



Fans to Take Over New Web Puppet Comedy

Brighton, United Kingdom, April 04, 2008 --(PR.com)-- Social media agency [Qube Media](#) is rolling out a wide-ranging online pr and user-generated content campaign for new web-based comedy show backed by Sony BMG.

The daily show, called [Apollo's Pad](#), is produced by Galleon Holdings plc and is set in a run-down New York nightclub run by puppets. Deviant puppets.

The show is funny, satirical and socially relevant in a warped kind of way. Think the Muppets on crack or the Fraggles after they've raided their parents' liquor cabinets and you get the idea.

New comedy clips are uploaded daily to the website and all visitors can view them for free.

Qube's social media and online pr campaign maximises on the fact Apollo's Pad is recorded bi-weekly, giving users the opportunity to contribute sketch ideas, jokes, suggest special guest stars. They can also have a go at stand up comedy and even provide a voice-over for characters and quickly see their efforts come to fruition in the show.

A range of activity focusing on the blogosphere and social networks, enabling users to get involved at different levels, will roll out over the next few months.

Features will include the comedy sketch challenge, best stand up comedy avatar and the chance to win a pair of Apollo's delightful pants.

“The fact Apollo's Pad stars these amazing puppet characters with real personality and is streamed daily gives us a great opportunity to involve fans at the heart of the show's development even down to users auditioning for a voice part,” said Andrew Seel, MD of Qube.

Comedy and music fans are urged to sign up at [apollospad.com](#) if they want to get involved.

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Notes to Editors

About Qube

Qube offers a genuinely integrated approach to web marketing bringing together the benefits of social



networks, social media, search optimisation and engaging content to create real visibility for their clients. This leads to a measurable return on investment.

Their clients include: EA, Galleon/Sony BMG, Channel 4, V&A, East Sussex County Council, Learning & Skills Council and Hitachi.

About Apollo's Pad

Created by: Len Dunne and Stephen Green at Galleon plc

Puppetry: Lenz Entertainment

Global Music Partner: Sony BMG

Website and Online Marketing: Qube Media

Music Video Production: Good Story Productions oversees the production of the animated music videos with contributors including Metrophonic Music and Pop6

About Galleon

www.galleonplc.com

Galleon Holdings plc owns, develops and manages entertainment based intellectual property.

About Sony BMG

www.sonybmg.com

Sony BMG Music Entertainment is a global recorded music joint venture with a roster of current artists, from local talent to international superstars, as well as a vast catalogue that comprises some of the most important recordings in history.



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