

What is ChaCha?

Launched in January 2008, ChaCha is a mobile answers service that uses human Guides to find answers to consumers' questions 24/7 on virtually any cell phone. ChaCha users can send any question via SMS (242242) or voice (1-800-224-2242) and receive an answer back via a simple text message in real-time with no additional effort or cost. Having ChaCha is like having a smart friend you can call or text for answers on your cell phone anytime.

The product itself is great, but the challenge is to spread the word and make people understand that ChaCha is much more interactive and convenient than its competitors such as Google SMS, Yahoo, YellowPages, and 4INFO. ChaCha empowers users to ask questions anytime and provides great insight with its sophisticated technology and human intelligence.

In less than one year, a buzz has been created around the mobile answers service, with results that show more and more people are finding out about ChaCha:

- 88% of ChaCha users heard about the service through a friend
- 83% find ChaCha "very valuable"
- Millions of queries per month
- Over 12,000 new users per day
- Over 25,000 Guides in the system

Agency: Citigate Cunningham

Budget: Undisclosed

Date of Campaign: January 2008 – present