

HQ Trivia Shows How to Start a Buzz

If you're like me, you're among the more than 1 million players who sit down nightly at 9 p.m. ET to play the live mobile trivia game [HQ Trivia](#). Even with its lag time, glitches and laughable monetary prize, I am addicted. This 15-minute, 12-question, multiple choice quiz show hosted by comedian [Scott Rogowsky](#) – a.k.a. Host Malone, Trap Trebek, Quiz Khalifa, Lag Daddy, Quiz Daddy, Quizzie McGuire, Quizard of Waverly Place, Agatha Quiztie, F. Scott Quizgerald has become an overnight sensation – even with little promotion.



Jaffe Staff

How Did HQ Trivia Do It?

Well, it helps that the creators are former Vine co-founders Rus Yusupov and Colin Kroll. They have figured out a way to make the game social (through live comments among the audience during the show) and immediately engaging.

Whether you're [launching a new practice](#), promoting an individual attorney or announcing an upcoming webinar, it all starts with a [well-orchestrated PR plan](#) in advance of launch day. For HQ, that included setting up a Twitter handle for the app in July, well in advance of the October launch, to tease and generate excitement around the pending unveiling.

Another reason behind all the frenzy is simple: word of mouth. Launched in the fall, hundreds of thousands of people had the app downloaded to their phones by the holidays and it was well on its way to becoming a smash. Rogowsky appeared on *Dick Clark's New Year's Rockin' Eve 2018* to promote that night's whopping \$18,000 prize. Because of glitches and lag times, the program was scrapped and rescheduled a half-hour later, but instead of an epic fail, people still tuned in. In fact, *New York Times* reporter Amanda Hess [wrote about her personal experiences that night](#).

This unpaid, high-quality, third-party coverage (and there has been a lot of it) means more attention and a larger audience, and the buzz draws more of us in.

What Can Law Firms Learn from HQ Trivia?

Buzz is powerful, and we use it in law firm PR. When attorney is quoted regularly in a key industry trade publication, writes several articles for a legal publication, [is active on LinkedIn or Twitter](#), and has their comments included in the coveted top-tier press, it creates a buzz. By showing up where potential clients are looking, lawyers build their brands and increase awareness of their work and experience.

A good law firm PR strategy can help to further showcase that talent and experience. You want attorneys showing up in the right publications and saying the right things. Each media opportunity should be evaluated in terms of how it will bolster his or her image with potential clients. If the resulting buzz does not fit with the overall strategy, don't waste

time on the opportunity.

As Rogowsky says when he kicks off each program, “Let’s get down to the nitty gritty. Let’s get this show on the road.” If you need help creating a buzz for your law firm, please leave a comment or contact Vivian Hood at vhood@jaffepr.com.

You can also hook me up by signing up for HQ using my referral code kob123 to help me earn an extra life – I need the help! I recently made it all the way to question 12, only to be shut out by this stumper: Who painted the ceiling of the Paris Opera House? FYI, it’s Chagall. Now I know. I was shut out of the \$6.19 cash prize. But my fear of missing out – which bubbles every night around 9 p.m. (and sometimes at 3:00 p.m. for the afternoon competition) – keeps me coming back.