Choice Awards
Management for the People’s
Development, Delivery and
Product Strategy, Design,
REVIE
we were able to shepherd things through and make sure things did not
times. We have a lot of project management expertise on our end, so
that role. There were things that slipped through the cracks a couple
management side because they had some transitions internally with
Stuzo did pretty well. The one point of weakness was on the project
How did Stuzo perform from a project management standpoint?

Opportunity / Challenge
What business challenges were you trying to address with Stuzo?
We’ve been working with them for several years. The initial
engagement was around a particular Facebook application we wanted to
develop around the televised show several years ago having to do with fan

Solution
Please describe the scope of their involvement in detail.
It starts with an early inception strategy and creative discussion around
what the new features and functionality would be and continues at all
the way through to creative design, development, QA [quality assurance],
handoff, and so on. So, the entire lifecycle for new product
development for our site and social media, depending on what the
project was. At the time, social apps were more prevalent when we
started out with the Facebook application. Since then, the focus has been
more about new enhancements and features for our website.
We were introduced to them by Procter & Gamble, the owners of the
People’s Choice Awards franchise. Stuzo was an agency that some of
the other Procter & Gamble brands had engaged with on other projects.
They pitched for the project we had in mind at the time, and we liked
what they had presented. We were happy with their work and
continued the relationship. The scope grew from there.
Could you provide a sense of the size of this initiative in financial
terms?
It cost between $200,000 and $1 million for all the projects.
What is the status of this engagement?
Currently, we aren’t working on anything with them. But, as we
approach our peak season again in the fall, we’ll likely re-engage for
some enhancements. There’s always ongoing maintenance work.

Results & Feedback
Could you share any statistics or metrics from this engagement?
I can’t really share stats, but we had a lot of feedback that this
experience was much sleeker and a much-improved voting experience.
Our entire focus is around the voting experience for the consumers
during our peak season. Knowing we succeeded there was a big win.

I appreciate that Stuzo acknowledges the client’s expertise. When we come with our ideas, they listen.

Overall rating: ★★★★★
Quality: ★★★★★
Schedule: ★★★★★
Cost: ★★★★★
Willing to refer: ★★★★★

Background
Please describe your organization.
We are the People’s Choice Awards, which is one of the
annual Hollywood award show franchises.

What is your position?
I am the VP of digital.

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What distinguishes Stuzo from other providers?
I appreciate that Stuzo acknowledges the client’s expertise. When we
come with our ideas, they listen. Some agencies will assume that they
know best and will want to push their agendas. I appreciate that they
come to the table open and willing to collaborate to come up with the
best possible solutions and execute accordingly. They make sure all the
assets are being leveraged as well as possible.

Is there anything Stuzo could have improved or done differently?
The project management piece was the main thing. Anything else that
would have been improved would have been as a result of
stronger project management. Having said that, everything went off
without a hitch. Everything was delivered on time and to spec. It did
work out well in the end, and they addressed that weakness mid-
project so we were still able to have a successful launch.