instagram have users in the hundreds of millions and selfies are the biggest fully integrated social media trend to date—MSL takes advantage of these trends while encouraging audiences to do what they love: take selfies.

MSL's audience appeal, simple interface, and diverse applications—from music festivals to sporting events—change the game of guerilla and social media marketing, creating viral explosions, promoting brands and events, and entertaining audiences with their fresh approach to advertising in the digital age.

Moments after MSL activates at an event, fans see their face on the big screen and brands see their sponsorship spending generate 1000s of new connections in addition to audience analytics and content that continues to engage long after the event is over.

After two years of proof of concept and performance, MSL has shown it's not just a passing fad, but a viral marketing platform for the fastest growing segment of the digital media industry— able to be deployed anywhere, at any scale.

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.