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Sticky Situation in Downtown Phoenix

E.B. Lane partners with Local First Arizona to help promote local Phoenix businesses

PHOENIX (Thursday, April 15, 2010) – On April 2, E.B. Lane placed nearly two-dozen Local First Arizona and E.B. Lane Stickybits branded barcodes, throughout the downtown Phoenix area to encouraged the local community and those attending First Friday, to use their mobile device, to locate the barcodes and upload Phoenix-related photos, videos or comments embedded in the barcode stickers.

Stickybits is a free mobile application that can be downloaded on an iPhone or Android phone. Users scan a barcode and can add videos, photos, audio or text. This information is referred to as “bits.” Once scanned, users can view a stream of messages uploaded to the barcode that has been attached to an object or place. That barcode can be tracked through a map function, known as geo-tagging.

“We saw this as a perfect opportunity to experiment with a new social media application while supporting the efforts of Local First Arizona and our downtown community,” said Isabelle Jazo, vice president of brand strategy, E.B. Lane. “We have had more than fifty scans and uploads to the barcodes from users throughout the world. The pictures and videos portray the unique culture of downtown Phoenix, and ultimately attract businesses and visitors to Phoenix.”

Established in 1962 in the historical district of downtown Phoenix, E.B. Lane recognizes the importance of supporting the growth and vitality of the surrounding business community. In recent months, E.B. Lane has organized a special team that is dedicated to helping support the initiatives of Local First Arizona and promoting local businesses.

For more information about Local First Arizona, E.B. Lane or Stickybits, please visit E.B. Lane’s website, www.eblane.com or blog, www.theinsidelaneblog.com. To view our Downtown Phoenix Stickybits: <http://www.stickybits.com/c/6490493957346>

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About E.B. Lane

Established in 1962, E.B. Lane is one of the Southwest's largest full-service advertising, interactive, social marketing and public relations agencies, with annual capitalized billings of more than \$65 million. Clients include the Arizona Cardinals, Arizona Super Bowl Host Committee, Cable One, Inc., Greater Phoenix Convention & Visitors Bureau, Harkins Theatres, Health & Wealth Raffle benefiting St. Joseph's Hospital and Barrow Neurological Institute, Muscular Dystrophy Association (MDA), NYPD Pizza, Pat Tillman Foundation, Phoenix Convention Center, Walmart and Xanterra Parks & Resorts. For more information, visit www.eblane.com.