



# Introducing “Funny” into Mobile Communication with Twitter



## Challenges

JibJab is a digital entertainment studio whose mission is to bring smiles to their users' faces. Producing humorous content and funny moments worth sharing is truly an art, and JibJab is a pioneer in online entertainment. From the team's incredible viral smash, "This Land", to their Starring You!® customizable videos, audience laughter is a key success metric within the company.

JibJab was looking to create a new mobile app that would build on their recipe for success, incorporating both personalized content and built-in social sharing. The app would allow a user to take a photo of themselves and build a ridiculously awesome animated GIF that they could then share with their friends via email, text and social platforms. The JibJab team was looking for a one-stop solution to integrate Twitter functionality into the app, allowing them to focus on the app's core features instead.

*We produce tools and content that help people be funny in their digital lives. Twitter is where conversations happen so it was critical for us to seamlessly integrate it into our product experience.*

Gregg Spiridellis  
Co-Founder & CEO Guy  
JibJab

## Solution

JibJab implemented several components of the Twitter Kit within the Fabric SDK to speed up their time to market with the JibJab Messages mobile app. What they found was that functions such as embedding a user's Twitter timeline and adding social single sign-on could all be achieved with only a line or two of code. This introduced a whole new level of development efficiency to the process, as core Twitter functionality had been condensed down to turn-key snippets of code. JibJab was further able to quickly and easily harness the power of Twitter thanks to the Twitter Kit's excellent documentation and partner support. Everything that JibJab needed to ensure that users would remain within their app as they Tweeted out their animated GIFs was now truly at their fingertips.

# Results

The JibJab Messages app was released in early October to rave reviews from the likes of the Wall Street Journal, Gizmodo and individual App Store users alike. The Sign in with Twitter workflow and automated Tweet sharing mechanism provide a seamless app user experience, dramatically increasing both adoption and reach. The animated GIFs are then natively displayed within Tweets to ensure that the world (or at least their follower audience) is well aware of a user's irreverent sense of humor. When success is measured in terms of the number of laughs, JibJab Messages looks to have another runaway hit on their hands.



**Location:** Venice, CA

**Industry:** Digital Media & Entertainment

**Kits:** Twitter Social

**Quick Facts:**

- Founded in 1999 in Brooklyn, NY
- Creators of the Global Sensation "THIS LAND" Video
- More than 400M User Personalizations on "Starring You! @" Platform
- More than 1M Transactions Processed Per Year for Custom Humor Content



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