

What exactly is the A:Team?

"It's a sea of red!" said an onlooker at the Allstate 400 at the Brickyard, referring to the ChaCha A:Team who had taken over the Indianapolis Motor Speedway.

With ChaCha as the Official Mobile Answers Service of the Allstate 400 at the Brickyard, the A:Team (Answers Team) provided fans with a truly interactive experience where they told race fans how to access all the answers they need on the go by using the mobile answers service.

How did the team get its start? A recent study of ChaCha users showed that over 80% initially heard about ChaCha from friends or family. ChaCha decided to create a team of these passionate fans to help spread the word and earn credit. These word-of mouth marketing efforts began with the launch of the product in January, 2008 at the Sundance Film Festival - filmmakers were introduced to ChaCha through brand ambassadors working the event. The viral nature of the product leant naturally to a team of ambassadors who would be excited to introduce people to ChaCha.

Not just promotional employees, ChaCha provides the A:Team with tools to spread the word at national events like the Allstate 400 at the Brickyard as well as their friends and family. The team has an online network; they are armed with promotional materials and they use a tracking system that allows them to send a personal welcome message inviting new users to try the service.

The A:Team currently consists of over 70 individuals nationwide and ChaCha plans to bring on over 150 representatives to continue the direct and personal contact with new users. These reps will leverage their own communities, assist ChaCha at national events, and work to further the one to one reach that ChaCha strives to provide to each and every one of its customers.

Client: none

Agency: none

Budget: \$20,000

Date of Campaign: July 1st to September 30th