

The world's first virtual Exhibition space for brands - "Buzzar.tv" launched in India

The world's first virtual Exhibition space for brands - "Buzzar.tv" launched in India. www.buzzar.tv is an online exhibition platform for brands. With product and service categories that make for easy accessibility and a simple-to-use interface, is whole new way of advertising online. The best place to Discover over 1000 brands -www.buzzar.tv

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How do you find stuff on the internet? The answer is a no-brainer. Google it. The pre-eminence of Google has all but taken away any other mode of retrieving information from the internet. But the rise of Wikipedia (and its impending search engine Wikia) and the potential threat of Facebook as a 'search engine' seems to threaten Google 's dominance. Yahoo's Glue Pages, which debuted in India (an indicator that Indian markets are increasingly proving to be interesting to digital denizens) are all trying to be 'the preferred gateway' to cyberspace. Why is all this so important? Because marketers will be where the crowd is. Thus, we have a situation where all technology companies are trying to be the number one...surprise...surprise...advertising company on the web. Google, by the way, is the biggest advertising company in the world.

So, whatever happened to advertising companies? What's going on here? It's easy to understand what's going on if we understand two things - how advertising worked in the past and what the internet enables. Advertising in the past has worked with a predilection to broadcast. The advertiser broadcasts a commercial, at an appointed hour, in conjunction with a television program or across programs and channels. This was great for familiarizing the brand and building brand loyalists, but not communities - television was not a community builder because the community did not have an easy way of talking to one another. The internet, which has a native capability to build communities, also removes the need to view programs by appointment. This presents some serious challenges to advertising. Add to that technological complexity and it's easy to see why advertising companies did not get into the internet first. Somebody had to first figure out how all that stuff worked in the first place.

The problem with this approach however, is that brandspeak gets lost in folkspeak on the net. The search engines were meant to index all the folk speak. Sponsored links evolved as an afterthought (marketers will be where the crowd is). If you don't believe it, try typing your favourite brand into any of the search engines above and look at the search results. Unless you are a brand researcher, it's hard to think you'll be impressed with the gazillion results that any of these engines spew out. Brandspeak is crowded out by folkspeak. With mobiles, laptops and other internet-enabled devices continuously contributing to folkspeak, the problem of retrieving brandspeak on the net is going to become even more acute. And no, search engine optimization is only a band-aid remedy. Because the web just became Web 2.0 - that means social web, semantic web and rich media. What brands need is not just SEO optimized webpages, flashing banners or sponsored links. They need their own, special place on the web. They need their **brandfronts**

What's a 'brandfront'? Your brandfront is a 'digital asset'. So, what's a digital asset? We'll need some

rethink here. Internet has, so far, tended to be 'page based'. This mind set has spawned page views, page ranks, SEO etc. But with the emergence of digital worlds like Second Life, it's more useful to think in terms of 'digital assets'. On Second Life, for example, you can have your own 'showroom' or 'corporate building' etc. This is the era of digital assets and digital geographies, as opposed to 'pages'. Your 'brandfront' similarly, is a 'digital asset'.

Presenting Buzzar.

www.buzzar.tv is an online exhibition platform for brands. With product and service categories that make for easy accessibility and a simple-to-use interface, is whole new way of advertising online. Buzzar gives you a 'brandfront' - a departure from banners, eyeballs, clickthroughs and other conventional online ideas. Buzzar is non-intrusive and allows users to explore brands at their own convenience -an ideal complement to print, radio and television-based advertising.

The dashboard, loaded with features, delivers an enriched brand experience for the user. What's more, using a comprehensive back-end module, the brand manager can manage brand campaigns and customer-facing marketing collaterals completely. And like your website ID, your brandfront will also have an ID. (e.g) nike>buzzar.tv. All the user needs to do is to type in your brandfront ID into the navigation panel and he lands on your brandfront, instantly.

Buzzar Features:

Standard Features:

Brand Video

In Buzzar the central piece of communication is the 'Brand Video' . It can be a commercial, an infomercial, an event video or a video made specifically for your brand front. Everyone knows that the video medium can convey more in less time, than any other medium.

Opinion poll

The all-important vox-pop allows you to pop a question after the user has seen your brand video. Useful for everything from opinion polls to test marketing.

Wikibrands

These pages allow you to put up your brand history or trivia that you may want to share with your customer. Or a story your customer might want to share with the world. You are the editor. Wikibrands build a strong online community for your brand.

Offers

Run any promotional activity - from a discount coupon to a ticket for an event. Here's a natural extension to your offline initiatives. Make your customers come back for more!

Store locator

This convenient feature allows the user to locate your brand store closest to him/her. Converts eyeballs to footfalls!

Downloads

Posters, ringtones, music, wallpapers, games, desktop themes, screensavers, PDF documents, photos - any kind of digital goodies you care to give your customer.

Add-on Features:

Brandworlds

Walkthroughs, 3D or 360 degree views of your product or retail outlet. The closest alternative to your customer seeing and interacting with your brand in real life.

Archives

All brand videos you've ever made for your brand, displayed as a timeline - a powerful way to show your customer the evolution of your brand over the ages.

Shopping cart

The brand experience is never complete without the shopping. Should you want to tempt your users to making that final decision, the shopping cart gives you a rich, interactive online display and an integrated back-end mechanism to process orders and ship it.

e-viewer

Allows users to flip through your digital brochure or catalogue and forward it to their friends. Huge savings for you on printing costs!

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Pixelkraft

Buzzar.tv is brought to you by PixelKraft, a 5-year-old media solutions company based in Chennai, that offers content creation, online exhibition, digital advertising and marketing communication solutions.

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