

eModeration keeps Delta Faucet's Make a Mess campaign clean

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Moderation and community management company, [eModeration](#), is working with [Delta](#)®, a leading manufacturer of faucets, to moderate 'finger paintings' uploaded by consumers via iPhone, Blackberry and web-based apps to the Delta Web site, as part of its new [Make a Mess](#) campaign.

[IP Pixel](#), the agency behind the campaign, came up with the idea of the Make a Mess campaign to promote Delta's Touch20® Technology, which enables users to start and stop the flow of water with a simple tap to the faucet spout or handle – so mess on one's hands doesn't transfer to the faucet. The idea of the campaign is to encourage people to make as much mess as possible on screen – then wash it all away with a touch on the beautifully animated Pilar Pull-Down Kitchen Faucet with Touch20® Technology.

The Make a Mess app lets consumers enjoy themselves by creating 'finger paintings' on DeltaFaucet.com, iPhones or BlackBerry Storms. Consumers may also upload the finished pieces to the [Make a Mess gallery](#) hosted on the Delta Web site and share their artwork with friends and family.

eModeration is pre-moderating and reviewing each piece of artwork, before it is published, to ensure that the content is appropriate to appear online.

Tamara Littleton, founder and CEO, eModeration says: "Moderation isn't just about text - today, we're just as likely to be monitoring images and videos; even audio. We love the idea behind the 'Make a Mess' app. It's important that all the paintings uploaded are appropriate for broad audiences, so the campaign remains fun for everyone who gets involved."

Joya Fain, Interactive Producer for IP Pixel, says: "The idea is to raise awareness of the Touch20® Technology from Delta in a fun and memorable way. We've had an amazing response from consumers. The paintings that are being uploaded are incredibly creative and imaginative."

To view some of the artwork being created as part of the campaign, visit the [Make a Mess gallery](#).

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About eModeration

Founded in 2002, eModeration Limited is an international, specialist user generated content moderation company. It provides multilingual community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven ad campaigns.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can provide moderation in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

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