

Carter, Calvin

**Page: Nomination Form**

**Nominee's First & Last Name (or contact name for nominated company)**

Carter, Calvin

**Nominee's Business Title**

Founder and CEO

**Nominee's Company Name**

Bottle Rocket

Please select the nomination category

**Category**

Emerging Company Innovation

- The nominee's company must own or develop proprietary intellectual property. Or the nominee's company develops technology that is sold to customers, which contribute to a majority of the company's operating revenues. Augmenting other companies' technology or intellectual property, that is marketed and sold separately, may satisfy this requirement.
- The company is headquartered in the Metroplex.
- The company has 2017 operating revenues of at least \$2 million but no more than \$200 million.

**As part of the selection process, nominations will be judged on the following criteria:**

- How the company's accomplishments are unique, innovative and/or "breakthrough". (40%)
- How the company's accomplishments will positively change and/or advance the industry, business and/or individual's lifestyle. (40%)
- What results this company has achieved to date. (20%)

**Award category judges' interview:**

- Nominees for this award have the possibility to be interviewed by the judges on June 27th between 1:00 pm - 2:30 pm. All nominees for this award should be informed of the potential for this interview.

**Was Company's 2017 operating revenue between \$2 million and \$200 million?**

Yes

**1. Describe briefly the company's business and industry sector.**

Bottle Rocket is an international, multi-disciplinary mobile studio that connects future-focused brands to their customers through sophisticated yet simple mobile experiences. With our award-winning applications and solutions, our partners strengthen their businesses through enhanced user and brand interactions. Our more than 300 iOS, Android, streaming device, wearable, VR, and TV experiences have set new standards in connecting people to what they want.

**2. Explain, with examples, how the company's accomplishments are unique, innovative and/or "breakthrough". (40%)**

Bottle Rocket never stops pushing the limits of mobile design, information architecture, and capabilities of the platforms they embrace. Bottle Rocket teams are passionate about their craft and are makers at heart. Their work with future-focused brands creates beautiful, innovative, brand-driven experiences that engage users and enhance their connected lifestyles.

For example, Bottle Rocket partnered with Geometry and Jim Beam to create a unique bar experience that leveraged virtual reality technology and Samsung Gear VR® headsets to take bourbon enthusiasts on a virtual ride that followed the journey of Jim Beam's Devil's Cut® bourbon from barrel to glass. This experience was featured in AdWeek and Fortune Magazine, as well as used by the brand at 750 sampling events and 250 bars in U.S. Markets. The use of VR to highlight product production helped users understand the premium nature of Jim Beam's bourbon and was a first in the distilled spirits industry.

Another example is Chick-fil-A's partnership with Bottle Rocket to create a mobile app for their incredibly loyal customer base who were looking for a more convenient way to interact with the restaurant. The app is contextually aware of the time of day, and this is reflected in the artwork and menu offerings. Location-specific menus and mobile ordering allow customers to place their order well in advance, then simply check-in to send their order to the restaurant. Leveraging location and notification services, the app can notify the user when his or her order is ready.

The SPG (Starwood Hotels) mobile app leads the industry by being the first app to offer a keyless entry feature. The SPG app integrates with Apple Wallet and includes market localization for Spanish, Chinese, and Japanese. The app offers one-click booking and accesses user profile data to allow redemption of Starpoints loyalty points. The SPG app was an iOS7 launch partner, was featured in the iOS7 keynote, featured in "Designed for iOS7" on the App Store homepage, featured in "Best New Apps" on the App Store Homepage, made Business Insiders' App 100, and was shortlisted in the 2016 Global Mobile Awards.

Our team of 200 architects, engineers, strategists, project managers, and quality assurance specialists have made innovative mobile booking and boarding a reality for Southwest Airlines. We have also built a sales enablement tool for BlackRock that allows financial advisors the power to visualize simple solutions for their clients. This iPad app won a 2017 Silver Stevie Award. Most recently, the Bottle Rocket-powered Make Safe Happen app from Nationwide won a 2017 Appy Award. These, and more than 300 more stories are part of the Bottle Rocket legacy.

**3. Explain how this company's accomplishments will positively change and/or advance the industry, business and/or individual's lifestyle. (40%)**

Bottle Rocket has raised the bar on mobile app design and development through their focus on user experience, being restless in their demand for higher and higher quality of work; continuing to polish, optimize, and push for the best experience and product possible.

For example, the Bottle Rocket AWE platform is the leading TV Everywhere technology in the mobile app industry, winning Best Live Streaming or Video for Mobile (2016 Mobile Excellence Awards) and Best TV Everywhere Technology (2016 Cablefax Digital Awards). The AWE platform allows for a brand to customize the experience based on the brand's unique look and feel without sacrificing any speed to market. AWE has worked with major brands and networks including OWN, Game Show Network, Awesomeness TV, and many others. This is not only an example of advancing an industry but also of supporting the individual's ability to choose when and where they watch entertainment.

Huggies' partnership with Bottle Rocket delivered a reliable ally in parenthood, positively impacting the lifestyle of mobile moms. With the Huggies app, their new loyalty program was streamlined, made more cost-effective, and connected to mobile moms. Customers could earn points from any Huggies purchases, not just diapers. Receipt scanning saved customers time and the brand money by eliminating the need for printed PIN codes. Through in-app content and points management, Huggies expanded its brand identity from diapers to parenting and took their experience from anchored desktop to on-the-go mobile. App content also supported moms during pregnancy and family planning stages to proactively build brand loyalty. Making content access reliable and easy, then, was key to business goals as well as user satisfaction.

**4. Describe what results this company has achieved to date. If the idea is too early in the development stage, explain what reactions have been received from the industry or market. (20%)**

Bottle Rocket has grown from CEO Calvin Carter's home to more than 215 employees, including offices in England and New York. The company has grown organically in headcount and profitability each year since its inception. Even after Bottle Rocket's sale to WPP, which is a testament to the value of the organization, post-sale Bottle Rocket has maintained the essential Bottle Rocket DNA that has driven its phenomenal growth, remaining true to itself and its brand.

Under Calvin's guidance, Bottle Rocket has delivered more than 300 mobile experiences to the app store and Google Play. The company has 27 Fortune 500 companies among their clients, and they've won numerous awards, including four iTunes App Store Hall of Fame awards, recent Appy Awards, Cablefax Digital Awards, and Tabby Awards. The AWE platform has won awards for Best Live Streaming or Video for Mobile (Mobile Excellence Awards) and Best TV Everywhere Technology (Cablefax Digital Awards). The SPG app was prominently featured in Apple's Keynote presentation, gaining more awareness for the brand as well as Bottle Rocket. Bottle Rocket's work with Chick-fil-A helped them become a leader in Quick Service Restaurants (QSR's), generating more annual revenue than their competitors.

**5. Additional comments related to nomination.**

**Attach an optional document related to the nomination. (i.e. video, powerpoint, website) Judges may or may not review it.**

No File Uploaded