

NEWS FLASH

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GQ launches 'BarSpy' iPhone app

Mens magazine GQ is releasing an iPhone app, BarSpy which enables subscribers to keep up with the latest GQ recommended bars in Sydney.

The announcement:

“ 22 June, 2010: Australia's fastest growing men's title, GQ, will launch GQ BarSpy; the nation's first branded location-based, social networking-enabled iPhone application.

News Magazines has teamed up with Klick Communications to create the application, which is positioned to become the definitive guide to the Sydney bar scene.

Using location-based technology, GQ BarSpy will give its subscribers the latest information on the coolest bars around them that are GQ recommended. The social networking layer of the app means that the GQ man can keep track of the bars they've been to, connect, share and compete with their friends for VIP status, discover new bars, and read reviews of the hottest spots in town.

The option for users to upload photos and leave reviews is currently unique to GQ BarSpy, which will further enhance the experience for users.

Kim McKay, Director of Klick Communications and the driving force behind GQ BarSpy, says, "GQ wanted to reach its readers with something that is one-of-a-kind, innovative and useful, while supporting brand values of GQ. The BarSpy app is a lot of fun but it's also really handy, especially now that Sydney's bar scene is becoming more like Melbourne where bars are hidden away in laneways. It's a little bit like a coolhunting GPS."

GQ BarSpy is available for purchase from iTunes for \$2.49.

Source: GQ press release