

## Cody Simpson Fans to Vote on His Next Song Name Via Choosr iPhone App

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Australian/American teen idol Cody Simpson and British boy band The Wanted announce today that they will use the iPhone app "Choosr" to work out the best names for their upcoming songs. Under the agreement with Lexington Creative, Cody's four potential song names and The Wanted's three potential titles will not be revealed other than through the app. Choosr allows users to upload questions and also vote on other users' questions. The app is described as a free, instant crowdsourcing app.

Darlinghurst, Australia - Australian/American teen idol Cody Simpson and British boy band The Wanted have announced today that they will use the iPhone app "Choosr" to work out the best names for their upcoming songs. This is a joint announcement with the app's developer, Lexington Creative.

The artists were approached by the developer late last year with idea of using the new crowdsourcing app to help choose their next song titles. Both Cody and The Wanted tested the app ahead of its release and were impressed with its functionality, ease of use and clean design, and they accepted Lexington Creative's offer.

The app Choosr allows users to upload questions and also vote on other people's questions. The app is described as a free, instant crowdsourcing app. It will provide the artists with a quick and easy way to reach their target market as well as gain extra visibility with potential fans. The move is a novel way to connect with a generation that uses their smartphones for almost everything.

Under the agreements with Lexington Creative, Cody's four potential song names and The Wanted's three potential titles will not be revealed other than through the app. The titles are due to be released for voting on Wednesday, May 13, 2015.

Choosr is the instant crowd sourcing app, allowing users to get quick advice from a targeted crowd on virtually any topic.

Choosr lets anyone easily and accurately crowd source opinions on virtually anything. Users can both ask questions and vote on others' at the same time. When posting a question, users give up to 4 options, each one consisting of an image and/or statement/caption. To get a target audience's opinion, they can also filter the age range and sex of the voters.

Issues and decisions that the app could be used to get opinions on include:

- \* Fashion ("What should I wear?")
- \* Fun hypotheticals ("Would you rather...?")
- \* Interest in a new idea ("would you use an app that locates florists?")
- \* Business decisions ("Which logo looks best?" or "which product packaging looks best"?)
- \* Purchases ("Which color suits our walls best?" or "Which puppy should I buy?")
- \* Teen interests ("Who's hotter - 1D or Justin Bieber?")
- \* Relationships ("What should I get my wife for anniversary?" or "what should I do about a cheating partner?")

With its simple layout, featuring an Instagram-style tab bar, the app is easy and intuitive for new users.

Device Requirements:

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 7.0 or later

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

\* 14.8 MB

**Pricing and Availability:**

Choosr 1.0 is Free and available worldwide exclusively through the App Store in the Entertainment category.

**Lexington Creative:**

<http://www.qualityappdesign.com/>

**Choosr 1.0:**

<http://www.choosrapp.com>

**Download from iTunes:**

<https://itunes.apple.com/app/choosr/id937978747>

**YouTube Video:**

<https://www.youtube.com/watch?v=nFSTx1XJ6LA>

**Screenshot:**

<http://a1.mzstatic.com/us/r30/Purple3/v4/b6/08/3e/b6083ed0-74d1-3952-201e-257a3148b00c/screen568x568.jpeg>

**App Icon:**

<http://a2.mzstatic.com/us/r30/Purple3/v4/c1/ef/05/c1ef059d-e269-87f3-760c-6ebb9e1e8167/icon175x175.png>

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