



Santa has chosen ZEROFAIL

December 1st 2009

ZEROFAIL will be one of “Santa’s little helpers” in 2009! Indeed, ZEROFAIL was on top of Santa’s list to host the Portable North-Pole (PNP) station!

For the 2nd year, Sympatico are partnering with Ugroup Media to deliver an entertaining platform for kids and adults alike. The viral marketing campaign had been a tremendous success in 2008, receiving nearly 200 times the expected traffic in their most optimistic scenarios.



Building on last year’s success, Ugroup opted for a higher level of support and redundancy to create a more resilient infrastructure and so partnered with ZEROFAIL to deliver just that.

The PNP console is a video-on-demand application that allows the creation of a personalized video for a loved-one from Santa Claus himself; a technological breakthrough that makes real-time communication with the North Pole possible! It is great for children, teenagers and adults alike, with a whole new section dedicated to the not-so-small kids that did not exist last year, effectively widening the target audience.

The interactive website may be found at <http://santa.sympatico.ca>

To learn more how ZEROFAIL can help you with its award-winning solutions and comprehensive approach, visit www.zerofail.com or contact us at info@zerofail.com