



# GERSHONI ANNOUNCES THE BLACK FRIDAY ENGAGEMENT ENGINE

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## FOR IMMEDIATE RELEASE

**SAN FRANCISCO, CA (NOVEMBER 27, 2009)** – People are talking about your brand, and the Black Friday Engagement Engine, [www.gershoni.com/black-friday](http://www.gershoni.com/black-friday), a new project from Gershoni, is listening, sifting through the noise to deliver dynamic, accessible conversations that tap into consumer sentiment and breaking news.

In an uncertain economic climate, all eyes are on Black Friday 2009.

“Black Friday has historically served as an indicator of how consumers will behave during the holiday season,” said Amy Gershoni, Director of Strategy. “In an unstable economy that offers the promise of recovery, we want to ask the questions: What are people sharing? And what does that tell us about the way people buy?”

As the world of social media expands, so does its role in the dispersal of consumer information. The Engagement Engine is designed to filter through the noise, allowing brands to derive maximum value from the conversations taking place online.

“The Black Friday Engagement Engine has the ability to turn the landscape of social media into a streamlined focus group,” said Gil Gershoni, Creative Director. “This tool is something that can really change how brands interact with their consumers.”

This project exemplifies Gershoni’s unique point of view with regard to social media and its potential. By creating a tool that is authentic and updates in real time, Gershoni has created a thought-provoking experience, optimized to tell the story of a single day by uncovering the storylines as they unfold, identifying those that are most important to your brand.

## ABOUT GERSHONI

Gershoni produces breakthrough strategies for evolving brands. We are a team of strategists, planners, designers, marketers, technologists, producers and rabble-rousers. Our methodology is straightforward and flawlessly executed. We serve clients a full tool kit of big picture planning and fine detail executional expertise to create just the right program for the goal. With an ever-changing communication landscape, Gershoni keeps our clients leading the conversation. [www.gershoni.com](http://www.gershoni.com)

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