

WHITE HORSE

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White Horse Introduces Speed Blogging at SXSW Interactive

Portland, OR, March 14, 2010—White Horse, an award-winning interactive marketing agency specializing in the convergence of emerging and traditional media to create immersive Web experiences, descended on SXSW with a new take on blogging.

The team produced a daily speed blogs, or slogs, to continue conversations from the interactive industry's largest event, South by Southwest in Austin March 12th-16th. Slogging is a group writing activity that combines improv comedy with lightning-fast typing skills to get ideas out of heads and distributed at the speed of business. The slogxsw.posterous.com site uses Posterous, a free content sharing solution that allows people to post content via email. The exercise will culminate in a slog meet up for SXSWi badge holders at Maggie Mae's on 6th street Saturday afternoon.

"Our goal is to connect and share ideas with interactive marketers who are using insights from SXSW to push the bounds of media and technologies," said Eric Anderson, VP of Marketing at White Horse. "SXSW is the perfect environment to test new social formats like the slog."

The slog is part of the White Horse digital marketing [Resource Center](#) offering 17 Webinars and dozens of blogs and podcasts to educate marketers about interactive industry trends and opportunities. Visit <http://slogxsw.posterous.com> to subscribe to the RSS feed.

About White Horse

White Horse is a 30-year-old digital marketing agency specializing in the convergence of emerging and traditional media to create immersive Web experiences. White Horse services include Web development, digital marketing, technical engineering, emerging media, and audio/video production. [View the White Horse portfolio.](#)

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