

Integracity's monthly newsletter offering goodies, special offers, tips and tricks, useful articles and latest news about us and our services.

A Warm Welcome!

from Ben Israel, Digital Strategy Director, Integracity Corporation



It's 4 weeks to the New Year and it's going to be a race till the end for us. Well, except for those who are caught in the Twilight whirlwind, stuck under the New Moon.

Speaking of which, *Twilight: New Moon* is one of the fastest rising search terms this year at no. 6, according to the [2009 Year-End Google Zeitgeist](#). And at no.1 is Michael Jackson, whose death was clearly the most significant moment of the year. But result no. 4 sums up 2009 for us - Twitter. (And at the disgust of English teachers and linguists alike, it's also the [word of the year](#).)

Here at Integracity, Twitter's a tool we used for fun, collaboration and work. When someone's stuck in traffic and will be late to work, we find out through Twitter. When someone walks into the office's glass door, Twitter's used to broadcast that embarrassing moment. Orders for takeouts and bulk purchases of Threadless tees are also arranged on Twitter. In fact, we've hired some of the best people via Twitter.

But the highlight is seeing our clients jump onboard and embrace it. Twitter's integrated into most, if not all, of our work. [Hilton Petaling Jaya](#) uses it to promote its food outlets and engage patrons while [RapidKL](#) uses it to inform customers about delays or service interruptions. The Multimedia Development Corporation (MDeC)'s recent [IAP Learning Symposium](#) used Twitter to engage with participants and accept questions from the audience. And for this year's [World Contraception Day](#), website visitors could make a pledge to help prevent unplanned pregnancies and share it on Twitter.



Keep in Touch!

Head over to our [corporate blog](#) to find out what's beneath the red hood.

That's it for this month's Fanatical Voices. See you next month!

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Fanatically yours,
Fanatical Voices
Editorial Team

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Looking ahead to 2010, we're excited about our clients' adventurous spirit and their willingness to experiment with new platforms. Stay close and you'll get a whiff of what we're cooking with things like Foursquare, geo-tagging, hyper-local search results, and needless to say, the iPhone.

Till we meet, or tweet, have a blessed Christmas season. (The next time you see me, ask me about Satoo.TV.)

Fanatically yours,



Ben Israel
Digital Strategy Director
Integricity Corporation



Unwrapping of Our New Website

Bring out the mistletoe and eggnog - the very merry month is here! While the Integricitizens are already in the Christmas mood with a Christmas party in the works and our Christmas tree standing tall in the office, our diligent elves are still hard at work on another jolly surprise for our clients, friends and fans - our spanking new Integricity website!

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*Make someone
really **HAPPY**
this Christmas*

give the gift of smiles to your friends and loved ones



Twitter Helps Integricity Hire Fanatics



Twitter has truly changed the way many things work here at Integricity. We have connected with others for customer support, sharing of tips, learning new tricks and recently, hiring of new team members. At present, more than 50% of our Integricity family are Twitter users with more joining the Twittersphere week-on-week.

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May Your Guardian Angel Watch Over You



Christmas is less than a month away! In keeping with our tradition, the Guardian Angel game is in full swing. It's really a one of a kind thing here at Integricity.

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Bringing Fun into work



The geniuses behind Integricity Visuals are busy as bees, with year-end events looming round every corner. The team recently went to shoot for two corporate events and the Integricity team brought a different flavour to these events.

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