

*Client Since 2008*

# Tweetminster

## *Client Brief*

This has been one of 10 Yetis most interesting briefs since the company was formed in 2005. Tweetminster is a web based service that enables you to see what Members of Parliament are saying when using the micro-blogging platform; Twitter.

It collates all tweets made by Members of Parliament and key stakeholders within that sector in order to help people engage with politicians and alike more easily.

Tweetminster also enables online analysis of the sentiment and tone being used when people are either speaking about politicians or politics in general, and likewise the sentiment and tone being used by the politicians themselves.

The brief for the project was two-fold, the first element involved raising the profile of the service to the general public through traditional media and more modern online media formats.

The second element of the brief was to raise awareness in the B2B and tech sectors in order to get the attention of businesses and media that may want to purchase analysis or form partnerships using the Tweetminster data.

## *Top coverage*

There is no doubt that the Tweetminster campaign has been anything other than a huge success. The 10 Yetis team has worked very closely with the founders of Tweetminster to ensure that the media coverage has been diverse and comprehensive.

Looking at the hugely influential Techcrunch alone, where Tweetminster has had over 10 mentions in just 2 years, you can see how beneficial the campaign has been in the tech media.

Added to Techcrunch, Tweetminster has appeared on some of the world's most respected tech news and information sites and blogs such as Mashable, Springwise, SiliconRepublic along with featuring in respected magazines such as Time Magazine.

Closer to home, Tweetminster has had mainstream coverage on BBC News, ITV News, SkyNews and Channel Four, as well as regularly featuring in The Guardian, The Telegraph, the Independent and many more national newspapers and magazines.

## *Results (as in, unique users, revenue etc)*

One of the key areas where 10 Yetis has been able to add value via our media campaigns for Tweetminster has been in raising awareness of the brand in the right sectors.

Tweetminster raised around £100,000 in round one funding shortly after 10 Yetis began its first media campaigns.

Similarly, looking at the second half of our brief, we are proud to say that Tweetminster partnered with Channel 4, BBC and ITV at various stages of the 2010 election to help those news outlets analyse and present political sentiment via Twitter.

The organisation also has partnered with both the Gaurdian and the Telegraph in the past 12 months relating to various political, Twitter related, areas.