



## HTC STATUS LAUNCH EVENT

**What if we launched HTC's new Facebook phone with a splashy launch event that streamed directly to Facebook, and invited everyone to the party?**

Fathom hosted the *HTC Status Social—A Night Worth Sharing* to generate product awareness for the HTC Status, a new handset with the first-ever Facebook share button. The entire event—including a performance by Usher—was broadcast live to HTC's Facebook page, enabling all our fans to attend virtually.

To introduce the phone and to promote the virtual event, we made unique media deals with Usher and Demi Lovato: both celebrities posted to their Facebook fan pages throughout the event. Their collective efforts continually reached a massive audience of 31.9 million—more than double the audience of the top-rated TV show that week.

The program marked a big first step in the entertainment space for HTC, including broadcast coverage on *E!*, *Extra* and *Access Hollywood*, and will serve as a benchmark for future launches.

