

## What's APP?

By [Jim Cranston](#) on February 13, 2014

Bracewell & Giuliani recently announced a Fracking App called [Shale Play](#).

It's one of the most creative value propositions I've seen in a long time. Although there are many law firm apps in the market place, most are firm focused . . . not client focused. According to Paul Grabowski, Bracewell & Giuliani's Chief Marketing Officer, "We built the fracking app as an energy industry tool; something not only for our clients, but also for petroleum engineers, investment bankers, energy company executives and environmental policy professionals."

Since its launch last month, Bracewell's Shale Play App was:

- Downloaded over 2,000 times, in countries like Russia, Denmark, Singapore and Australia
- Viewed 3,700 times in the first 24 hours and 10,000 times in the first 72 hours
- Picked up by 375 media outlets

Per Grabowski, "It's just one part of a new [media platform](#) for webcasts, podcasts, videos, twitter feeds and blogs." The app has created a significant amount of buzz and exposure for this Houston based energy firm.

Are you APP to try something similar?