

Fringe Toronto

SMARTPHONE APP: Is it right for my organization?

Fringe's research

- ▶ Demographic information
- ▶ Unique qualities of our festival
- ▶ Features we were looking for in an app
- ▶ Other fringe festivals

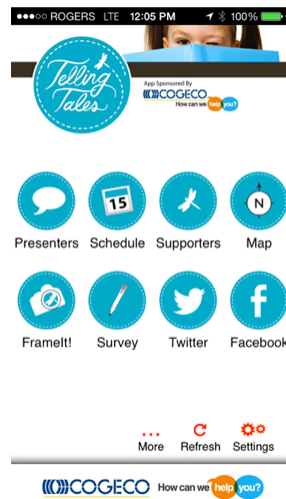
Native App vs. Responsive Design Website

- ▶ Pros and cons
- ▶ Linking to ticket buying page

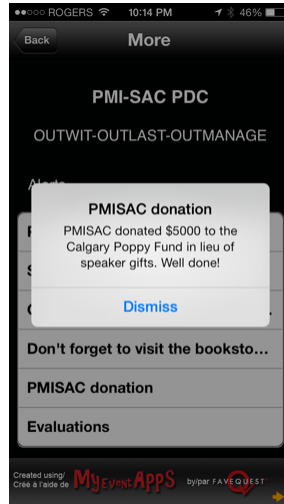
White Label App vs. Custom App

- ▶ Pros and cons
- ▶ Fringe's choice to go with white label in year 1

Example of white label solution



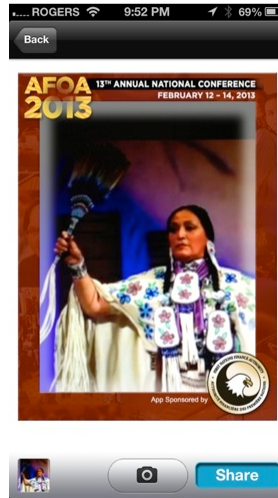
Push notifications



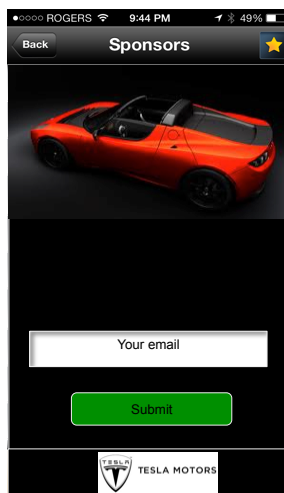
Mapvertising



Frame it Cam



Sponsor Contest



Fringe Festival app stats from Yr 1

- ▶ 1644 downloads:
- ▶ 83% through itunes
- ▶ 16% through google play
- ▶ During festival the app was launched approx. 400 times per day
- ▶ Banner impression stats for sponsors
- ▶ In future we would track ticket sales driven through app, shares on social media, users who create favourites, average session times



Mobile App Packages

Silver	Gold	Platinum
<ul style="list-style-type: none"> Schedule Standard Content Lists FAQ/Event Info Web Content Illustrated Map Google Maps Integration Status and Photo Share Social Web Links Notes Available Themes Support for Client-provided art Content Management System Phone and Email Support 	<ul style="list-style-type: none"> Schedule Horizontal Grid Schedule Reminders Standard Content FAQ/Event Info Web Content Additional Lists Featured Content Ticker Illustrated Map Google Maps Integration Locations Services Status and Photo Share Social Web Links Social Feeds (authenticated) News Feeds Photos and Video Social Wall Timeline Push Messages Crowd Ratings, Votes, or Favorites Contact Capture Advertising Notes Weather Countdown Clock Lighter Live App Preview Available Themes Support for Client-provided Art App Skin Creation Content Management System Phone and Email Support Assigned Project Manager 	<ul style="list-style-type: none"> Schedule Horizontal Grid Schedule Reminders Multiple Schedules Standard Content FAQ/Event Info Web Content Additional Lists Featured Content Ticker Multi-language, multi-city, multi-section Illustrated Map Google Maps Integration Locations Services Interactive Icons Status and Photo Share Social Web Links Social Feeds (authenticated) News Feeds Photos and Video Social Wall Timeline Share Your Location Push Messages Crowd Ratings, Votes, or Favorites Contact Capture Advertising Photo Fair Scavenger Hunt Trivia Notes Weather Countdown Clock Lighter Live App Preview Available Themes Support for Client-provided Art App Skin Creation Content Management System Phone and Email Support Assigned Project Manager

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Fringe and
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