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Yolo Communications and Bakamo.Social announce partnership

London, Budapest - **The market research & social media insight agency Yolo Communications and the social media intelligence company Bakamo.Social have announced a strategic partnership.** The cooperation is based on the shared vision that research is increasingly driven by insights gained from natural social media conversations.

Developing new Social Insight solutions tailored to client needs

The partnership provides synergies that benefit their respective clients - Bakamo.Social specialising in uncovering (unexpected) insights from social media conversations while Yolo Comms excels in a creative and consultative approach to support clients all the way from research to implementation. The combined strength of experience and knowledge in understanding of brands, social and research provide an alternative to clients who want to see outstanding results and innovative solutions at highly accessible fees.

Yolo Comms Managing Director Nik Harta says “Our philosophy has always been to provide clients with the most effective and appropriate solutions at competitive rates. We are delighted to announce this partnership as it brings together the best and most innovative services that ultimately are delivering insight unparalleled elsewhere. Combined with our consultative and practical outlook we are now offering clients a new approach to data that is creating so many extra opportunities for strategic marketing and communications.

Bakamo.Social CEO Daniel Fazekas says: “We know that social listening is a fast growth area and we are extremely excited by the innovations we have developed to exploit this data for market research: Our ethos has been to push boundaries and create real, raw and challenging insights. As people feel a necessity to get on board with social they need to feel assured they are working with a partner who can act in their best interest, give sound advice and reveal valued insights at affordable rates. Together with Yolo Comms, we have started to build new modules that make social media insight more accessible to all.

The newly formed partnership has already carried out work jointly on new clients to great success and will shortly be releasing details of a new branded offering for rapid campaign response through social insight.

Notes to Editors:

About Bakamo.Social:

Bakamo.Social, a social media intelligence company, operating out of London and Budapest, illuminates the unexpected. Focusing on consumer orientations and inspirational insight, Bakamo.Social leverages social media for a new breed of consumer understanding: grounded, fresh and surprising insight. Bakamo.Social works across all major industry verticals and has been the supplier to leading brands and agencies globally.

About Yolo Communications:

Yolo Communications is an international market research and social media insight agency based in London. Adopting innovative research techniques and methodologies, Yolo Communications uses a creative and consultative approach to help generate media coverage, deliver insight and strategies that support PR and Marketing.

For more information contact:

web: www.yolocomms.com

twitter: @yolocomms

email: nik@yolocomms.com

web: bakamosocial.com

twitter: @bakamosocial

email: contact@bakamosocial.com