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NEWLY LAUNCHED MARKETING PLATFORM TAKES SOCIAL MEDIA ENGAGEMENT TO NEW LEVELS

Frogfire DIGITAL's "dNeero" Graduates from Beta with Impressive Results

ATLANTA, GA, October 04, 2008 **/24-7PressRelease/** -- dNeero, an innovative platform offering marketers the essential tools needed to harness social media communications and ignite substantive peer-to-peer conversations, announces its official launch today. During a successful beta testing phase, dNeero's online surveys amassed over 15 million impressions through hundreds of conversations. The platform — developed by data-driven marketing firm Frogfire DIGITAL—created hundreds of consumer influencer surveys that provide consequential market feedback and a means to which companies can reach into participants' active social networks.

dNeero Realizes Torque in the Social Plane

To put the new platform to the ultimate test, dNeero's team conceived the "HammeRuler"—a never before seen product that was, true to its name, a blend of a hammer and a ruler. The "new" product was evaluated through conversations amongst sets of 300 participants, who both answered and asked questions that they then posted to their own blogs.

Just six weeks and three conversations later, the HammeRuler—previously unknown and invisible-to-search-engines—had over 13,000 search references in Google, volumes of market research, and an enthusiastic base of consumers likely to purchase the product. Based on data collected during the beta phase, Frogfire discovered that participating consumers' propensity to buy the HammeRuler increased by 35 percent and the never before seen product's perceived value increased by 37 percent.

Honoring and Benefitting from the Rules of Social Media

Billed as "true social network currency," dNeero compensates bloggers for their time and access to their social network — but their opinions expressed are theirs, to be shared virally via posting in their social plane. This ground-up approach to "igniting a conversation" follows three simple but fundamental rules:

- Traction is gained only through audience empowerment
- To effectively market to the millennial/Gen Y audience, you must market through them
- Trust is earned by giving it first — you must be completely transparent and ethically responsible

"The success of HammeRuler highlights the unique power this platform offers marketers looking to navigate the nebulous and often confusing realm of social media," says Joe Reger, Sr., founder of Frogfire. "The beauty of dNeero is that it can be used on almost any part of an overall marketing strategy, from new product development to testing creative, seeding/launching affinity programs and promotions and retail research." Adds Joe Reger, Jr., dNeero's creator, "It's an immensely useful tool for anyone looking for an organic, scalable — as well as controllable — means through which their brands can gain visibility and trust in the social plane."

About dNeero's creator, Frogfire DIGITAL, Inc.:

A data-driven marketing firm, frogfire has been in the forefront of innovation in the horizontal plane for over 10 years. Frogfire has worked with clients Hewlett Packard, Acer, Compaq, Turner Broadcasting, Equifax, GlaxoSmithKline, Airbus, PG&E, Hitachi, Staples, Reckitt-Benckiser and many others, winning interactive awards along the way. Developer of not just dNeero, which is true social network currency that provides engagement, buzz, and viral power all at the same time, Frogfire is an incubating lab for social media services, including dataBlogging, knowledgeLogs, myThredz and Traaak - all platforms that bring quantitative functionality and analysis into an enhanced qualitative social tool.