

CASE STUDY

iPhone App Marketing



FIT or FUGLY

Which one are you?

INTRODUCTION

Ed Nash, a young entrepreneur from the United Kingdom started his career online at the ripe age of 12. His first venture was a shopping portal which was his first attempt to use the web for commercial purposes. The venture made him a small profit and encouraged him to continue innovating online with various concepts. His portfolio includes a social networking venture, a teen entrepreneur forum and a promotions website for the UK. Ed doesn't limit himself to one particular market, he likes to diversify and test different area's. His latest idea was to try and develop an iPhone application. As it was his first mobile venture he decided to employ Apalon to develop and market "Fit or Fugly" – an iPhone application that judges and rates attractiveness using scientific algorithms.

CHALLENGES

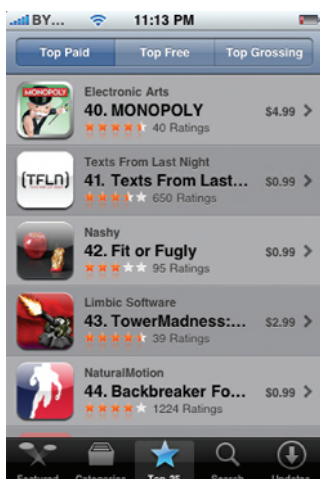
Fit or Fugly didn't face any direct competition, as the idea to apply Fibonacci's golden ratio to calculate the attractiveness of a human face was very unique. However, there were some similar applications already online which were supposed to calculate an individuals attractiveness. Being new to the market and being a new iPhone developer Ed Nash had to earn his reputation in this particular market and win his customers.

MARKETING CAMPAIGN

Apalon provided the client with a full range of iPhone App marketing activities as listed in the Premium Plan. This included specific App Store marketing such as an optimized app description, keyword research & implementation, screenshot selection and most importantly a massive PR campaign targeting national media and leading online technology sites and mainstream media. An iPhone app measuring beauty is a controversial topic so we decided to generate multiple press-releases and sent targeted emails to the media directly to secure maximum publicity. The outcome was very successful because big media sites such as; Huffington Post created a review featuring Fit or Fugly which eventually showed up on the home page of Digg. This drove additional traffic of around 45,000 visitors. A great deal of attention was dedicated to the application design because there were competitors who we needed to overcome and this is why we reated a much more intuitive user interface. After many revisions and discussions we finally all agreed on the UI concept as well as the icon and a number of screenshots which were able to attract customers within this highly competitive market.

Our services were extended when we created a contest which aimed to capture the people who already downloaded Fit or Fugly. We aimed to get them involved via our website which was designed so the 'fittest' person rated by the public would win an iPhone 3GS. Our specialists at Apalon helped the client every step of the way: from the website creation to marketing the contest and making it go viral via social media sites.

RESULTS



- ✔ Fit or Fugly got wide coverage by some of Internet's most powerful news websites including; The Huffington Post, Switched, Gizmodo, and dozens of others.
- ✔ The application reached #42 in the Top 100 Overall Chart and #7 in Entertainment category.
- ✔ The hype we generated over the contest using our article submissions we continued bringing additional downloads for several weeks after Fit or Fugly release.

TESTIMONIALS

“ As it was my first iPhone app I was very excited to launch Fit or Fugly. Being new to the market I realized that I needed some expert advice. I quickly built a solid working relationship with Apalon and I loved every minute I spent working with them. Apalon provided me with a clear and effective plan to market my app and executed it perfectly. They were very informative and consulted on all marketing decisions, they answered all questions, and were very flexible with their marketing which really helped increase the awareness of the app. My app made the TOP50 in the App Store among 100,000 competitors and that I believe is largely down to Apalon. ”

Ed Nash, Creator of Fit or Fugly