

With Emerald Theorem, Cole & Weber finds your happy hour

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Seattle ad agency Cole & Weber has launched [Emerald Theorem](#), a local site that aggregates content from Flickr, Twitter and YouTube to help find concerts, eats and happy hours.



Emerald Theorem "captures the social media pulse of Seattle," according to Cole & Weber. The site includes YouTube videos, tweets and other local content about what is going on in the Seattle area. On Wednesday, the site included taco and happy hour specials, Flickr photos from a recent Santa pub crawl and a YouTube video of Portland indie folk band Blind Pilot playing on Live on KEXP.

Emerald Theorem started out as a recruitment tool for the venerable ad agency to tout the city's coolness to land top talent. But Cole & Weber said it wanted to share the content on the internet. The agency said the site was not part of any campaign for a client.

The site captures hashtags and keywords used on Twitter, Flickr and YouTube. It also pulls content mentioning certain accounts, including @SEA_HAPPYHOUR.

"There are so many things going on in any city, let alone Seattle," said Britt Peterson, director of growth strategy at Cole & Weber. "We realized that there was no one simple site that pulled all of it together to show off how culturally rich and energizing Seattle is. It can give people living in the area, or visitors, a look into what's popular within the city – through many people's eyes."