

Online Video Ad Company Jivox Names Faultline Brewing Company Restaurant Advertiser of the Month

Restaurant's "I Love Beer" Video Ad Campaign Builds Awareness for Silicon Valley Eatery

San Mateo, California (PRWEB) – June 2, 2008 – Jivox, a self-service online video advertising platform for local businesses, today announced that the Faultline Brewing Company Restaurant has been named the Jivox May 2008 Advertiser of the Month. Faultline was selected from more than 300 advertisers who have registered for the Jivox service to date. The restaurant is being recognized for its innovative use of the Jivox online video advertising platform to promote the brewery's "I Love Beer" campaign.

The Faultline Brewing Company Restaurant, located in Sunnyvale, California, has used traditional print advertising to attract patrons and had recently experimented with online promotions. While participation in an online reservation system produced good results, several other online advertising attempts provided little response. Still seeking to find an effective way to promote the restaurant online, Faultline signed on with Jivox.

Using the Jivox self-service ad creation tool, Faultline quickly and easily created a short video ad showing a beer being poured into a glass and then used the Jivox publisher network to target local restaurant patrons. Faultline's ad also included a promotion: viewers were asked to send an email with the phrase "I Love Beer" in the subject line to be entered into a drawing for a \$50 restaurant gift certificate. The campaign generated immediate results and delivered more consistent response than any of the restaurant's previous online advertising attempts. By tracking user response via email, Faultline was also able to validate that its ads were getting noticed on the Jivox network.

"I was ready to stop investing in online advertising before I found Jivox. The online video ad we placed with Jivox for our 'I Love Beer' campaign has generated our highest response to date," said Christa Shaw, general manager, The Faultline Brewing Company Restaurant. "I would definitely recommend the Jivox service to other restaurants."

“Restaurants and bars are turning to online video advertising as a cost-effective advertising alternative for reaching local audiences and attracting new customers,” said Jivox founder and CEO Diaz Nesamoney. “Jivox’s established network of online video publishers enables restaurant and bar owners to ensure that their online video advertising is delivered to audiences based on specific geographic, demographic or contextual parameters.”

Jivox Advertiser of the Month is awarded to one customer each month who has demonstrated innovative and effective use of the Jivox platform. Winners receive an Apple iPhone.

About Jivox

Jivox, the self-service online video advertising service for local businesses, gives smaller and local advertisers access to online video advertising by making it easy to create, target and deliver online video ads. The Jivox platform combines a video ad creation tool, proprietary targeting technology, sophisticated reporting capabilities and a growing network of publishers to offer advertisers a complete, do-it-yourself service for online video advertising. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

Contact:

Leyl Black
Marketing Alchemist
415-241-9921
leyl@marketingalchemist.com