



**moodie.com**

**Turn2Live Campaign 2009**

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# Tro'vata



## Cara Beaver

Born and raised in Austin, she is following in her parents' footsteps and graduating from the University of Texas Austin. She will earn a degree in Public Relations with a concentration in Business Foundations. When she's not studying or working, she is playing with her dog Henry or hanging out with her family. She also enjoys almost every sport, but is usually just a very enthusiastic spectator.



## Yolanda Ichu

She attended the University of Texas as an Advertising major. Research and Planning is the name of her game. She enjoys taking her problems out to the field to get real consumer insight. When she's not getting into peoples heads you can find her painting in the sun. She believes that there is creativity in simplicity.



## Lindsae Lowrie

Lindsae is a senior advertising student at the University of Texas from Weatherford, TX. She's worked with the Round Rock Express, Sports Illustrated, the University of Texas Athletics, and IMG Baseball Academy. Currently, she is a marketing intern for the Texas Stars in Cedar Park, Texas. As you can see her specialty is sports marketing and advertising, and she hopes to work for a professional sports team or sports company someday. She aspires to see the Northern Lights, and has been told that she is an "old soul," which helps her connect with people, especially her clients.

## Paige Lewis

Paige is an Advertising Major in the Texas Creative Sequence. She is a skilled writer and artist, as well as an accomplished musician. She has worked in the industry at Fogarty Klein Monroe as a copywriter, been published by Warner Chappell, and has won an ASCAP award. Paige will be graduating in December and hopes to work as a junior copywriter for a creative boutique.



## Joie Lopez

Joie is currently double majoring in Public Relations and Radio, Television, and Film at the University of Texas at Austin. Often nicknamed "the clutch", Joie thrives under pressure. With an eye for detail, her main passion is in the organization and planning of special events. Upon graduation, she hopes to immerse herself in the hectic world of planning musical events.



## Amy Hamilton

Amy specializes in public relations with an emphasis in nonprofits and social entrepreneurship. She currently works in development for Ballet Austin, the leading arts organization in Austin. Upon graduation in December, she hopes to secure a job lobbying for an interest group in Washington D.C. Her areas of expertise include grant writing, community development and Shakespeare's sonnets.



## Tanya Perez

Tanya is an Advertising and Radio-TV-Film Major at the University of Texas. Design and consumer insight is her speciality. She loves children and finds time to tutor and mentor them in her free time. Has a passion in helping others and raising awareness in domestic abuse and suffering of those in other countries and photography.



# Executive Summary

Tro'vata is delighted to unveil a new image for Turn2Live.com. From its inception, Turn2Live.com focused on the consumer. As it moves forward into a new phase, Turn2Live.com needs a dynamic communications strategy that will generate exponential growth, profit and brand awareness. Tro'vata Agency developed a campaign that is a collaboration of efforts to reach underdeveloped audiences in our target markets. Tro'vata selected effective advertising and public relations strategies while staying within a reasonable budget. The combination of promotional events, competitions, giveaways and "moodie" appearances designed by Tro'vata will be the optimal mix for a growth explosion at Turn2Live.com.

Tro'vata suggests renaming Turn2Live.com to moodie.com in order

to capitalize on the mood-driven interface. The campaign for the year 2010 will increase awareness of moodie.com from 0 percent to 10 percent for people between the ages of 21-35 in Austin. Tro'vata conducted one-on-one interviews and surveys to gain an understanding of the needs, desires and expectations of this target segment. The main message for our audience will be that moodie.com provides an easy way to connect what mood they are in to what local entertainment options they can choose from.

The focus of Tro'vata's creative campaign is the adaptable and flexible concept of a "moodie." Tro'vata will use the new name to emphasize the message that the Web site is a method to help consumers marry their mood to their activities. Moodie.com creates a fast,

convenient and unique way to help users plan their outings by offering a range of entertainment options based on their mood. Tro'vata has developed a few promotional strategies to help moodie.com expose the target audience to this message. Included in these promotional ideas is a moodie Street Team at various events, a moodie photo contest, twitter.com accounts using the seven moods, mood ratings posters in various local restaurants and a feature story in The Daily Texan.

Tro'vata believes that a budget of \$8,000 is necessary and appropriate to launch the campaign. We are confident that the strategies listed above will help make moodie.com a popular Web site among young professionals in Austin and around the United States.

## History

The idea for Turn2Live emerged from the "3 Day Start Up" competition. This Austin-based competition brings 40 students together for a weekend of innovation and entrepreneurship ending with a final business proposal. After hours of brainstorming ideas in a conference room, one of the groups decided to take a break. As they discussed what they would do that night, one of the group members said, "Well, what are we in the mood to do?" Turn2Live was born from this simple question. The five students decided to create a Web site where

young professionals could choose the mood they were in and find corresponding events in their area based on that mood. Although the group did not receive funding from the competition, each member was given shares in the new company. The group then entered another competition called Idea2Product and won third place along with \$1500 in prize money. Since then, Turn2Live has developed into a full-fledged Web site where music lovers can find live music events in the area based on their mood.

# Brand Profile

## Product

Turn2Live.com is a Web site that allows users to find live music events in their area based on their mood. The idea is that people sometimes don't know what venue, time or band to go see; but they do know what mood they are in. Turn2Live is able to engage the user in ways that other competing sites have not done. With a mood-driven interface, Turn2Live is continually interacting with the user to create an emotional connection with the site from the first use.

Turn2Live offers searches for live-music events by artist, venue, genre and/or mood. It also offers anything is possible and are huge fans of live music. Although they understand the needs for a Web site that more personally addresses the consumer, they do not have their own voice to describe what they want to see yet. They need an exciting communications campaign that embodies the spirit of the company and connects with the heart of the consumer. Also, they are fast-paced and impatient so they would like to find what they are looking for as quickly as possible. People in this culture are traveling to different places or venues and need an easy way to find the events for where they are going.

## Promotions

Turn2Live reached its audience by word of mouth through the "3 Day Start Up" competition. Also, Turn2Live sponsored two mood-themed events in the Austin area which garnered decent attention. Club De Ville hosted a sunny, energetic party with the Vega as the headliner. Thunderheist performed at the second party at Emo's which was night imbued with intensity and sensuality. Turn2Live branded both concerts with signage, flyers and logo lights. Each party generated between 350-600 attendees. Turn2Live allowed users to RSVP through the Web site and collected hundreds of e-mail addresses for future promotions. A "speakeasy" themed party is currently in the works. Customers can gain access to the party using a password code from the Turn2Live Web site.



## PORTLAND, OREGON

Portland is the most populous city in Oregon and the third-most in the Pacific Northwest. Approximately 550,000 people live in the metropolitan area and the city has a market potential of 27,520. Portland has also seen a growth in the numbers of young professionals. They are well-known for their do-it-yourself culture. The city is home to many creative movements including large craft, gay and lesbian, and zine-making communities. Portland has a range of performing arts institutions like the Oregon Ballet Theatre and Portland Center Stage. Many famous bands including The Kingsman, Paul Revere & the Raiders, Everclear, and Modest Mouse got their start in Portland. The city also has a popular NBA basketball team, the Portland TrailBlazers. Turn2Live needs to take advantage of this dynamic city and create a strong following with its population.

## DENVER, COLORADO

Denver is the capital and the most populous city in the state of Colorado. The city of Denver has a population of 588,349 in the metropolitan area with a market potential of 29,417. The city continues to grow and support a diverse culture. Denver is recognized for its many museums, parks and parkways that helped the neighborhoods blossom with restaurants, bars, clubs and art galleries. It has been recognized three consecutive years as the best city for singles in the United States. Many different kinds of people and businesses continue to flock to Denver while the city's cultural institutions grow and prosper. Denver manages to nurture several different genres of music and artists that keep the music scene diverse. Bob Dylan and John Denver used to live in the city and more recently The Fray and The Flabobs emerged from Denver. It has an extremely active community thanks to the pleasant weather and the surrounding smaller cities with local breweries hidden in the mountains.

## BOSTON, MASSACHUSETTS

Boston is the capital and the largest city in Massachusetts. It is considered the economical and cultural center of the region and is known as the unofficial "Capital of New England." Boston has a metropolitan population of 599,351 with a market potential of almost 30,000 people. Boston has a culture of its own as Bostonians are often said to have a strong sense of cultural identity. The city has a number of theatres such as the Cutler Majestic Theatre and the Boston Opera House. They also hold a few major annual events like First Night, the annual Boston Arts Festival at Christopher Columbus Waterfront and several events around the Fourth of July. Boston is the birthplace of the hardcore punk genre of music and various neighborhoods in the city were home to the leading local third wave ska and ska punk scenes in the 1990's. Boston is a breeding zone for new artists in this specific genre, but welcomes all types of music and entertainment.

## AUSTIN, TEXAS

Austin is the capital city of Texas. It is considered the economic and cultural heart of Central Texas. The metropolitan area has a population of 1.6 million and has a large market potential of 112,000 people. "Keep Austin Weird" became the local slogan in recent years, featured on bumper stickers and t-shirts. The slogan is used to promote Austin's eccentric attitude and diversity, but is also meant to encourage the support of local businesses. Austin earned its title as the "Live Music Capital of the World" because it has a vibrant live music scene with more music venues per capita than any other U.S. city. It hosts many music festivals throughout the year such as Austin City Limits, South by Southwest and Fun Fun Fun Fest. Austin boasts the longest running concert music program on American television. In addition to music festivals, the city hosts many film festivals such as the Austin Film Festival and South by Southwest. It is home to many famous theatres like Bass Concert Hall, Paramount Theatre and The Long Center. Austin is determined to keep things local and in some cases, "weird."

# SWOT Analysis

## STRENGTHS

- Sole entertainment search engine that allows mood-based searches
- Launch first in the Live Music Capitol of the World
- Presents all entertainment options on one site
- Has more local entertainment than any other entertainment Web site
- Staff dedication to the concept

## WEAKNESS

- Initial idea based on assumption, not research
- Strength of company based on presence of Nik Daftary
- Dependence on ticket sales and reservations made through the site for revenues
- No ADV/PR person on staff
- Branching nationwide before fully launching in one city might cause struggles
- Underdeveloped communication strategy, particularly mood concept

## OPPORTUNITIES

- Consumers looking for new ways to learn about entertainment
- Growing trend for investing locally
- Mood idea is completely new and unique
- Newspapers are looking for ways to interact more with the consumer

## THREATS

- Numerous competitors, varying in each market, provide similar products
- Noise, noise, noise in the marketplace (ACL, South by Southwest, UT Football)

# Competitive Analysis

## Last.fm

Founded in 2002, Last.fm is an Internet radio and music Web site based in England. It has over 30 million active users located in more than 200 countries. Last.fm merged with Audioscrobbler, a user-based music recording and storage system, in 2005. On May 30, 2007, CBS Interactive acquired Last.fm for \$280 million.

Using Audioscrobbler's recommendation algorithms, Last.fm can build a detailed profile of each user's musical tastes. The technology records details of the songs the user listens to, either on the streamed radio stations, the user's computer or portable music devices. This information is transferred to Last.fm's database via a plug-in that is installed into the user's music player and the data is then displayed on their profile page. The site offers numerous social networking features and can recommend and play songs similar to the user's favorites.

Users can create custom radio stations and playlists from any of the audio tracks in Last.fm's music library. They are also able to listen to individual tracks on demand, or download tracks if the

copyrights holder has authorized it.

## Austin360.com

Maintained by the Austin American-Statesman, Austin360.com is the leading online news, entertainment and shopping site for Central Texas. Per month, it averages more than 3.9 million visits and more than 25 million page views. Austin360.com allows the user to search for movies, music, restaurants, bars and other things happening around Austin. It also features constantly updated events on their main page and is one of the only newspaper Internet sites to host reader blogs.

## Do512.com

Do512 is the single most targeted Web site to reach entertainment-seeking consumers in Austin. Do512 receives 65,000 local visitors per month that are looking for things to do around Austin. Do512's Weekly Top Picks e-mail reaches an additional 22,000 people each week. They also offer promotions such as ticket giveaways, RSVP's and prizes to draw attention to an event. Events are advertised on Do512 through their ad network, on local blogs and media sites. Do512 promotes events to their social networks through their active Myspace, Facebook and Twitter accounts.

# Consumer Profile

Our primary target consists of tech-savvy individuals between the ages of 25-35. This group of people graduated from college in the early 2000's and started small families. They are ethnically diverse and interested in investing in their local community. They enjoy attending local events at locally-owned establishments. They are a busy group used to the age of Blackberries and iPhones thus they depend on their smart phone to help them make plans. This community is extremely active and always looking to find new and different things to do around their city.

Our secondary target consists of people between the ages of 21-24 who are students or new professionals. This group is unmarried and without children. For now, they choose to spend their time enjoying their funky and progressive communities. They are also ethnically diverse and eccentric with a strong sense of cultural identity. They enjoy coordinating plans with a large group of friends to soak up the vibrant nightlife that their city has to offer. This group uses the Internet for a convenient, quick and easy source to create plans for a night out with friends.

# Objective

## Marketing Objective

Starting in January 2010, Turn2Live will achieve a 10 percent increase in its number of users. Last year, Turn2Live had an average of 48 users for the 2009 fiscal year. We define users as any individual who makes a purchase through the Web site. The 10 percent increase will raise the number of users to 11,200 in Austin and will act as a platform for other cities that follow.

## Communication Objective

Awareness

In the campaign time frame, Tro'vata plans to increase awareness about Turn2Live from 0 percent to 40 percent. Awareness is critical in establishing a market share for a start-up company. Tro'vata has conducted primary and secondary research in order to plan an appropriate and innovative marketing strategy for Turn2Live. Planning a night out based on how an individual feels is a unique concept and requires a campaign that reflects the product.

## Media Vision

As a new company little is know about Turn2Live in Austin among the target audience. Increasing awareness of the services of entertainment that is offered by Turn2Live is the number one concern for Tro'vata. This media plan will carry Turn2Live brand through different channels and media mix.

Building the brand of Turn2Live is the first thing that must happen before going national. These plan is focused in Austin but can be transferred to other cities. Nontraditional methods will includ Web pro-motions, events, street teams etc. There is also a focus on tangibel advertising such as posters.

# Flowchart

Turn2Live Flowchart													
Media Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	DEC	
Posters													
T-Shirts													
Contest													
Blog													
Street Team													
Public Relations													

# Phases Analysis

## Sound Check (Jan. 1st to Feb. 28th)

In the first phase of the campaign Turn2Live's promotional and advertising efforts will be used to create knowledge of the service. This will be done by the use of the blog as well as the launch the first of the street team. This street team is important because it will spread awareness of the website and also get people interested in the product. Little of the media budget is spent in this phases because the campaign is just starting out it's new ideas and the idea is to gradually build knowledge.

## Taking the Stage (Mar. 1st to Aug. 31st)

The purpose of this phase is to build on what the first has accomplished. In addition to the daily/weekly blog and tweets and street team the rating posters will be joining the media mix. The posters will be placed in local venues displaying the "moodie" name as well as the mood that the venue is rated

as. This will create interest in the customer that visit and hopefully start a trend. Photo contest will also start taking place, the contest are meant to draw more people to the website and expand their awareness of Turn2Live. This phase is a heavy set with media in order to establish awareness of Turn2Live before the fall season begins.

## The Standing "O" (Sept 1st to Dec. 31)

This phase is the final phase for this campaign it is also has the most emphasis on media. There will be the monthly photo contest, the blog/twitters, flash mobs, as well as the posters. It is the best time for the flash mobs and street teams to grab the attention of the audience. The reason being that many musical and athletic events and holidays occur during this phase.

# Media Mix

## Blog/Twitter

Social networking is important part of Turn2Live connecting with it's audience. Taking advantage of this outlet is important in reaching it's audience. It is a simply and easy way to get the word out about the website and informing the target about events and what Turn2Live is all about. It will draw more people to the actual Turn2Live website and get them interested. The twitter and blogging will be part of the interns jobs. They will come up with quotes, sayings, and events that go with each mood and post them on that moodie's twitter page.

## Posters

The rating posters are a traditional media that will set a trend for Turn2Live. They will be placed in different local venues and will rate the venues as the moodie that it is. This is something that help establish the moodies and define what is "sunny", "mel-

low", and "quirky", etc. They will be seen all over town and will stand out from the clutter with unique take on advertising. The signs will be up all year round to allow the recognitions to occur.

## T-Shirts

T-Shirts are a simply way of getting the brand and logo out to the audicene. They act a walking billboards and will be seen by many people, even those not in the target market. The T-shirts will be handed out by the street team and given to those that get their picture taken for the website. They will have the moodie and the moddie's symbo on them as well as the website. The purpose of the shirts is to get the brand out there and have it be a form of media that will last for years.



## Photo Competition

The photo competition is an interactive way to get people involved and interested in the site. The contest will occur monthly and the reward is a night of a moodie. This means the winners will get to experience what that moodie is, like what kind of concerts and venues they represent. This form of media is fun and different, it allows the target to become part of Turn2Live and show the company what they think moodies mean to them.

## Street Team/Flash Mob

There is nothing better than a street team that draws attention to a new company by wearing silly hats. The street team will make its appearance at important local events and give out T-shirts and get people to participate in the photo competition. They will raise awareness of Turn2Live with its promotional gear and its fun members. The street team will not be alone, for there will also be flash mobs. The flash mobs are different from the street team in the sense that they will draw attention in a different way and cause buzz. The flash mobs will be blogged about and will be reported in the news. It will get the locals to talk about Turn2Live and also use their service.

# Budget Strategy

Turn2Live allocated \$25,000 for this campaign. From the total budget allotted, Trovata proposes \$8,000 be used solely for an Austin-based campaign.

As discussed earlier, Austin will act as the platform when expanding into other markets. The \$8,000 will be broken down between promotional materials and public relations events. The largest portion of the budget will be spent on the production of promotional T-shirts that will be given away during events.

Another \$1000, or 13 percent of the Austin budget will act as a stipend for the interns. Considering a vast majority of internships are unpaid, it gives individuals more motivation to work for the company.

A combined 6 percent of the Austin budget will cover the production of the posters and the out-fits and hats to be worn by the moodie Street Team at the designated events. The posters will be distributed at various local venues, restaurants and events.

A contingency amount of \$1,590, or 20 percent, of the Austin budget will be set aside for any unexpected expenses that may occur. It allows the freedom to add on extra interns for different events, to reproduce promotional materials or supply prizes for special contests.

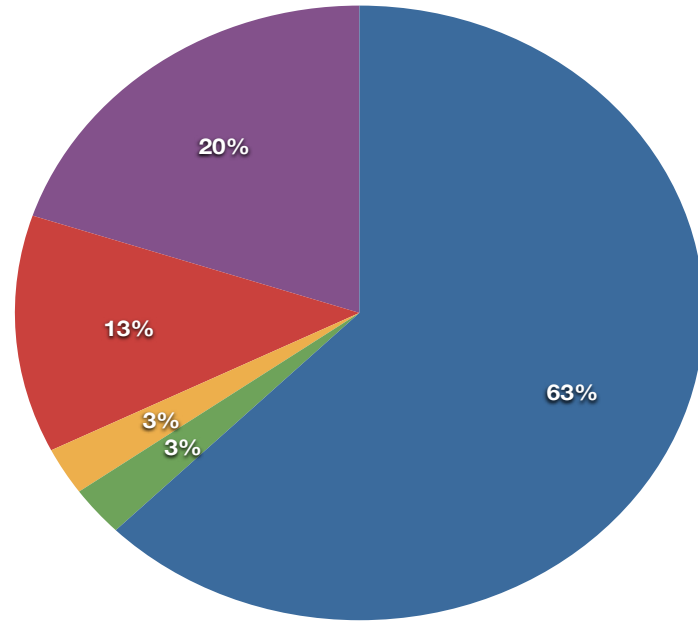
The remaining \$17,000 of the entire budget will be divided between the other Tier 2 cities to launch similar local campaigns in the cities to follow.

AUSTIN ADVERTISING AND PROMOTIONAL BREAKDOWN

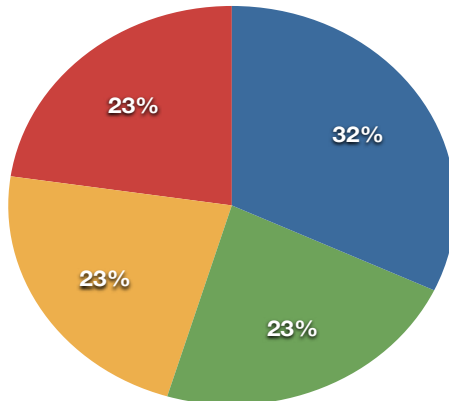
Type	Amount	Price
Shirts	700	\$5,000
Posters	70	\$210
Street Team SXSW		\$200
Intern Stipend	2 interns	\$1,000
Contingency		\$1,590
<b>Total</b>		<b>\$8,000</b>

- Shirts
- Posters
- Street Team SXSW
- Intern Stipend
- Contingency

AUSTIN ADVERTISING AND PROMOTIONAL CHART



CITY BREAKDOWN CHART



CITY BREAKDOWN

Cities	Amount
Austin	\$8,000
Boston	\$5,667
Denver	\$5,667
Portland	\$5,667
<b>Total</b>	<b>\$25,001</b>

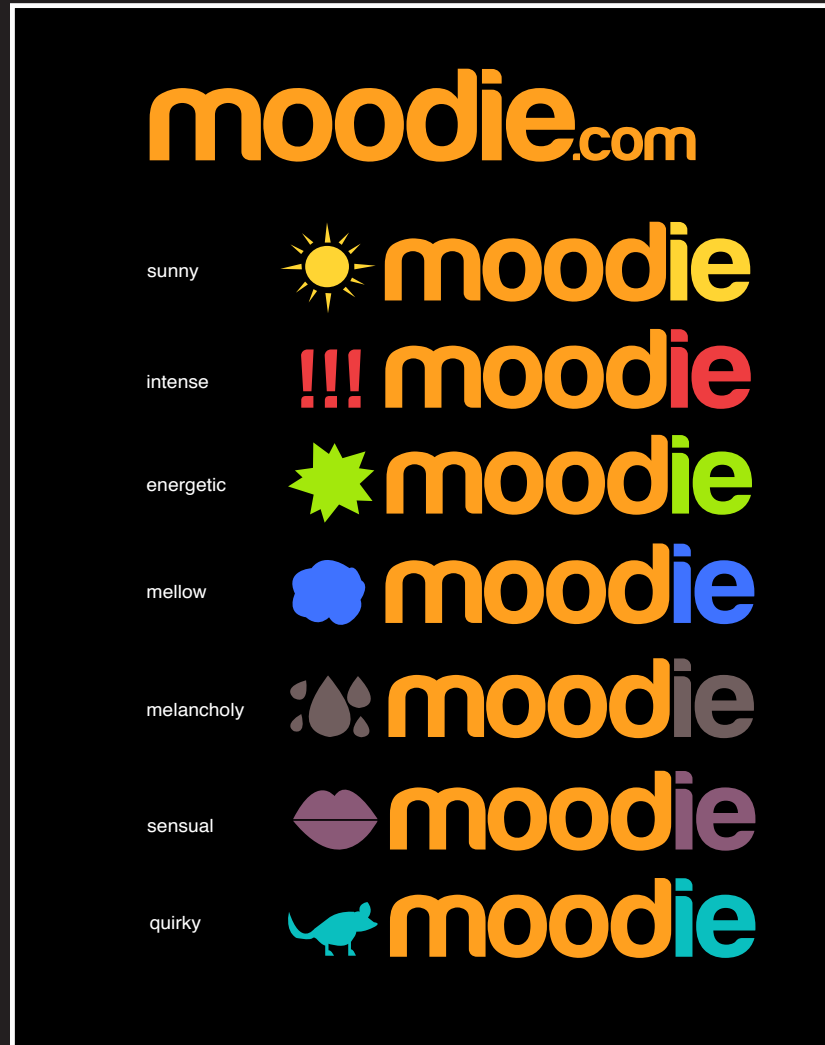
- Austin
- Boston
- Denver
- Portland

# Creative Overview

Turn2Live will be renamed moodie.com. The change of name gives full attention to the site's biggest point of differentiation: mood. The term "moodie" provides a versatile branding potential. For example, it describes not only the site, but its users as well. A "moodie" is a person who lets their mood determine their plans for the evening and frequently logs onto moodie.com to help them make decisions. When considering a night's plans, someone might decide to "moodie it" in order to make a good decision.

## Logos

The new moodie.com logo is designed to change with the moods of moodie users. As a user's mood changes, so does the site. Icons next to the logo change depending on the chosen mood, as well as the coloring of the logo. A consistent brand image is displayed by all seven logos, yet the slight change in appearance further stresses the importance of mood to the moodie.com site. Also, these variations in color and icons easily lend themselves to branding outside the site such as t-shirts, posters, events, e-mails, etc.



## T-Shirts

T-shirts will be made as promotional pieces to be given out at different events, including but not limited to South by Southwest. There will be a shirt for each mood that utilizes that particular mood's color and icon. T-shirts are a great way to spread the word about moodie.com and to make another strong connection between the Web site and moods to the consumer.



## Ratings Posters

Ratings posters will be distributed to local businesses. The posters will rate the venues or restaurants by the mood that the business is thought to represent and they will hang in the front window of the participating establishments. For example, a local venue like Spiderhouse Café would be given a rating of "quirky" and would hang a poster in their front window reading This Establishment Rated Quirky by moodie.com.. This provides a strong connection between moodie.com and its function, which is to direct users to businesses that fit their mood.

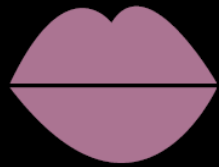
THIS ESTABLISHMENT HAS BEEN RATED



QUIRKY

by  
moodie.com

THIS ESTABLISHMENT HAS BEEN RATED



**SENSUAL**

by  
 **moodie.com**

THIS ESTABLISHMENT HAS BEEN RATED



**ENERGETIC**

by  
 **moodie.com**

# Public Relations

## Hiring interns

The executives at moodie.com lack the manpower necessary to pull off a comprehensive public relations strategy. In order to better meet their needs without overdrawing the budget, Trovata suggests hiring two interns from the Public Relations program at the University of Texas at Austin to assist and manage a number of activities. PR students are required to do an internship during their time in the program. Moodie.com presents the perfect opportunity for a student to work with a start-up organization in the technology industry. Trovata suggests using a small amount of the budget as a stipend payment to the two interns to draw a larger pull of talent. It is extremely important that the staff selects two interns that are highly qualified for the position and would fit well with the company.

## Moodie.com Street Team/Fash Mob

The two interns hired at the beginning of the campaign will coordinate the moodie street team. Moodie.com has a need for more brand awareness and the best way to achieve that in Austin will be using a street team to attract attention at large events. The interns will select an appropriate group of seven individuals who will represent each of the seven moods found on the Web site. Each person will wear their respective mood t-shirt and a large hat with the mood icon on it. The team will appear at events throughout the year, including the UT vs. Oklahoma State football game, the Austin City Limits Music Festival and the Austin Film Festival. The interns will be responsible for determining what type of flash mob or marketing technique is appropriate at each venue. Trovata believes that the street team is a key part of moodie.com's opening strategy. Consumers need to recognize the moodie name as a fun, interesting and helpful company.



## South by Southwest Opening

The South by Southwest Conference and Festival is highlighted as the most important piece of the 2010 calendar year. The moodie.com street team will be out in full force on one night of the festival, wandering the streets and making a scene. Tro'vata envisions this as a night where people are flashing their cameras and excited to be seen with the "moodie's." One of the main features of this evening will be getting people excited about the moodie.com photo competition. Also, the moodies will be equipped with cameras to take pictures of people with their best mood face and have t-shirts to hand out to those who participate. The purpose of this evening is to premiere the national opening of moodie.com for all entertainment and get buzz going about the company.

moodie.com SXSW Street Team Mr. Melancholy and Mr. Intense



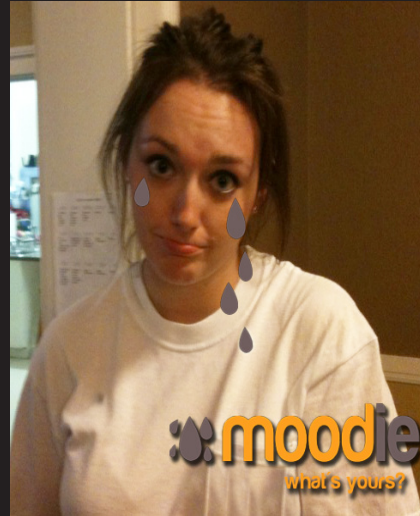
# Twitter

Tro'vata suggests using twitter to maximize customer connectivity with the different moods by setting up separate twitter accounts for each mood. Each twitter page will represent a personal "moodie" who represents one of the seven moods on the Web site. The interns will post as though they embody the mood, under a certain pseudonym like SunnySally that corresponds to the site. SunnySally will be interested in everything sunny, happy and joyful. She posts quotes, news and events happening in Austin that relate to her interests. In this same fashion, the interns can post and manage the seven twitter sites, posting and updating information, fun facts and trivia related to each mood. Tro'vata believes that this will be an easy way for consumers to better understand the mood function of moodie.com and can help them identify which moods they connect with.



## Photo competition

Moodie.com is based on the idea of moods and Tro'vata believes that this is an excellent opportunity to build a connection with the consumer. Users are invited to post their favorite picture of themselves making a face that corresponds with a certain mood. The moodie.com interns will manage the competition by monitoring the Web site, picking and contacting the winner. Each winner will be able access a special mood package prize with a winning code provided by the interns. The prize will be a moodie night, including dinner and entertainment according to the mood package they choose.



## Daily Texan Feature Story

Tro'vata considers moodie.com CEO Nik Daftary to be an influential and rising star in the Austin market. As a UT graduate, an opportunity exists to use the Daily Texan newspaper to connect students to Daftary and moodie.com. Tro'vata wrote a 500-word possible feature story about Daftary to run in the Texan. The feature editor in charge of this section of the paper has already agreed to consider the article for publishing.

# Featured Story

## Longhorn grad gets in the mood

What are you in the mood to do to-night? Nik Daftary can help you find the answer. Former student of the Red McCombs School of Business at the University of Texas at Austin, Daftary is the brain-child behind moodie.com, the latest entertainment search engine that offers a fresh way to find things happening in Austin.

Daftary co-founded moodie.com with other participants from the annual Venture Weekend competition, "3 Day Startup." Venture Weekend is a competition organized yearly where 40 entrepreneurs meet to produce a web-based start-up company. Daftary heard about the competition through his program at McCombs; he had no idea that those 72 hours would shape his career.

"Moodie.com was formed from the idea that there are a lot of nights when people don't know what to do," said Daftary. "People need something to turn to, something that deciphers their wants and desires for them. Anyone can find what they want at moodie.com."

Daftary's interest in entrepreneurship began during his time as an undergraduate at Trinity University. His classmate, John Doe, notes that Daft-

ary always sought out new ideas. "Nik was constantly questioning the status quo and pushed us all to form better ideas."

Although he loved business before, it was the challenging atmosphere at McCombs Business School that encouraged Daftary to take the next step. "McCombs was so much more than I ever could have expected. It was challenging, inspiring and a lot of hard work."

Daftary is a perfect example of a Longhorn changing the world. Moodie.com launched at South by Southwest on March 13, 2009. In March 2010, Daftary will take the mood-based search to the national level.

"We're the only thing out there that lets you search by mood," says Daftary. Moodie.com allows a user to search for entertainment using seven unique mood terms. Daftary explains, "We want to allow users to search in a language that they understand."

After his graduation from the McCombs Business School, Nik worked at Target Corporation where he developed buying and branding strategies. Target allowed Daftary to discover his true passion. "I realized that I wanted

to work marketing consumer-facing products for the rest of my career," says Daftary.

After Target, he worked as a customer relationship management consultant at Accenture, an international management consulting, technology services and outsourcing company.

Daftary is certainly a man of many hats. According to his LinkedIn page, he is leading the marketing, financial and strategic development of moodie.com. Although he is a moodie at heart, Daftary also enjoys the Austin music scene and works on the side as an electronic music DJ.

Daftary encourages current Longhorns to get involved with Venture Weekend.

"Venture Weekend is about bringing all kinds of people together," says Daftary. "It's not just the software designers and developers, but also the program managers, business developers, marketing specialists and lawyers."

Venture Weekend will take place in April 2010. Undergraduate and graduate students are welcome to attend and be a part of one of the most exciting competitions of the year.



