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Colorado Time Systems And Jell-O Pudding Measures America's Mood



Loveland, CO—December 7, 2012— This summer an unusual new face appeared in New York City and it was attracting a lot of attention. Who would've thought a new Jell-O Pudding Face billboard would catch so much attention? However, this was no ordinary billboard. This Twitter-powered billboard by Jell-O Pudding and Crispin Porter + Bogusky had a conspicuous face on it that smiled or frowned depending on the number of smiley or frowny faces floating around American Twitter space. Colorado Time Systems produced a

real-time counter for the billboard to keep track of America's mood.

When the smiles dropped below 50%, Jell-O Pudding would give out pudding coupons to boost the smiles in America. This concept started out as a website, but the advertising team at Crispin Porter + Bogusky decided to bring it out into the real world. However, in the process of making their concept come to life, they ran into a few challenges trying to recreate their real-time counter. The team couldn't seem to find a counter that would effectively measure America's mood in real time. When the team discovered Colorado Time Systems, a global leader in precision timing and scoring, the two teams worked together to produce a customized solution for their project.

CP+B monitored Twitter for two months before they installed the billboard, and they found that the global Twitter average of 1200 smile icons and 800 frown icons a minute to be pretty consistent. Using that as their mean, they installed a billboard in New York City that pinged

Twitter every seven seconds, searching for the smiley faces and frowny faces then adjusting the percentage counter and the face as necessary.

“Colorado Time Systems enjoyed working with the team at Crispin Porter + Bogusky to help them create a customized solution for their ingenious billboard,” said Dr. Anita Sayed, President & CEO of Colorado Time Systems.

About Colorado Time Systems (CTS): Based in Loveland, Colorado, USA. Colorado Time Systems has established a reputation for precision and innovation in swim timing equipment. Since 1972, premier aquatic facilities have chosen Colorado Time Systems for platinum-quality timing, scoring, and display systems.

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