

# Gaydar.co.uk

## What you want, when you want it



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gaydar.co.uk  
CoolBrands



**Gaydar.co.uk founders Gary Frisch and Henry Badenhorst hadn't planned to branch out into social networking, it happened by chance when a friend approached them for help in looking for a boyfriend. Finding nothing to serve their purpose on the internet Gary and Henry set out to improve the online communication process by creating their own website. This turned into the beginnings of Gaydar.co.uk.**

Back in 1999 when Gaydar.co.uk was first launched, the idea of instant online messaging was a revolutionary concept. Gary and Henry developed two new features; the 'Who's-On-Line' page that told you who else was actually there, and 'Instant Messaging', which meant you could reach people to chat to immediately. Both had enough faith in the product to develop it further – one worked during the day, the other during the night – and within a few months enough people had joined up as paying members to enable the pair to employ other staff.

Until the end of the first year Gaydar's membership grew at a rate of around 10% a month. By November 2000 it had 78,000 members, which increased the following year to 220,000. By the end of 2005, Gaydar had more than 1.2 million

members – 500,000 in the UK alone. Today it has over three million.

QSoft Consulting Ltd is a network of complementary media brands that include the world's leading gay and lesbian websites and digital radio station, broadcasting on multiple platforms; DAB, Sky and via the internet. The network sets out to target the gay market at different times of the day and at different times in people's lives. This means that advertisers and brands, looking to target the gay and lesbian audience, now have a time and cost-effective one stop shop, through which to do it. QSoft's network of sites (serving more than 300 million page impressions a month to over three million registered users) makes it the largest gay lifestyle and dating site in the UK, Australia, South Africa, Spain, Italy, the Netherlands and Belgium. Gaydar, in particular, has grown to become one of the biggest and most recognised brands in the global gay marketplace with its radio station and associated websites now reaching more than 71% of the UK gay and lesbian market.

Gaydar's success hasn't come about by chance. It (and all associated URLs) don't just rely on the traditional media routes for promotion but also operate a promotional strategy at grass roots level, in bars, clubs and at gay events. In 2005 the brand signed a deal to partner the Sydney Mardi Gras for the following three years, a move that effectively rescued this Australian high profile event from extinction. Gaydar is also highly active in supporting the gay community on a global level through local Pride events such as Europride 2006, held this year in London.

One of the brand's most successful product extensions is GaydarRadio, which broadcasts 24 hours a day from studios in London. This high-energy pop and dance-based station is available

nationally on Sky Channel 0158, globally online and also on digital radio in London and the Sussex coast and attracts a monthly (predominately young male) audience of around 1.6 million listeners.

Gaydar's easy-to-use interface and functionality have helped to make it the market leader it is today. The brand has become synonymous with online gay dating with members who meet up socially now exchanging usernames as readily as phone numbers.

