



Stanford eCorner

Creative Ideas to Make Saving Money Fun

Quincy Jones III, *QD3 Entertainment*

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Video URL: <http://ecorner.stanford.edu/videos/2315/Creative-Ideas-to-Make-Saving-Money-Fun>

Viral web chats, audience direct conversation, product giveaways, poignant brand ownership, and streaming relevant content. All of these tactics are creative, low-cost or no-cost marketing techniques employed by entrepreneurs and rap artists Quincy Jones III and Chamillionaire (inspired by the theme of the 2009 Global Innovation Tournament Challenge). In this clip, both artists discuss some of their best frugal strategies in casting a net for the widest audience online, and the great rewards their efforts have unearthed, including album and ticket sales, and the sale of over five million ring tones.



Transcript